

# A SURVEY ON COVID-19 BY KONGRES MAGAZINE

Survey dates: March 15 - April 2, 2020

The editorial board of Kongres Magazine wanted to attain first-hand information from members of the meetings industry and hear their thoughts on the COVID-19 situation. A survey was sent out and Kongres Magazine managed to reach 522 respondents from 35 countries. The survey provides interesting insight into the thought-process of meeting planners when it comes to critical, unpredictable changes like a global virus outbreak in our industry. All data in the survey was gathered by Kongres Magazine according to GDPR regulations and their privacy policy.

## NUMBER OF ANSWERS

522 respondents from 35 countries

### EVENT CANCELLATIONS

On average, every meeting planner has had to cancel **7,86** events and postpone **9,59**.

**60.9 %** believe we should **delay** all meetings for the next few months.

**18.8 %** believe we should **cancel** all meetings for the next few months.

**11.7 %** believe it should be handled on a case-by-case basis.

**4.7 %** believe we should continue to hold meetings in areas that are not significantly affected.

### WORK

**84.5 %** said they will **continue to work from home** during office closure.

**10.1 %** said that **work is halted**, but compensation is provided.

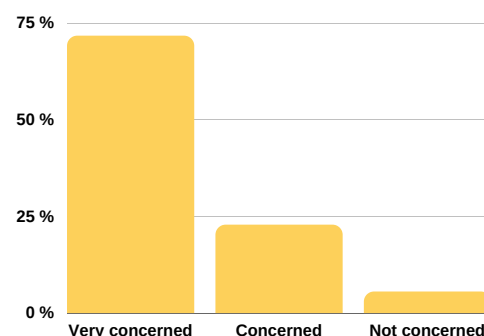
**5.4 %** said that **work and compensation are both halted**.

How is work handled when an employee is quarantined or in self-imposed isolation (but not infected)?

- Employee works remotely **74.4 %**
- Employee uses sick leave **20.2 %**
- Employee uses personal days **1.6 %**

## How concerned are you about COVID-19 affecting your business?

**71.7 %** of meeting planners are **VERY CONCERNED** and only **5.5 %** are **NOT CONCERNED** by the situation.



## What do you think are your chances of getting sick with Coronavirus?

When asked about the chances of getting sick with Coronavirus, **55%** of meeting planners said their chances of getting sick are **MEDIUM**, **29.9 %** of meeting planners think they are **LOW**, while only **15.1%** think they are **HIGH**.

### TRAVEL

**70.3 %** have **banned all travel** globally for their employees

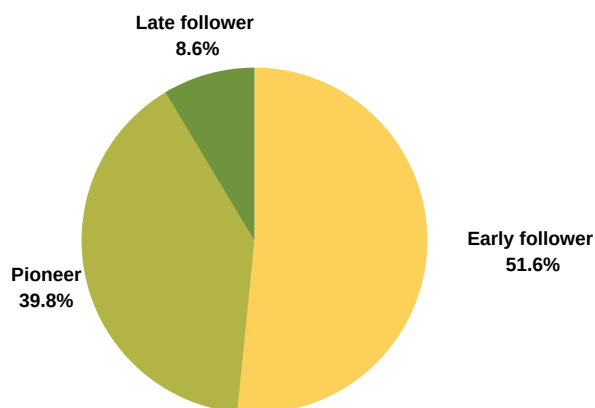
**10.9 %** have **banned only nonessential travel** for their employees

**10.2 %** have **banned all nonessential travel to all affected locations**

**4.7 %** have **not banned travel**, but are monitoring the situation

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## How would you describe your company's reaction to the outbreak?



- **Early follower** – actively collects external information and reacts promptly
- **Pioneer** – acts proactively and makes timely decisions to tackle the matter
- **Late follower** – relies heavily on external information
- **Lone ranger** – imposes very little change

## Can you estimate how much your profits will decrease in 2020 because of COVID-19?

- **40% decrease in profits** – 31,1 %
- **60% decrease in profits** – 25.4 %
- **80% decrease in profits** – 22.1 %
- **20% decrease in profits** – 17.2 %
- **100% decrease in profits** – 4.1 %

The fact that most meeting planners think their profits in 2020 will suffer greatly because of COVID-19 are very alarming.

## In these hard times, we need:

- **Information** - 35.52 %
- **Ideas** - 26.64 %
- **Inspiration** - 22.39 %
- **Insights** - 15.44 %

### BIGGEST RISKS

- **Liquidity Risk** - 37.50 %
- **Interest Rate Risk** - 14.17 %
- **Purchasing Power Risk** - 14.17 %
- **Tax Risk** - 11.25 %
- **Political Risk** - 10,42%
- **Legislative Risk** - 8,75%

### Other (3,75%)

- No income
- Bankruptcy
- Losing members
- Loss of future work
- Laying off and subsequently losing staff
- Global economic breakdown risk
- Generally all PEST Factors

### ALTERNATIVE EVENT FORMATS

- Webinars
- Video conferences
- Hybrid events
- Small team events
- Live Streaming

### MOST TRUSTED SOURCE OF INFORMATION

- **The local or national government** - 40.3 %
- **Health professionals** - 34.1 %
- **News** - 17.1 %
- **Other** - 3.9 %
- **Social Media** - 3.1 %
- **Friends, family** - 1.6 %
- Not Donald Trump
- Scientific and governmental sources
- Specialised websites

# THOUGHTS ON THE COVID-19 SITUATION

- “Many companies will disappear, especially small ones like ours in Spain. We will have to rethink our business and how to continue ... Thanks to Kongres Magazine for this survey and the possibility of expressing ourselves in the face of such a difficult situation. We will read your conclusions”
- “A disaster but health is more important!”
- “We need to help each other... COVID-19 is a sickness, not the end of the world”
- “It will be a big challenge not only for organisers, associations and meeting planners but also for the meeting industry suppliers. Some companies might not survive this if not supported well by their governments. Still it is a chance for new ideas, new development, strategies and a more sustainable meeting culture in the future.”
- “It is an unplanned hardship that has come really hard at our industry. One can never be prepared for such a situation, but I guess people will learn from this and start inculcating clauses to cover for such eventualities while contracting.”
- “I think we should use this time of less work to rethink, reorganise and prepare ourselves to be more than ready when the market and travelling industry open again. Maybe reinvent ourselves.”
- “I think, especially in Italy and Lombardy where I live, that the meeting industry will come slowly to a normal situation not before the end of 2020. COVID-19 has been a tragedy for Italy’s economy but we are strong and will survive.”
- It will change our industry dramatically after. Darwin will come to mind again, this will be the survival of the fittest and smartest. It looks like our business plan for 2025 will be happening sooner than we thought...”
- “Many companies will be experiencing difficult times in terms of cash flow and tax payments. It depends how long it will take ... many jobs will be eliminated unfortunately. Governments must act rapidly to give financial support to the MICE and travel industry”
- “If the crisis continues for more than 3 months it will ruin many businesses. Many companies will go under. We still don’t know how the market will react after the pandemic. How long the economic effect will last. Support from the governments through a package of financial measures and business solidarity is crucial in these moments.”
- “Fear is a bad adviser”