



# Event Trends in Asia 2021

EventXtra

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With so much uncertainty in the events industry, it's difficult to keep track of what event strategies work in the new normal. That's why EventXtra created its first events industry report which is aimed to help the event community in Asia identify the event practices and local event behaviors in the region. This will serve as a guide for event organizers in Asia and around the world to strategically rethink how they run their business in 2021.

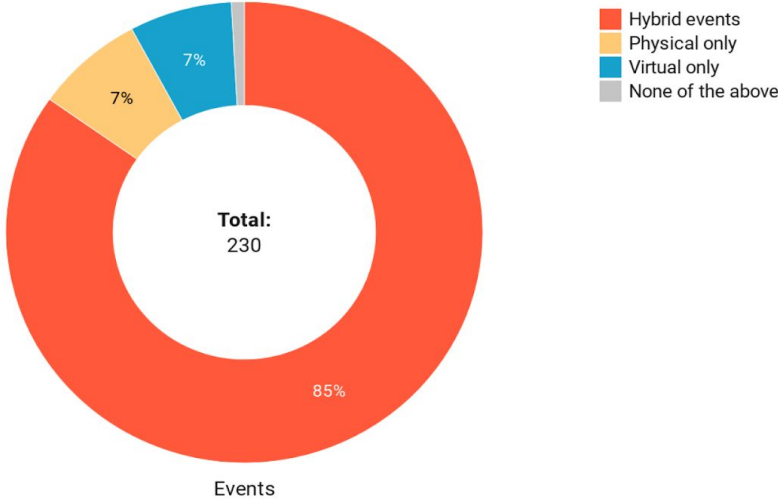
## Methodology:

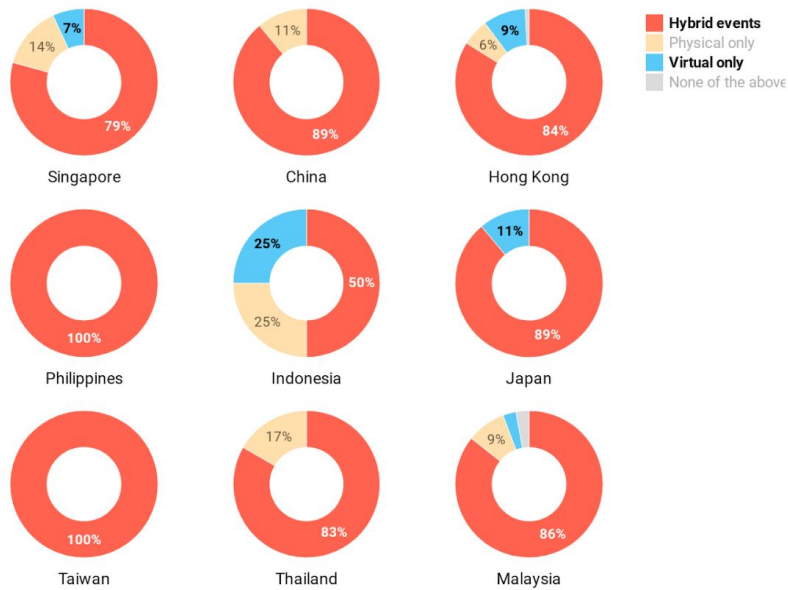
In this report, we've featured the micro event trends in Asia based on "real insights and experiences" from our very own event community discussion in [Event Trends in Asia 2021](#).

## Event Insights:

1. In Asia, 85% of event professionals say that they will adopt a hybrid model after Covid-19. While only 7% of surveyees will return in physical event format

How will you change your event after the pandemic ends?

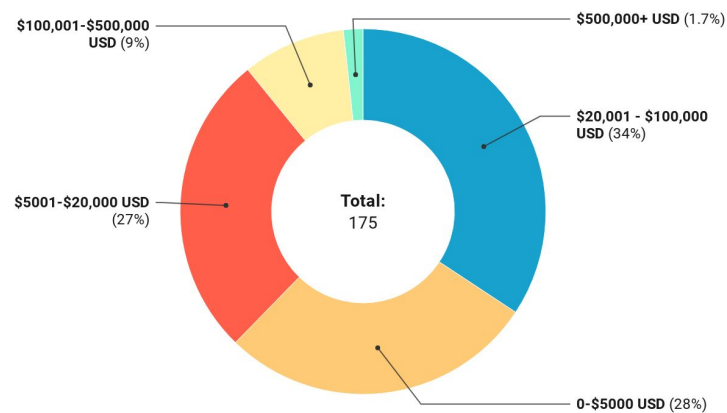


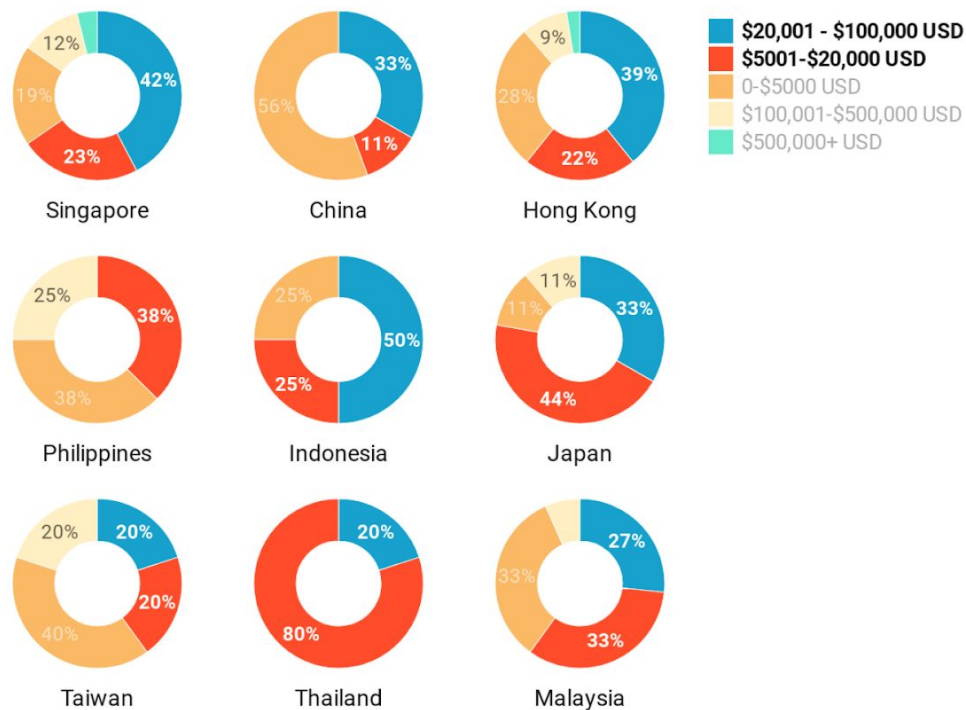


Based on our survey results, 193 (out 230) event organizers in Asia will transition their events into a hybrid model after the pandemic. This result is consistent in all markets surveyed including Singapore, China, Hong Kong, Philippines, Indonesia, Japan, Thailand, Taiwan, and Malaysia. While some of the remaining 14 percent of surveyees said that they will be hosting in separated models: virtual-only and physical.

2. Most event professionals in Asia see event technology as an investment to build successful events - 34% of our respondents are willing to invest about \$50,000

### How Much Are You Going To Invest In Virtual/Hybrid Events Per Year?



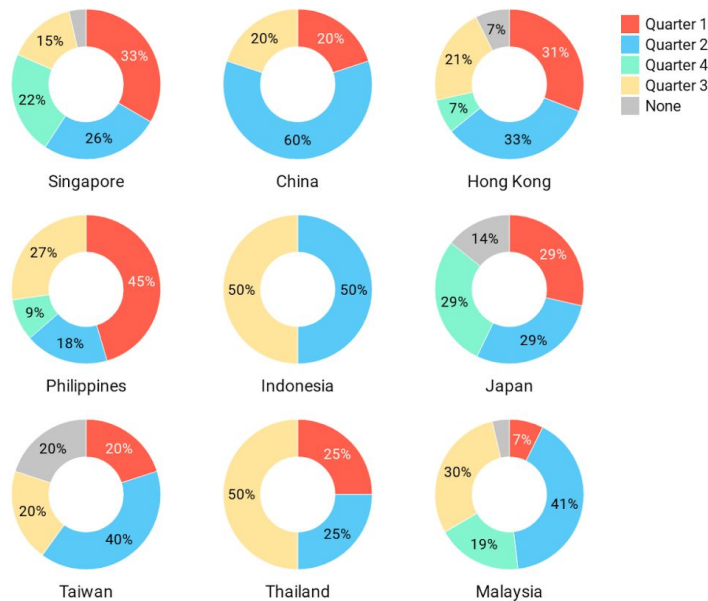
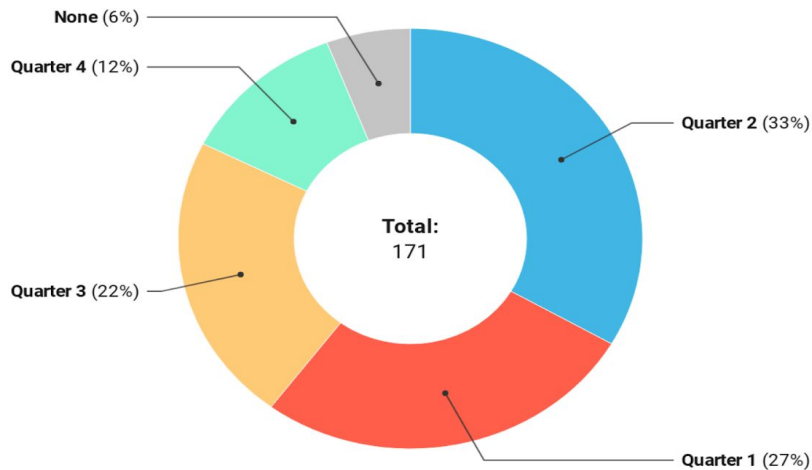


In markets with high buying power like Singapore and Hong Kong, we'll see more communities and creative event experiences take place. Based on our survey results, most event professionals in these countries are willing to invest over \$100,000 to reimagine the way they build events this year.

Meanwhile, in markets like Japan, Thailand, Malaysia, and the Philippines we'll see more and more events adapt to virtual or hybrid models. Our survey results find that event organizers in these countries are willing to invest an average of \$ 10,000 in event platforms this year.

### 3. The local event industry leads in terms of technology adoption

#### When are you looking to plan your next event?

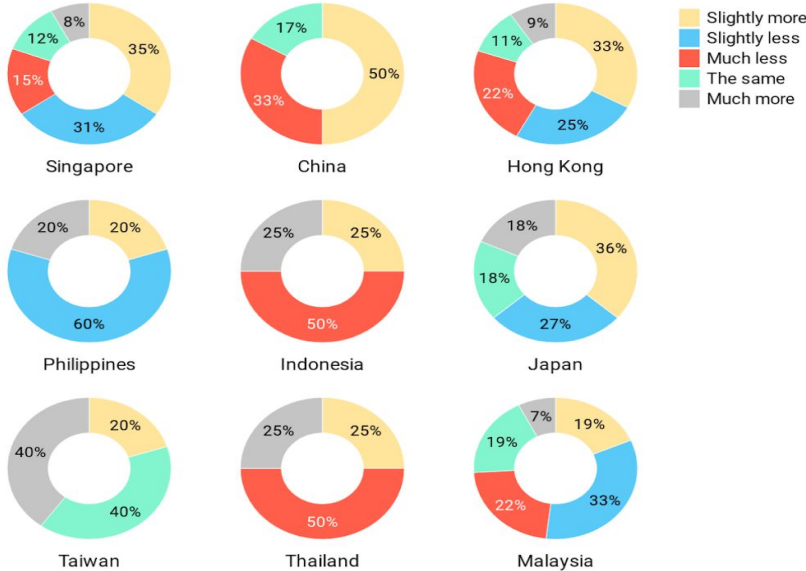
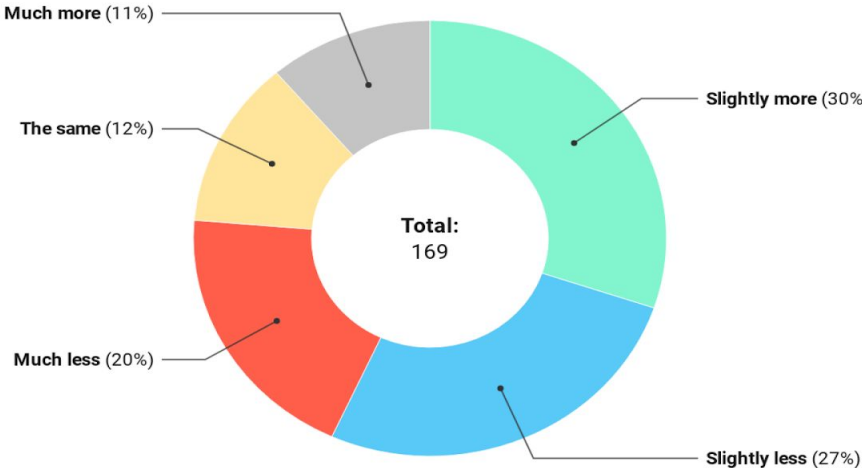


Based on our survey results, most events in Asia this year will take place sometime in the first and second quarter of the year. This shows that most event professionals in Asia managed to adapt to virtual venues or remodeled their event hosting since last year. In Singapore, Hong Kong, the Philippines, and Japan, the majority of local events will take place sometime in the first

quarter of the year. Meanwhile, most events this year in China, Malaysia, and Taiwan will take place sometime in the second quarter of the year. In our succeeding survey results, we see that while a majority of event professionals in Asia have quickly shifted to online event models last year, their biggest challenge is surprisingly drawing more audiences.

47 percent of our surveyees said that their virtual events from last year decreased in attendance compared to their physical events, this trend is consistent with most of our surveyed markets including Singapore, Hong Kong, Philippines, Indonesia, Thailand, and Malaysia.

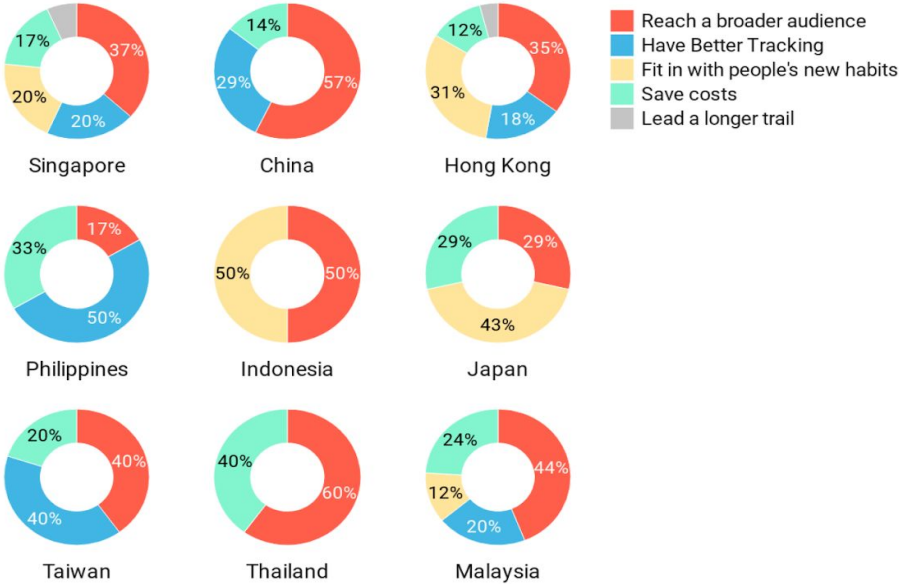
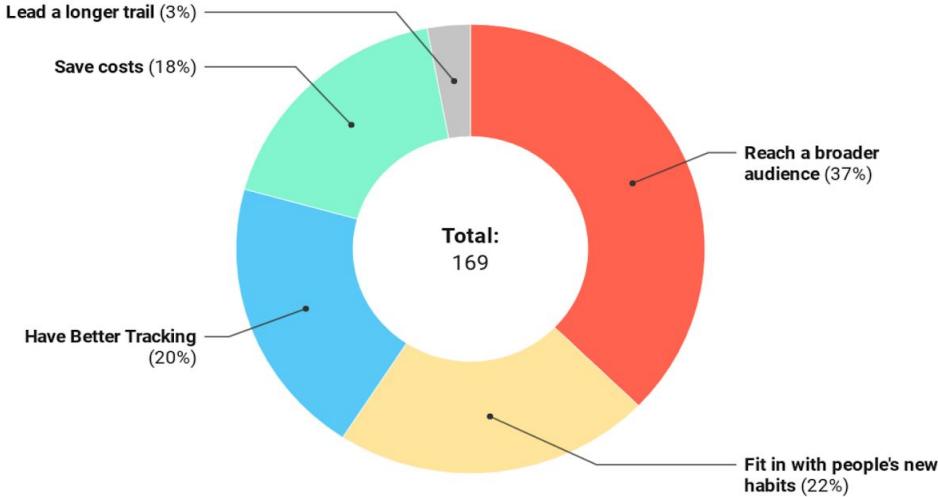
**How many attendees did your virtual event attract compared to your physical event?**





Interestingly, our following survey results suggest that while hosting virtual events attracted less audience it helped in reaching new markets, which is seen as the biggest advantage when hosting virtual or hybrid events- followed by event personalization, and lead generation.

**For those who have already tried virtual/hybrid events, what are the biggest benefits for you?**





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