

The “mmm – MICE market monitor 2013” – Executive Summary

The 2013 research celebrates its 10th year anniversary: the only regular and representative study on key trends and developments of outbound German-speaking meetings market

Besides mmm’s 2013 annual indices about the general “mood” and business situation in the German speaking market, the research offers some very interesting insights into how compliance regulations influence planners – both on the intermediary as well as on corporate side.

We received comments from nearly all participants of the research, especially for the compliance theme. This is a great result because usually open questions are the least favorite questions in questionnaires. There were comments expressing irritation, fear and influences that really have an impact on MICE business. Everybody should read these comments, as they give an important insight into marketing and sales.

Information sourcing for new destinations was another focus of the report. The use and application of social media is changing rapidly and print information is becoming less relevant, which means that this is a topic that needs observation so that the correct communication strategies can be applied.

The 2013 mmm – MICE market monitor is once again an extremely useful tool for marketing and sales strategist in the meetings industry. tmf dialogue marketing and IMEX have worked hard to generate this information in the past 10 years. We encourage every destination that is interested in this important source market to dip into the mmm 2013 and to use it for their marketing plans.

Key factors of the mmm results 2013:

Market development

With a total response rate of 4 % the survey enjoys a lot of support from event planners and is statistically representative in the German market. Business seems to have been mainly stable in 2012 with slight undulations. Overall the index shows a steady, positive market for the past three years and once more confirms the importance of the German speaking market to international suppliers.

For business development in the current year, planners indicate their expectations and the general “mood” in 2013. The corresponding graph indicates the developments of the past 8 years.

As the German economy is strong and stable compared to many other European markets the meetings market is certainly worth taking a look at. Unanticipated impacts of the Euro crisis, for example, can influence business results, which were estimated at an earlier time of year.



Demand for European and long-haul destinations

These indices are of special importance for destinations. They enable them to get a first reliable impression of their chances in the German speaking market. tmf has observed the development of the use of European vs. long-haul destinations for the past eight years. The information, together with the list of preferred destinations, is an important indicator and supplements knowledge about general trends, such as accessibility, infrastructure, and security.

Preferred destinations

There are no changes in the ranking of the top three preferred destinations for corporate events this year. Spain continues to be the favourite, followed by France and Italy. tmf analysed 53 destinations that interview planners mentioned. There are many interesting changes in the ranking for both short and long-haul distances. An analysis of preferences by German and Austrian/Swiss planners, which can be quite different, supplements the extensive view on the selection and preferences for destinations.

Information sourcing for new destinations

A total of 14 methods for approaching planners were compared by looking at inspirational quality, collecting actual information and establishing personal contacts. The rankings of the sources analysed are very interesting. The best method is to combine all methods of communication. It can be a waste of time to do one-off activities or to concentrate on only one method. Due to limited time and staff resources planners are very selective and usually pick what is the most useful for their needs and situation. Internet research received high scores when combined with other internet based information channels, such as business networks, newsrooms and social media. Applying the principle of inbound online marketing on the side of suppliers is therefore essential.

The influence of compliance on planning events

tmf received many interesting comments from intermediaries, who see large impacts from compliance in parts of their business. There is, however, also still quite a number that do not "yet" feel affected. The answers are analysed and grouped into meaningful categories and have been differentiated into intermediary and corporate responses. The most interesting quotes are also provided.

The mmm 2013 was presented at IMEX Frankfurt

tmf dialogue marketing GmbH, Germany (Veitshöchheim) and India (New Delhi)

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