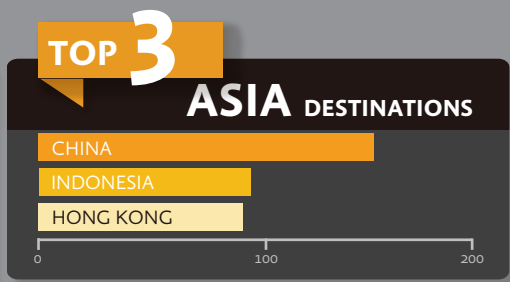
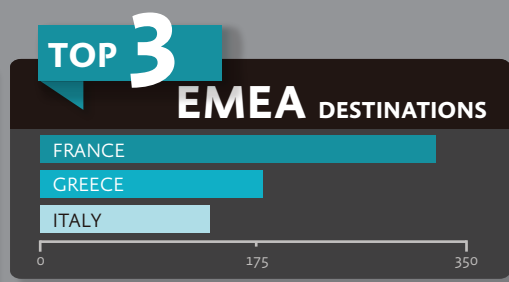
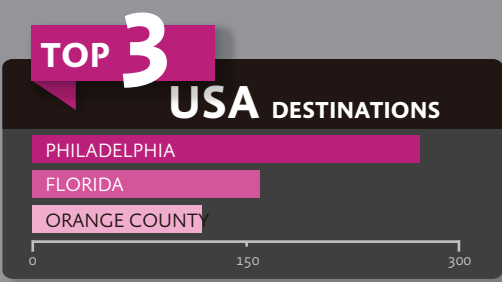




pacific world  
opening up perspectives

## Annual Destination Index: Leading Destinations



**\* PACIFIC WORLD INDEX**

Analysis based on requests into more than 80 destinations and 60,000 annual international delegates. The equation is designed to absorb factors like seasonality by incorporating a three-month rolling average and year-on-year comparisons, growth and group size. Pacific World, with contribution from ACCESS, also scans the destinations monthly, looking at recent changes in country/city image; new flights and accessibility; major events; buzz about new hotels/infrastructure; political, economic and currency movements; and which event types they are seeing requests from.



# TOP 10 TRENDS

for meetings, incentives and events



## OUR DESTINATIONS EXPERTS



**Maria DiBenedetto**  
President & Partner | Philadelphia



**Jeff Nelke**  
Partner | South Florida



**Candace Bisconte**  
Partner | Orange County



**Evelyne Mancini de Boni**  
Country Manager Monaco, France & Italy



**Simone Khol**  
MICE Supervisor Greece



**Emanuele Pinna**  
Destination Manager Italy



**Violet Wang**  
Destination Manager Shanghai



**I Wayan Sumadiyasa**  
Meeting & Incentive Manager Indonesia



**Sharon Goi**  
Country Manager Hong Kong



## 1 Take me off the beaten track

We see an ever increasing interest of new destinations in well-known countries, otherwise known as second tier destinations. An interest in unspoiled locations for incentives and up-and-coming destinations, offering a new blueprint for meetings.



*"We have seen interest for different destinations besides Beijing and Shanghai. We have been actively promoting Chengdu, Lijiang and Guilin and are currently working on new incentives products and programs. More than 30 new air routes are planned to launch from America and Europe to second tier cities, which will surely bring new visitors to unspoiled locations in China".*

**Violet Wang - Destination Manager Shanghai**

*"Smaller meetings (up to 100 participants) and incentives have been asking for lesser known destinations, such as small villages/resorts in Tuscany or less commercial locations as Taormina. But for congresses and important corporate events, Rome and Milan remain the first choice destinations".*

**Emanuele Pinna - Destination Manager Italy**

*"More and more clients are requesting Thessaloniki for their conferences or incentive programs. For the Cyclades region, the requests for the small islands of Paros have increased".*

**Simone Kohl - Groups and MICE Supervisor Greece**

*"Unusual and unexpected is cool today. We have been promoting locations beyond the bounds of Paris, such as unique experiences in Lyon and Champagne".*

**Evelyne Mancini - Country Manager Monaco, France & Italy**

## 2 Giving back to the destination, engaging local communities

Not a new trend but becoming increasingly popular in the last 12 months. Most meetings and incentives now include some level of engagement with local communities. Engaging CSR and charity activities where locals and visitors share and work together, is always a program highlight.



*"Immersive experiences where guests interact with locals and culture in a different way are a must- During harvest period (September/October) our "Cut, Jam and Taste" products give the opportunity to work and share with the villagers, learning the secrets of harvest and ham in a fun way".*

**Emanuele Pinna - Destination Manager Italy**

*"Bali offers plenty of options for charity and CSR experiences. This is one of the destinations secrets to be always in the top spot. "Making a Balinese Barong" is one of our client's most cherished projects: villagers and guests create a Barong together (a giant doll made from wood, bamboo, cotton and other local materials)".*

**I Wayan Sumadiyasa - Meeting & Incentive Manager Indonesia**

*"We offer team builds that become true shared experiences. Philadelphia is home to the Mural Arts Philadelphia Program™, the nation's largest public art program dedicated to the belief that art ignites change. Some of our most memorable team building experiences have included client's participating in actual mural-making with guidance from artists and members of the Mural Arts team".*

**Maria DiBenedetto - President & Partner, Philadelphia**



# TOP 10 TRENDS

for meetings, incentives and events

# 3

## Events with a purpose, incentives with a meaning

Going deeper than measuring the return on investment, return on engagement is key! Every meeting, incentive and event should have a meaning not just for the organizers (ROI) but to each attendee (ROE). Creating an impact and imprinting an everlasting memory is essential.



“Events and incentives are becoming more strategic. Clients are requiring more and more elements of the meeting or incentive to be aligned with the theme (Mamma Mia or Ancient Greek) along with the company vision. Our aim is to design a unique program according to specific goals”.  
**Simone Kohl - Groups and MICE Supervisor Greece**

“Teambuilding activities now flow into the evening events and have a similar theme or some kind of connection, so that it feels like one continuous event”.  
**Jeff Nelke - Partner, South Florida**

# 4

## Sharing memories with the world

Sharing experiences is a vital part of every program. Slick WIFI access to keep attendees well connected to social media channels is key. If attendees don't snap and share, it may as well not have happened.



“Many companies are rolling out hashtags for their incentive trips and encouraging people to take photos and use their hashtags”.  
**Candace Bisconte - Partner, Orange County**

# 5

## Keeping it small and unique; customizing and tailoring

Tailoring a program to specific targets is increasing in popularity. Creating a really unique high-end experience works particularly well for small VIP groups. New products based on specific goals and clients' needs are the key to success.



“High-end experiences are back! VIP transfers from the airport to the resort in helicopters and excursions with luxury yachts to the small islands around areas such as Spetses and Hydra Islands is an example of the high-end products our clients want to experience”.  
**Simone Kohl - Groups and MICE Supervisor Greece**

“Activities linked with culture and gastronomy are on the rise again. When in Paris, clients want to experience the culture and the gastronomy from a different perspective. Attending this need, we have been working on unique experiences linked to human emotions to create an engagement between guests and the destinations, and among the meeting or incentive participants”.  
**Evelyne Mancini - Country Manager Monaco, France & Italy**



# TOP 10 TRENDS

for meetings, incentives and events

## 6

### Culture culture

Culture, the factor that makes a destination and a travel experience truly unique. There is a need for experiencing the culture from different perspectives. Every meeting or incentive program is linked with a country specific theme or topic.



*"It is not a trend, it is the core and key to a successful meeting or event. The conceptualization and all the matching elements, from small details on menus, to the entertainment and the entire look and feel of the space. "China Food Street" and "Peking Opera" have been successful themes during the recent months".*

**Violet Wang - Destination Manager Shanghai**

*"Local experiences or traditional team buildings linked with the territory are still the most requested. Paparazzi game (participants become real reporters going around the city) is still the most appreciated activity for us".*

**Emanuele Pinna - Destination Manager Italy**

*"The powerful and unique Greek culture is present in every program from the selection of the meeting or incentive theme, to the selection of the venue, the activities and even the food and beverage".*

**Simone Kohl - Groups and MICE Supervisor Greece**

*"Local food and creative setup and deliveries are a must. One of our signature events in Bali combines a sacred temple and out of the ordinary service that involves local villagers. Traditional exquisite Balinese dishes are served following the Rajalaya Royal Service: A unique and special dining concept that was originally served only within the royal family in Bali".*

**I Wayan Sumadiyasa - Meeting & Incentive Manager Indonesia**

*"When in Hong Kong, client's love to play games that involve the locals, such as learning a few words of the local language or bargaining with shop owners".*

**Sharon Gai - Destination Manager Hong Kong**

## 7

### Catering: Farm to table – organic, healthy...wholeness

Food and beverage and in general catering services have been directly affected by general industry trends: a new generation of attendees really care about what they do, how they behave, what they give back to the communities they visit, what they eat and the impact their actions are creating on the world.



*"Healthy food elements (fruit and juices instead of coffee & tea with cakes) and Tai Chi sessions are required to bring wholeness to individual participants".*

**Violet Wang - Destination Manager Shanghai**

*"Local food and traditional gastronomy with healthy considerations, plus a creative set up are still in vogue for Italy".*

**Emanuele Pinna - Destination Manager Italy**

*"Local flair and farm-to-table is common in the requests and events. Clients still ask for creative set ups and food trucks, unique and branded are in!"*

**Jeff Nelke – Partner, South Florida**

*"Special dietary requirements are at an all-time high, however the trend for some clients is being proactive in addressing the popular ones – featuring more than one vegetarian option, considering vegan options and touting local, farm-to-table menu items whenever it makes sense".*

**Maria DiBenedetto – President & Partner, Philadelphia**



# TOP 10 TRENDS

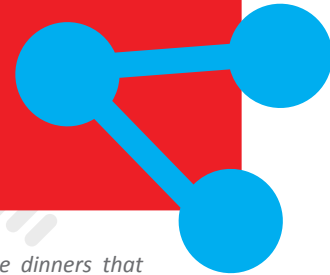
for meetings, incentives and events



# 8

## Sharing, networking...less formal, more dynamic

The purpose of every meeting, incentive and event is to share: with a different culture, with locals, with colleagues, with conference speakers, with industry peers etc. Therefore set-ups should be more dynamic, meeting and incentive programs are designed to create the atmosphere, the opportunities and give the tools to share and engage, and to really cultivate the experience from the attendee's perspective.



“We are also seeing less seated dinner experiences and more interest in reception-style dinners that encourage networking, organic flow and feature creative small plates and versus traditional 3 and 4-course plated menus”.

**Maria DiBenedetto – President & Partner, Philadelphia**

# 9

## Mobile Apps: the tool for meetings, incentives and events

Mobile apps have become a must use tool for meetings and incentive planners and also among guests. Used not only as a tool for the events themselves but also in the planning stages for effective communication amongst the planning teams. Venues and tourism authorities have been working hard in creating mobile apps that enhance the travel experience too.



“A very unique trend in Philadelphia is the creation and usage of a venue's own, unique mobile app. A great example of this is the newly opened Logan Hotel in Philadelphia. This luxury property boasts over 500 pieces of eye-catching artwork by local Philadelphia artists. They've created a cutting-edge app to allow hotel guests to take their own mini tours within the property. They can explore the hotel and learn more about the pieces of artwork that really speak to them”.

**Maria DiBenedetto – President & Partner, Philadelphia**

“Snapchat, RINGYA (communication application which can be used internally or for client purposes to ID individual roles, communicate individually and group chats), and WhatsApp is also popular”.

**Jeff Nelke – Partner, South Florida**

“Mobile apps are taking an important role also in the emergency plans we have designed for our client's events. For a big event in France, an app was created for guests including emergency contacts & information. We are keen to repeat this initiative”.

**Evelyne Mancini - Country Manager Monaco, France & Italy**

# 10

## The role of technology

Hybrid events, augmented reality, drones...we have been speaking about these technologies for meetings and incentives for years, but in general we still see a slow implementation of this kind of technology in meetings and events. Live video streaming is now common especially in destinations such as Shanghai and Hong Kong. Incentive activities are using different kinds of geolocation games.



“With more and more China based technology companies immersing in the market, Tencent, Huawei, conference exclusive APP or digital push notices and market promotion is a must in China and especially Shanghai. Live streaming is not only helping the events' interaction, but also enhances the individual guest experience. We recently incorporated a live streaming session by drone”.

**Violet Wang - Destination Manager Shanghai**

“Most of the treasure hunt type team buildings now incorporate technology, including Google maps for location purposes, iPad's for clues, or even QR codes for hints. As the cost of mobile data is affordable in Hong Kong, it has become a trend for clients who like to include a technology element”.

**Sharon Goi, Destination Manager Hong Kong**

Pacific World | Part of Destination Services

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The Maldives | Philippines | Japan | Myanmar  
EUROPE: Spain | Portugal | Greece | France | Monaco | United Kingdom | Italy | Croatia | Germany | Austria | Denmark | Netherlands | Turkey  
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SOUTHERN AFRICA REGION: South Africa | Namibia | Zambia | Botswana | Mozambique | Zimbabwe | Mauritius  
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