



PLAYING INTERNATIONALLY!

Business Events | A part of a destination's development

MEET RIGA

September 27, 2019
Riga | LATHVIA

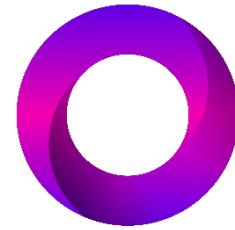
TO COVER ACCORDING TO AIGARS

that municipal / government funded convention bureau benefits towards to Private sector funded one.

ROI on investments, that is not returning in first year, but in longer period and also not only through cashed-in money, but also in terms of creating new work-places,

Meetings & Incentive products requires more personnel to provide all diverse range of services. Comparison of Meeting industry in Vienna, Stockholm and some other cities, where it started already in early 50 of last century and how does

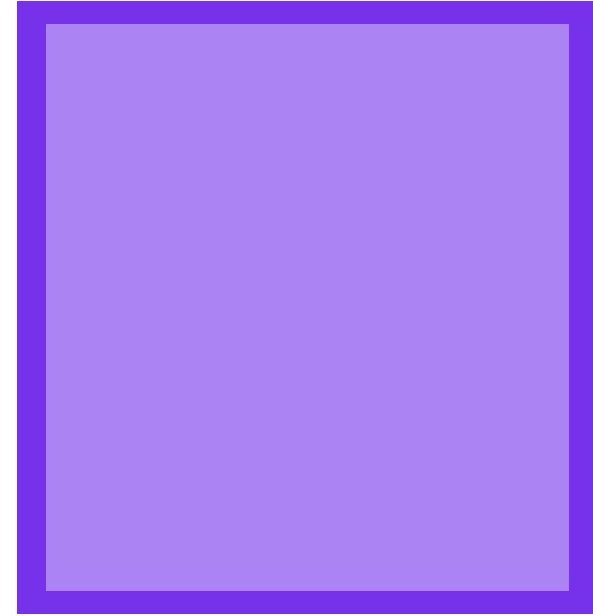
it Riga looks with MEET RIGA after 9 years of operations.



ENITED

business events

Henrik von Arnold



**Leisure
traveler**

**Business
traveler**

**Business
Events
Traveler**

Business Events

Gathering of people for a special purpose:

National or International

Playing internationally.

The Role of a DMO | Business events | Beyond tourism

Business events | What does it take?

Economical impact?

Business events | Part of a destinations development

The Iceberg

Playing together

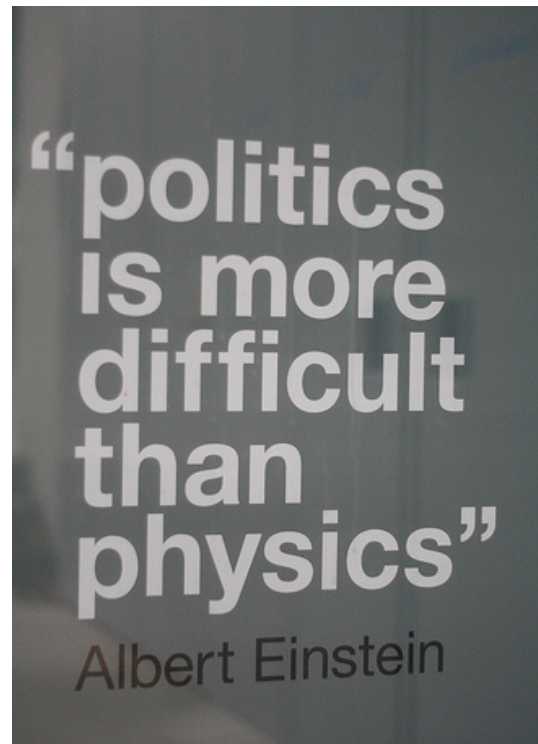
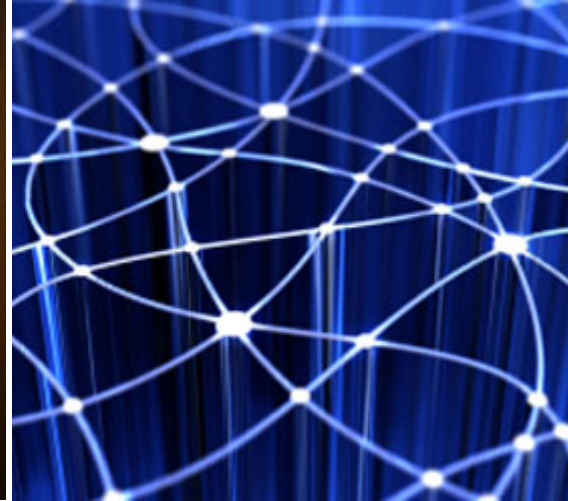


Destination Management/ Marketing Company

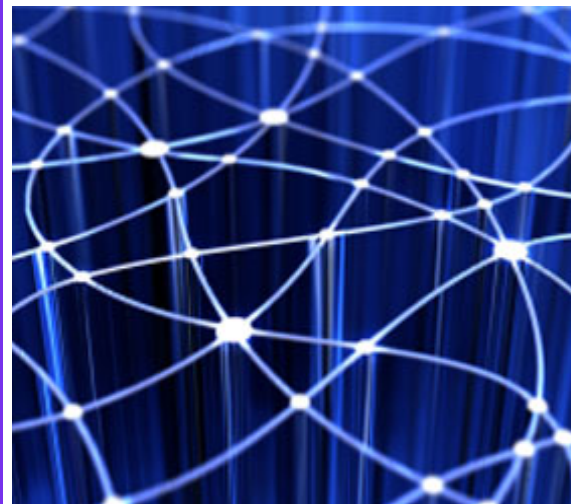
What does it take ?

Role play

Collaboration



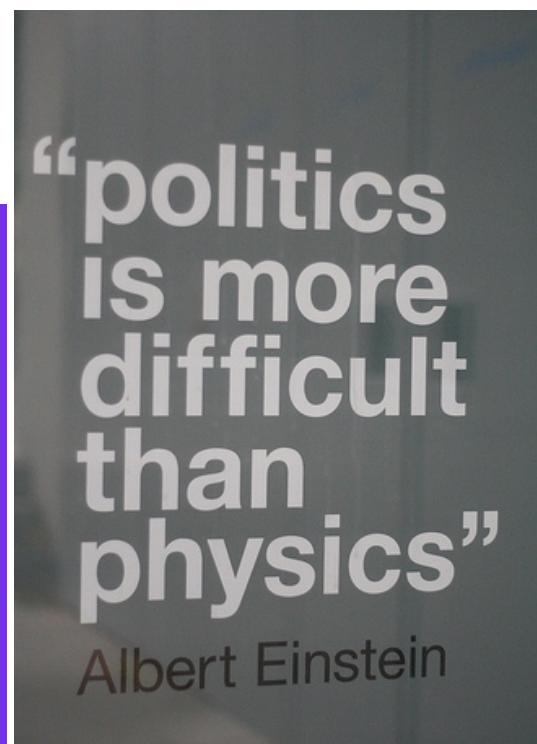
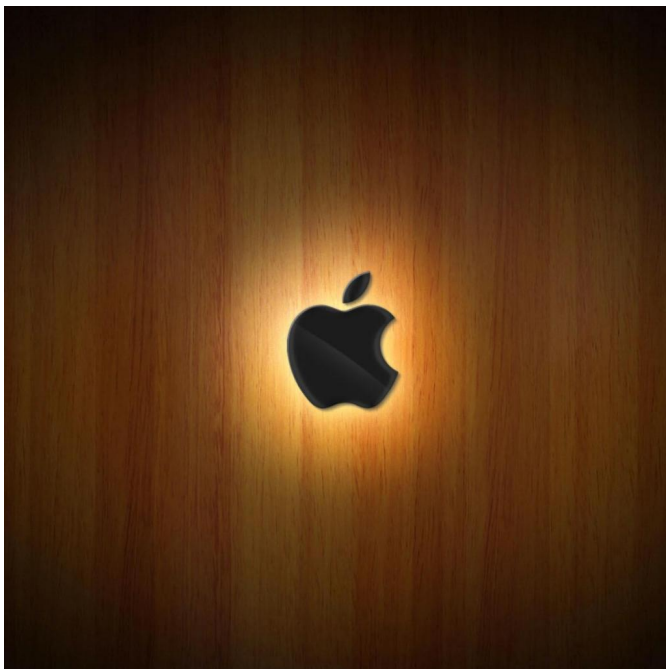
To offer a
destination
where people
want to be.



“politics
is more
difficult
than
physics”
Albert Einstein

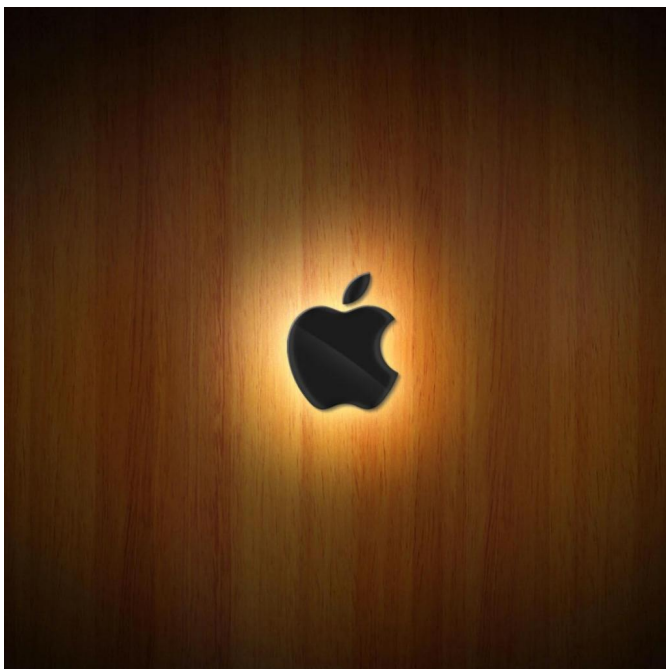


Strong brand
identity.



**Good
infrastructure**

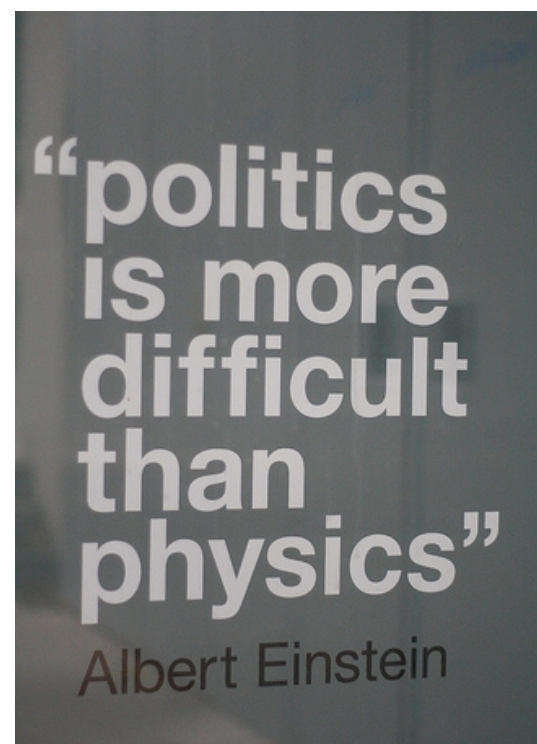
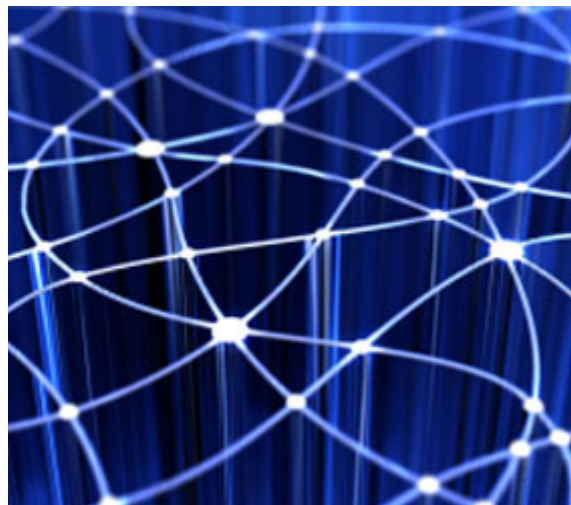
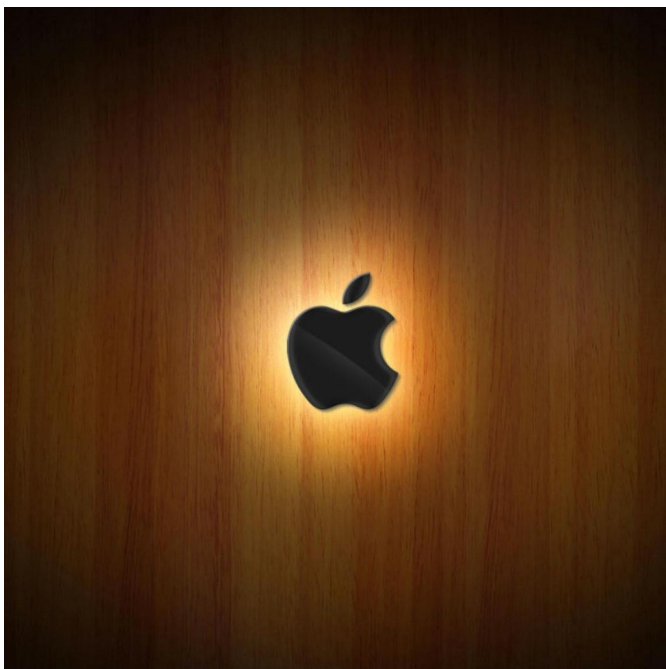
Soft & hard.



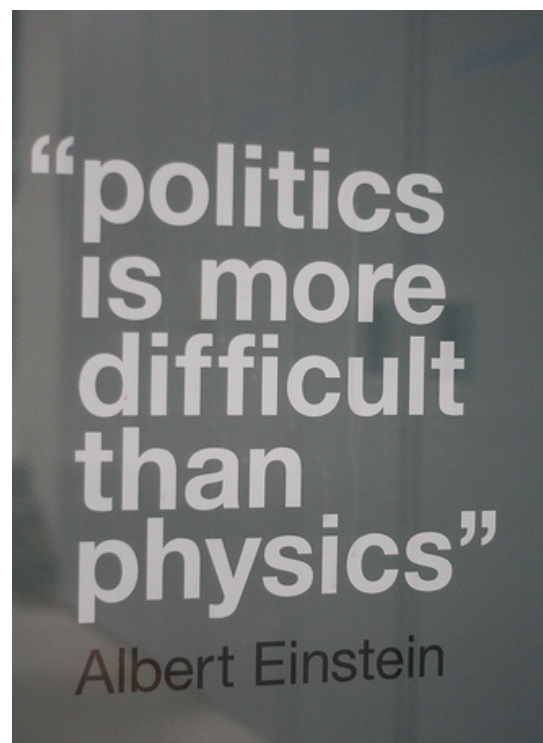
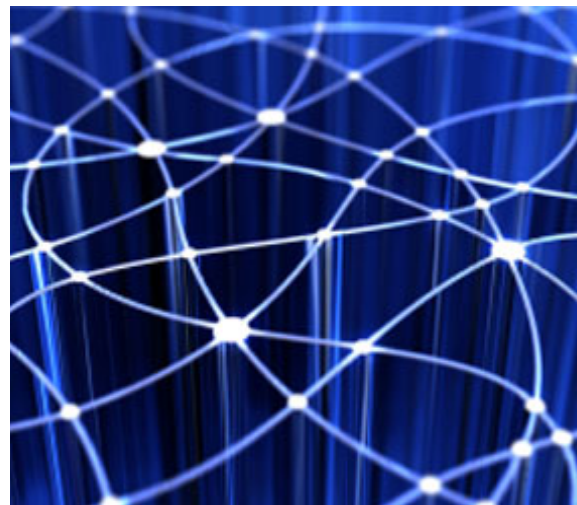
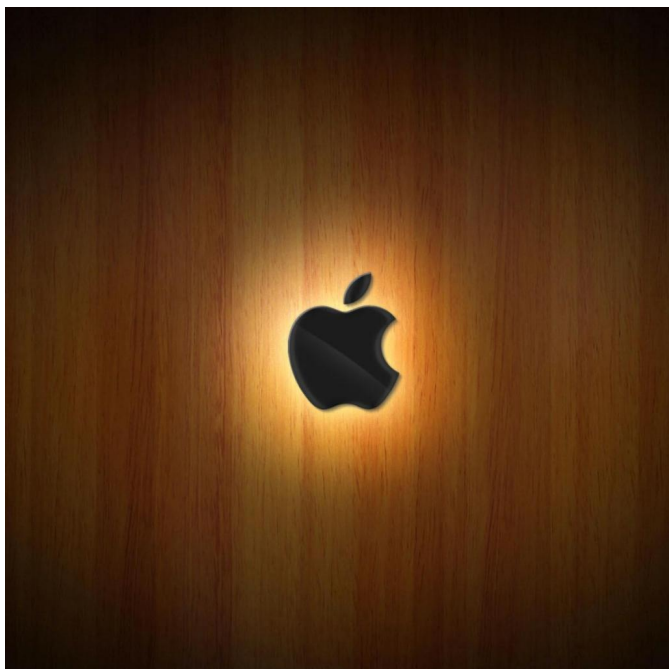
“politics
is more
difficult
than
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Albert Einstein



Political
understanding
and
determination.



Research & development.



Holistic
view.



Public & private cooperation.

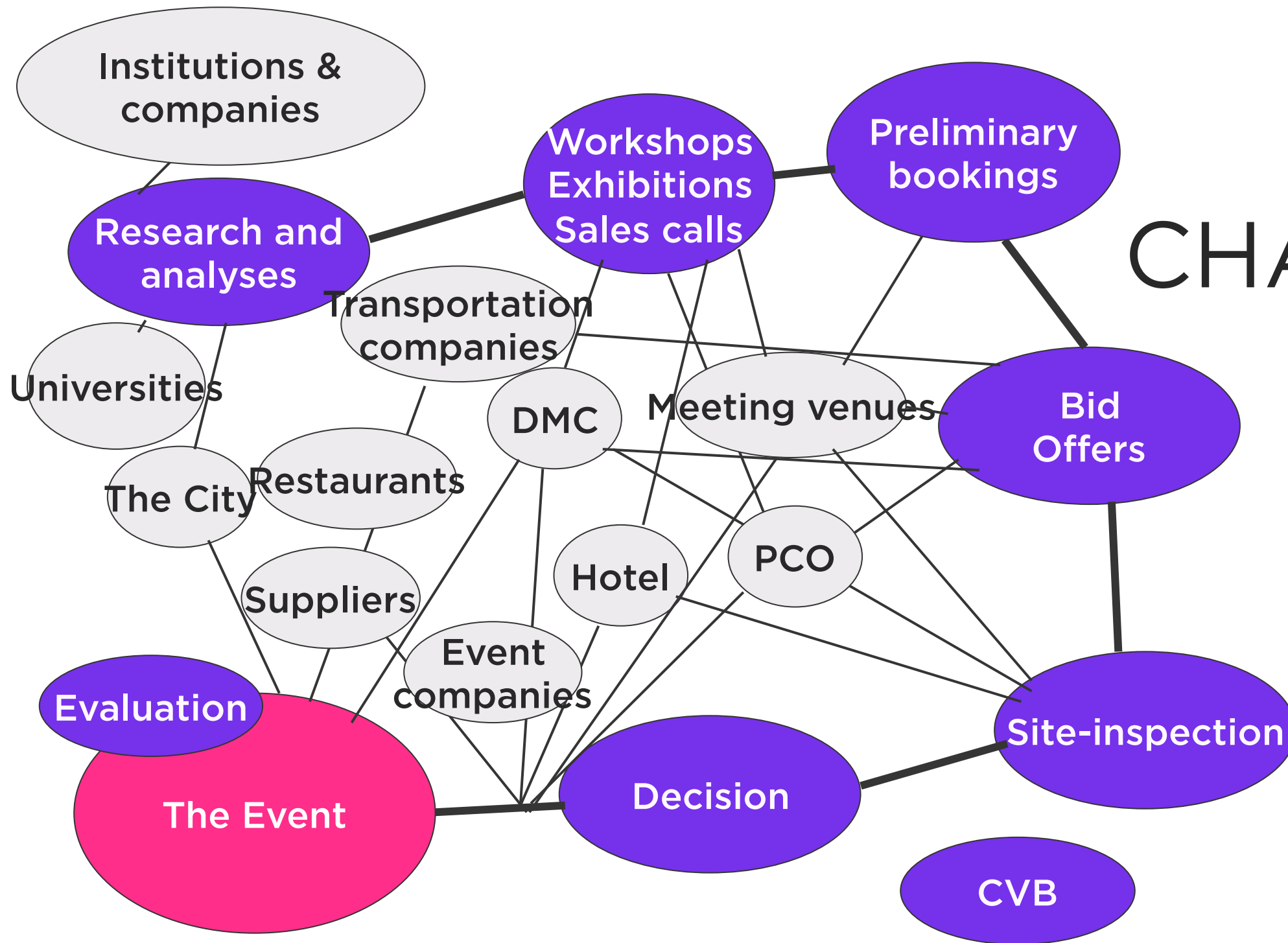


Trust.



Pooled
resources.

„Collaboration is a
joint view on destination
development.“



CHANGE!!

The DMO is creating just this!

Marketing leisure segment:

Classical „crowd“ marketing –
seasonal, short term

Marketing towards business
events:

Classical „relationship marketing –
personal demanding, long term &
over time

Local or National?

Depends on

- Size
- Number of destinations in the country
- Cooperating possibilities
- Universities
- Money
- Infrastructure
- Purpose

Local or National?

- Germany
- Iceland
- Estonia
- Georgia
- Sweden
- Austria

Scoring!

Denmark.

188,000 business events |
6,9 million delegates

EUR 2,82 billion turnover

EUR 1,26 billion from
delegates expenditure

EUR 0,5 billion from
international delegates

EUR 0,61 billion in VAT to
the state

38,000 man-labour year

Source: UNWTO Denmark 2010



Sweden.

At least EUR 5,14 billion in turnover | just by extrapolating the Danish calculation.



Vienna.

Riga.

Development 2010-2019



Tourism?

Destination development?

Visible impact.

Invisible impact.

Attracting

- > Talents
- > Innovations
- > Investors
- > Knowledge sharing
- > Knowledge transfers
- > Cultural understanding



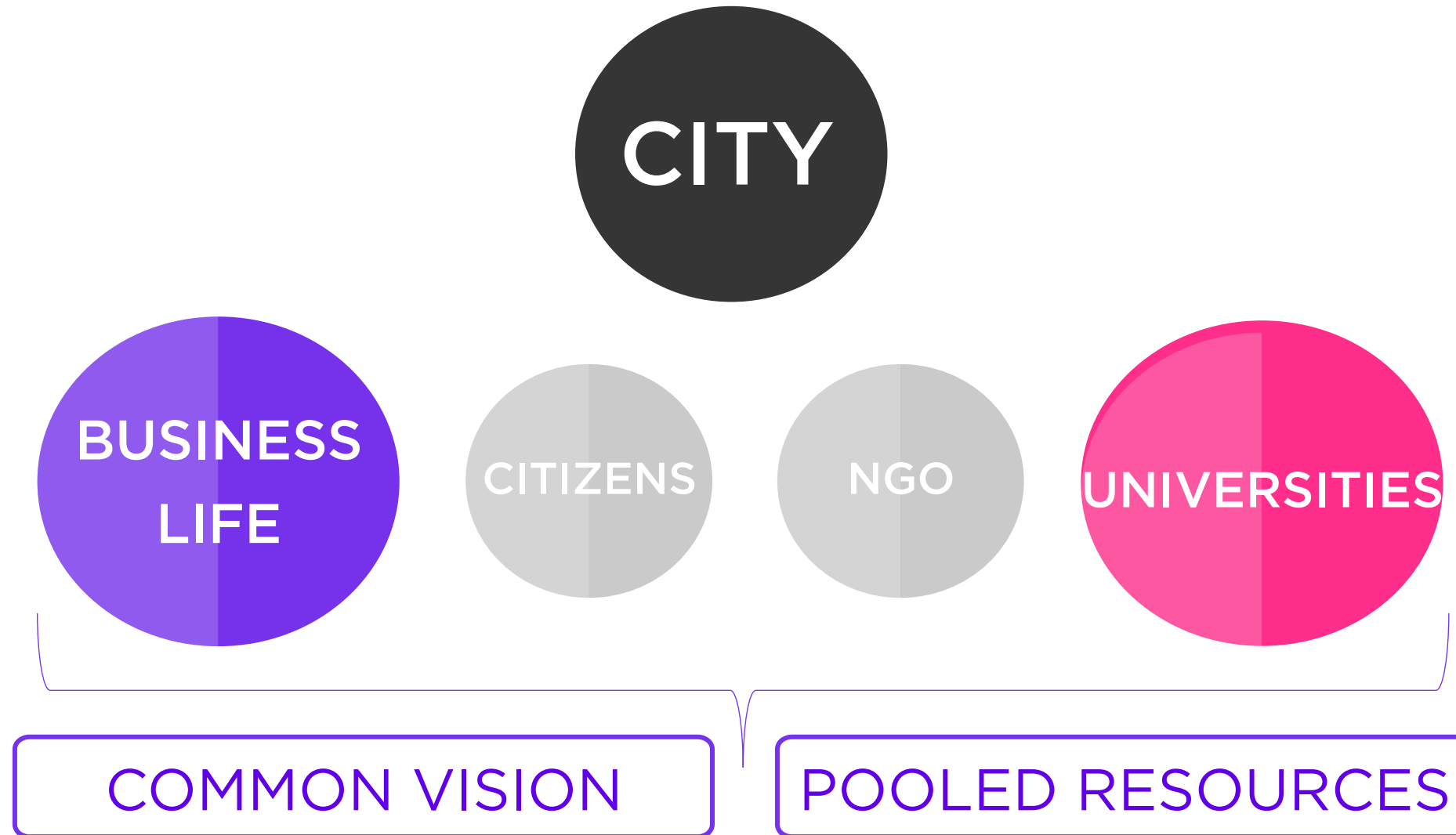
Business events are tools for change!



Business events are tools for change!

- Offering Infrastructure.
- Offering WOW factor.
- Offering „Circle of competence“.

Triple Helix (Quintuple Helix).



**Convention bureau is
a part of the regional business
„family“, and not the tourism
„family“.**

Heart. Brain. Money.



THANK YOU.

ENITED Business Events

Gilgegasse 11/14
1090 Vienna
AUSTRIA

p: +43 (1) 4095631-0
m: welcome@enited.eu

www.enited.eu