

# Business Events – USA MICE Market

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Bristol International Balloon Fiesta, England



VisitEngland

# Contents



- **Country profile USA**
- **Doing business with Americans**
- **Event trends**
- **Air accessibility update**
- **MICE Media**
- **Top American Meeting & Incentive Companies**

# Country profile

- With a population of around 332 million (as of November 2021), the USA is the third most populated country in the world, behind China and India.
- By total area, the USA is the 3<sup>rd</sup> largest country in the world, comprising of 50 states covering 6 time zones.
- The most populated states in the USA are California, Texas, Florida, New York and Pennsylvania.
- English is the first language of 78% of Americans followed by Spanish (13%) and Chinese (1%).
- The economy of the US is a highly developed mixed economy. It is the world's largest economy by nominal GDP and the second-largest by purchasing power parity (PPP) behind China.
- Capgemini's World Wealth Report suggests that the USA has by far the highest number of High Net Worth Individuals (HNWI), 6.6 million in 2020; these are defined as people with investible assets worth more than \$1 trillion. This group grew by 11.3% compared to the previous year.
- More than half of Americans state that they will think more about sustainability and the environmental impact when planning.
- Airline capacity is very important to the UK with regards to US BE market as 87% of American visits to the UK were made by plane in 2019

# Doing business with the US

## Top tips working with American event buyers and organisers

- Americans have a strong affinity for the UK.
- Americans value their time. In business it is important to always arrive on time, and to call ahead if running late for any unforeseen/unexpected reason.
- American English does differ in many common words, and Americans find the British accent very interesting. This may cause confusion and yet at the same time serve as an icebreaker! It forms part of the charm and intrigue that Americans appreciate about Britain and adds to the authenticity of their experience when working with anyone from the UK.
- Generally in the US, there are longer business hours than in Europe. Longer business hours and more working days/fewer vacation days.
- Directness in speech and email is expected.
- Dress code is typically more business casual when compared to European nations.
- When you go out for a meal it is customary to tip 20% for good service. Hospitality staff in the US make the majority of their livelihood relying on tips.
- Avoid the 'big two': politics and religion. These topics are highly charged minefields for a professional atmosphere in the US. Leave them at the office door.

# Our Experience – Meeting & Incentive trends 2022

## Top trends in USA from VisitBritain enquires / meetings

- We are in a high inflation and low growth period, and the US is currently in a recession. However corporations are cash heavy and debt light, reducing the impact on their events.
- Greater stakeholder transparency is expected and appreciated. As we collectively navigate the current landscape full transparency is crucial. Decisions are being made later in the process.
- Pullback on automotive incentives because of supply chain issues. No cars to sell, hence no salespeople being rewarded with incentive programs. However this has started to pick up and with it sourcing will too. Dealer meetings are back. Overall financial services and automotive are leading the way.
- Event marketers report that event budgets remain flat. For 2023 events, a 20-30% increase on event costs is anticipated.
- Hybrid events are here to stay and increasing the need for more resource in events teams – approximately 3X more. The option is fewer events or increased head count. We are seeing more hybrid meetings in the tech space.
- Sustainability and legacy have become stronger factors of decision-making for Associations. Net zero events + carbon neutral meetings are in high demand. Organizations wish to partner with progressive cities with clearly defined ESG goals and achievements
- Direct flight routes and air capacity strongly influences destination choice – particularly where not all air routes have been re-established following the pandemic.
- There is a strong appetite from the US to plan a UK/Euro program. The Euro/GBP/USD exchange rate hitting historic lows means value for Americans planning in the UK and elsewhere in Europe.
- Buyers are looking into back up venues so they can immediately shift in case there are significant availability changes during the contracting process.

# Non-stop flight connectivity from USA to the UK (1/6)

Departures	2022						Grand Total
	May	June	July	Aug	Sept	Oct	
New York - John F. Kennedy International	697	688	703	683	697	734	4,202
London - Heathrow	578	538	549	508	525	556	3,254
British Airways	208	178	184	151	173	187	1,081
Virgin Atlantic Airways	153	150	148	140	142	152	885
American Airlines	124	120	124	124	120	124	736
Delta Air Lines	62	60	62	62	60	62	368
JetBlue	31	30	31	31	30	31	184
London - Gatwick	35	60	62	82	90	94	423
JetBlue	31	30	31	31	30	34	187
British Airways	4	30	31	31	30	31	157
Norse Atlantic Airways				20	30	29	79
Manchester International	61	60	61	62	59	62	365
Virgin Atlantic Airways	31	30	31	31	30	31	184
Aer Lingus	30	30	30	31	29	31	181
Edinburgh	23	30	31	31	23	22	160
Delta Air Lines	23	30	31	31	23	22	160
New York - Newark Liberty International	276	309	300	261	277	296	1,719
London - Heathrow	245	279	269	230	247	265	1,535
United Airlines	184	210	194	155	174	188	1,105
British Airways	61	69	75	75	73	77	430
Edinburgh	31	30	31	31	30	31	184
United Airlines	31	30	31	31	30	31	184
Los Angeles International	294	291	297	276	239	243	1,640
London - Heathrow	294	291	297	276	239	243	1,640
Virgin Atlantic Airways	90	90	93	90	85	83	531
British Airways	89	90	93	93	64	67	496
American Airlines	84	81	80	62	60	62	429
United Airlines	31	30	31	31	30	31	184

Source: Apex; correct as of August 2022

# Non-stop flight connectivity from USA to the UK (2/6)

Departures	2022						Grand Total
	May	June	July	Aug	Sept	Oct	
Chicago - O'Hare International	222	260	302	268	237	240	1,529
London - Heathrow	222	260	271	237	232	240	1,462
American Airlines	93	118	124	122	120	120	697
United Airlines	68	90	93	62	60	65	438
British Airways	61	52	54	53	52	55	327
Edinburgh			31	31	5		67
United Airlines			31	31	5		67
Boston - Logan International	221	227	225	232	260	273	1,438
London - Heathrow	217	206	200	182	209	242	1,256
British Airways	93	86	76	58	81	88	482
American Airlines	31	30	31	31	30	31	184
United Airlines	31	30	31	31	30	31	184
Delta Air Lines	31	30	31	31	30	31	184
Virgin Atlantic Airways	31	30	31	31	27	30	180
JetBlue					11	31	42
Edinburgh	4	21	25	22	21		93
Delta Air Lines	4	21	25	22	21		93
London - Gatwick				28	30	31	89
JetBlue				28	30	31	89
Orlando International	226	238	248	246	234	245	1,437
London - Heathrow	93	90	93	93	86	92	547
Virgin Atlantic Airways	62	60	62	62	56	61	363
British Airways	31	30	31	31	30	31	184
Manchester International	84	80	80	82	79	83	488
Virgin Atlantic Airways	53	52	49	53	51	52	310
Aer Lingus	31	28	31	29	28	31	178
London - Gatwick	40	60	62	62	60	62	346
British Airways	40	60	62	62	60	62	346
Edinburgh	9	8	9	9	9	8	52
Virgin Atlantic Airways	9	8	9	9	9	8	52
Belfast International			4				4
Virgin Atlantic Airways			4				4
San Francisco International	187	201	208	206	200	174	1,176
London - Heathrow	187	201	208	206	200	174	1,176
United Airlines	66	90	93	93	90	62	494
Virgin Atlantic Airways	59	60	62	60	59	56	356
British Airways	62	51	53	53	51	56	326

Source: Apex; correct as of August 2022

# Non-stop flight connectivity from USA to the UK (3/6)

Departures	2022						Grand Total
	May	June	July	Aug	Sept	Oct	
Washington - Dulles International	182	190	195	164	158	165	1,054
London - Heathrow	156	160	164	133	128	137	878
United Airlines	73	90	93	62	60	65	443
British Airways	61	48	49	49	47	50	304
Virgin Atlantic Airways	22	22	22	22	21	22	131
Edinburgh	26	30	31	31	30	28	176
United Airlines	26	30	31	31	30	28	176
Dallas/Ft. Worth International	155	146	150	151	143	146	891
London - Heathrow	155	146	150	151	143	146	891
American Airlines	124	120	124	124	118	120	730
British Airways	31	26	26	27	25	26	161
Hartsfield-Jackson Atlanta International	141	132	138	137	134	138	820
London - Heathrow	119	111	116	115	112	116	689
Delta Air Lines	58	60	62	62	60	62	364
Virgin Atlantic Airways	31	30	31	31	30	31	184
British Airways	30	21	23	22	22	23	141
Manchester International	22	21	22	22	22	22	131
Virgin Atlantic Airways	22	21	22	22	22	22	131
Miami International	124	121	124	124	120	125	738
London - Heathrow	124	121	124	124	120	125	738
American Airlines	31	58	62	62	36	32	281
British Airways	62	33	31	31	54	62	273
Virgin Atlantic Airways	31	30	31	31	30	31	184
Houston - George Bush Intercontinental	122	107	125	111	107	111	683
London - Heathrow	109	90	107	93	90	94	583
United Airlines	56	60	62	62	60	62	362
British Airways	53	30	45	31	30	32	221
Manchester International	13	17	18	18	17	17	100
Singapore Airlines	13	17	18	18	17	17	100
Seattle/Tacoma International	104	103	106	107	105	110	635
London - Heathrow	104	103	106	107	105	110	635
British Airways	55	52	53	54	53	53	320
Delta Air Lines	27	30	31	31	30	31	180
Virgin Atlantic Airways	22	21	22	22	22	23	132
American Airlines						3	3

Source: Apex; correct as of August 2022

# Non-stop flight connectivity from USA to the UK (4/6)

Departures	2022						Grand Total
	May	June	July	Aug	Sept	Oct	
Denver International	87	90	93	93	90	61	514
London - Heathrow	87	90	93	93	90	61	514
United Airlines	56	60	62	62	60	31	331
British Airways	31	30	31	31	30	30	183
Philadelphia International	92	82	84	80	83	82	503
London - Heathrow	92	82	84	80	83	82	503
American Airlines	62	60	62	58	60	59	361
British Airways	30	22	22	22	23	23	142
Melbourne International	67	68	72	70	68	72	417
Manchester International	19	17	18	18	16	18	106
TUI Airways	19	17	18	18	16	18	106
London - Gatwick	15	12	14	13	13	13	80
TUI Airways	15	12	14	13	13	13	80
Birmingham International	13	12	10	13	13	14	75
TUI Airways	13	12	10	13	13	14	75
Glasgow International	5	9	13	6	7	7	47
TUI Airways	5	9	13	6	7	7	47
Bristol	6	8	5	9	8	9	45
TUI Airways	6	8	5	9	8	9	45
Newcastle	4	6	7	7	7	6	37
TUI Airways	4	6	7	7	7	6	37
Doncaster Sheffield	5	3	2	4	4	5	23
TUI Airways	5	3	2	4	4	5	23
Edinburgh		1	3				4
TUI Airways		1	3				4
Las Vegas - Harry Reid International	62	60	62	62	60	62	368
London - Heathrow	62	60	62	62	60	62	368
Virgin Atlantic Airways	31	30	31	31	30	31	184
British Airways	31	30	31	31	30	31	184

Source: Apex; correct as of August 2022

# Non-stop flight connectivity from USA to the UK (5/6)

Departures	2022						Grand Total
	May	June	July	Aug	Sept	Oct	
Charlotte - Douglas	62	60	62	62	59	62	367
London - Heathrow	62	60	62	62	59	62	367
American Airlines	62	60	62	62	59	62	367
Phoenix - Sky Harbor International	62	60	62	62	60	61	367
London - Heathrow	62	60	62	62	60	61	367
American Airlines	31	30	31	31	30	31	184
British Airways	31	30	31	31	30	30	183
Detroit - Wayne County	53	51	53	54	51	51	313
London - Heathrow	53	51	53	54	51	51	313
Delta Air Lines	53	51	53	54	51	51	313
Austin-Bergstrom International	35	47	49	45	44	46	266
London - Heathrow	35	47	49	45	44	46	266
British Airways	31	30	31	27	27	29	175
Virgin Atlantic Airways	4	17	18	18	17	17	91
Minneapolis - St Paul International	31	30	31	31	30	31	184
London - Heathrow	31	30	31	31	30	31	184
Delta Air Lines	31	30	31	31	30	31	184
Tampa International	31	30	31	31	30	31	184
London - Gatwick	31	30	31	31	30	31	184
British Airways	31	30	31	31	30	31	184
Baltimore/Washington International Thurgood Marshall	26	30	31	31	30	29	177
London - Heathrow	26	30	31	31	30	29	177
British Airways	26	30	31	31	30	29	177
Salt Lake City International	18	30	31	31	30	30	170
London - Heathrow	18	30	31	31	30	30	170
Delta Air Lines	18	30	31	31	30	30	170
Nashville International	17	30	31	31	30	29	168
London - Heathrow	17	30	31	31	30	29	168
British Airways	17	30	31	31	30	29	168
San Diego International	31	26	26	28	25	26	162
London - Heathrow	31	26	26	28	25	26	162
British Airways	31	26	26	28	25	26	162

Source: Apex; correct as of August 2022

# Non-stop flight connectivity from USA to the UK (6/6)

Departures	2022						Grand Total
	May	June	July	Aug	Sept	Oct	
Raleigh/Durham		28	31	31	30	31	151
London - Heathrow		28	31	31	30	31	151
American Airlines		28	31	31	30	31	151
San Jose - Norman Y. Mineta International		16	31	31	30	30	138
London - Heathrow		16	31	31	30	30	138
British Airways		16	31	31	30	30	138
Portland International		20	22	23	21	21	107
London - Heathrow		20	22	23	21	21	107
British Airways		20	22	23	21	21	107
New Orleans - Louis Armstrong International	17	17	18	17	18	16	103
London - Heathrow	17	17	18	17	18	16	103
British Airways	17	17	18	17	18	16	103
Pittsburgh International		16	18	18	17	17	86
London - Heathrow		16	18	18	17	17	86
British Airways		16	18	18	17	17	86
<b>Grand Total</b>	<b>3,642</b>	<b>3,804</b>	<b>3,959</b>	<b>3,797</b>	<b>3,717</b>	<b>3,788</b>	<b>22,707</b>

# North American MICE Media

Media Outlet	Magazine	Website
BizBash	BizBash Magazine	<a href="https://www.bizbash.com/">https://www.bizbash.com/</a>
PCMA	Convene Magazine	<a href="https://www.pcma.org/">https://www.pcma.org/</a>
Meeting Magazines, The	Corporate & Incentive Travel; Association Conventions & Facilities; Insurance & Financial Meetings Management	<a href="https://www.themeetingmagazines.com/">https://www.themeetingmagazines.com/</a>
Corporate Event News		<a href="https://www.corporateeventnews.com/">https://www.corporateeventnews.com/</a>
Exhibit City News	Exhibit City News	<a href="https://exhibitcitynews.com/">https://exhibitcitynews.com/</a>
Event Marketer	Event Marketer	<a href="https://www.eventmarketer.com/">https://www.eventmarketer.com/</a>
FTNNews		<a href="https://ftnnews.com/">https://ftnnews.com/</a>
Meeting Professional, The	The Meeting Professional	<a href="https://www.mpi.org/media/the-meeting-professional">https://www.mpi.org/media/the-meeting-professional</a>
Meetings + Events	Meetings + Events	<a href="http://meetingsmags.com/">http://meetingsmags.com/</a>
Meetings Today	Meetings Today	<a href="https://www.meetingstoday.com/">https://www.meetingstoday.com/</a>
MeetingsNet	MeetingsNet	<a href="https://www.meetingsnet.com/">https://www.meetingsnet.com/</a>
Northstar Meetings Group	Meeting & Conventions; Successful Meetings; Meeting News; Incentive Mag	<a href="https://www.northstarmetingsgroup.com/">https://www.northstarmetingsgroup.com/</a>
Prevue Meetings Magazine	Prevue Meetings + Incentives	<a href="https://www.prevuemeetings.com/">https://www.prevuemeetings.com/</a>
Skift		<a href="https://skift.com/">https://skift.com/</a>
Smart Meetings	Smart Meetings Magazine	<a href="https://www.smartmeetings.com/">https://www.smartmeetings.com/</a>

Note: This information is available as an Excel spreadsheet upon request.

# Top American Meeting & Incentive Companies:

Largest Meeting & Incentive Companies focused on the North American corporate market

- Altour
- American Express Meeting & Events  
Ashfield Event Experiences
- Augeo
- BCD Meetings & Events
- Bishop-McCann
- BI Worldwide
- ConferenceDirect
- Creative Group
- CWT Meetings & Events
- ITA Group
- Enterprise Events Group (EEG)
- Event Travel Management (ETM)
- Fox World Travel
- George P Johnson Experience Marketing
- Maritz Global Events
- McVeigh Global Meetings & Events
- Meeting Alliance
- Meetings & Incentives Worldwide
- Meeting Expectations
- Omega Meetings & Incentives
- One10
- SDI Meetings & Incentives
- Unbridled
- World Travel Inc

# Contact for further information:



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