

COVID-19 Impact and Recovery Report: Business Events Summary 2020

Updated February 2021, based on data available of January 31st, 2021

Caveat: The information provided in this document is based on reporting by participating partners. Future versions of this document may contain information from new participating partners. Care should be taken in comparing versions of this document over time.

This report provides an estimate of the impact of COVID-19 on business events in Canada. It includes the following sections:

- 1. Impacts on Business Events from COVID-19**
- 2. Business Events Recovery Assessment Overview**

COVID-19 has had a severe impact to business events, with the loss of 3,495 planned events and the resulting 1.39 million delegates that would have visited Canada. This has led to \$1.18 billion lost revenue for 2020 events.

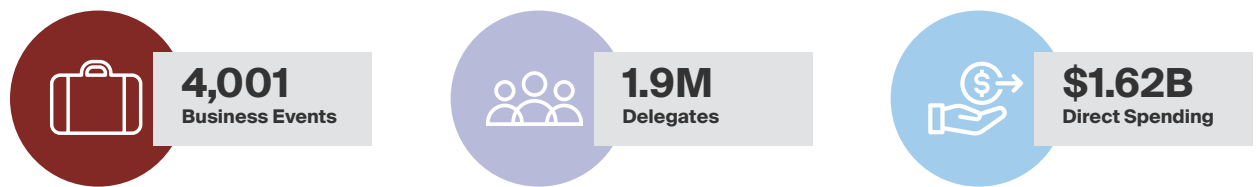
This level of loss and uncertainty in the sector will have a lasting impact on the business events industry and the industries it supports for many years to come. Looking at business events spanning from 2020-2026 including both definite and tentative events, we are forecasting to see an additional impact to more than 4,000 business events, representing 1.9 million delegates and \$1.6 billion in direct spending.

1. IMPACTS ON BUSINESS EVENTS FROM COVID-19

2020 BUSINESS EVENTS LOSSES: BUSINESS EVENTS THAT WERE SCHEDULED FOR 2020



TOTAL BUSINESS EVENTS LOSSES FOR 2020-2026: BUSINESS EVENTS THAT WERE SCHEDULED UP TO 2026



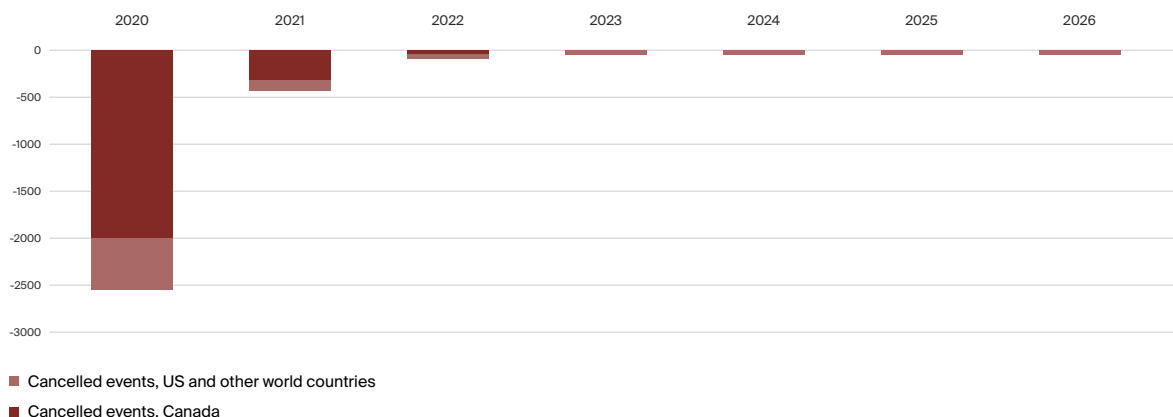
These cancelled business events by Canadian organizations represents:



The organizations delegates:



COVID-19 Cancelled Definite Business Events



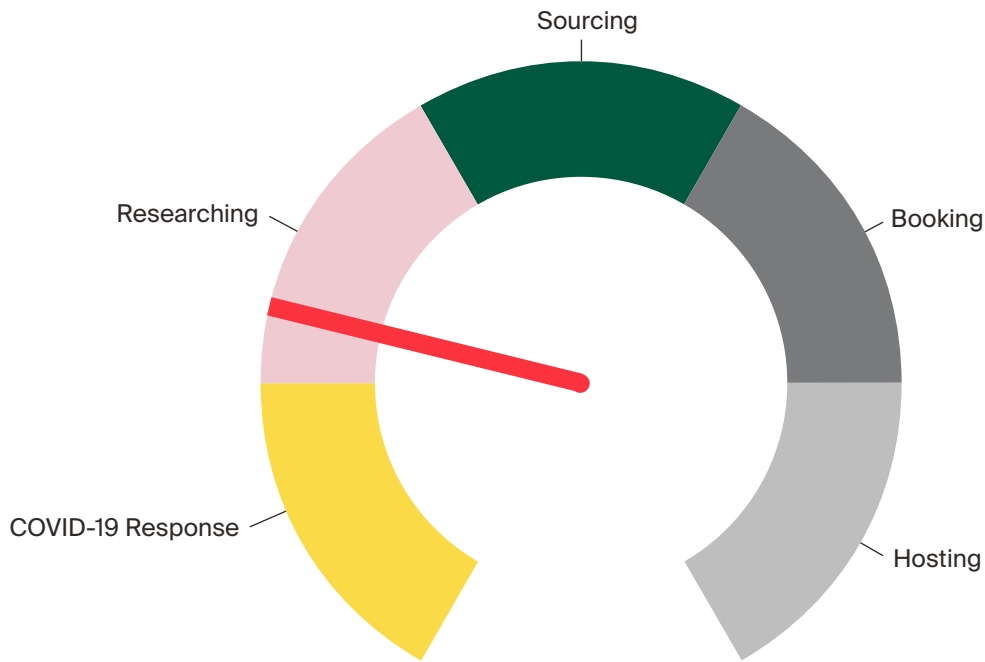
2. BUSINESS EVENTS RECOVERY ASSESSMENT OVERVIEW

In response to COVID-19, Destination Canada established a framework and analytical approach to identify signals from decision maker and industry behaviour to understand when, where and at what pace travel and business events would resume. Destination Canada collaborated with partners in destination marketing, convention centres, hotels, technology, industry associations and other business event suppliers to identify these indicators and signals.

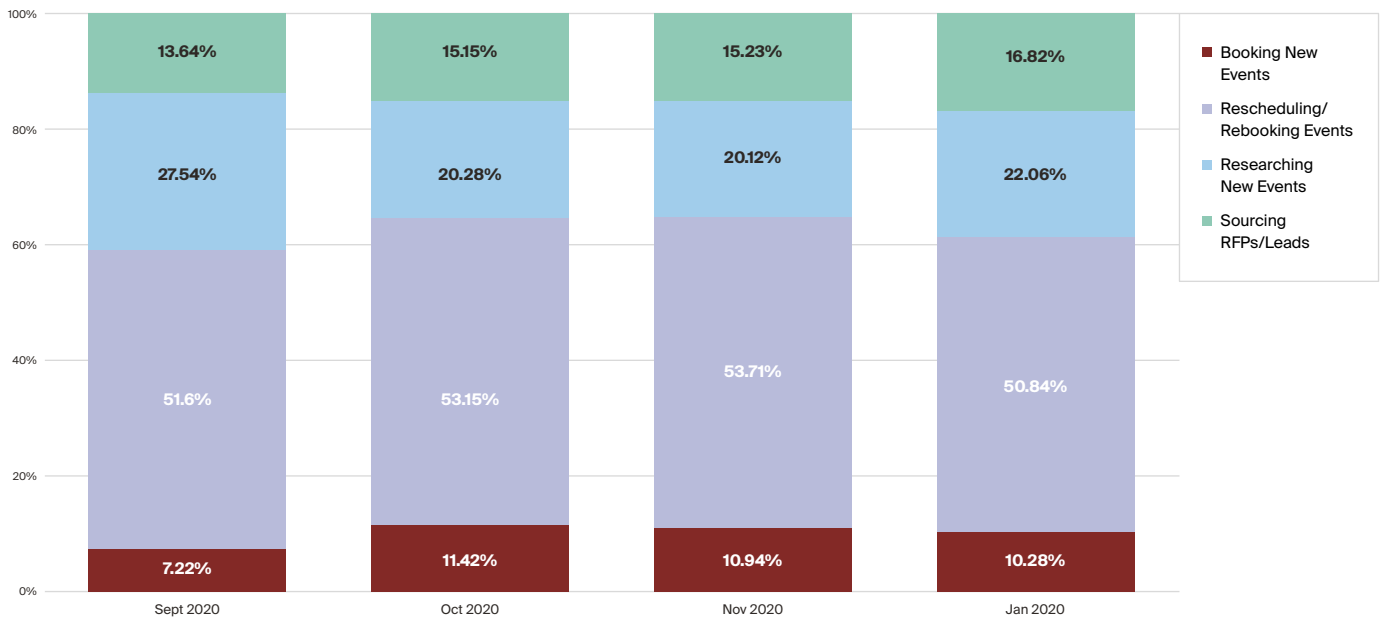
The framework identified multiple phases of recovery, which align with planner sentiment and intent to source and book business events. The recovery phases are based on planner behaviour data, not on government regulations, and are briefly outlined as follows:

- I – COVID-19 Response:** No travel, primary planner focus is rescheduling or rebooking.
- II – Researching:** Sourcing of events remain flat. Planner confidence at a level where researching for events is taking place.
- III – Sourcing:** Planner confidence at a level where sourcing of events is taking place. Sourcing of events increased significantly.
- IV – Booking:** Planner confidence at a level where booking of events is taking place. Booking rate of events increases significantly.
- V – Hosting:** Evidence events are successfully actualized.

As of December 2020, international business events lead volume and booking data had not recovered to a significant rate. While the majority of planners primary focus is rescheduling and rebooking of business events, there has been movement to researching of events. Destination Canada's assessment is that business events are in an overall researching phase, including all segments.



Decision Maker Confidence



Based on Northstar Meetings Group pulse surveys, this chart shows the proportion of respondent answers to the question “What is your current primary focus as it pertains to your live, in-person events?”

Source: Northstar Meetings Group Pulse Survey - last updated January 2021