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| **Survey for MICE experts: What are the top destinations?**  **Pro Sky launches online survey for the PRO SKY Destination Report 2020** |  |

Cologne, 18 November 2019.

**This week, Pro Sky is launching the annual survey for MICE organisers for the ninth edition of the PRO SKY Destination Report. All event planners related to the MICE industry (Meetings, Incentives, Conferences and Events) are invited to take part in the survey, share their expert knowledge and give weight to their voice in this way. The current and future trend destinations as well as the current event parameters are determined together with the event professionals. The results of the survey will be published at the beginning of 2020 in the form of the PRO SKY Destination Report 2020 and can be downloaded free of charge.**

**Detailed information on destination criteria, event types, group size and event length**

Last year several hundred MICE experts followed the call of the group flight specialist. Nevertheless, Pro Sky plans to further increase the number of participants. The statements on the development of MICE trends should therefore become even more reliable, truly pointing the way. As in previous editions, the results for the top cities, the most popular travel countries, destination criteria, event types, group size and event length are then not only processed in the form of information graphics, but also substantiated with background information and embedded in the current context.

**"An important tool for everyone involved in the MICE industry"**

The report's relevance is also demonstrated by the fact that it has been part of the official IMEX programme as the largest MICE trade fair in Europe on several occasions. "An important tool for everyone involved in the MICE industry," reckons Burkhard Wolf, owner of Laux Events. "Extremely interesting and very valuable for incentive planners," adds Elke Piccolo, Managing Director of the Piccolo Event Company. "High usability, gets to the heart of facts," says Alexander Schell, Head of the European Institute for Applied Cultural Management.

**Climate friendliness added as new criterion**

For the first time, climate protection is also addressed in the survey for the PRO SKY Destination Report 2020. For example, survey participants can indicate how important low-carbon transport, the possibility of carbon offsetting and the availability of alternatives to plastic are when choosing a destination. It is also asked in which case flights with integrated carbon offsetting would be preferred. "In addition to this result, data on the top countries and the top major cities are highly anticipated," explains Linda Katharina Klein, responsible for the PRO SKY Destination Report. "Having had a few surprises in this respect last year, everything seems open. We are excited to see how the MICE experts decide."

**To the survey:** <http://bit.ly/DR2020ProSkySurvey>

***About the PRO SKY Destination Report:***

*For eight years now, PRO SKY has been working with event professionals to identify current and future trend destinations. The results are published in the annual PRO SKY Destination Report. In addition to insights into the top cities and the most popular travel countries, it also provides information graphics and background information on destination criteria, event types, group size and event length.*

***About PRO SKY:***

*PRO SKY simplifies group and VIP flights by combining digital products with outstanding personal service. The flight specialist offers a wide range of flight solutions, from aircraft charters and group tickets for scheduled flights to combined solutions as well as private jet charters. For further information, please visit* [*www.pro-sky.com*](http://www.pro-sky.com)

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