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More than half of Americans state that they will think more about **sustainability** and the **environmental impact** when planning.

Country Profile: USA

- 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 3rd 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.
- 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
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 work days/less 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 enquiries / 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 at the moment 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.
Air Accessibility Update
Non-stop flight connectivity from USA to the UK (1/3)

Based on capacity data from May 2022 - December 2022

From Austin-Bergstrom International to
- London-Heathrow with British Airways and Virgin Atlantic Airways

From Baltimore/Washington International Thurgood Marshall to
- London-Heathrow with British Airways

From Boston - Logan International to
- London-Heathrow with British Airways, Virgin Atlantic Airways, American Airlines, Delta Air Lines, United Airlines, JetBlue
- London-Gatwick with JetBlue
- Edinburgh with Delta Air Lines

From Charlotte – Douglas to
- London-Heathrow with American Airlines

From Chicago - O'Hare International to
- London-Heathrow with American Airlines, United Airlines, British Airways
- Edinburgh with United Airlines

From Dallas/Ft. Worth International to
- London-Heathrow with American Airlines and British Airways

From Denver International to
- London-Heathrow with British Airways and United Airlines

From Detroit - Wayne County to
- London-Heathrow with Delta Air Lines

From Hartsfield-Jackson Atlanta International to
- London-Heathrow with British Airways, Virgin Atlantic Airways, Delta Air Lines
- Manchester International with Virgin Atlantic Airways

From Houston - George Bush Intercontinental to
- London-Heathrow with British Airways and United Airlines
- Manchester International with Singapore Airlines

From Los Angeles International to
- London-Heathrow with Virgin Atlantic Airways, British Airways, American Airlines, United Airlines

Source: Apex; correct as of November 2022
Non-stop flight connectivity from USA to the UK (2/3)

Based on capacity data from May 2022 - December 2022

From **Melbourne Intercontinental** to
- Manchester international with TUI Airways
- London-Gatwick with TUI Airways
- Birmingham International with TUI Airways
- Glasgow international with TUI Airways
- Bristol with TUI Airways
- Newcastle with TUI Airways
- Doncaster Sheffield with TUI Airways
- Edinburgh with TUI Airways

From **Miami International** to
- London-Heathrow with American Airlines, British Airways, Virgin Atlantic Airways

From **Minneapolis - St Paul International** to
- London-Heathrow with Delta Air Lines

From **Nashville International** to
- London-Heathrow with British Airways

From **New Orleans - Louis Armstrong International** to
- London-Heathrow with British Airways

From **New York - John F. Kennedy International** to
- London-Heathrow with British Airways, Virgin Atlantic Airways, American Airlines, Delta Air Lines, JetBlue
- London-Gatwick with JetBlue, British Airways, Norse Atlantic Airways
- Manchester International with Virgin Atlantic Airways, Aer Lingus
- Edinburgh with Delta Air Lines

From **New York - Newark Liberty International** to
- London-Heathrow with United Airlines and British Airways
- Edinburgh with United Airlines

From **Orlando International** to
- London-Heathrow with Virgin Atlantic Airways and British Airways
- London-Gatwick with British Airways
- Edinburgh with Virgin Atlantic Airways
- Manchester International with Virgin Atlantic Airways and Aer Lingus
- Belfast International with Virgin Atlantic Airways

Source: Apex; correct as of November 2022
Non-stop flight connectivity from USA to the UK (3/3)

Based on capacity data from May 2022 - December 2022

From Philadelphia International to
- London-Heathrow with British Airways and American Airlines

From Phoenix - Sky Harbor International to
- London-Heathrow with American Airlines and British Airways

From Pittsburgh International to
- London-Heathrow with British Airways

From Portland International to
- London-Heathrow with British Airways

From Raleigh/Durham to
- London-Heathrow with American Airlines

From Salt Lake City International to
- London-Heathrow with Delta Air Lines

From San Diego International to
- London-Heathrow with British Airways

From San Francisco International to
- London-Heathrow with Virgin Atlantic Airways, British Airways, United Airlines

From San Jose - Norman Y. Mineta International to
- London-Heathrow with British Airways

From Seattle/Tacoma International to
- London-Heathrow with British Airways, Virgin Atlantic Airways, American Airlines, Delta Air Lines

From Tampa International to
- London-Gatwick with British Airways
- London-Heathrow with Virgin Atlantic Airways

From Washington - Dulles International to
- London-Heathrow with Virgin Atlantic Airways, British Airways, United Airlines
- Edinburgh with United Airlines

Source: Apex; correct as of November 2022
## MICE Media (1/2)

<table>
<thead>
<tr>
<th>Media Outlet</th>
<th>Magazine</th>
<th>Description</th>
<th>Website</th>
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<tbody>
<tr>
<td>BizBash</td>
<td>BizBash Magazine</td>
<td>BizBash is a leading trade media for the event industry. BizBash publishes magazines and e-newsletters, produces trade shows, conferences, and award shows for corporate event and meeting professionals, event marketers, and sales, PR, fund-raising, and human resource executives</td>
<td><a href="https://www.bizbash.com/">https://www.bizbash.com/</a></td>
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<tr>
<td>PCMA</td>
<td>Convene Magazine</td>
<td>Convene magazine is the leading meetings industry publication for educational content and professional development</td>
<td><a href="https://www.pcma.org/">https://www.pcma.org/</a></td>
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| Meeting Magazines, The | Corporate & Incentive Travel; Association Conventions & Facilities; Insurance & Financial Meetings Management | • C&IT focuses on the special needs of the corporate meeting and incentive travel planner professional  
• I&FMM is the only standalone B2B meetings magazine targeted to the insurance and financial services industries  
• AC&F is America's only pure association meetings and conventions meeting planner publication specifically targeting national, state, professional and SMERF associations | https://www.themeetingmagazines.com/         |
<p>| Corporate Event News | /                           | Corporate Event News is the only online resource focused on senior level corporate event professionals. From venue news to event marketing insights, to tips on vendor sourcing, content creation or career advancement, and all the nitty gritty details in between, Corporate Event News' online hub of articles, interviews, blogs and weekly e-news covers the gamut of corporate event planning | <a href="https://www.corporateeventnews.com/">https://www.corporateeventnews.com/</a>          |
| Exhibit City News    | Exhibit City News           | Exhibit City News is a news organization covering the meeting, convention and tradeshow industries                                                                                                | <a href="https://exhibitcitynews.com/">https://exhibitcitynews.com/</a>                 |
| Event Marketer       | Event Marketer              | Event Marketer magazine serves the information needs of strategic brand-side event marketers and agency executives across the spectrum of face-to-face marketing                                                                                          | <a href="https://www.eventmarketer.com/">https://www.eventmarketer.com/</a>               |
| FTNNews              | /                           | Focus on Travel News (FTNnews) is a reliable and balanced source of travel industry news and analysis                                                                                               | <a href="https://ftnnews.com/">https://ftnnews.com/</a>                        |</p>
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<tr>
<td>Meeting Professional, The</td>
<td>The Meeting Professional</td>
<td>MPI’s flagship publication, The Meeting Professional, showcases best practices, trends, destinations and industry leadership</td>
<td><a href="https://www.mpi.org/media/the-meeting-professional">https://www.mpi.org/media/the-meeting-professional</a></td>
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<tr>
<td>Meetings + Events</td>
<td>Meetings + Events</td>
<td>The Meetings + Events magazines are specifically written and circulated to expose readers to cultural events, service providers, venues and industry resources available in each market to assist them in planning a meeting or creating the next extraordinary event</td>
<td><a href="http://meetingsmags.com/">http://meetingsmags.com/</a></td>
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<tr>
<td>Meetings Today</td>
<td>Meetings Today</td>
<td>Meetings Today provides monthly print and digital publications, industry news, blog posts, webinars, videos, podcast episodes, books and other educational resources for meeting and event planners</td>
<td><a href="https://www.meetingstoday.com/">https://www.meetingstoday.com/</a></td>
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<tr>
<td>MeetingsNet</td>
<td>MeetingsNet</td>
<td>MeetingsNet is the meeting industry’s premier resource for news, business intelligence, ideas and more, reaching meeting professionals on multiple platforms.</td>
<td><a href="https://www.meetingsnet.com/">https://www.meetingsnet.com/</a></td>
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<tr>
<td>Northstar Meetings Group</td>
<td>Meeting &amp; Conventions;</td>
<td>Northstar Meetings Group is the premier B2B information and marketing solutions company, providing critical news analysis and research, practical strategies, creative solutions and sourcing services in the formats they prefer most – print, online, mobile, social</td>
<td><a href="https://www.northstarmeetingsgroup.com/">https://www.northstarmeetingsgroup.com/</a></td>
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<td>Successful Meetings;</td>
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<td>Meeting News; Incentive</td>
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<td>Prevue Meetings Magazine</td>
<td>Prevue Meetings + Incentives</td>
<td>Prevue Meetings &amp; Incentives is a multi-platform brand that inspires planners by providing immersive experiential travel coverage, professional development and thought leadership</td>
<td><a href="https://www.prevuemeetings.com/">https://www.prevuemeetings.com/</a></td>
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<tr>
<td>Skift</td>
<td>/</td>
<td>Skift deciphers and defines news and trends for executives across all sectors of travel through reporting, research, conferences and marketing services</td>
<td><a href="https://skift.com/">https://skift.com/</a></td>
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<tr>
<td>Smart Meetings</td>
<td>Smart Meetings Magazine</td>
<td>Smart Meetings is the leading media company and most trusted resource for meeting professionals. The publication’s print and digital magazines integrate meetings industry news and offer updates on premier hotels and destinations</td>
<td><a href="https://www.smartmeetings.com/">https://www.smartmeetings.com/</a></td>
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Top American Meeting & Incentive Companies
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<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>City</th>
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<tr>
<td>Altour</td>
<td>altour.com</td>
<td>New York, N.Y.</td>
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<tr>
<td>AMEX Meeting &amp; Events Ashfield Event Experiences</td>
<td>amexglobalbusinesstravel.com/meetings-events</td>
<td>Jersey City, N.J.</td>
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<tr>
<td>Augeo</td>
<td>augeomarketing.com/experience-design</td>
<td>St. Paul, N.J.</td>
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<td>BCD Meetings &amp; Events</td>
<td>bcdme.com</td>
<td>Chicago, Ill.</td>
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<tr>
<td>Bishop-McCann</td>
<td>bishopmccann.com</td>
<td>Kansas City, Mo.</td>
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<tr>
<td>BI Worldwide</td>
<td>biworldwide.com</td>
<td>Minneapolis, Minn.</td>
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<tr>
<td>ConferenceDirect</td>
<td>conferencedirect.com</td>
<td>Folsom, Calif.</td>
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<tr>
<td>Creative Group</td>
<td>creativegroupinc.com</td>
<td>Schaumburg, Ill.</td>
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<tr>
<td>CWT Meetings &amp; Events</td>
<td>cwt-meetings-events.com</td>
<td>Minnetonka, Minn.</td>
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<tr>
<td>ITA Group</td>
<td>itagroup.com</td>
<td>West Des Moines, Iowa</td>
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<tr>
<td>Enterprise Events Group (EEG)</td>
<td>eeqinc.com</td>
<td>San Rafael, Calif.</td>
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<tr>
<td>Event Travel Management (ETM)</td>
<td>traveletm.com</td>
<td>Omaha, Neb.</td>
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<td>Fox World Travel</td>
<td>foxworldtravel.com</td>
<td>Oshkosh, Wis.</td>
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<tr>
<td>Maritz Global Events</td>
<td>maritzglobalevents.com</td>
<td>St. Louis, Mo.</td>
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<tr>
<td>McVeigh Global Meetings &amp; Events</td>
<td>mcveigh.com</td>
<td>Amityville, N.Y.</td>
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<td>Meeting Alliance</td>
<td>meetingalliance.com</td>
<td>Robbinsville, NJ</td>
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<tr>
<td>Meetings &amp; Incentives Worldwide</td>
<td>meetings-incentives.com</td>
<td>Caledonia, Wis.</td>
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<td>Meeting Expectations</td>
<td>meetingexpectations.com</td>
<td>Atlanta, Ga.</td>
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<tr>
<td>Omega Meetings &amp; Incentives</td>
<td>omegameetings.com</td>
<td>Fairfax, Va.</td>
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<tr>
<td>One10</td>
<td>one10marketing.com</td>
<td>Minneapolis, Minn.</td>
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<tr>
<td>SDI Meetings &amp; Incentives</td>
<td>sditravel.com</td>
<td>Chicago, Ill.</td>
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<tr>
<td>Unbridled</td>
<td>unbridled.com</td>
<td>Denver, Colo.</td>
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<tr>
<td>World Travel Inc</td>
<td>worldtravelinc.com</td>
<td>Exton, Pa.</td>
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Source: The 2021 CMI 25, Aug 27, 2021: [The 2021 CMI 25: Top Meeting and Incentive Companies (meetingsnet.com)](meetingsnet.com)
Contact for Further Information

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Meetings and Incentives Director for North America