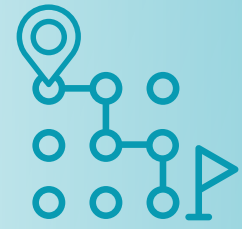


# WHAT BUSINESS EVENTS AND DESTINATIONS NEED TO OFFER FROM THE PERSPECTIVE OF ATTENDEES

**90%** Seamless Travel



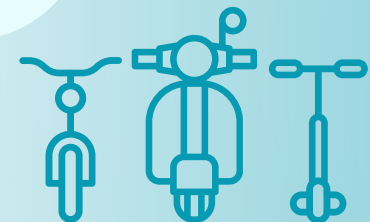
For 90% of respondents, seamless travel is a high priority when attending events

**60%** Safety and Hygiene Concepts



For around 60% of respondents, safety and hygiene concepts are a basic requirement, irrespective of the type of event

**Micro Mobility**



Especially younger (26-35 years) and international attendees embrace micro mobility offers

**Local History & Life**



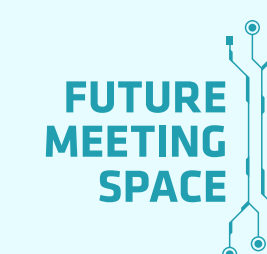
Particularly international attendees are interested in experiencing local history and life

**75%** Climate-friendly Means of Transport



Use of climate-friendly means of transport and compensation of CO2 emissions is relevant for 75% of respondents

Future Meeting Space 2022  
"Redefining Event Attendance" survey (n=2,147)  
Respondents: first jobbers, employees and managers from all sectors



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