

Future Trends – can you seize the initiative?

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Future trends.....

- **Clustering**
 - **Knowledge economy**
 - **Sharing economy**
 - **Competition – new products – Destination marketing**
 - **Global disruption**
 - **Globalisation**
 - **Content driven meetings**
 - **Shorter and more packed events**
 - **Flexibility, service on demand and fast decisions**
 - **Price sensitivity**
 - **Strong content with local influence**
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Key Future Trends.....

- **Security**
 - **Technology**
 - **Tourism overload**
 - **Awareness, Advocacy and Legacy**
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Security



Battle of Manila Bay 1898 – 50th Anniversary ASTA 1980



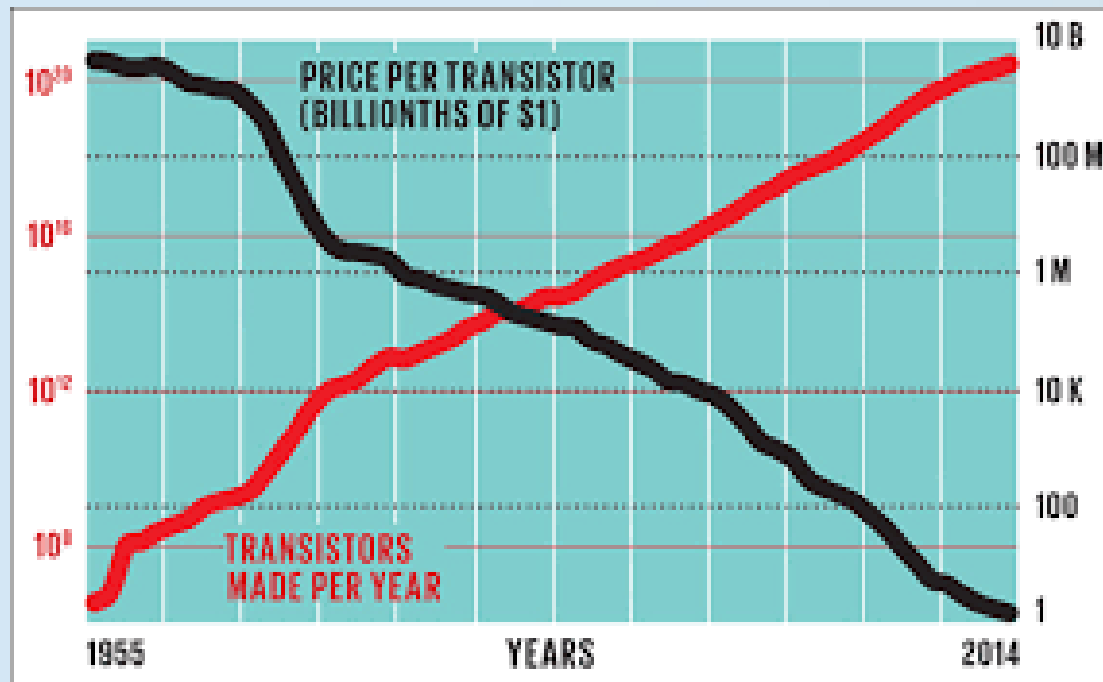
The threat of Terrorism.....

TODAY!

- **Paris, Nice, London, Barcelona etc**
- **Lack of Contingency plans**
- **Lack of security consistency**
- **Who will be next?**

Technology





- **Moore's Law: chip performance doubling every 18 months since 1965**



- **Virtual Reality**

- **Virtual site inspection**
- **Tradeshows - booth and attendee engagement**
- **Virtual attendance**

Text apps



Securely connecting
your Internet of Things




GO INTEGR

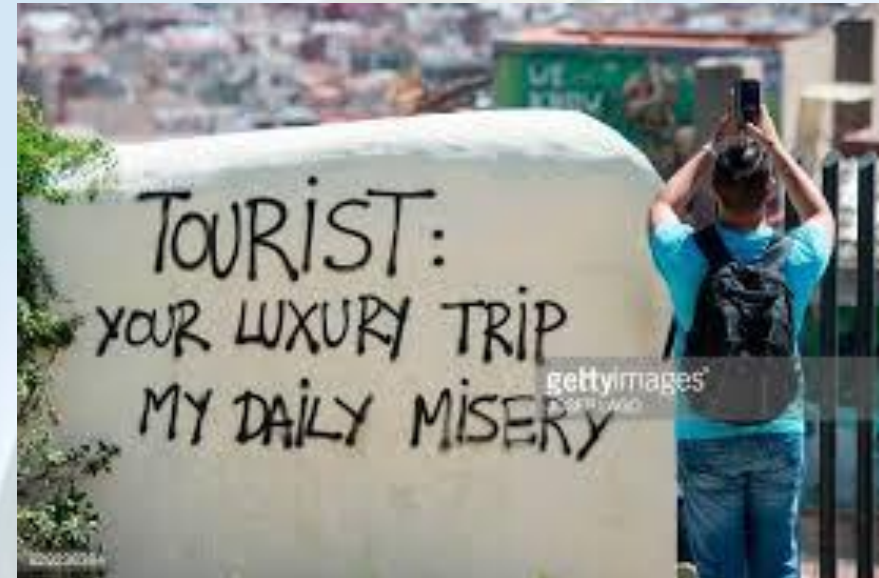


The Internet of Things

Tourism Overload

- **US\$7.5 trillion**
 - **292 million people employed**
 - **122 million Chinese tourists**
 - **10% of China's population has a passport**
 - **369 million overnight international visitors**
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A world tourism challenge – a MICE opportunity



Awareness, Advocacy and Legacy





The Politician's Endorsement

Mr Taleb Rifai, Secretary General, the World Tourism Organization (UNWTO) speaking at the IMEX Politicians Forum, May 2014.

The progress of the Meetings Industry IS the progress of the Travel & Tourism Industry. The progress of the Travel & Tourism industry IS the progress of economies and societies and that's exactly why it is at the heart of our mission with the United Nations."

"In almost every meeting I have with the Heads of State, Prime Ministers or Ministers, they say... How can we attract more meetings? How can we become more involved and engaged with the Meetings Industry?"

Our Worlds Intersect!

The Meetings

Industry:

- Meetings
- Conventions
- Conferences
- Exhibitions

Government

Policy:

- Economic
- Investment
- Social (health, education)
- Tourism

**A Shared
Opportunity in the
Interface!**

The Legacy ...

- **Generate employment**
- **Develop trade**
- **Drive exports**
- **Stage creative enterprise**
- **Spread knowledge**
- **Stimulate culture**
- **Regenerate cities**
- **Nurture local communities**



A 3D perspective view of a grid of dark grey, reflective cubes. The cubes are arranged in a staggered pattern, creating a sense of depth. One cube in the lower right quadrant is highlighted in a vibrant red color, standing out from the rest of the dark grey grid. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the geometric forms.

The Power Of Meetings