

# Interreg EXPERIENCE

## Product Testing – Business Events Workshop



**Interreg**   
France ( Channel  
Manche ) England  
**EXPERIENCE**  
European Regional Development Fund



EUROPEAN UNION  
European Regional  
Development Fund

**VISIT KENT**  
**BUSINESS**  
*GARDEN of ENGLAND*

# Business Events Market

**M** meetings

**I** incentives

**C** conferences & congresses

**E** events & exhibitions

- Worth £31bn to UK visitor economy
- 22% of all inbound visits and £4.5bn in spend
- Business event attendees spend 30% more than leisure visitors

# Product Testing – why did we do it?



- Test suitability of the new products being developed
- Gain insights that will help support businesses to adapt
- Showcase Kent's visitor experiences to business event planners
- Help business event planners to respond to the changing needs of their clients



# Product Testing – how did we do it?

Survey



Focus group &  
1-2-1  
interviews



Virtual  
familiarisation  
trip



# Key Findings

- Kent's location is a competitive strength – rural offering within close proximity to London and Europe
- However, perceived barriers around accessibility from other areas of the UK and across the county
- 73% of buyers said they would include Kent as part of a multi-destination itinerary with 55% saying that they would include London in the same itinerary.
- New, post-pandemic enquiries, for hybrid events and meetings with incentive activities

# Key Themes

1.



**Wellness &  
Wellbeing**

2.



**Culture**

3.



**Food & Drink**

# Key Findings

- 77% of respondents said that they consider sustainability and carbon footprint when booking
- Demand for experiences that embrace local people and culture, as well as immersive experiences
- They expect collaboration and favour bringing together smaller, local businesses with well-known brands





# Recommendations

## Business Operations

Good visuals and collateral specific to the corporate market

Factor in between 5-16% commission rate in pricing structure

Respond to enquiries within 24hours

Flexible cancellation policies





# Recommendations

## Your Product

Be ready to work with  
other destinations

Think about the end client  
– their industry and  
corporate goals

Build relationships with  
local hotels & venues

Showcase your  
sustainability



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**Further resources at:**  
**[www.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk)**