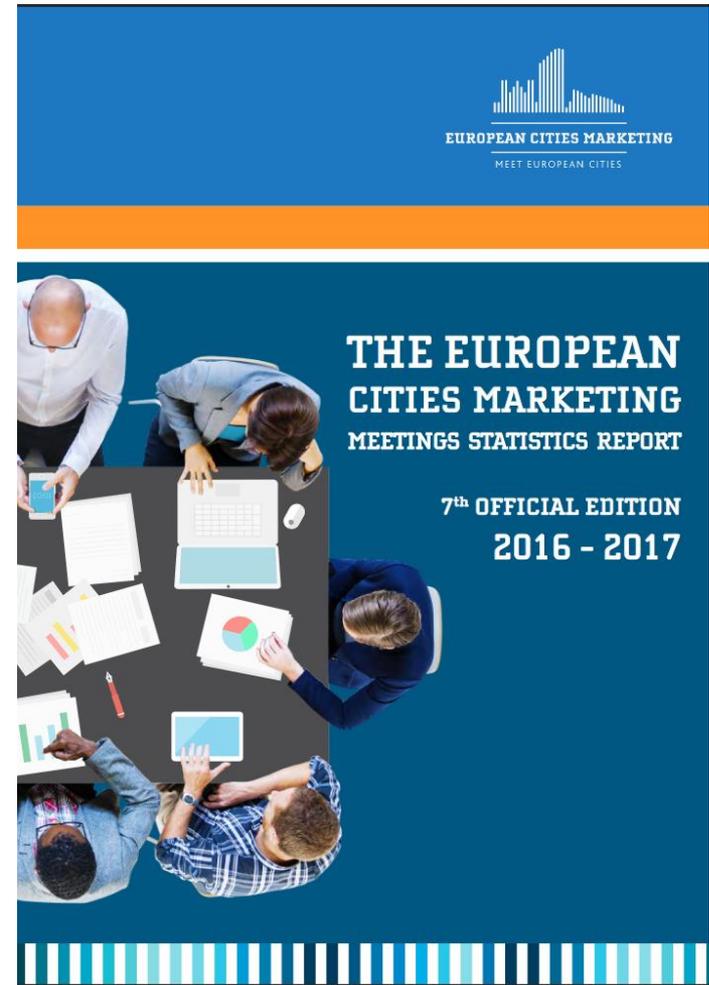




# ECM Meetings Statistics Report

# ECM Meetings Statistics Report

- ECM Research & Statistics Knowledge Group chaired by *Olivier Pontj (Amsterdam)* specific task force composed of:
  - André Moura (Lisbon)
  - Lone Alletorp Callard (Copenhagen)
  - Lidija Lalicic and Karl Wöber from MODUL University Vienna
- 7<sup>th</sup> edition
- More than 250,000 meetings recorded
- At least 50 cities
- Data collected till approx. 10<sup>th</sup> of May every year
- First results presented at ECM annual summer meeting
- To be downloaded from ECM intranet including with an excel sheet with the data



## **Information requested concerns the following subjects:**

- Type of meeting:
  - Corporate meetings: business encounters normally held by a private company or group, the meeting takes place outside the company's or group's office.
  - Non-corporate meetings are events without commercial aims, take place outside the organiser's own facilities.
- Scope (national or international)
- Date (start date and end date)
- Number of participants
- Type of venue (convention centre, hotel, university or other venue)
- ICCA Theme of the meeting (non-corporate segment only)

## **Meetings are divided into four main segments:**

- International non-corporate meetings
- National non-corporate meetings
- International corporate meetings
- National corporate meetings

# MRS 2016 | Sample

**Sample 2016: 48 cities**

**Sample trend analysis 2015-2016: 38 cities**

|                          | Corporate |               | Non-Corporate |               |
|--------------------------|-----------|---------------|---------------|---------------|
|                          | National  | International | National      | International |
| <b>Total cities 2016</b> | 35        | 35            | 37            | 47            |
| <b>Trend 15-16</b>       | 27        | 26            | 29            | 38            |

# MRS 2016 | Sample

|                  |            |            |               |          |
|------------------|------------|------------|---------------|----------|
| AARHUS           | BUDAPEST   | LISBON     | SALZBURG      | VALENCIA |
| AMSTERDAM        | COPENHAGEN | LJUBLJANA  | SAN SEBASTIAN | VIENNA   |
| ANTWERP          | DRESDEN    | LONDON     | SEVILLE       | ZAGREB   |
| BARCELONA        | GDANSK     | LUXEMBOURG | STOCKHOLM     | ZARAGOZA |
| BERGEN           | GENEVA     | LYON       | TALLINN       | ZÜRICH   |
| BERLIN           | GHENT      | MALMÖ      | TEL AVIV      |          |
| BERN             | GIJÓN      | MONACO     | THE HAGUE     |          |
| BIARRITZ         | GIRONA     | MOSCOW     | TURIN         |          |
| BILBAO           | GOTHENBURG | OSLO       | TURKU         |          |
| BOLZANO          | GRAZ       | PARIS      | UPPSALA       |          |
| BORDEAUX         | HELSINKI   | POZNAN     | VALENCIA      |          |
| <b>48 CITIES</b> |            |            |               |          |

# MRS 2016 | Sample Trend Analysis

|            |            |               |          |
|------------|------------|---------------|----------|
| AARHUS     | GHENT      | MALMÖ         | UPPSALA  |
| AMSTERDAM  | GIJÓN      | OSLO          | VALENCIA |
| ANTWERP    | GIRONA     | PARIS         | VIENNA   |
| BARCELONA  | GRAZ       | SALZBURG      | ZAGREB   |
| BERGEN     | GÖTEBORG   | SAN SEBASTIAN | ZARAGOZA |
| BIARRITZ   | HELSINKI   | SEVILLE       |          |
| BILBAO     | LISBON     | STOCKHOLM     |          |
| BORDEAUX   | LJUBLJANA  | TALLINN       |          |
| COPENHAGEN | LONDON     | TEL AVIV      |          |
| DRESDEN    | LUXEMBOURG | TURIN         |          |
| GDANSK     | LYON       | TURKU         |          |

**38 cities**

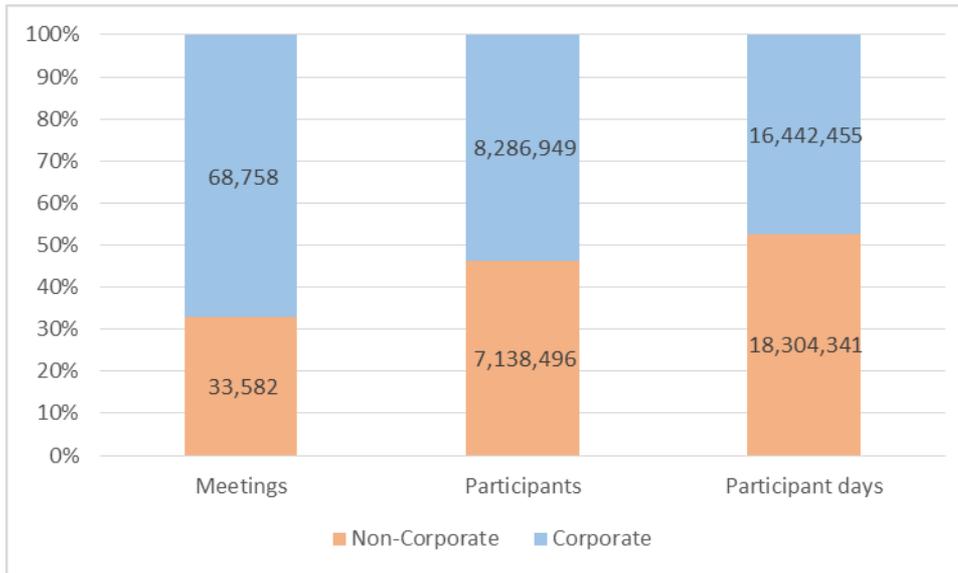
- Why do you participate?
- Why are you not participating and what can we do to help you join this project?

# Summary 2016

- Number of meetings: **102,340**
- Participants: **15,425,445**
- Participants days: **34,746,796**

|               | Meetings       | Participants      | Participant days  |
|---------------|----------------|-------------------|-------------------|
| Non-Corporate | 33,582         | 7,138,496         | 18,304,341        |
| Corporate     | 68,758         | 8,286,949         | 16,442,455        |
| <b>Total</b>  | <b>102,340</b> | <b>15,425,445</b> | <b>34,746,796</b> |

**Table 1.** Global Breakdown 2016

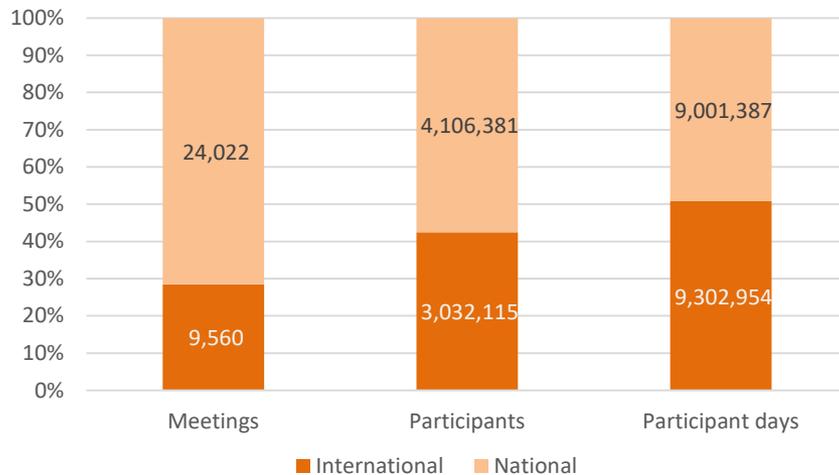


**Figure 1.** Global Breakdown 2016

# Highlights Non-Corporate Segment 2016

## Focus

- National meetings (72%)
- International meetings (28%)



**Figure 1.** Non-Corporate Segment: National vs International Focus

## Seasonality

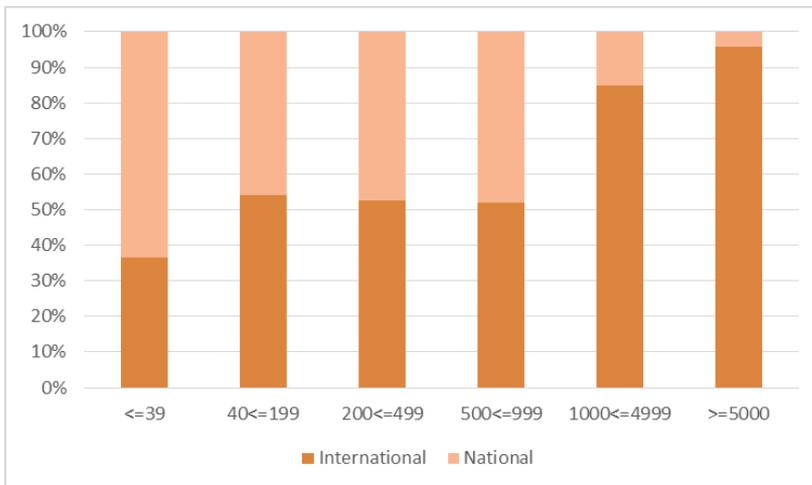


**Figure 2.** Seasonality by number of meetings (% of total)

# Highlights Non-Corporate Segment 2016

## Size of Meetings

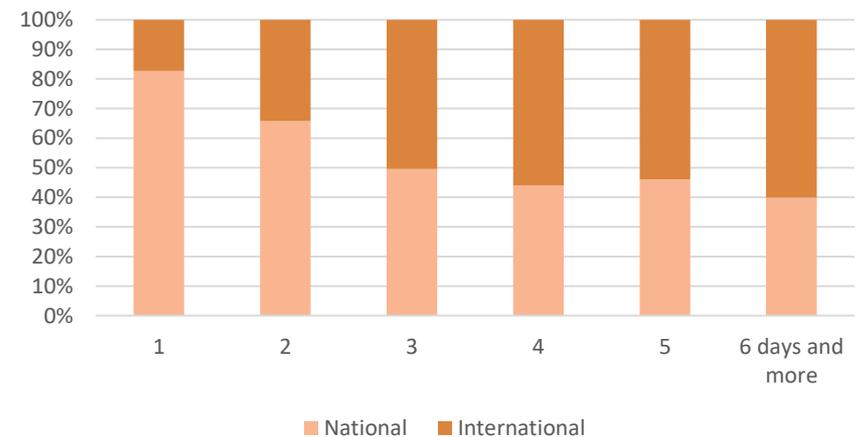
- 10-39 participants (37%)
- 40-199 participants (41%)
- 200-499 participants (14%)
- 500-999 participants (4%)



**Figure 3.** Size of Meetings: National vs International Focus

## Duration of Meeting

- 1 day (58%)
- 2 day (20%)
- 3 day (12%)
- 4 day (6%)
- 5 day (4%)



**Figure 4.** Durance of Meetings according to Focus

# Highlights Non-Corporate Segment 2016

## Type of Venue

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

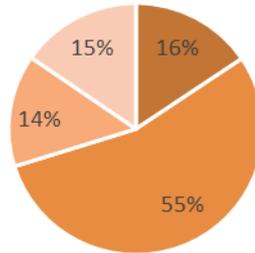


Figure 5. Type of Venue (Meetings %) (Non-Corporate)

## Size of Meetings and Venue

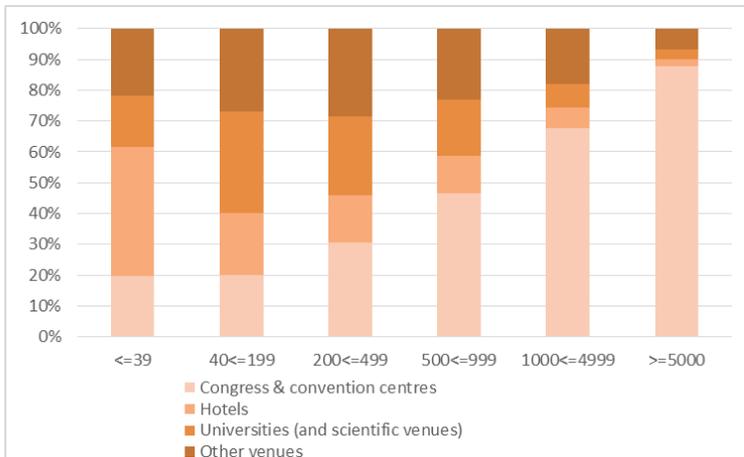


Figure 6. Size of the meetings by type of venue (Non-Corporate)

## ICCA

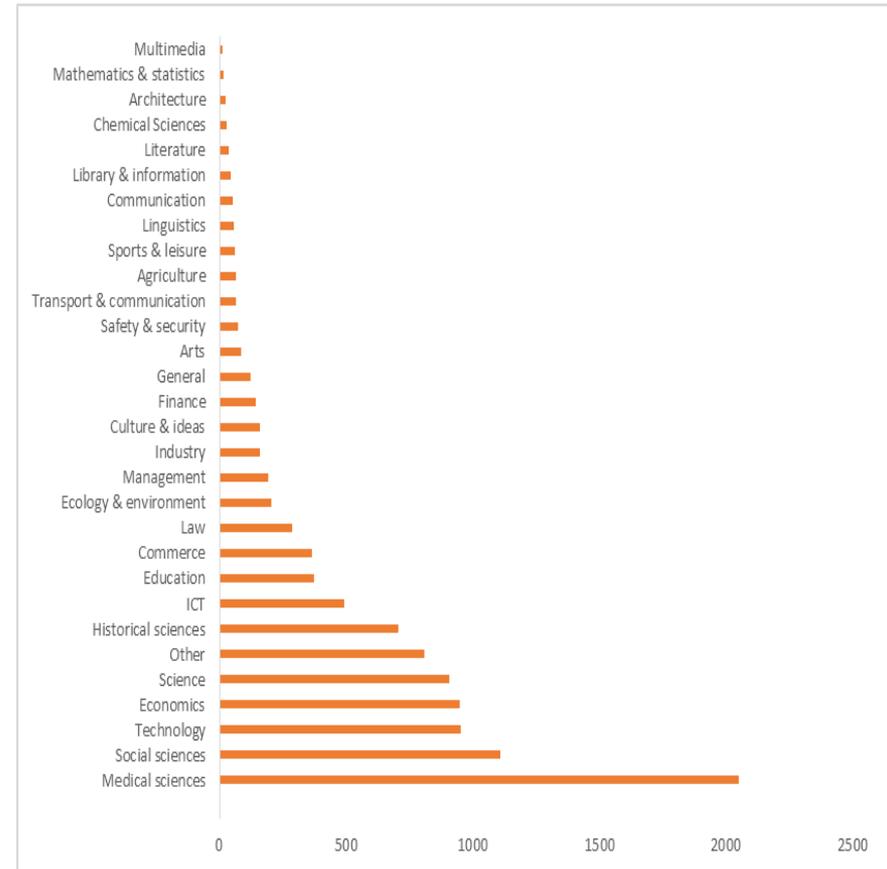
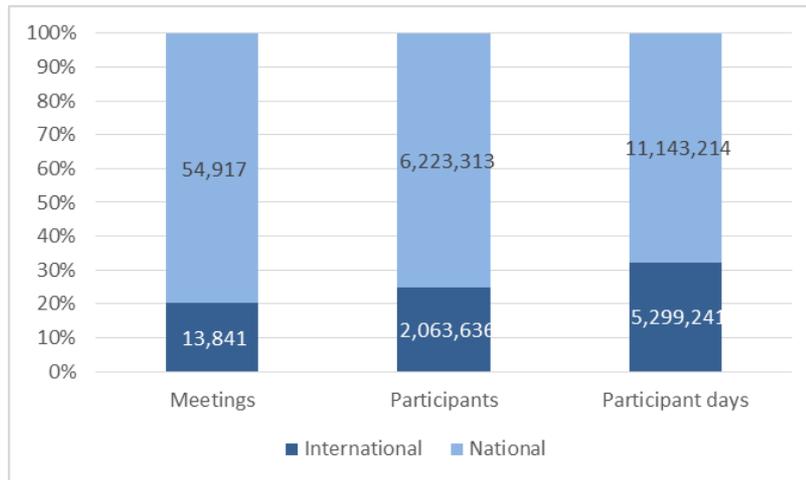


Figure 7. Number of meetings by ICCA theme (Non-Corporate)

# Highlights Corporate Segment 2016

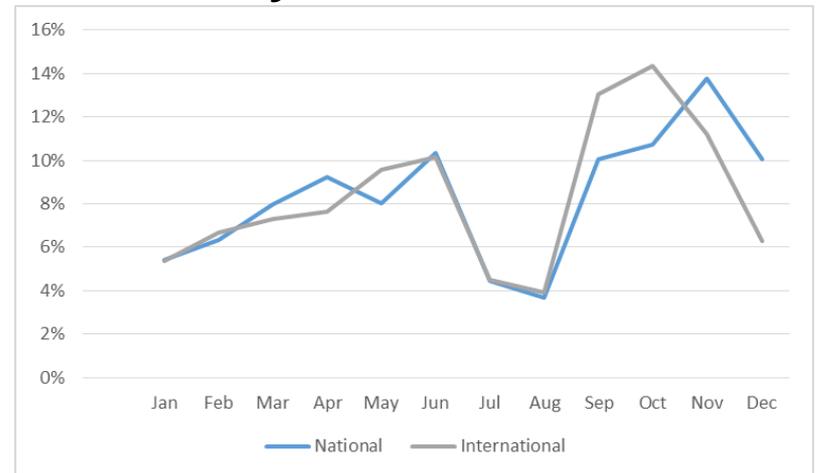
## Focus

- National meetings (80%)
- International meetings (20%)



**Figure 12.** Corporate Segment: National vs International Focus

## Seasonality



**Figure 13.** Seasonality by number of meetings (% of total)

# Highlights Corporate Segment 2016

## Type of Venue

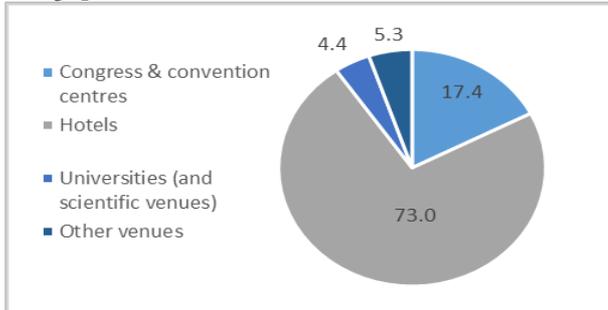


Figure 14. Type of Venue (Meetings %) (Corporate)

## Size of Meetings and Venue

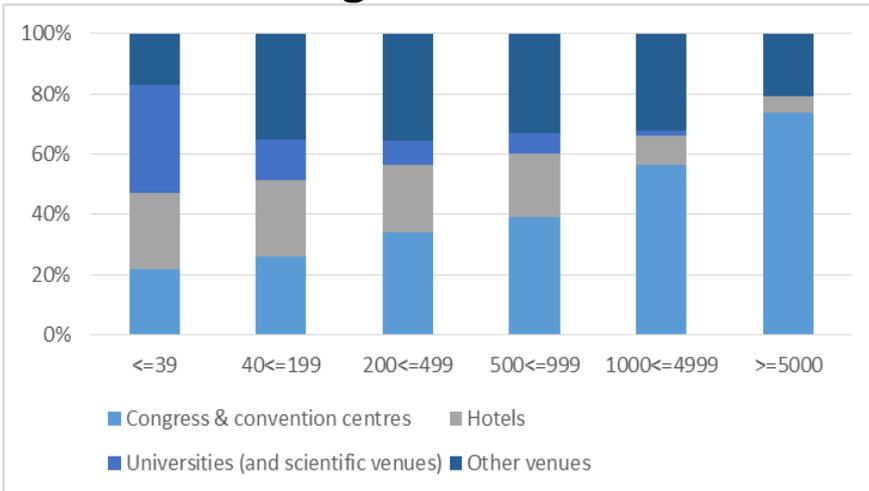


Figure 15. Size of the meetings by type of venue (Corporate)

## ICCA

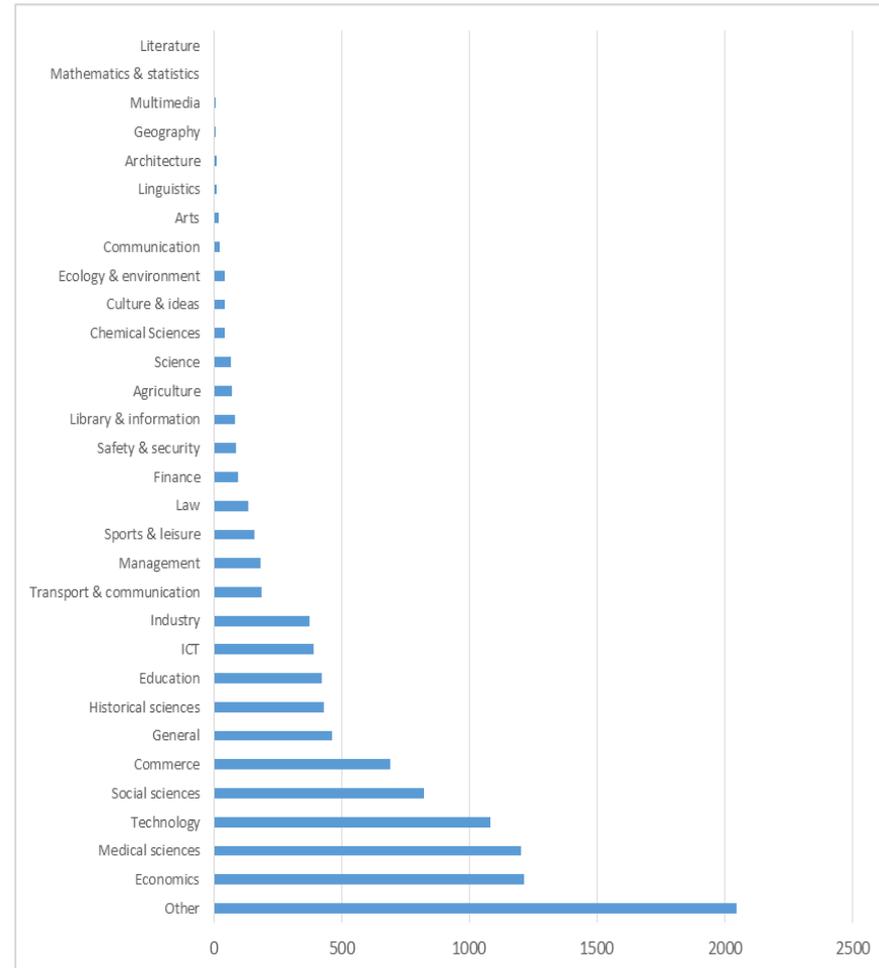


Figure 16. Number of meetings by ICCA theme (Corporate)

## Summary Trends 15/16

| <b>Developments<br/>2015/2014</b> | <b>Non-Corporate<br/>cities)</b> | <b>Corporate<br/>cities)</b> |
|-----------------------------------|----------------------------------|------------------------------|
| <b>Meetings</b>                   | 9%                               | 1%                           |
| <b>Participants</b>               | 6%                               | 3%                           |
| <b>Participant days</b>           | 0%                               | -1%                          |

# Highlights Non-Corporate Segment '15-16

## Seasonality

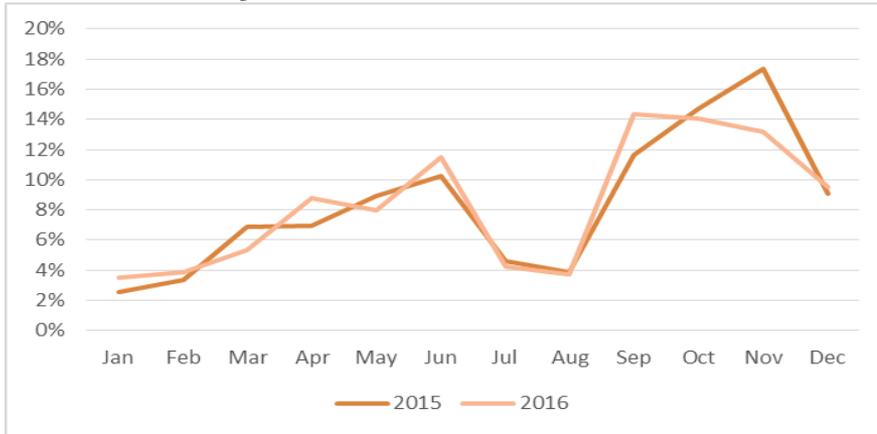


Figure 17. Seasonality by number of meetings (% of total)

## Size of Meetings

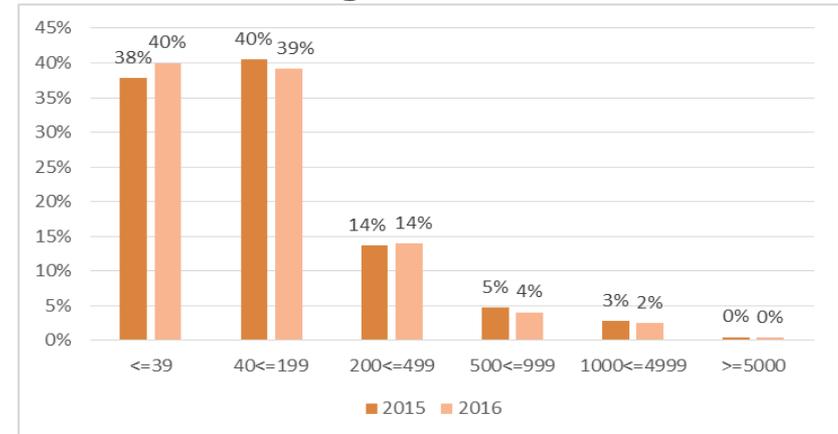


Figure 18. Size of meetings in 2015 and 2016

## Duration

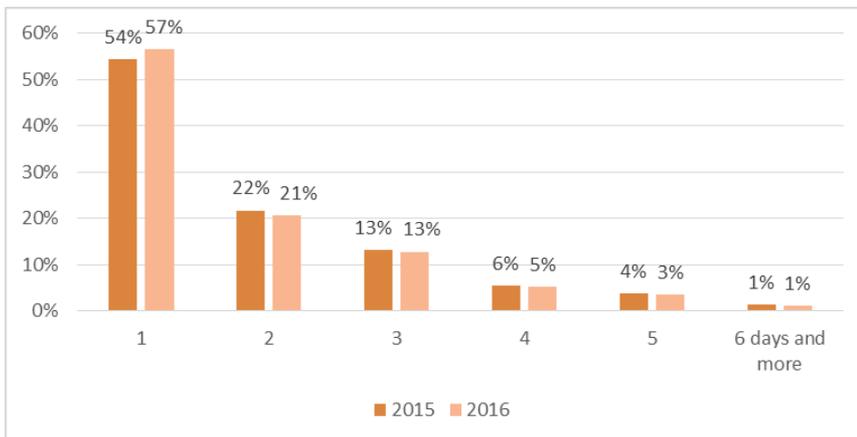


Figure 19. Number of meetings by duration in 2015 and 2016 (% of total)

## Type of Venue

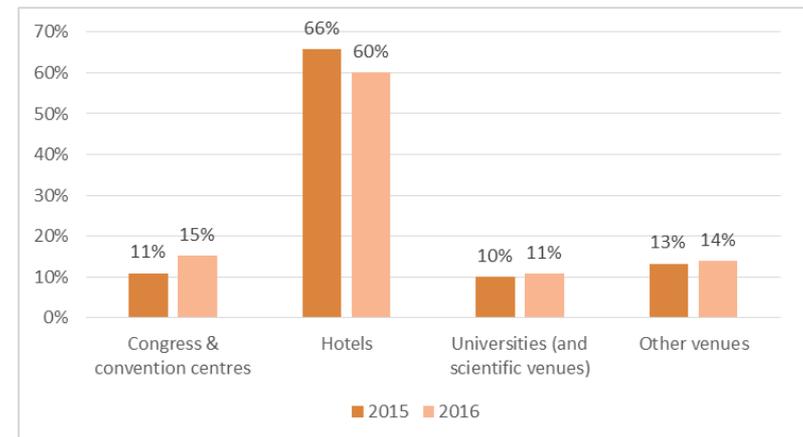


Figure 20. Number of meetings by type of venue 2015 and 2016 (% of total)

# Highlights Corporate Segment '15-16

## Seasonality

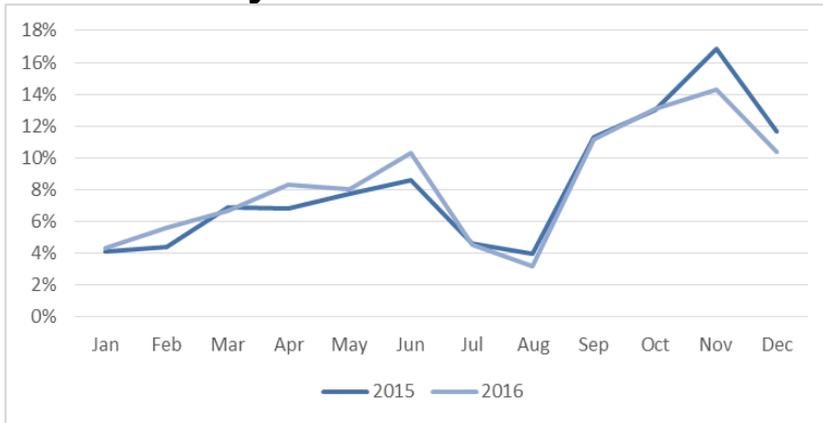


Figure 21. Seasonality by number of meetings (% of total)

## Size of Meetings

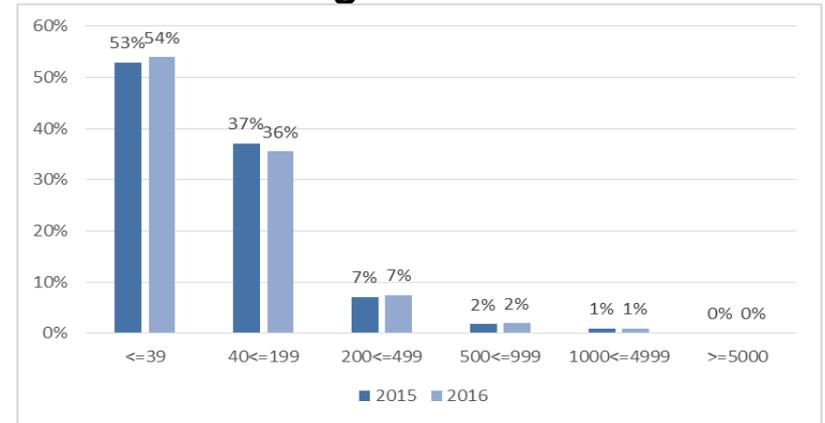


Figure 22. Size of meetings in 2015 and 2016

## Duration

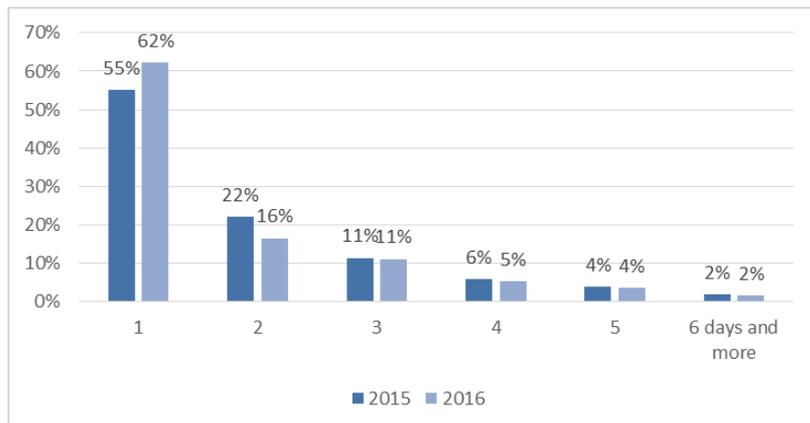


Figure 23. Number of meetings by duration in 2015 and 2016 (% of total)

## Type of Venue

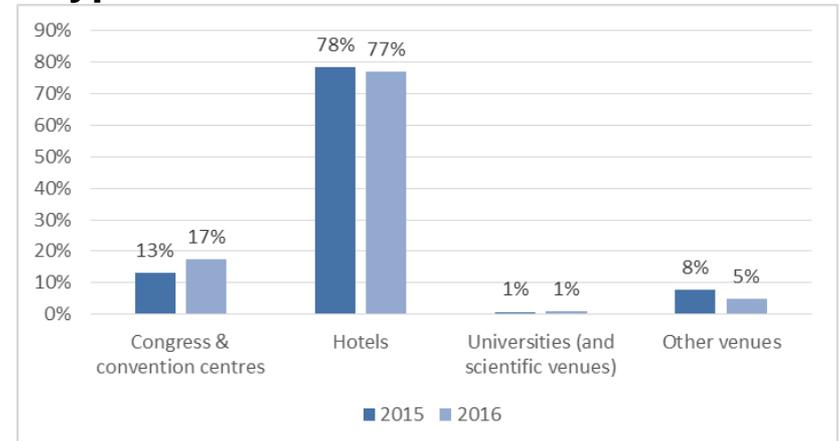


Figure 24. Number of meetings by type of venue 2015 and 2016 (% of total)

# Data Collection

- Via TourMIS
- In Spring (April, May)

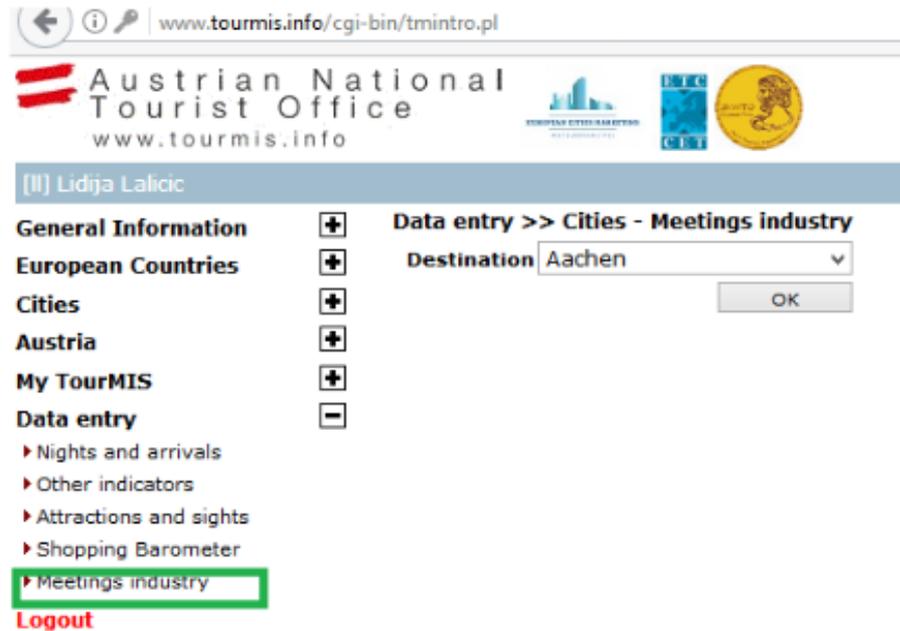


Figure 1. Startscreen For Data Entry 'MICE' Category

# Data Collection

- Given templates of excels format (4)
- Indicate the completeness of your data in %
- Pilot testing

Austrian National Tourist Office  
www.tourmis.info

Lidija Lalic

Meetings, incentives, conferences and exhibitions (MICE) - Excel Templates: Vers.1 - Vers.2 - Vers.3 - Vers.4

**Aachen (AAH)**

| Year | Corporate Events |               | Non-Corporate Events |               |             | Total |
|------|------------------|---------------|----------------------|---------------|-------------|-------|
|      | National         | International | National             | International | Unspecified |       |
| 2013 |                  |               |                      |               |             |       |
| 2014 |                  |               |                      |               |             |       |
| 2015 |                  | 78 (15%)      | (80%)                | (17%)         |             | 78    |
| 2016 | 4 (n/a)          |               | 15 (n/a)             |               |             | 19    |
| 2017 |                  |               |                      |               |             |       |

Upload: add to 2017 Browse... No file selected.

Completeness of data (best possible estimate) % of all

Corporate events - national participants  % Upload data and save estimates

Corporate events - international participants  %

Non-corporate events - national participants  % Save estimates only

Non-corporate events - international participants  %

Remark:

Figure 3. Using Excel Sheet Template

Version 1: Allows to enter the codes only indicated per label/column

| meeting | start | end | tom | pax | scope | tol | icca |
|---------|-------|-----|-----|-----|-------|-----|------|
| xxx     |       |     |     |     |       |     |      |
|         |       |     |     |     |       |     |      |
|         |       |     |     |     |       |     |      |
|         |       |     |     |     |       |     |      |
|         |       |     |     |     |       |     |      |

Date when the meeting started  
Enter date. Start date must be before or the same as end date.



# Meetings Statistics Report

contact for support:  
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