Support for the Visitor Economy

Our position.

The pandemic has disrupted our most critical revenue stream through travel and tourism, and the economic impacts are already being felt around the world. Business events and gatherings for the purposes of commerce, science, and professional development can advance a broad-based recovery in the most effective ways.

1. Event-driven economic impact models, are already in place for both. Business events simultaneously advance multi-sector impacts, and these have become increasingly sophisticated. This means that the potential impacts of an event today have a companion "virtual" component that can further leverage global exposure and original legacies for the host community.

2. Business events efficiently utilize the collective power of the meetings industry, which comprises a range of efficiently interconnected business events market. They make the case that our industry is the most sustainable, efficient means of delivering impact in areas of specific interest for economic, social, and professional development. With the COVID-19 experience having disrupted supply chains and a more stable and therefore resilient economy for the many different sectors that will need to be stimulated.

3. Business events offer a time-sensitive imperative that help overcome and address priority community needs through collaboration and transition to a more sustainable economy for the second or third tier destinations to build their profile at a time when many travelers are looking for new options. The many "optional" travel activities will thus likely lag behind the travel recovery of more transient activities.

4. Business events efficiently advance multi-sector impacts. The road to travel recovery will likely be a long one – one that requires innovative agents for post-pandemic economic recovery and renewal. They are already responding to the growing needs of the business events market.

5. Business events are an efficient means of supporting the visitor economy and creating a controlled environment. They are already taking place for the purposes of commerce, science, and professional development, and they enable action by others rather than being limited to what they can achieve on their own. Business events simultaneously advance multi-sector impacts, and these have become increasingly sophisticated. This means that the potential impacts of an event today have a companion "virtual" component that can further leverage global exposure and original legacies for the host community.

6. Business events efficiently utilize the collective power of the meetings industry, which comprises a range of efficiently interconnected business events market. They make the case that our industry is the most sustainable, efficient means of delivering impact in areas of specific interest for economic, social, and professional development. With the COVID-19 experience having disrupted supply chains and a more stable and therefore resilient economy for the many different sectors that will need to be stimulated.

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