

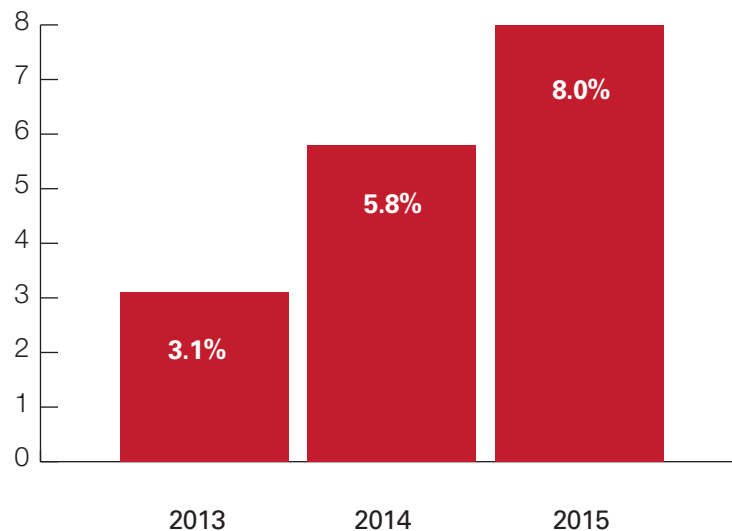
Executive Summary

While there are many key opportunities and challenges facing the industry, five of the most important findings and insights from the new survey are summarized here.

Top Five Key Insights

1.) AIPC Member Revenue Grew by 8% in 2015. This compares to 5.8% in 2014 and 3.1% in 2013. Growth for 2015 had been forecast by members at only 4.6% in last year's survey. For 2016, members are expecting more subdued 4.2% revenue growth.

Average Revenue Growth Worldwide

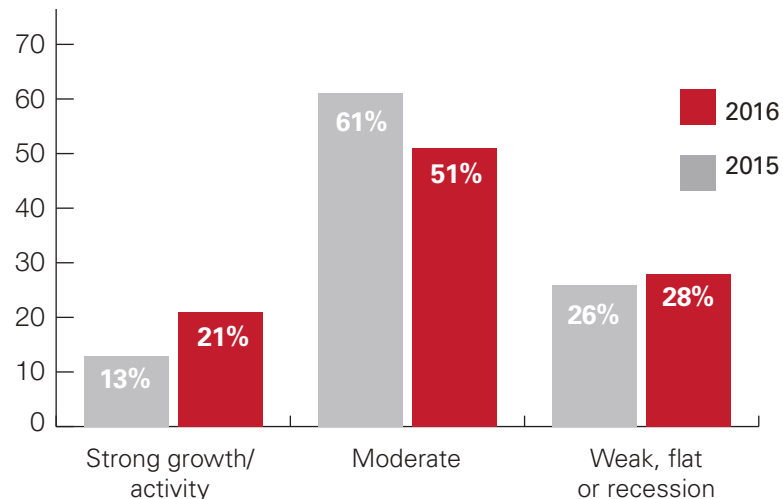


2.) 59% of Members Implemented an Innovation Over the Past Two Years – and 40% Added a New Revenue Stream

Due to ever increasing event producer and group requirements as well as change in technology, centre management teams have to innovate. The highest percentage of members in North America (69%) and Australia (67%) indicated they added an innovation or important new idea over the last two years.

3.) The Top Three Innovation Areas are Technology, F&B and the Client Venue Experience. For a number of years these have been, and are expected to continue to be, the “Big Three” innovation areas for convention centres.

4.) The Strongest Regions and Markets are Getting Stronger – but the weaker are staying weak when comparing results to the question: How do you characterize the current strength of overall economic activity and business growth in your region? This year, 21% of members say economic growth is strong compared to only 13% in 2015.

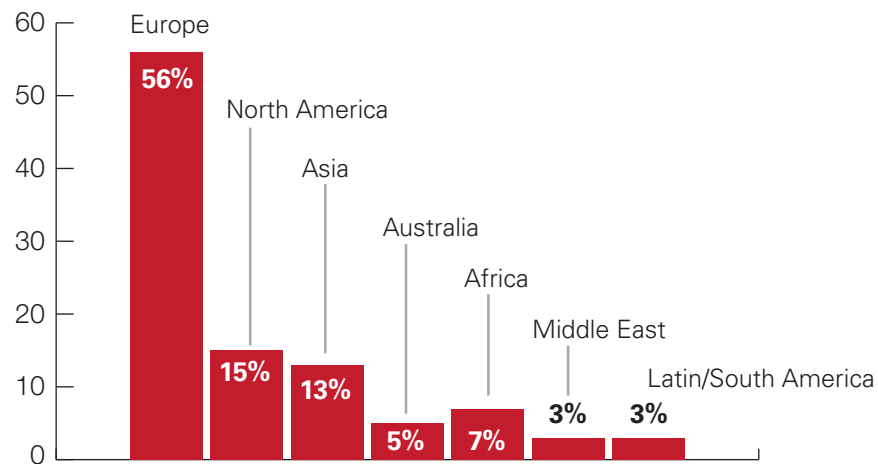


5.) Event Producer Requirements and Attendee Changes are Accelerating. According to a number of members, many events are changing their formats mainly to better serve more technology savvy and informal attendees. A key trend is the increased usage of public space and different educational and networking formats. And, of course, technology and bandwidth requirements continue to increase significantly. Here are a few insightful member quotes on how event clients and attendees are changing:

- “(Event producers and attendees want) more open rooms, more flexible spaces, more technology, more digital services, more networking areas, comfort, parking accessibility, welcoming spaces.”
- “Clients are experimenting with meeting architecture and design. What they want is larger function spaces that are more adaptable to new seating configurations, and retain (or enhance) the meeting technology infrastructure (wi-fi, internet connectivity, audio/production flexibility) but without the functionality or cost efficiencies of dedicated spaces or systems.”
- “Less exhibition space, more hospitality suites, networking opportunities for delegates.”
- “Less formal settings, more use of multifunctional spaces.”
- “More engagement during events requiring more break out rooms with flexible configurations. Everyone is looking for a unique setting requiring more facility flexibility to change the look and feel of the experience.”
- “Request for less formal settings, more public, open gathering and communication areas.”
- “Technology and connectivity are driving facilities to be able to handle multiple device connections for every show and have much more bandwidth capability inside the show.”
- “There’s a need for more lounge and interactive areas with tools that promote that interaction, design-wise, technological, etc.”
- “(Attendees) are expecting the living room experience at the venue, immediate Wifi, great AV they can control, POD or other social space.”

Member Survey Response by Region

Fifty-six percent of the survey respondents are European members, 15% are from North America and 13% are in Asia.



More information on the five primary insights and the full survey results are provided in the remainder of the report.

I.) Growth & Revenue

Worldwide Gross Revenue Growth 2010 to 2015 – and Expected for 2016

AIPC members collectively experienced strong revenue growth of 8% in 2015, the fastest growth ever tracked by this survey, which was first conducted in 2010. The growth rate expected for 2016 on average worldwide is a more subdued 4.2%.

2010 to 2015 Revenue Growth with 2016 Forecast

	2010 Gross Revenue Growth Actual	2011 Gross Revenue Growth Actual	2012 Gross Revenue Growth Actual	2013 Gross Revenue Growth Actual	2014 Gross Revenue Growth Actual	2015 Gross Revenue Growth Actual	2016 Gross Revenue Growth Expected
Worldwide	6.8%	5.7%	6.7%	3.1%	5.8%	8.0%	4.2%
Europe	3.9%	5.2%	3.0%	2.8%	7.7%	7.9%	5.0%
North America	2.2%	5.3%	1.1%	-0.3%	-1.2%	6.9%	-1.6%
Asia	26.1%	2.4%	17.8%	1.4%	5.2%	9.0%	18.0%
Australia	9.3%	9.1%	10.1%	3.3%	2.7%	11.3%	-4.2%
Africa	–	7.8%	36.7%	9.2%	15.6%	16.1%	6.4%

Multi-Year Trends: Centre Revenue Growth 2010 to 2015 with World GDP – and 2016 Forecast

Collectively AIPC member venues continue to experience revenue growing much faster than global GDP growth as tracked by the IMF.

