



Top 10 cities in Europe, Middle East & Africa

	2019	2018
1	— London, UK	London, UK
2	▲ Moscow, Russia	Paris, France
3	▲ Barcelona, Spain	Istanbul, Turkey
4	▲ Berlin, Germany	Amsterdam, Netherlands
5	▲ Hamburg, Germany	Barcelona, Spain
6	▲ Vienna, Austria	Moscow, Russia
7	▲ Stockholm, Sweden	Dubai, UAE
8	▲ Cologne, Germany	Berlin, Germany
9	▼ Paris, France	Madrid, Spain
10	▲ Frankfurt, Germany	Cologne, Germany

Source: Based on an increase in CWT Booking Data in 2018 and 2019

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CWT Meetings & Events research: London to remain top EMEA destination for corporate meetings and events in 2019

CWT Meetings & Events, a division of global travel management company Carlson Wagonlit Travel (CWT), today unveiled its predictions for the top ten

cities in Europe, Middle East and Africa (EMEA) in M&E. The ranking is based on proprietary and industry data in CWT's 2019 Meetings & Events Future Trends report, to be published later this week.

2019 forecast (2018/17 positions in brackets):

- 1.London, UK (1/1)
- 2.Moscow, Russia (6/-)
- 3.Barcelona, Spain (5/2)
- 4.Berlin, Germany (8/3)
- 5.Hamburg, Germany (-/-)
- 6.Vienna, Austria (-/-)
- 7.Stockholm, Sweden (-/-)
- 8.Cologne, Germany (10/-)
- 9.Paris, France (2/5)
- 10.Frankfurt, Germany (-/7)

The 2019 ranking shows four new entries: Vienna in Austria (6), Stockholm in Sweden (7), and Germany's Hamburg (5) and Frankfurt (-/7), returning to the top ten ranking after dropping out in 2018. Meanwhile, Madrid (9/6) is off the 2019 list, too.

"Border control in the UK is a concern post-Brexit, if tighter measures lead to longer queues at airports," said Ian Cummings, Vice President, EMEA at CWT Meetings & Events. "Paris will start taking business from the UK if it becomes tricky for attendees to come into the country – especially from Asia."

Despite ongoing Brexit negotiations for the UK to leave the European Union casting uncertainty over how the deal will play out for airlines, visas and border control, the popularity of London as a destination is undiminished for now.

Russia's hosting of the FIFA World Cup 2018 is likely to have boosted the appeal of Moscow as a meetings and events destination. Meanwhile, Paris, Barcelona, and Berlin remain popular.

Across EMEA, cost per attendee per day is predicted to increase by 6% in 2019, to an average of US\$255.

In the Eurozone, inflation hit 2.1% in July, according to the European Commission's statistics bureau, Eurostat, above the European Central Bank's

target of below 2%, while in the UK the Bank of England has raised interest rates for only the second time in a decade.

The World Bank Group's latest Middle East and North Africa Economic Monitor projects regional growth to increase to 3.1% in 2018, up from 2% in 2017, and hold firm through 2019 and 2020. The increase in growth is expected to be driven by a favorable global economic environment, stability in the oil market at slightly higher prices, and post-conflict reconstruction.

While safety and security are always a priority when planning any meetings and events, it seems the terrorist attacks in the UK, Germany, Spain and France in 2016 and 2017 have not significantly dampened demand in London, Berlin, Barcelona and Paris.

Meanwhile, secondary UK cities like Birmingham, Manchester and Liverpool continue to see growth. Non-traditional event venues such as sporting arenas are tapping into the income possibilities from meetings and events, offering greater choice for planners.

Greek destinations are doing well. There is a growing meetings demand for Athens, and many of the islands such as Mykonos have become hot incentive destinations and are now being positioned as an excellent alternative to Ibiza, the south of France and other popular Mediterranean destinations.

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CWT Meetings & Events delivers 38,500 innovative, high-quality projects for customers every year – across all industry sectors, globally. Our creative know-how helps us deliver awe-inspiring events, and our logistics expertise guarantees professional meeting services, group travel, and compliance. We manage your strategic meetings management programs with one aim in mind – to maximize your return on investment.

CWT Meetings & Events is Carlson Wagonlit Travel's meeting and events division.

Carlson Wagonlit Travel

Companies and governments rely on us to keep their people connected. We provide their travelers with a consumer-grade travel experience, combining innovative technology with our vast experience. Every day, we look after enough travelers to fill more than 260 Boeing 787s and 100,000 hotel rooms - and handle 105 events. We operate in around 150 countries, and in

2017 posted a total transaction volume of more than US\$ 23 billion.

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