



EUROPEAN CITIES MARKETING

The ECM Meetings
Statistics Report
2017-2018

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The European Cities Marketing MEETINGS STATISTICS Report 2017

Goals:

- To know more about **how and what** Meetings Statistics are compiled in cities
- To collect data about **the volume and the economic significance of the convention business** to city destinations on corporate and non-corporate business segments
- **To supply** practical and actionable information on your city meetings
- To **monitor and benchmark** your convention business with other European destinations

THE EUROPEAN CITIES MARKETING MEETINGS STATISTICS REPORT

8th OFFICIAL EDITION
2017 - 2018



The European Cities Marketing MEETINGS STATISTICS Report 2017

What is the value for you?

- This report focuses on:
 - association and non-corporate international segment**
 - corporate and national meetings segments**
- **Online database TourMIS** to upload your data, to perform trend analysis, and benchmark with other cities

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Definitions

Non-corporate meeting:

- Non-corporate meetings are events without commercial aims.
- These meetings take place outside the organiser's own facilities.
- We have excluded trade-fairs and other exhibitions.

Corporate meetings:

- Corporate meetings have commercial/promotional purposes and held by a private company or group
- The meeting takes place outside the company's or group's office.

Scope:

if more than 20% of the participants is not located in the country of the meeting it is categorised as international, others are then national.

What do we collect?

- Number of participants (more than 10 participants)
- Participant days
- Types of meetings (corporate, non-corporate)
- Scope of meetings (national, international)
- Seasonality
- Types of venues (hotel, congress centers, universities, others)
- ICCA theme of the meetings





Key Results and Insights for the Meeting Industry



EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES

Cities 2017

Aarhus	Bilbao	Gdansk	Gothenburg	Lucerne	Paris	Stockholm	Turku	Zaragoza
Amsterdam	Bolzano	Geneva	Helsinki	Luxembourg	Poznan	Tallinn	Uppsala	Zurich
Athens	Bordeaux	Ghent	Lausanne	Lyon	Prague	Tel Aviv	Valencia	
Antwerp	Budapest	Gijon	Lisbon	Malmö	Salzburg	The Hague	Vienna	
Barcelona	Bruges	Girona	Ljubljana	Monaco	San Sebastian	Thessaloniki	Vilnius	
Bern	Copenhagen	Graz	London	Oslo	Seville	Turin	Zagreb	

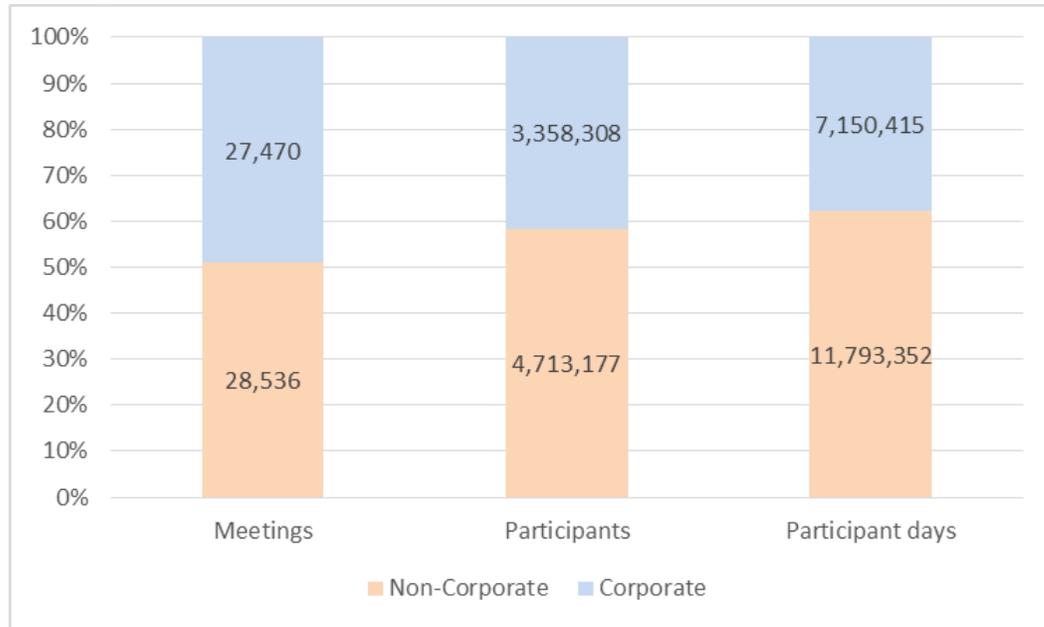


EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES

Meetings Statistics 2017 | Key Facts & Figures

Sample 2017: 50 cities



- **Number of meetings:** 56,006
- **Participants:** 8,071,485
- **Participants days:** 18,943,767

- **Total meetings collected: 210,281**

Detailed Facts & Figures Per Segment

Non-Corporate

Corporate

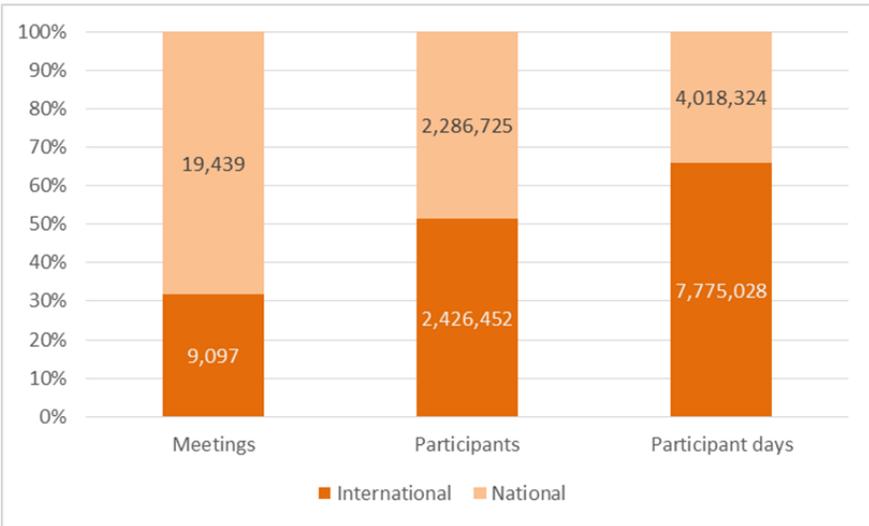


Figure 2. Non-Corporate Segment: National vs International Focus

- Congress & convention centres
- Hotels
- Universities (and scientific venues)
- Other venues

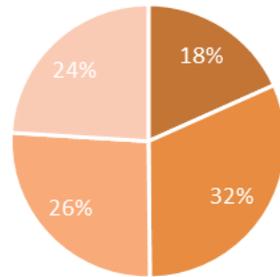


Figure 3. Type of Venue (Meetings %) (Non-Corporate)

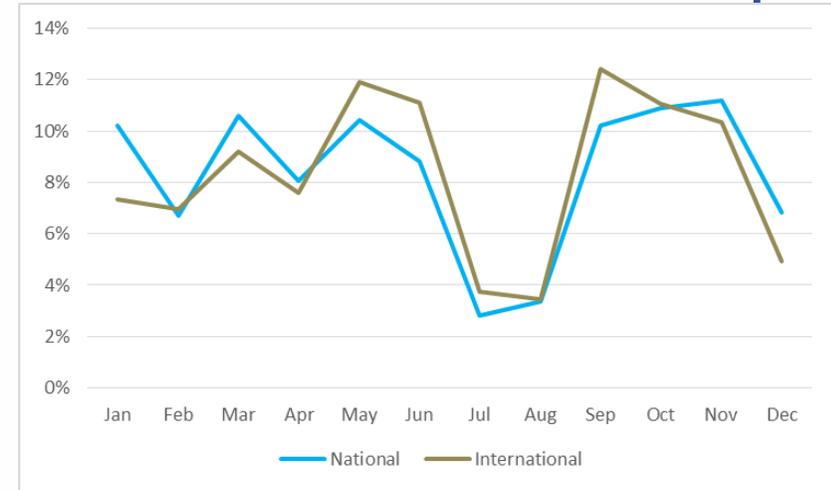


Figure 4. Seasonality by number of meetings (% of total) / scope

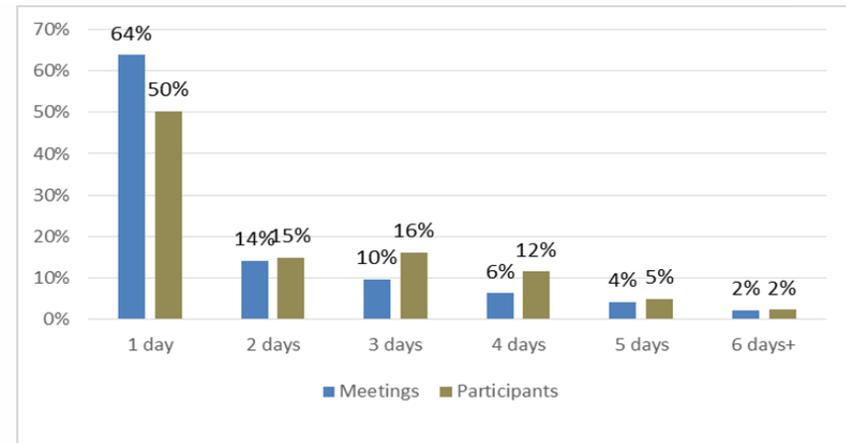


Figure 5. Durance of meeting number of meetings (% of total)

Trends Analysis | 2016 – 2017

Developments 2016/17	Non-Corporate	Corporate	Total
Meetings	3%	2%	3%
Participants	4%	2%	3%
Participant days	7%	17%	10%
Number of cities (sample size)	27	24	27



Highlights Trends Analysis 2016-2017

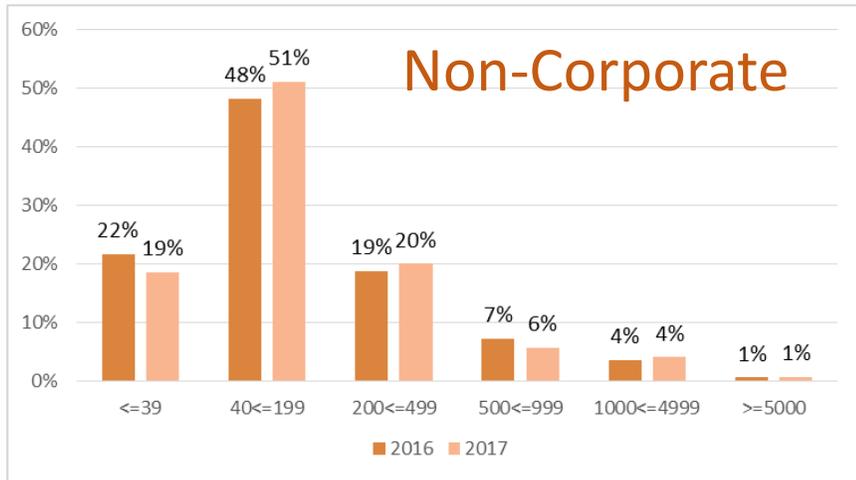


Figure 6. Size of meetings 2016 and 2017 (% of total)

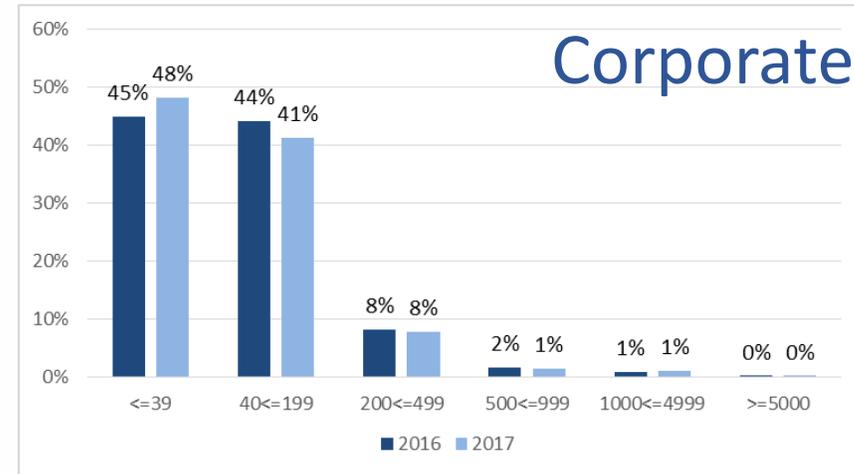


Figure 8. Size of meetings 2016 and 2017 (% of total)

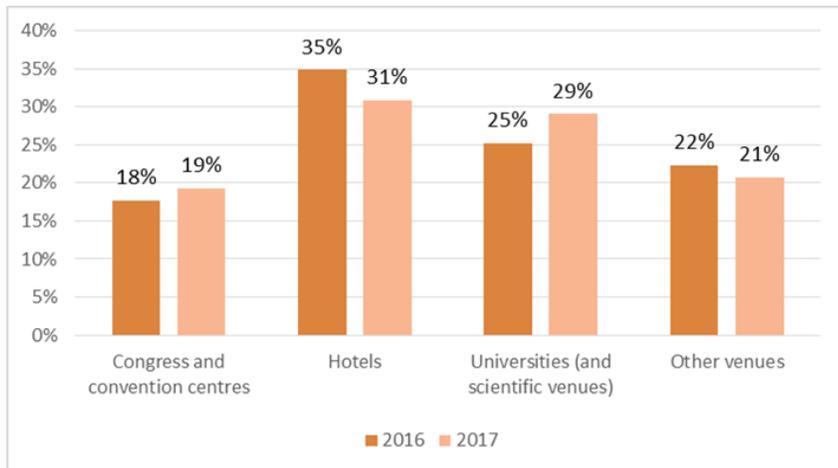


Figure 7. Number of meetings by type of venue 2016 and 2017 (% of total)

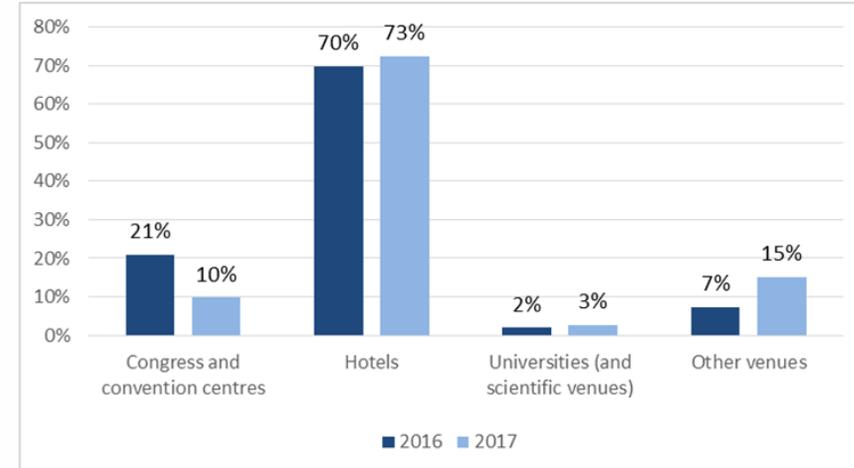


Figure 9. Number of meetings by type of venue 2016 and 2017 (% of total)

Benchmark analysis

Corporate and Non/corporate segment

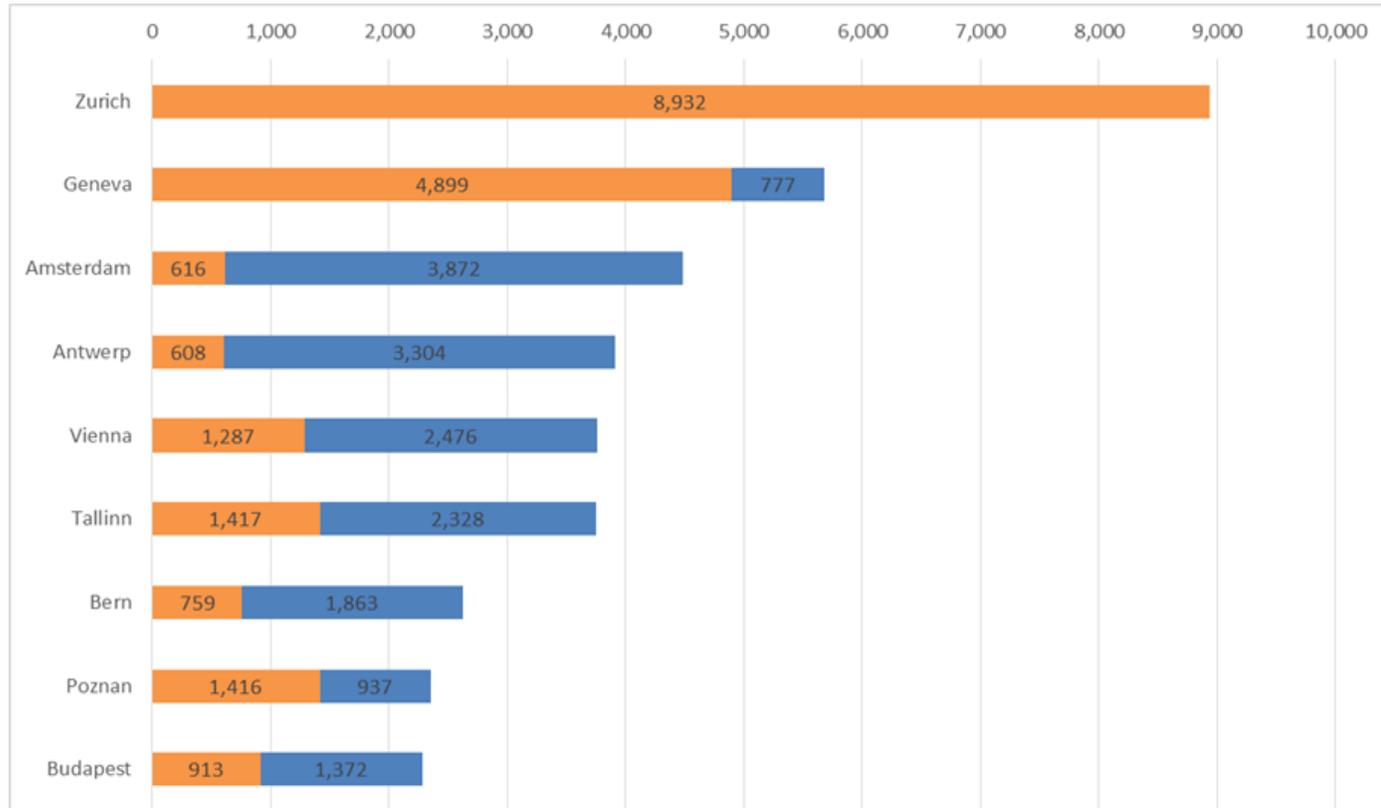


Figure 9. Number of meetings by cities for both segments part 1

Benchmark analysis

Non-Corporate Segment

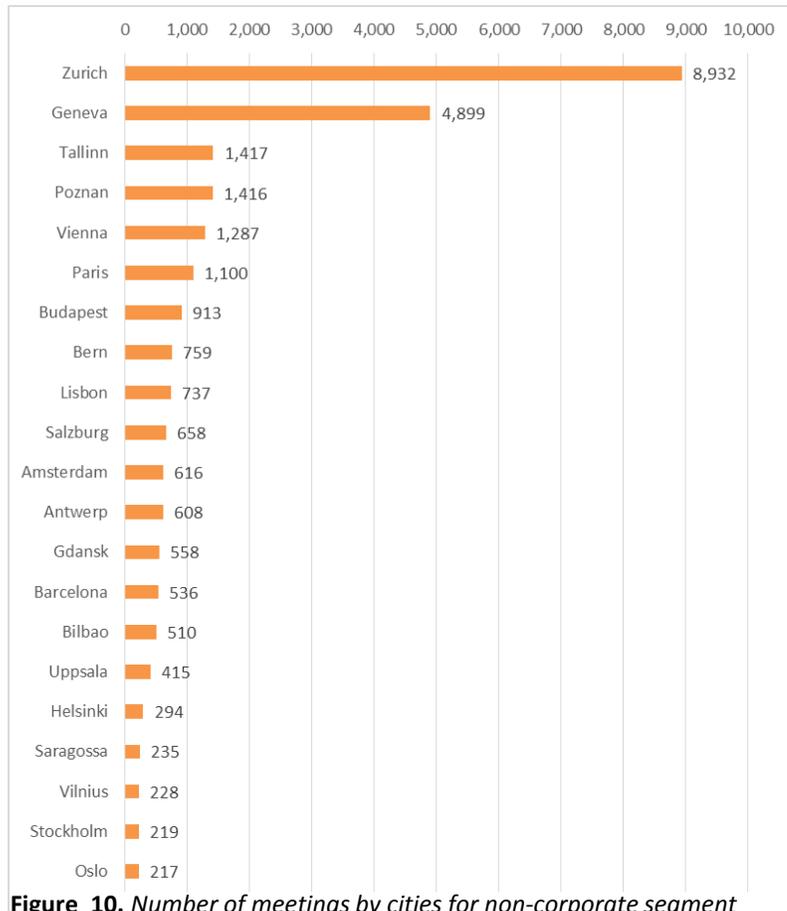


Figure 10. Number of meetings by cities for non-corporate segment

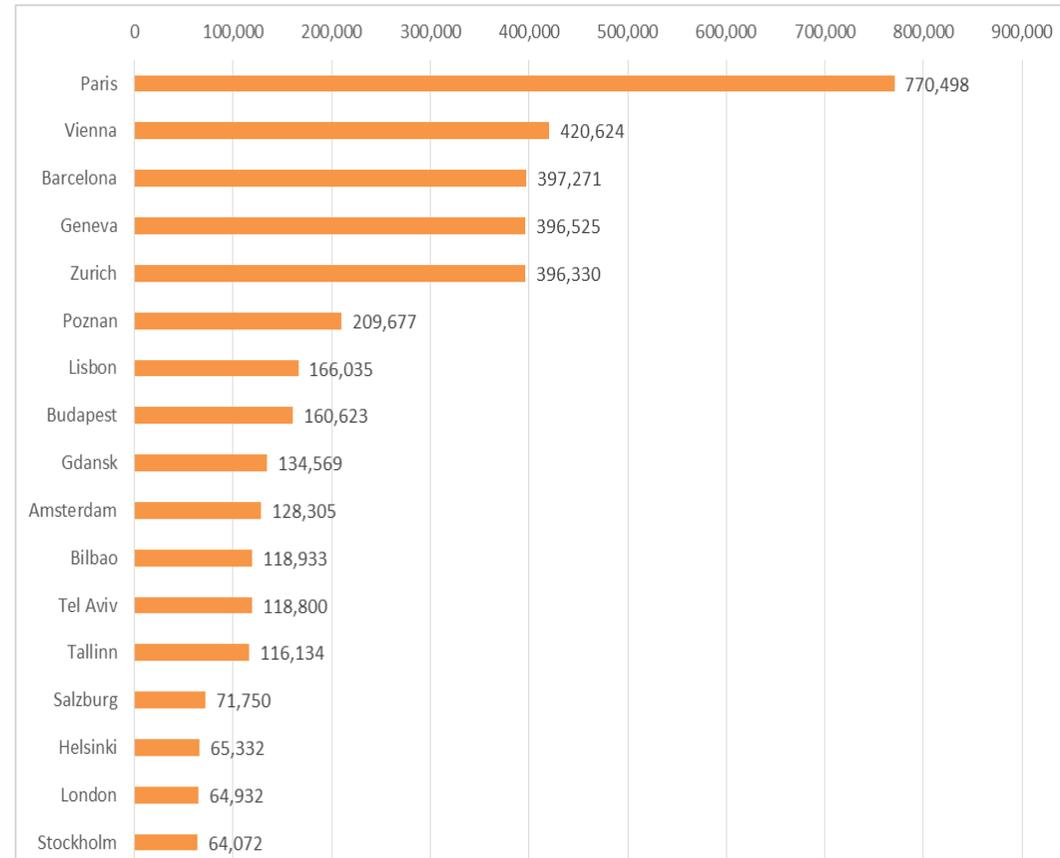


Figure 11. Number of participants by cities for non-corporate segment



Upload your data in TourMIS

TourMIS

www.tourmis.info/cgi-bin/tmintro.pl

Austrian National Tourist Office
www.tourmis.info

EUROPEAN TRAVEL COMMISSION

Lidija Lalicic

Meetings, incentives, conferences and exhibitions (MICE)

User: Lidija Lalicic 19325 records

Excel Templates: [Vers.1](#) - [Vers.2](#) - [Vers.3](#) - [Vers.4](#) [[Manual](#)]

Year	Corporate Events		Non-Corporate Events		Unspecified	Total	
	National	International	National	International			
2013							
2014	1487	2187	398	411		4483	⊗
2015	2308 (44%)	1894 (44%)	512 (44%)	316 (44%)		5030	⊗
2016	2748 (45%)	1721 (45%)	355 (45%)	378 (45%)		5202	⊗
2017	2095 (45%)	1881 (45%)	400 (45%)	234 (45%)		4610	⊗
2018							

Upload: 2018 No file selected.

Completeness of data (best possible estimate) in %

Corporate events - national participants	<input type="text"/>	%	<input type="button" value="Save all"/>
Corporate events - international participants	<input type="text"/>	%	<input type="button" value="Save estimates"/>
Non-corporate events - national participants	<input type="text"/>	%	<input type="button" value="Return"/>
Non-corporate events - international participants	<input type="text"/>	%	

Note:

Retrieve tables and benchmark your city!

The screenshot shows the TourMIS website interface. The browser address bar displays `www.tourmis.info/cgi-bin/tmintro.pl`. The header includes the Austrian National Tourist Office logo and the European Travel Commission logo. The user is logged in as Lidija Lalovic.

General Information

European Countries

Cities

- ▶ Latest trends
- ▶ Nights and arrivals
 - » Annual data
 - » Monthly data
- ▶ Other indicators
- ▶ Availability & definitions
- ▶ Attractions and sights
- ▶ Shopping Barometer
- ▶ Webanalytics
- ▶ Eurocity visitor survey
- ▶ Meetings industry

Austria

My TourMIS

Data entry

Logout

Meetings industry

Individual or all Cities

Period	Time series
Meetings, days, and participants	Meetings, days, and participants
Seasonality (meetings per month)	Seasonality (meetings per month)
Seasonality (meetings per day of week)	Seasonality (meetings per day)
Size of meetings	Size of meetings
Size of meetings vs type of venue	
Duration of meetings	Duration of meetings
Type of venue	Type of venue
Theme of meeting	Theme of meeting

Benchmark analysis

Meetings, days, and participants

Destination All Cities

Method unweighted estimated (extrapolation based on the number of meeting venues)

Include Meetings with 1 - 6 days and 10 - max pax

Year 2017 - 2017

Values (%) National and international Corporate and non-corporate All

OK

Thank you for your
attention!
Any questions?
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