



UN Tourism

The Sustainability of the Meetings and Events Industry through the Youth

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Introduction

Importance of
M & E

Local Economies

World Economy

Travel & Tourism

Task of stakeholders

(Govts, Travel & Tourism, hospitality industry & related businesses)

FIGHT FOR LONG-TERM SURVIVAL OF M&E





LABOUR FORCE



Labour Shortage: Major Post-Pandemic Challenge

**Over 62 million job losses
in 2021 alone**

in the global Travel & Tourism.

**Over 50% event organisers
forced to reduce their workforces**

How did we get here?



Massive business closures and layoffs during the pandemic



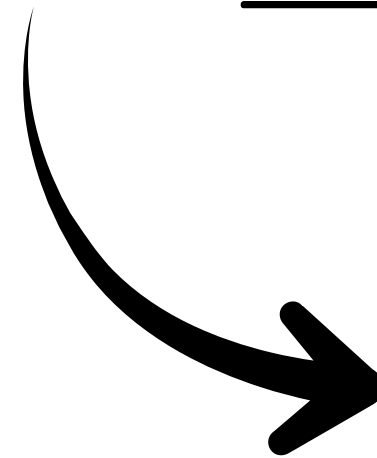
Workers redeployed in other sectors



This caused a substantial talent drain from the M&E and the wider hospitality industry.

How do we rebuild this essential pillar?

The answer lies with the next generation



Why the Youth is the Solution

- Young people are the future workforce

GLOBAL SURVEYS

- The Youth are guardians of sustainability-related values (e.g. Deloitte's 2025 survey results):

➔ 70% of Gen Zs and millennials prioritise social responsibility of companies and organizations



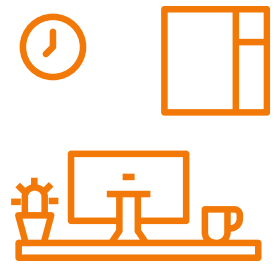
Industry's BIG challenge

Attracting and retaining younger professionals





Key Challenges Youth Face Entering and Staying in the M&E Industry



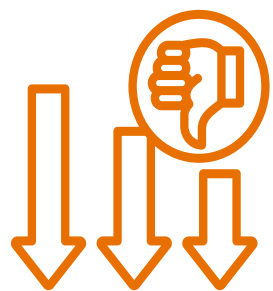
Negative Perceptions of Working Conditions

- Long hours of work beyond work schedule
- Lower wages on average as compared to other sectors
- Stressful work environment
- Limited opportunities for promotion



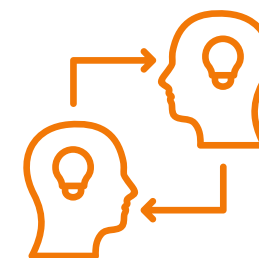
Experience Drought & Skills Mismatch

- Newcomers expected to have experience, yet opportunities to gain it are scarce.
- There is a misalignment between youth's learning and the M&E industry's needs.



Absence from school curriculums

- Insufficient recognition of event management careers in higher educational institutions
- Lack of awareness of M&E careers among young people.



Waning Intergenerational Knowledge Transfer

The pandemic drove many professionals out of the sector, causing a loss of mentorship and vital knowledge for newcomers.



The Role of Governments in response to the Challenges

Reposition event management careers

- Include event management, event planning and hospitality careers in the curricula of high institutions of education

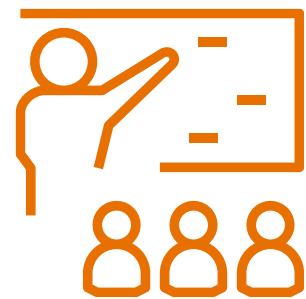
Scholarships

- Financial support for high tuition fees of world class universities
- Government's financial support will attract potential students

Public awareness

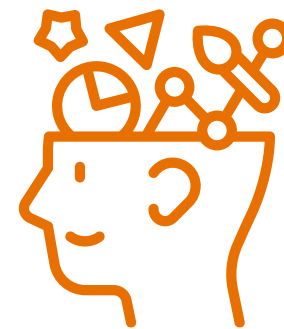
- Enact policies that raise awareness about the importance of MICE to the economy
- Business event attendees spend **3-4 times** more than leisure tourists, driving revenue in hospitality, transport, and retail.

What the Industry Can Do



Empower with Training

- Training in transferable skills
- Skills and competence development



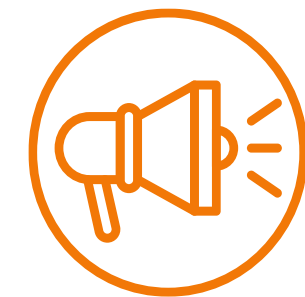
Facilitate Job Entry

- Offer internships, apprenticeships, volunteering
- Provide mentorships to bridge the experience gap



Enhance Work Appeal

- Facilitate lateral moves
- Overtime to receive fair compensation
- Offer hybrid and remote working possibilities
- Provide career growth opportunities



Enhance Visibility

- Promote M&E careers early by showcasing career opportunities to local high school students.

Thank you

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the Pacific, UN Tourism



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UNITED NATIONS
WORLD TOURISM ORGANIZATION