

FACTORS INFLUENCING ON-SITE EVENT PARTICIPATION



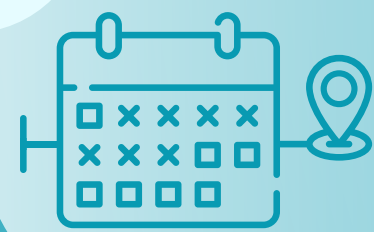
Self-determination



High impact of self-determination: People who can decide for themselves make over 30% more trips to events.

Multi-day trips

80%



Multi-day trips will account for around 80% of all business trips to events. A suitable ratio between event duration, travel times, and travel expenses is essential.

91% **Networking**



91% attend events for networking. The number and make-up of attendees are relevant while cost and workload are not as important.

New ideas

82%

74%

Variety



Inspiration: 82% attend events to gain new ideas, for 74%, events are an important break from everyday office life.

Climate impact

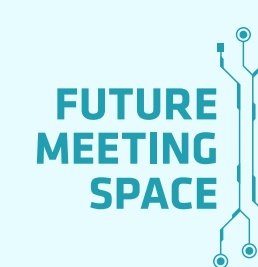
60%



Climate awareness: 60% see the need to consider the climate impact of travel activities.

Survey by Future Meeting Space 2022:
Redefining Event Attendance

Target group:
regular business event attendees.



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