

SUBVENTION FOR CHANGE

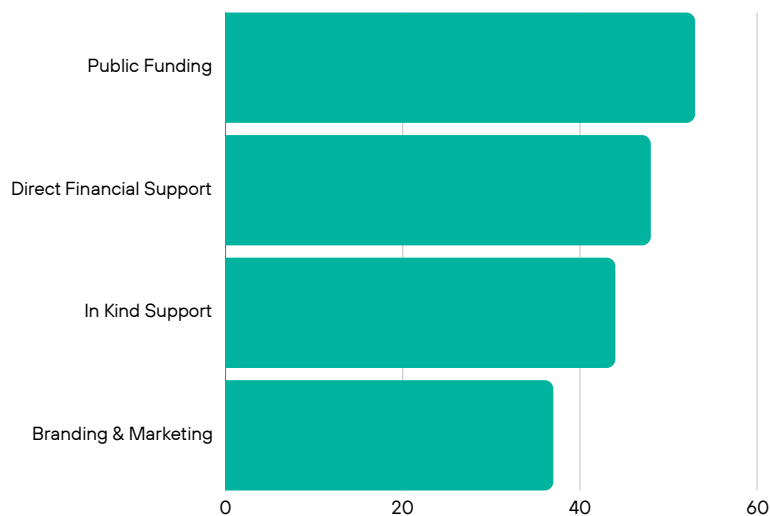


Subvention, the financial and in-kind support offered by destinations to associations, is transforming. It's no longer just about room nights and delegates spend. Today's stakeholders demand sustainability, social legacy, and measurable impact. Our early findings from a survey of 115 destinations across five continents reveal both the momentum and the gaps in using subvention as a catalyst for true change.

- 91% of destinations want to drive change through subvention...
- ...but only 6% have fully integrated impact criteria.
- 40% expect formal sustainability requirements within 24 months in their subvention programme.

This is a sneak peek of the first findings from our global survey, ahead of the full market study (release July 2025), that will include association perspectives and best practices.

Top 4 Types of Subvention



77%

OF THE
DESTINATIONS
OFFER SUBVENTION

40%

OF DESTINATIONS PLAN
TO EMBED FORMAL
SUSTAINABILITY
CRITERIA WITHIN 24
MONTHS.

66%

OF DESTINATIONS CONSIDER
THEIR BUDGET AS THE MAIN
CHALLENGE FOR OFFERING
SUBVENTION

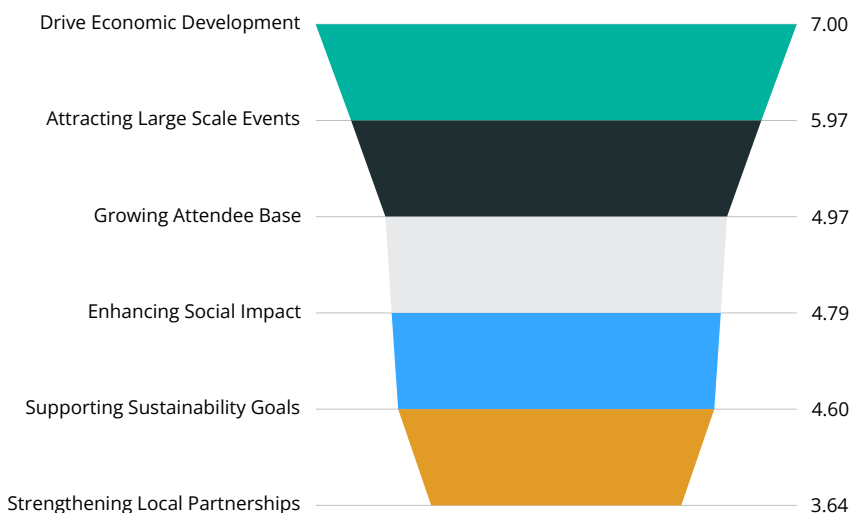
#MEET 4IMPACT



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

conferli

Strategic Objectives



The above numbers are weighted averages of how destinations scored each objective on a 0 ("not important") to 8 ("critical") scale. Destinations primarily use subvention to drive measurable ROI and elevate their global standing, while also increasingly aiming to expand attendance, boost tourism, foster community engagement, and support sustainability to unlock broader knowledge exchange and long-term societal benefits.

17% of destinations' subvention schemes formally require social or environmental outcomes, and another 27% are exploring them - leaving 56% still focused purely on delegate spend and room-night targets. Among the destinations that do embed broader impact:

- 20% offer fully integrated support packages (sustainability roadmaps, legacy plans)
- 29% facilitate organiser-local stakeholder partnerships
- 32% provide basic guidance (checklists, best-practice toolkits)

Nearly 50% of destinations run 2+ subvention programmes to target both flagship and niche events. This multi-tiered approach lets them allocate funds strategically for volume, impact, or local partnerships.

Evaluation Criteria

Destinations evaluate applications primarily based on clear economic returns, while sustainability continues to play catch-up. The criteria below are ranked in order of importance, from highest to lowest:

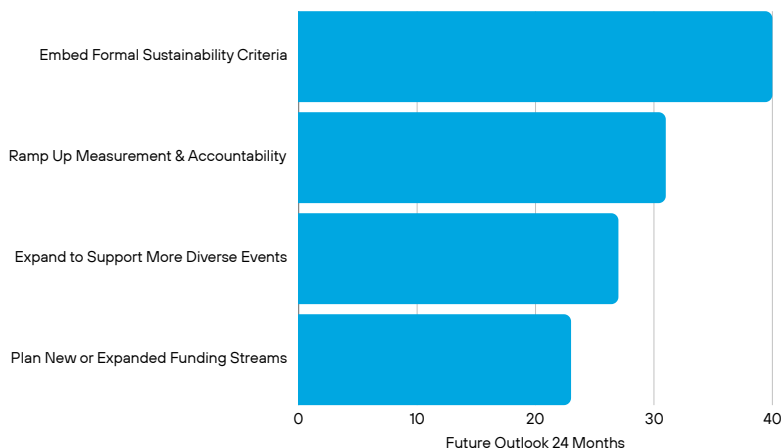
- Event Type:** Matches the destination's strategic event portfolio
- Out-of-Region Delegates:** Drives visitor spend and international exposure
- Industry Alignment:** Fits with priority sectors (tech, life sciences, etc.)
- Room Nights Generated:** Boosts occupancy and local revenue
- Government Priorities:** Supports broader economic or policy goals
- Environmental & Social Impact:** Demonstrates responsible event practices and leaves a lasting positive legacy

Momentum Meter

Subvention Programmes in transition

Current Status:

- Fully embed impact criteria 6%
- Piloting change-focused models 22%
- Economic-first, change as ambition 44%
- No change agenda 9%



This is your exclusive first look at insights from our global survey of 115 destinations - unpacking who offers subvention, how they structure multiple programmes, and what drives their strategic decisions. The full market study launches in July 2025, featuring deep-dive case studies and the association perspectives that will complete the picture.

Associations, your expertise is crucial: tell us how you use subvention, what you need from destinations, and which impact metrics matter most. Use the QR code to fill out the survey.



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