



INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA



The logo for the imeS 2014/15 Survey. It features the word "imeS" in a bold, green, sans-serif font. A white line graph with an upward trend is overlaid on the letters. A black arrow points upwards from the "S" and contains the text "2014/15" in white. Below the main text, it reads "THE INDIA MEETINGS & EVENTS INDUSTRY SURVEY" in black, uppercase letters.

**imeS**  
THE INDIA MEETINGS & EVENTS INDUSTRY **2014/15** SURVEY

Analysis by The Right Solution

The logo for m&it, featuring a stylized lowercase "m" in black, followed by an ampersand and a lowercase "it" in a script font. A colorful swoosh (orange, green, and blue) is positioned between the "m" and the ampersand. Below the main text, it reads "INDIA meetings & incentive travel" in black, lowercase letters.

**m&it**  
INDIA meetings & incentive travel

The logo for CAT PUBLICATIONS, featuring the letters "CAT" in a bold, grey, sans-serif font with a red silhouette of a running person above the "A". Below it, the word "PUBLICATIONS" is written in a smaller, grey, sans-serif font.

**CAT**  
PUBLICATIONS

# NUMBER OF RESPONDENTS

**195 respondents**

**40% third party**

**38% corporate**

**22% not for profit**



INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

**cvent**



THE INDIA MEETINGS & EVENTS INDUSTRY SURVEY

# RESPONDENTS

- AFP Ideas and Executions Pvt. Ltd.
- Cerebral Business Research Pvt. Ltd.
- Confianzys
- DOVER INDIA
- Fleming Gulf
- Infosys
- JinKorp International Travel services Pvt. Ltd
- Juniper Networks
- Maersk Line India Pvt Ltd
- Network Systems & Technologies P. Ltd.
- Scorpio Events Management Pvt Ltd
- Tata Communications Ltd
- Tata Elxsi
- Tata Interactive Systems
- Trident
- Tradition n Trendz
- VSoft Technologies Pvt. Ltd



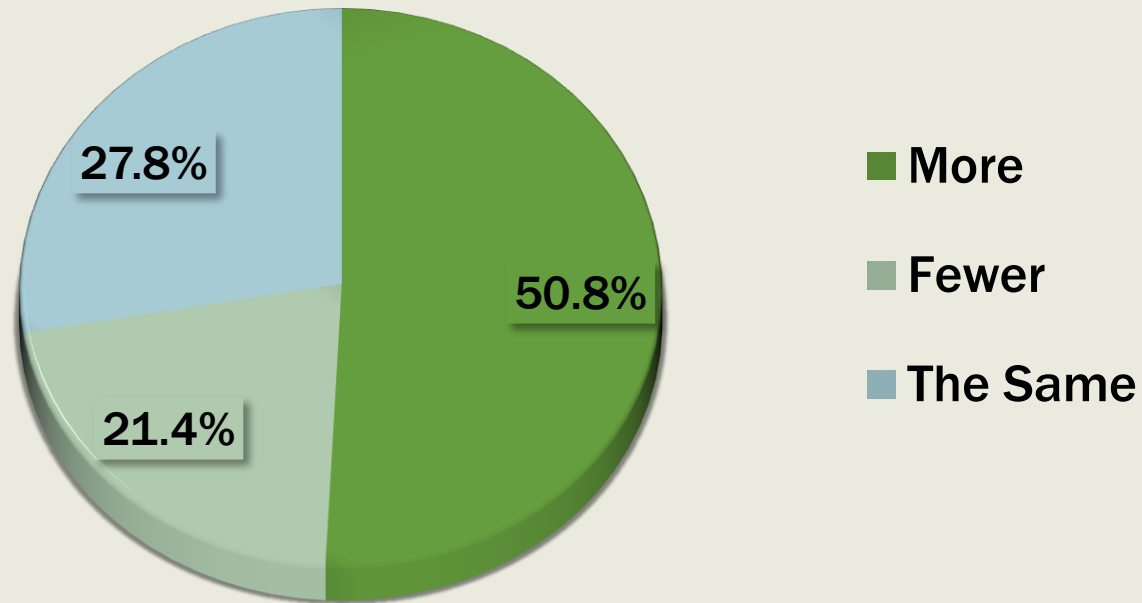
INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

cvent

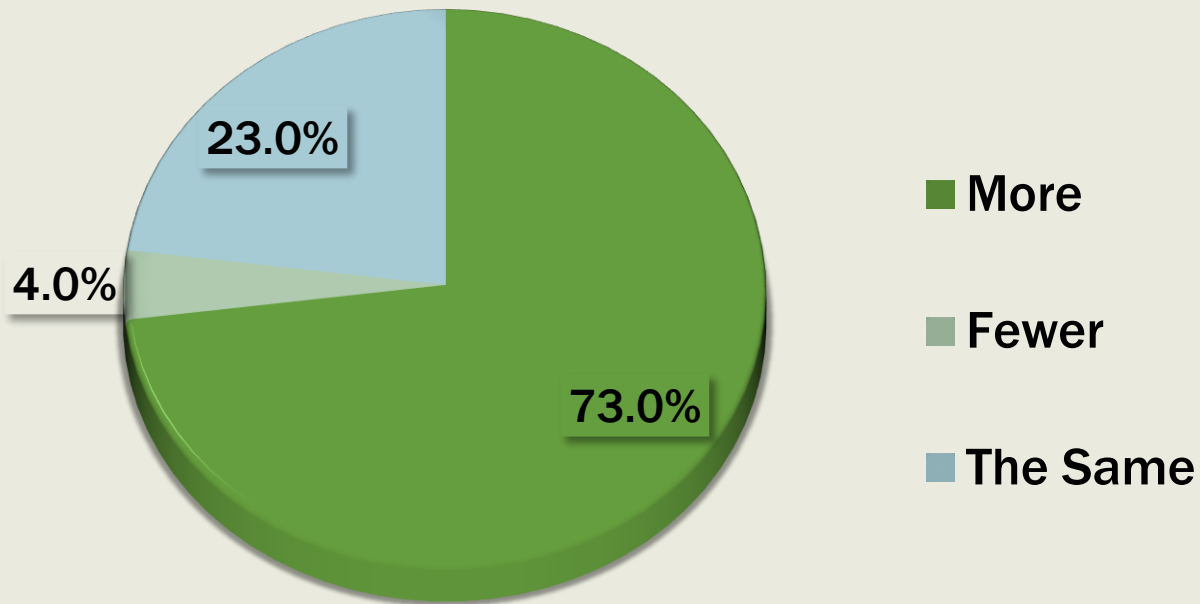


# HOW DID THE NUMBER OF MEETINGS TO JULY 2014 COMPARE TO THE PREVIOUS 12 MONTHS?

Average number of events per respondent **18**



# HOW WILL THE NEXT 12 MONTHS COMPARE TO THE 12 MONTHS TO JULY 2014? NUMBER OF MEETINGS



# HOW MANY DELEGATES ATTEND YOUR EVENTS?

**Average for main event is 497 delegates**

21% of respondents reported in excess of 2000 delegates

**Average for other events is 283 delegates**

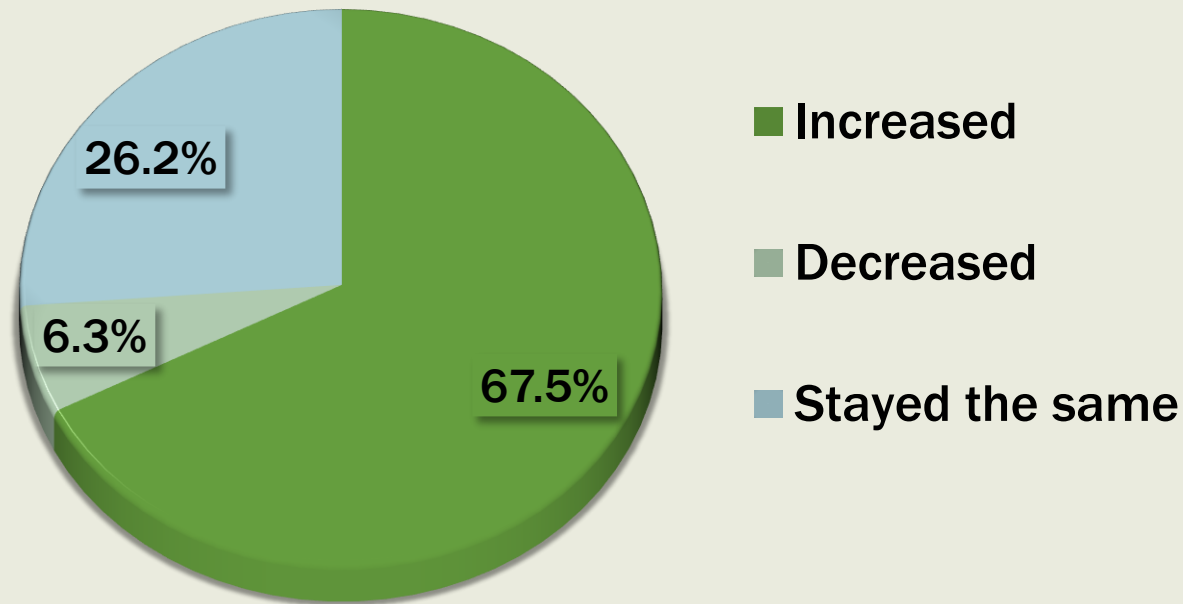


INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

cvent

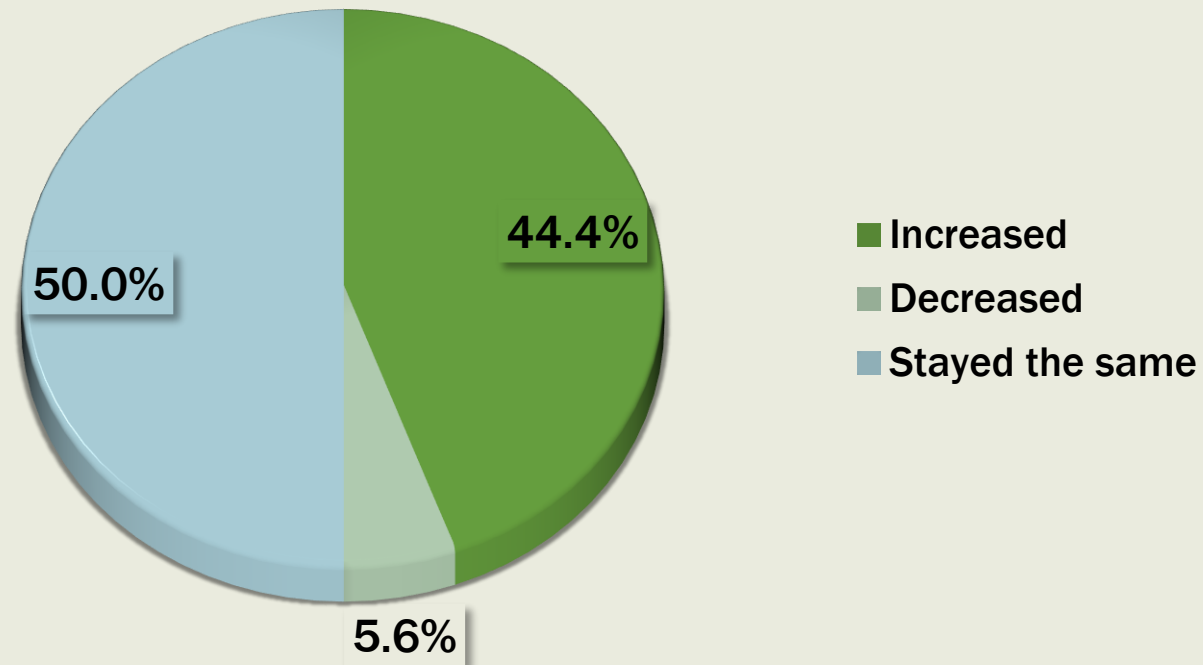


# IN THE LAST 12 MONTHS, HOW HAS THE NUMBER OF DELEGATES AT YOUR EVENTS CHANGED?



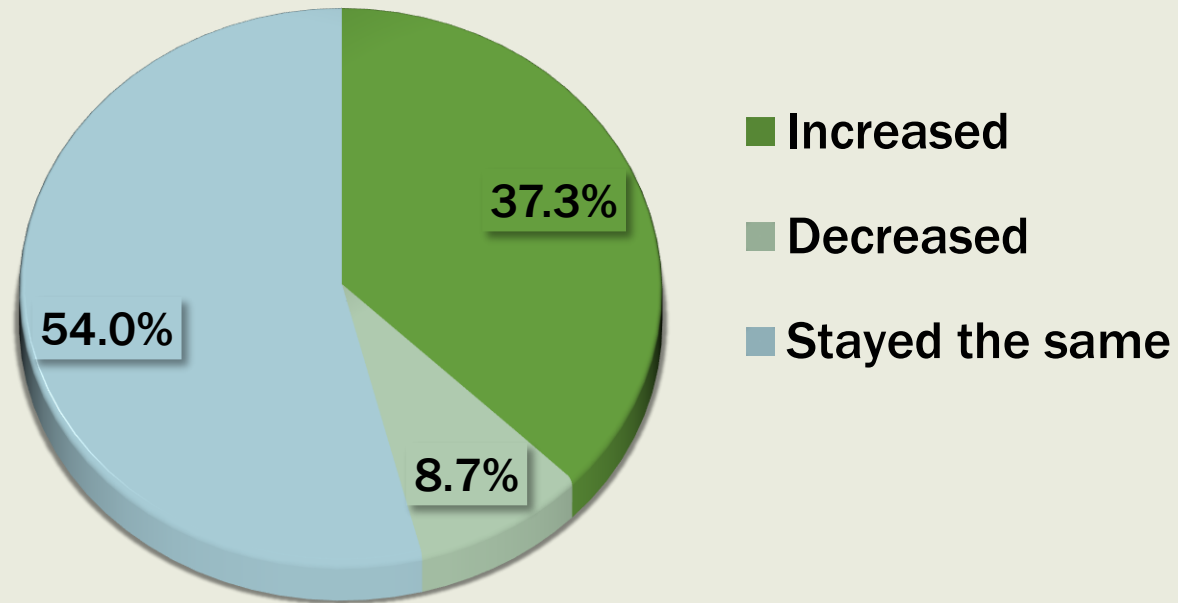


# IN THE LAST 12 MONTHS, HOW HAS THE DURATION OF YOUR EVENTS CHANGED?



# IN THE LAST 12 MONTHS, HOW HAS THE PERCENTAGE OF YOUR RESIDENTIAL EVENTS CHANGED?

Average residential events 35%



# AVERAGE BUDGET FOR EVENTS

**US\$198,365**

**Average budget change 2014 +11.6%**

**Average budget change 2015 +12%**



INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

**cvent**



# AVERAGE BUDGETED SPEND

**Mean daily rate US\$59**

**Mean 24 hour rate US\$121**

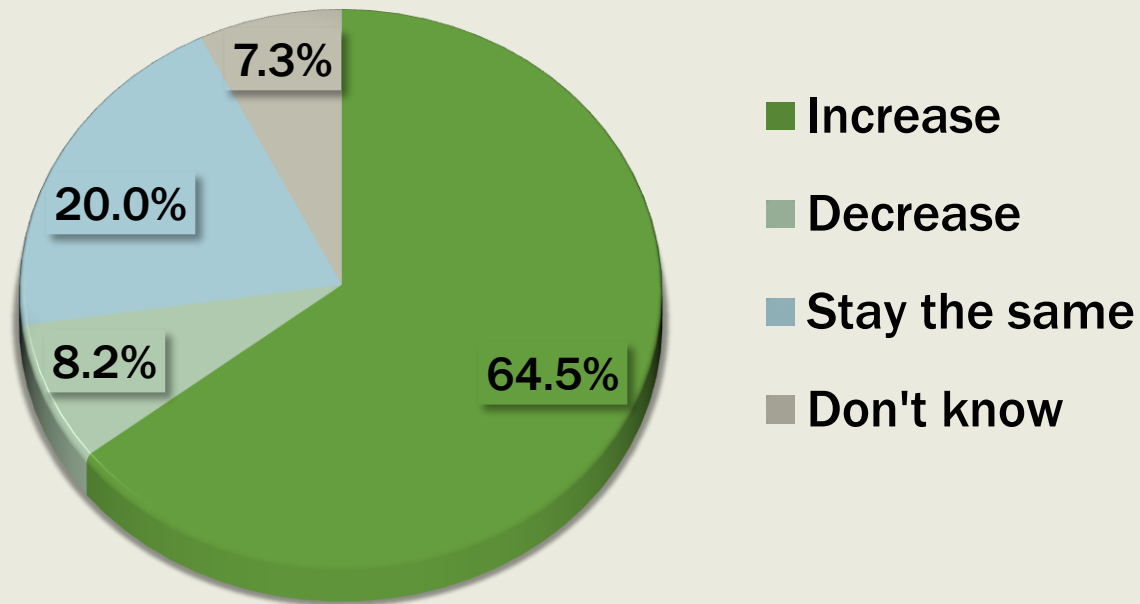


INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

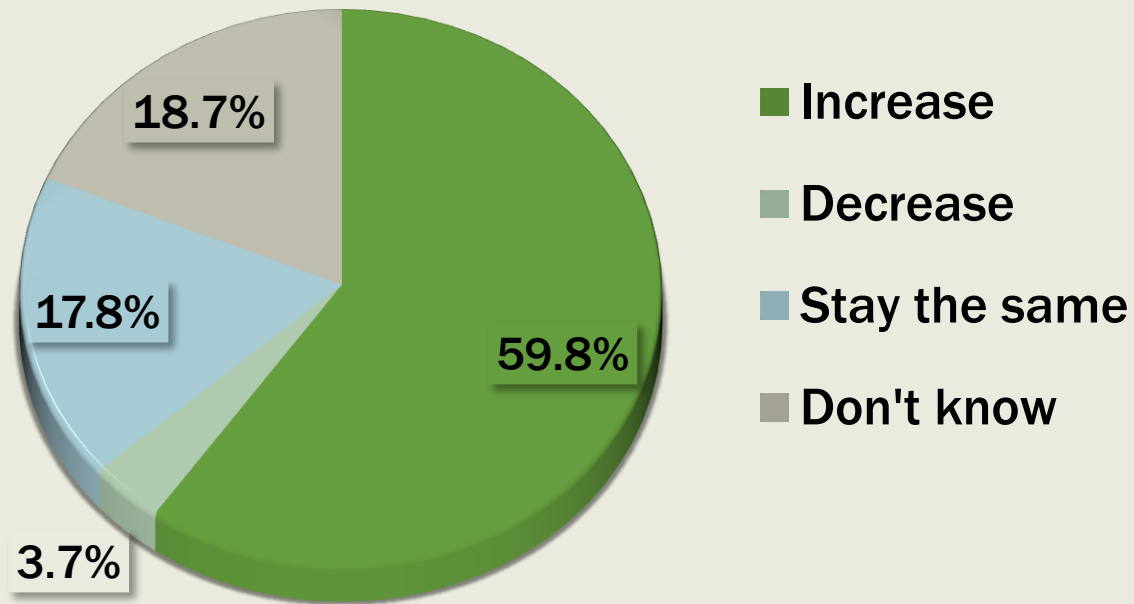
**cvent**



# IN THE 12 MONTHS TO JULY 2014, HOW HAS THE AVERAGE BUDGET FOR YOUR EVENTS CHANGED COMPARED TO THE PREVIOUS YEAR?



# HOW WILL YOUR EVENTS BUDGET FOR THE NEXT 12 MONTHS COMPARE TO THE 12 MONTHS TO JULY 2014?



# MEAN LEAD TIME

**5<sup>1</sup>/<sub>2</sub> months**



INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

**cvent**



# USE OF THIRD PARTY ASSISTANCE

**Average 35% of events**

N.B. some respondents are third party organisers

**60% use freelancers always or  
sometimes**



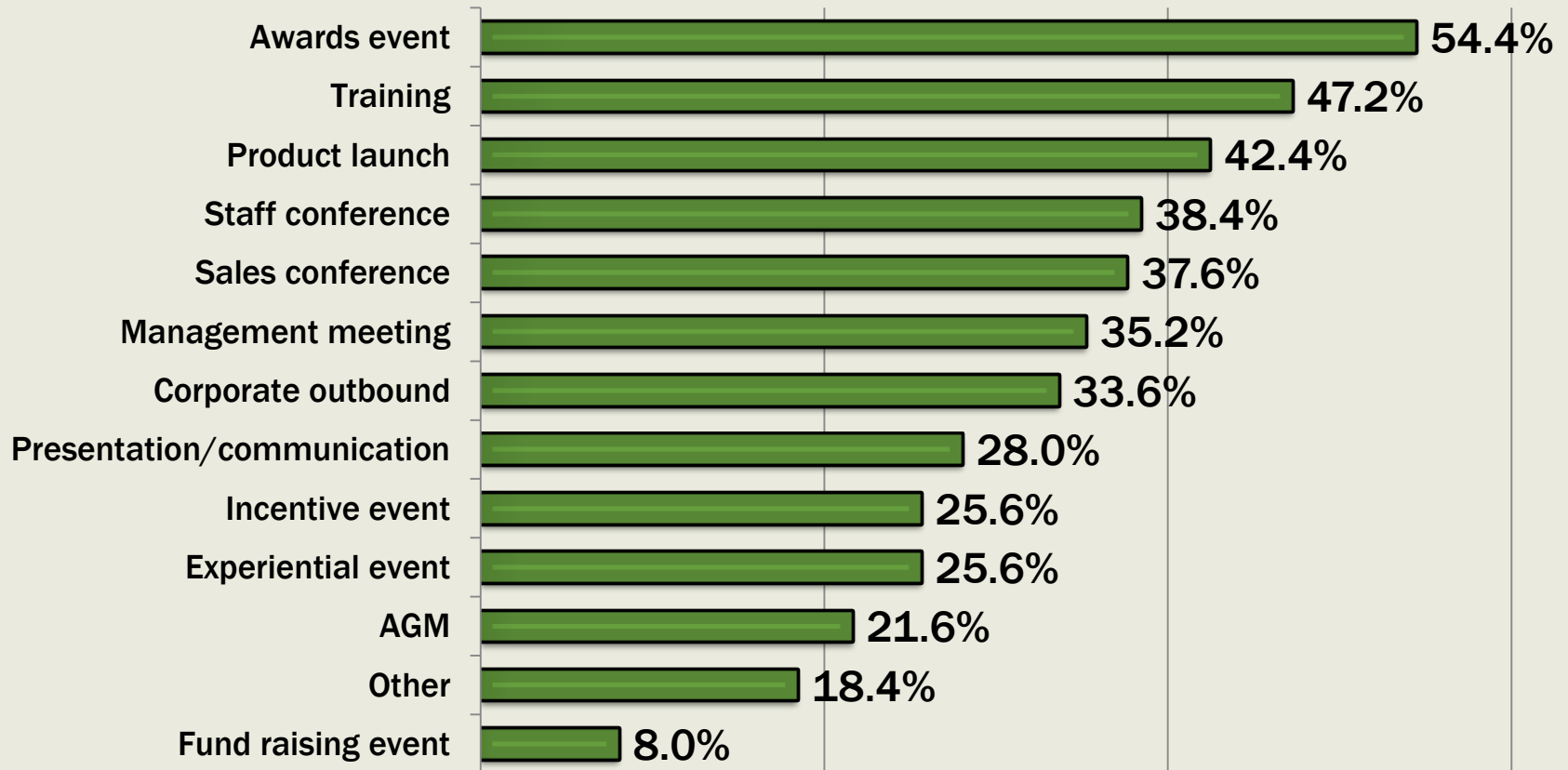
INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

cvent





# WHICH TYPES OF EVENT HAVE YOU HELD IN THE LAST 12 MONTHS?



# TOP TEN DESTINATIONS INDIA

|                        |            |  |
|------------------------|------------|--|
| <b>Mumbai</b>          | <b>74%</b> |  |
| <b>New Delhi</b>       | <b>60%</b> |  |
| <b>Hyderabad</b>       | <b>41%</b> |  |
| <b>Jaipur</b>          | <b>35%</b> | <b>39 other<br/>destinations<br/>mentioned</b> |
| <b>Bangalore</b>       | <b>25%</b> |  |
| <b>Jodhpur</b>         | <b>21%</b> |  |
| <b>Udaipur</b>         | <b>19%</b> |  |
| <b>Chennai</b>         | <b>13%</b> |  |
| <b>Pune</b>            | <b>13%</b> |  |
| <b>Goa and Kolkata</b> | <b>7%</b>  |  |



INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

cvent



# TOP TEN COUNTRIES ELSEWHERE IN WORLD

|                  |            |  |
|------------------|------------|--|
| <b>UAE</b>       | <b>27%</b> |  |
| <b>USA</b>       | <b>17%</b> |  |
| <b>Thailand</b>  | <b>16%</b> |  |
| <b>Malaysia</b>  | <b>10%</b> | <b>47% had held events<br/>outside India</b> |
| <b>Singapore</b> | <b>10%</b> |  |
| <b>Germany</b>   | <b>9%</b>  |  |
| <b>UK</b>        | <b>9%</b>  | <b>30 other countries<br/>mentioned</b>      |
| <b>Hong Kong</b> | <b>8%</b>  |  |
| <b>France</b>    | <b>8%</b>  |  |
| <b>Spain</b>     | <b>8%</b>  |  |

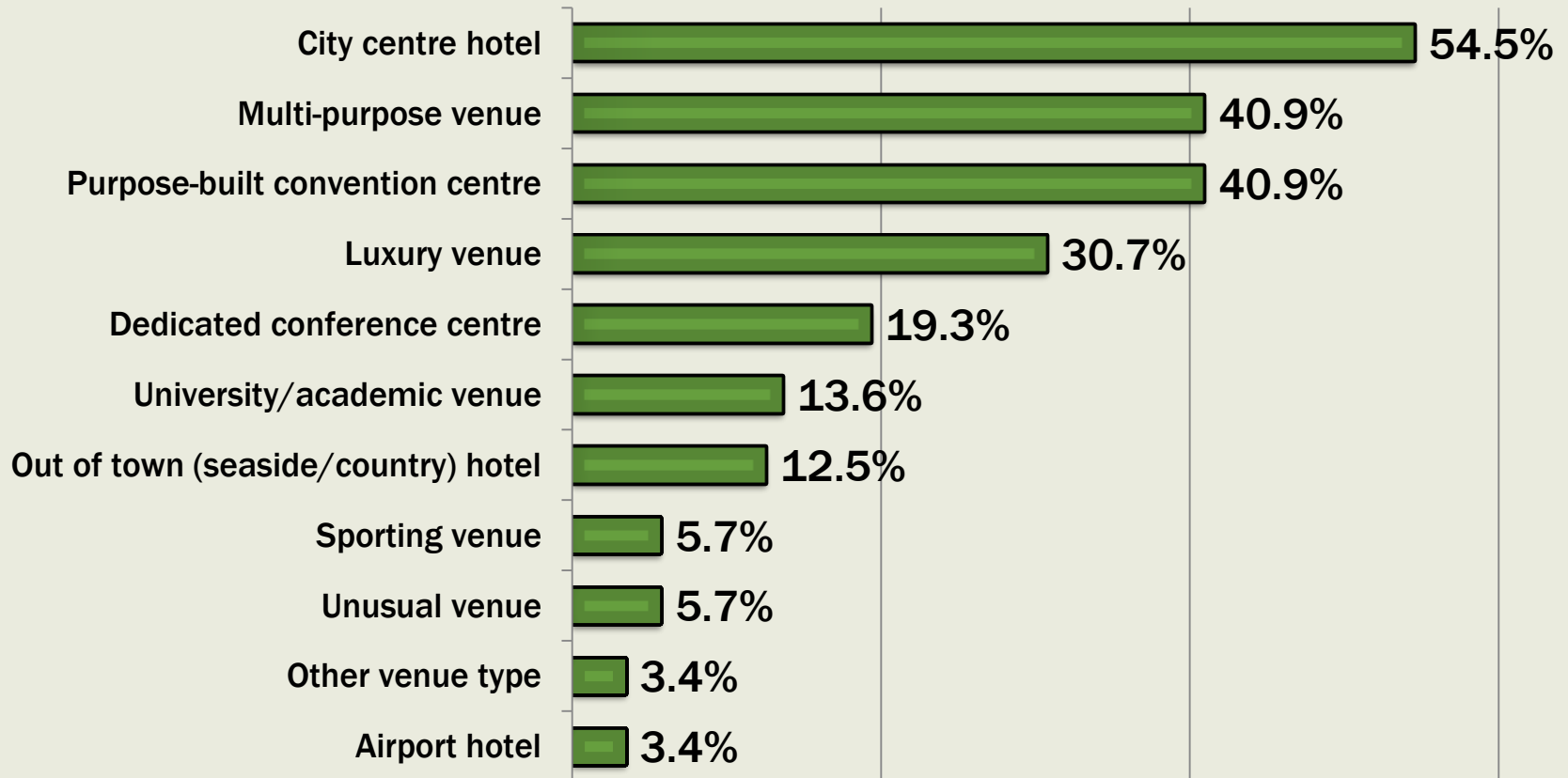


INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

cvent



# WHICH OF THE FOLLOWING VENUE TYPES DO YOU USE MOST OFTEN?



# SATISFACTION RATINGS FOR INDIAN VENUES

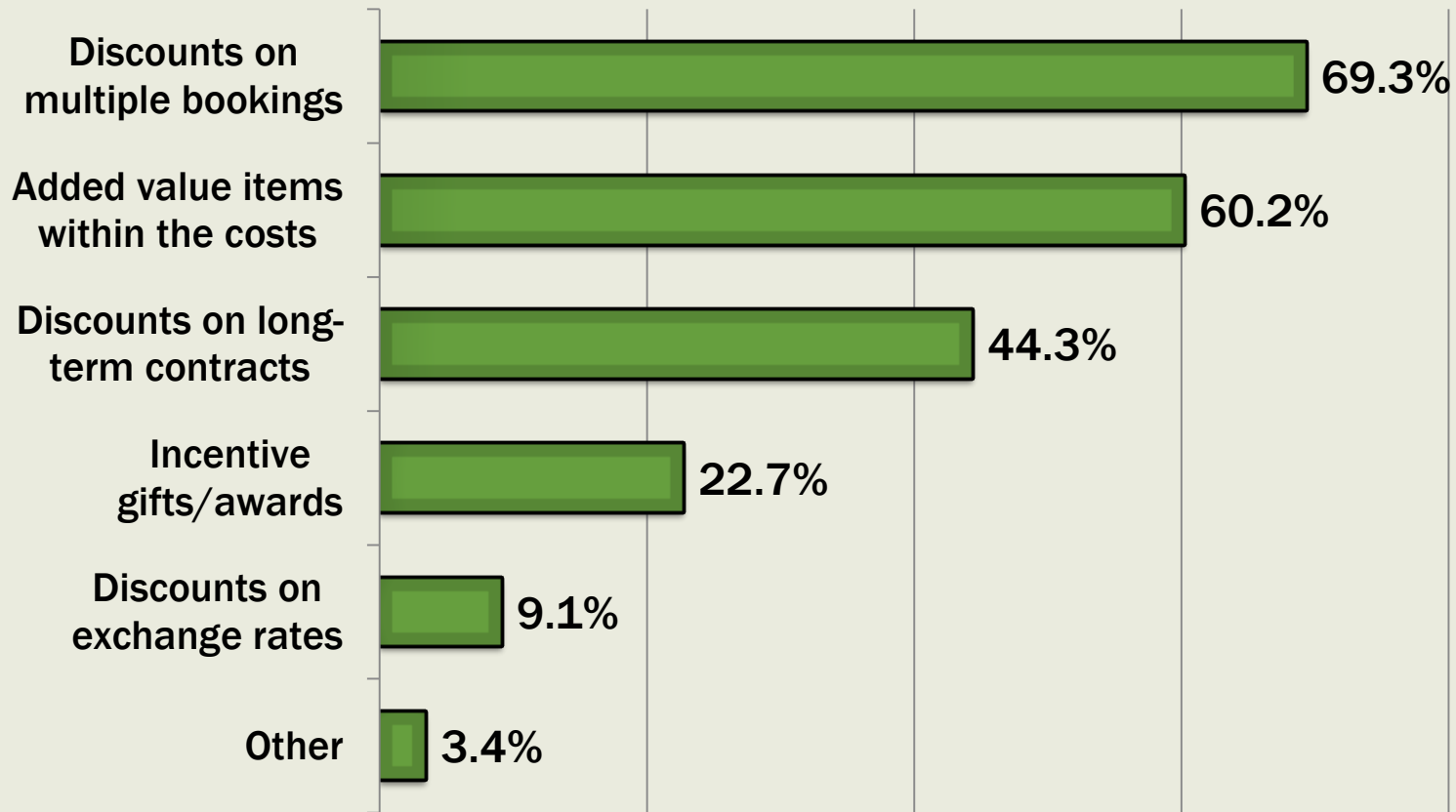
| Factor                                      | Percentage rating excellent or very good |
|---|--|
| 1. Standard of bedrooms                     | 77%                                      |
| 2. Standard of conference facilities        | 71%                                      |
| 3. Food quality and catering standards      | 67%                                      |
| 4. Staff understanding of conference needs  | 62%                                      |
| 5. A/V technical facilities and support     | 59%                                      |
| 6. Standards and speed of service           | 52%                                      |
| 7. Value for money                          | 47%                                      |
| 8. Availability of free WiFi                | 45%                                      |
| 9. Technical and technological capabilities | 44%                                      |
| 10. Understanding of new meeting techniques | 38%                                      |



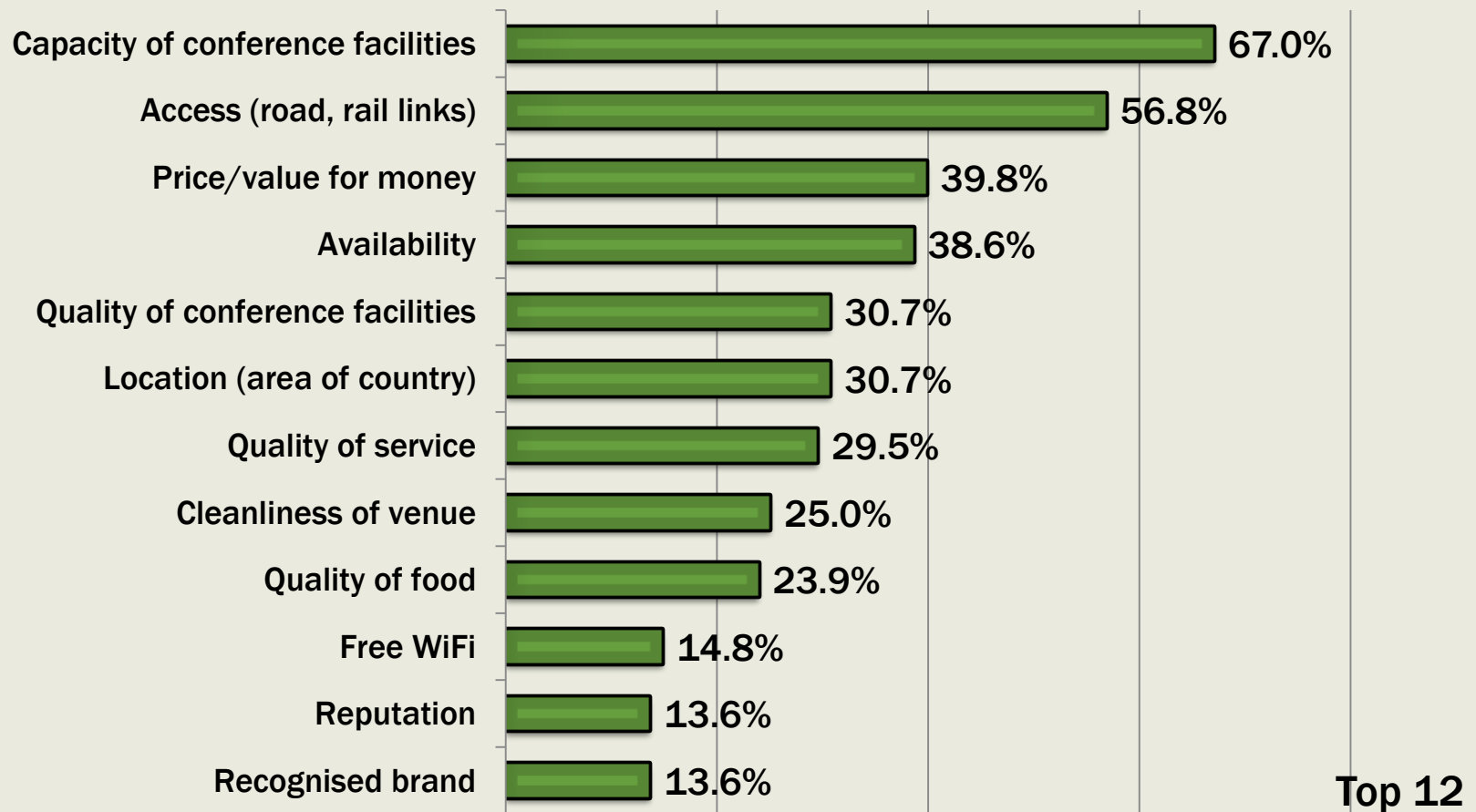
INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA



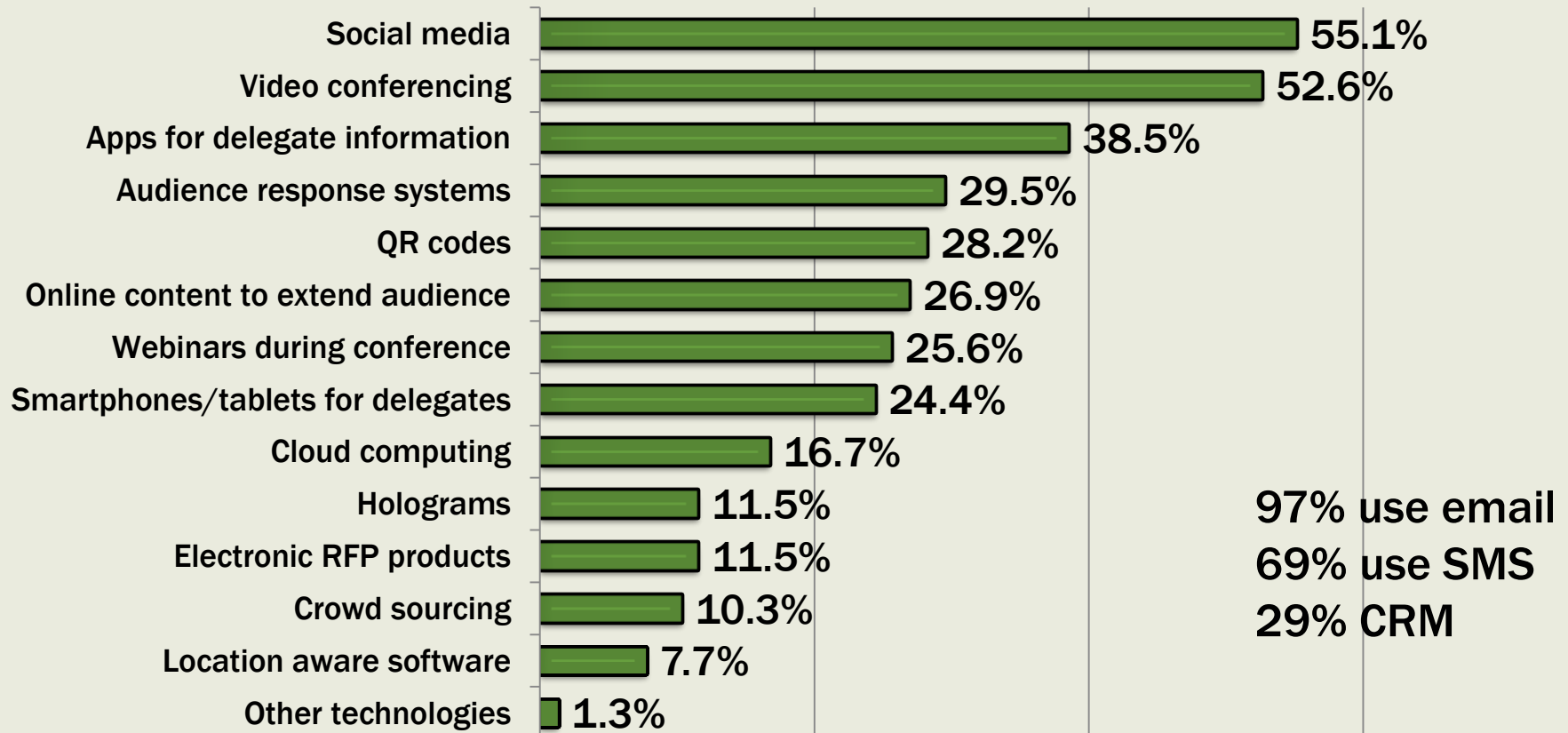
# WHICH OF THE FOLLOWING BOOKING INCENTIVES APPEAL TO YOU?



# WHICH OF THE FOLLOWING KEY FACTORS INFLUENCE YOUR VENUE & DESTINATION SELECTION?

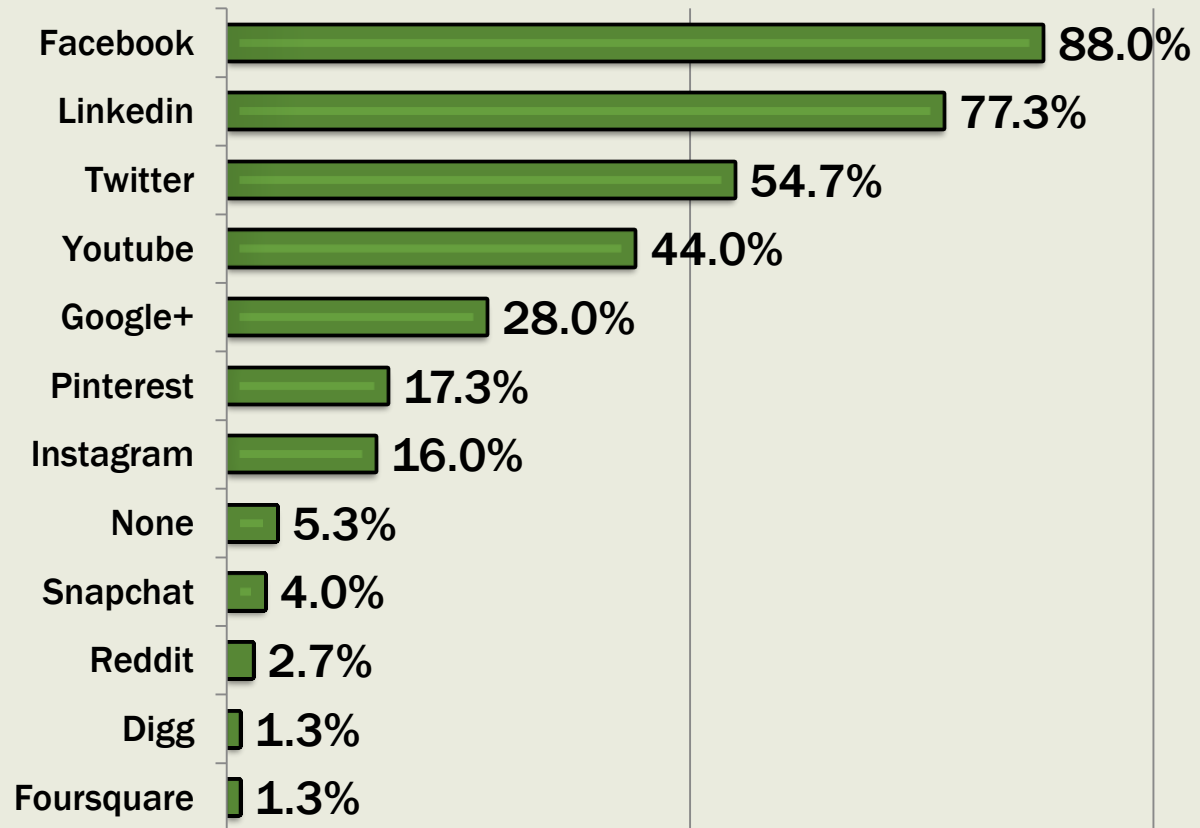


# DO YOU USE ANY OF THE FOLLOWING TO HELP WITH EVENT ORGANISATION?





# WHICH OF THE FOLLOWING SOCIAL MEDIA DO YOU USE REGULARLY?



# DO YOU MEASURE RETURN ON INVESTMENT

|     |     |
|-----|-----|
| No  | 64% |
| Yes | 36% |



INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

cvent



# TOP TRENDS AFFECTING EVENTS

Focus on ROI is saving money

Health and safety factors increase costs

Risk assessments increase costs

Social media increases attendance

Social media during meetings improving audience engagement

Content online improving audience engagement



INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

cvent



# IMEIS 2014/15

**m&it**  
INDIA  
meetings & incentive travel

  
**CAT**  
PUBLICATIONS



INCENTIVES, BUSINESS  
TRAVEL & MEETINGS  
EXPO | INDIA

**cvent**

