



mia

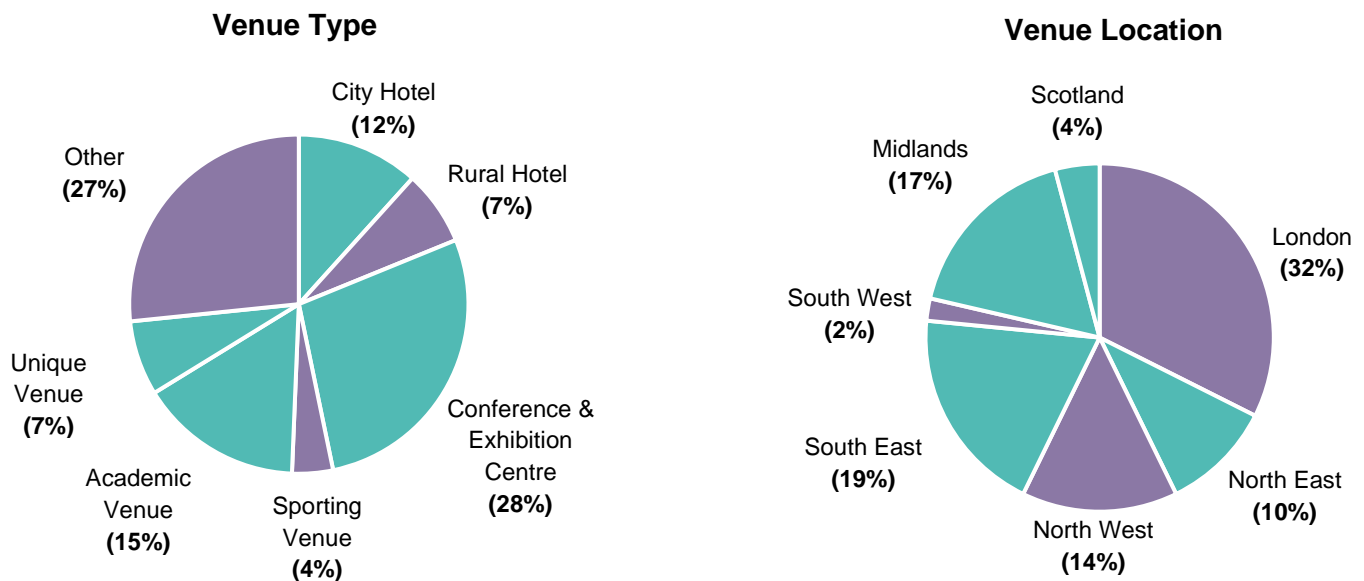
meetings industry association

Reopening Survey

June 2021

Amidst the speculation surrounding the move to step 4 of the government's roadmap to reopening, the Meetings Industry Association (mia) continues its surveillance of the industry to provide direct insight to government on the impact of COVID-19 on the sector.

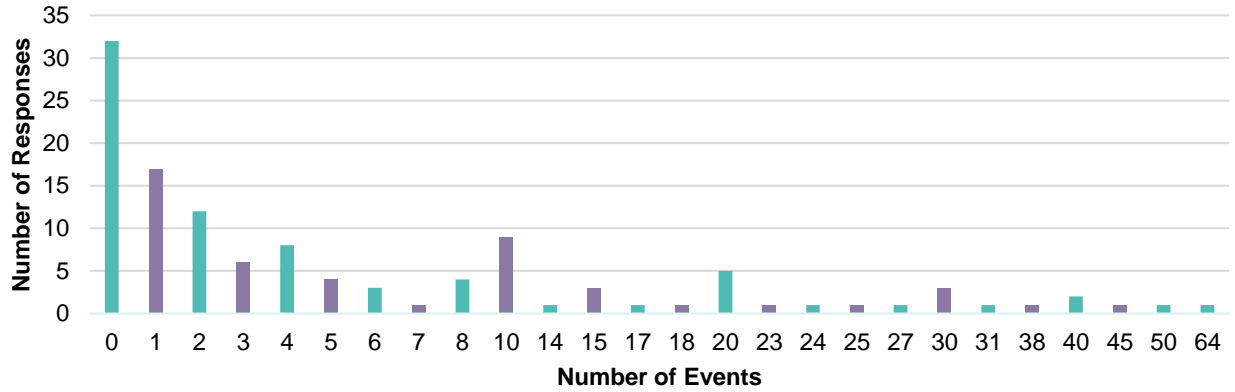
Surveying its member venues, including those with small private meeting spaces and other venues such as visitor attractions, entertainment centers and consortiums, the latest findings reveal the ongoing and foreseeable impact COVID-19 restrictions continue to have upon demand and subsequent barriers to financial gains.



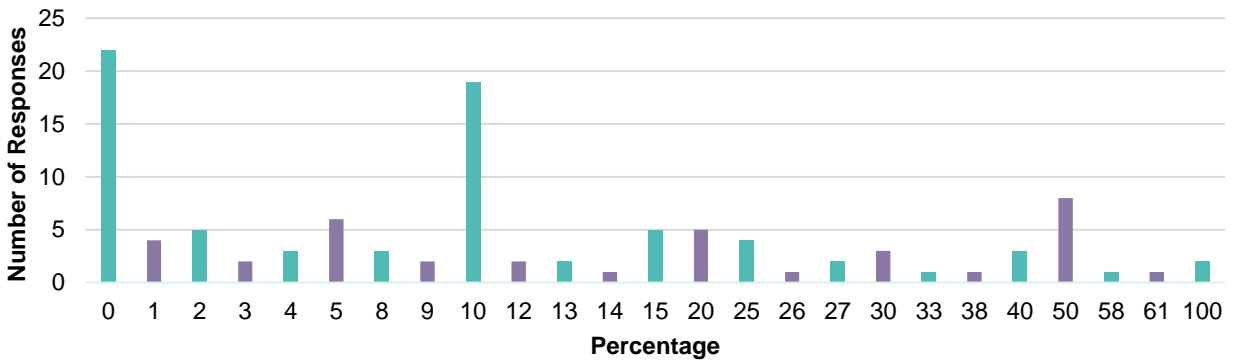
Since re-opening on 17 May 2021, over a quarter (**26%**) of venues surveyed are yet to have held an event, while of the 949 events recorded the average venue has hosted 8 events. On average current business levels reflect just **15.8%** of standard booking numbers for a similar period pre-COVID, reinforcing the severely diminished revenue venues are currently generating.

Taking into account the considerable operational costs attached to opening venues and ensuring that they COVID-secure, almost half (**49%**) of the venues surveyed are reporting that they are making a loss on the business that they are taking, with just **17%** declaring a level of profit.

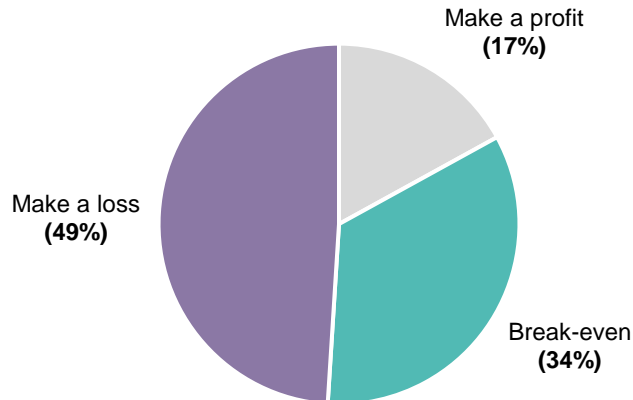
Since re-opening on 17 May 2021, how many events have you held at your venue?



Considering the events that you have held to date since re-opening (17 May 2021), what percentage of business in a similar period pre-COVID does this represent?



Given these events would have been strictly following Government guidelines around social distancing and catering controls did these events....



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