



What are the event destinations of the future?

PRO SKY unveils current & future trend destinations

Cologne, — 13th May 2019.

What will be the most popular destination? What does the future hold for the event industry? For the eighth edition of our PRO SKY Destination Report, we determined the current and future trend destinations together with event professionals. The result: city trips to Germany are booming and Northern and Eastern Europe are on the rise as trend destinations.

More than 450 industry leaders shared their expertise

We base this report on the responses of 456 European survey participants. Where is the journey going? If you ask our experts, clearly in the direction of the classic MICE destinations. Those classics are the three most popular European cities, which take their place at the podium this year. Nevertheless, there are a few exciting newcomers and unexpected surprises both here and at the national level.

Trends are more important than recommendations

But what does MICE travel of the future look like? We have reviewed the figures. Incentive travel continues to be the focus; travels are getting shorter; but groups are getting bigger. One of the most exciting findings: Trends are more important than recommendations. For event planners, the perception of a destination is more relevant than recommendations or personal experiences on site. And there is another development: accessibility is becoming increasingly important. This is another reason why PRO SKY's range of charter and group flight options is growing in value as a resource.

PRO SKY presents the top eight destinations of the future

As we know from our MICE experts, you are waiting for one thing above all else: this year's trend destinations. What goals will top the list in the coming years? Which cities and countries made the most convincing case to industry leaders? Whether the focus is on sustainability, adventure or gourmet travel, all of this year's trend destinations have a special focus, inspire with new approaches and were thus able to win the hearts of the MICE sector. PRO SKY's top eight include Norway, Georgia and Riga.

Articles on industry development

But the industry also faces new challenges: Airlines are going bankrupt, competition among event agencies is growing and there is demand for new service solutions. These are additional reasons to offer background information in addition to pure survey results. This year, you can look forward to additional interviews, detailed analyses and tips for even more exclusive air travel. On a total of 52 pages, the PRO SKY Destination Report offers exciting insights into the future of the event industry.

PRO SKY in the official IMEX program twice

We are pleased to be represented twice in this year's official IMEX program. While our Director Marketing and Product Development, Quentin Rouxel, will present the results of the European version of the PRO SKY Destination Report 2019 at the Inspiration Hub at 2 pm on May 21st, our CEO, Armin Truger, will concentrate on the results of the German edition of the report in his presentation on May 22nd at 1 pm in the Communication Cube at the German booth. Our two executives explain the locations planned by meeting professionals for their next events and the travel trends in the event industry. In doing so, they will not only look at developments in recent years, but will also present specific destinations.

Download the PRO SKY Destination Report (8th edition | European version) for free:

<https://www.pro-sky.com/en/expertise/destination-report-2019/>

The German version is also available for download; the French and Swiss editions will follow shortly.

About PRO SKY:

PRO SKY simplifies group and VIP flights. The specialist for tailor-made flying offers a wide range of services ranging from aircraft charter and airline tickets for groups, combination solutions and private jets to worldwide airport and in-flight services. With offices in Cologne, Paris, Zurich and São Paulo, PRO SKY is an international industry leader known for its annual PRO SKY Destination Report, which is of great importance to the MICE industry. Further information can be found at www.pro-sky.com

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