

changes in MICE customer behaviour in russia during the COVID-19 pandemic

study period: July 01, 2020 – June 31, 2021

subject of analysis:

- o current qualitative characteristics of consumer behaviour and demand within the business travel segment in the Russian market in 2021
- o market problems and the trends that influence their formation
- o impact of the pandemic on the industry and the current state of the event market
- o most in-demand MICE destinations and the most likely periods of activity in 2021

study respondents:

- o heads of 30 agencies specialising in MICE, Business Travel and Event-Marketing in Moscow and other regions of Russia

types and formats of events

- o Strategic (cyclical) events are recognised as the most popular (37% of votes)
- o The most popular format of getaway events are considered to be those with an average of 50 to 150 participants
- o Business and corporate events for more than 500 people are rare

- o The most frequent duration of getaway events was recognised as the '2-3 day' format
- o The '4 or more days' format did not receive a single vote
- o The majority of respondents allocate less than 50% of the total volume of events to online

- o 28% of respondents do not conduct hybrid events, while 21% allocate a share of 10% to the hybrid format
- o Logistics is the main cost item on the budget for business retreats
- o Teambuilding and incentive events are not very effective online



Requests are usually received **1-3 months** before the planned date



The vast majority confirm requests **4 weeks** before the event date



Companies often stipulate the possibility of transferring offline events to a **hybrid or online format** from the get-go



67%

Believe that uncertainty is a major obstacle for event planning



Requests are more frequently received **1 month** prior to the planned date



Respondents claim the event might be confirmed **'in 2 weeks or less'**



Respondents testify to the **inconsistency** of business behaviour in the post-Covid era.

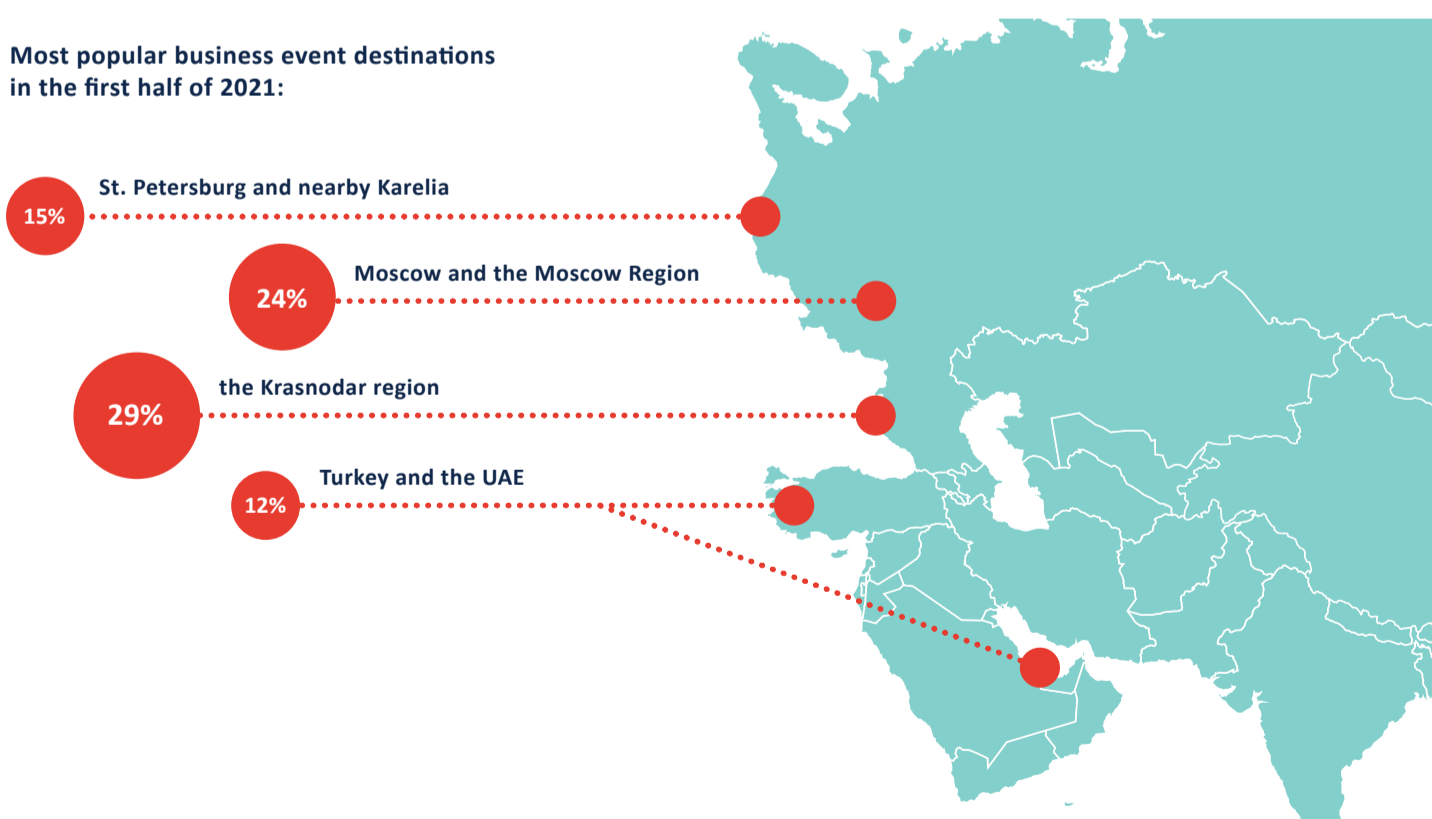


8%

Consider companies' fear of travel safety to be an obstacle

MICE geography

Most popular business event destinations in the first half of 2021:



Top problems faced by business and corporate event organisers in the regions of Russia:



Poor quality of services (**87%**)



Lack of variety in the activities offered (**53%**)



Prices and unprofessional proposal preparation (**40%**)