



EUROPEAN CITIES MARKETING

The ECM Meetings Statistics
Report
2017-2018

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The European Cities Marketing MEETINGS STATISTICS Report 2018

Goals:

- To **monitor and benchmark so as to supply** practical and actionable information
- Data about **the volume and the economic significance of the convention business** to city destinations.

Value:

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

THE EUROPEAN CITIES MARKETING MEETINGS STATISTICS REPORT

8th OFFICIAL EDITION
2017 - 2018



Trends & Developments | Meetings Industry

The report not only covers statistics portraying the meetings evolution for around 50 European cities but also forms the **basis for discussing major trends and developments in Europe among the member cities.**

Highlights include:

- Number of participants and participant days
 - Types of meetings
 - Scope of meetings
 - Seasonality
 - Types of venues
- ICCA theme of the meetings





Key Results and Insights for the Meeting Industry



EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES



Meeting Statistics | 41 Cities - 2018

AARHUS	BUDAPEST	LAUSANNE	PARIS	THESSALONIKI
AMSTERDAM	COPENHAGEN	LISBON	POZNAN	TURIN
ANTWERP	GDANSK	LJUBLJANA	PRAGUE	TURKU
ATHENS	GENEVA	LONDON	SALZBURG	UPPSALA
BARCELONA	GHENT	LUCERNE	SAN SEBASTIAN	VALENCIA
BERN	GIJÓN	LUXEMBOURG	SEVILLE	VIENNA
BILBAO	GIRONA	LYON	STOCKHOLM	VILNIUS
BOLZANO	GOTHENBURG	MALMÖ	TALLINN	ZAGREB
BORDEAUX	GRAZ	MONACO	TEL AVIV	ZARAGOZA
BRUGES	HELSINKI	OSLO	THE HAGUE	ZÜRICH



MEETINGS IN EUROPE IN 2018

MEETINGS STATISTICS FROM EUROPEAN CITIES



56 679 MEETINGS IN 2018



15 882 NON CORPORATE MEETINGS

40 797 CORPORATE MEETINGS

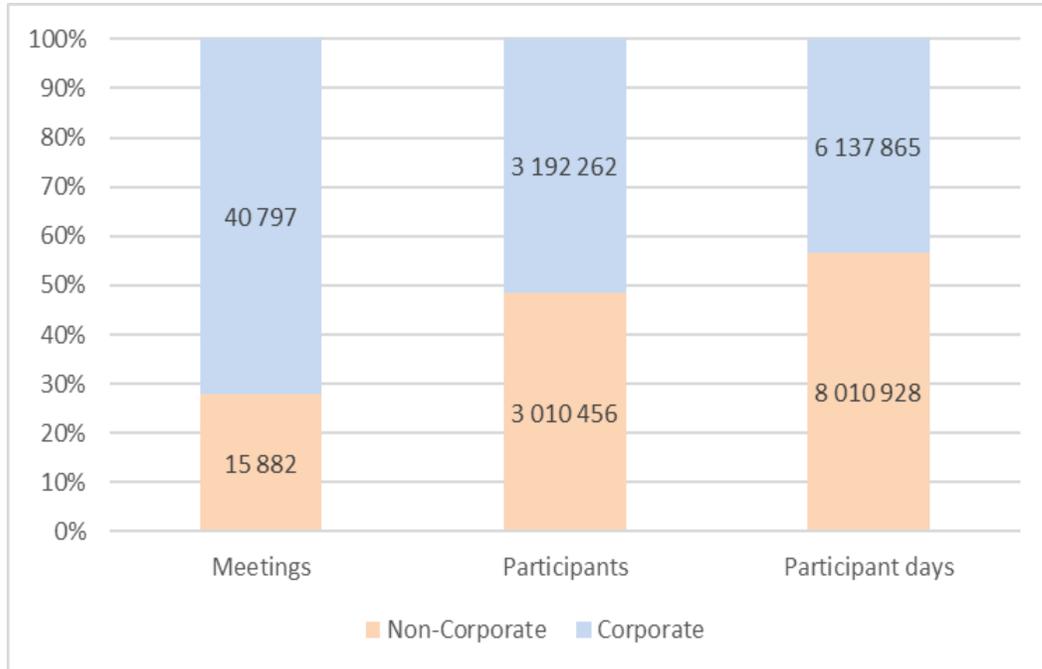


EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES

Meetings Statistics 2018 | Key Facts & Figures

Sample 2018: 41 cities



- **Number of meetings:** 56,679
- **Participants:** 6,202,718
- **Participants days:** 14,148,793

- **Total meetings collected:** **>260,000**

Corporate: 24 cities

Non-corporate: 27 cities

Detailed Facts & Figures Per Segment

Non-Corporate

Corporate

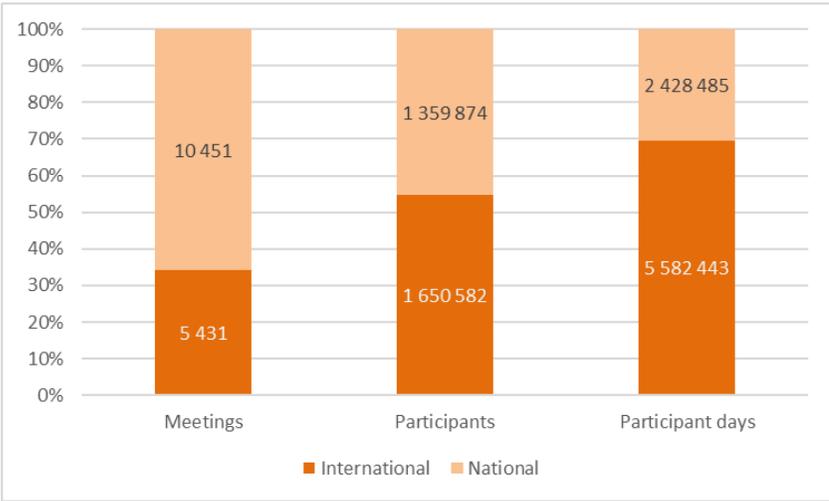


Figure 2. Non-Corporate Segment: National vs International Focus

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

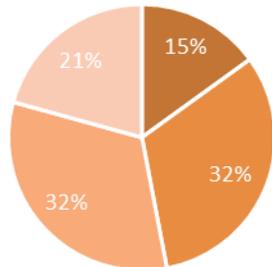


Figure 3. Type of Venue (Meetings %) (Non-Corporate)

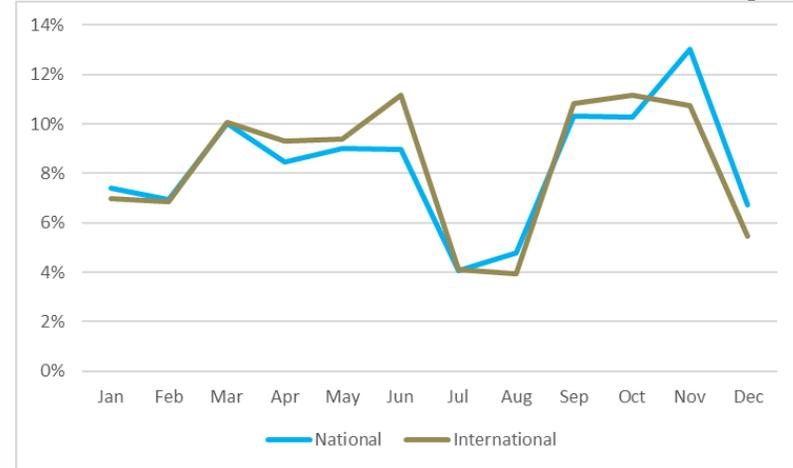


Figure 4. Seasonality by number of meetings (% of total) / scope

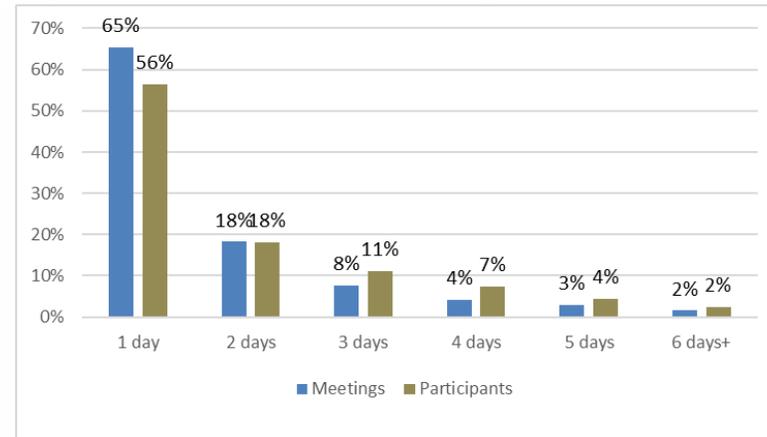


Figure 5. Durance of meeting number of meetings (% of total)

Trends Analysis | 2017 – 2018

MEETINGS DEVELOPMENT IN EUROPE 2018/2017 MEETINGS STATISTICS FROM EUROPEAN CITIES



	 MEETINGS	 PARTICIPANTS	 PARTICIPANT DAYS***
NON CORPORATE*	+ 9.6%	+ 4.6%	+ 1.0%
CORPORATE**	- 0.2%	- 12.2%	- 14.7%

* sample of 23 cities

** sample of 28 cities

*** Participant days = Duration of meeting x Number of participants



Highlights Trends Analysis 2016-2017

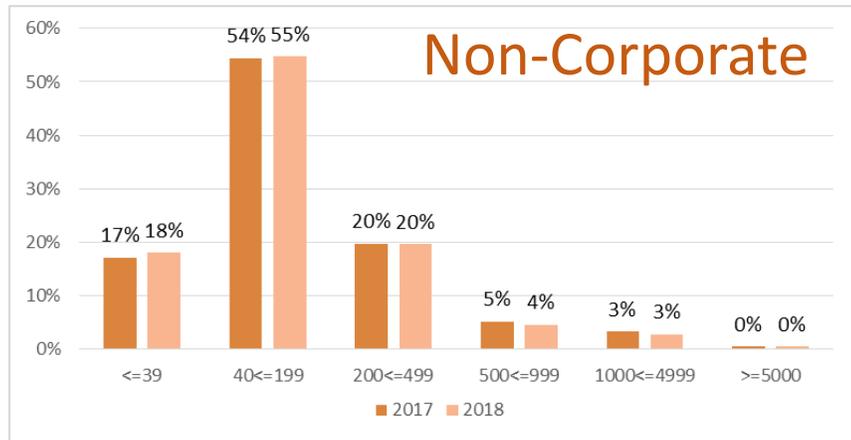


Figure 6. Size of meetings 2016 and 2017 (% of total)

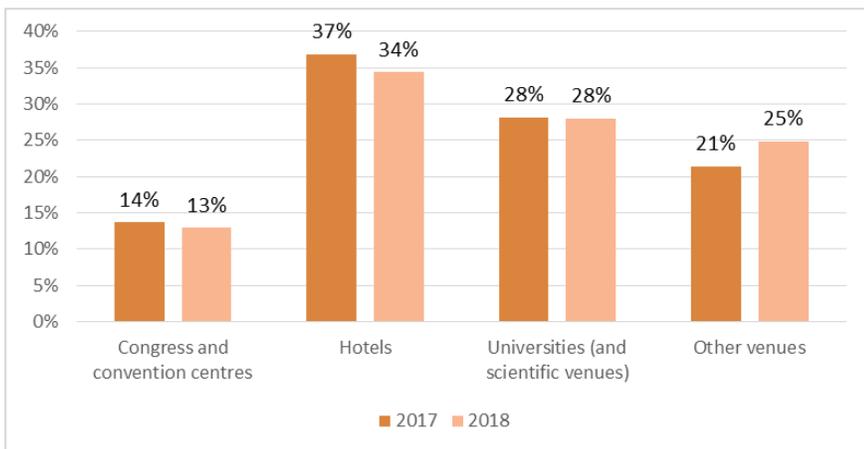


Figure 7. Number of meetings by type of venue 2016 and 2017 (% of total)

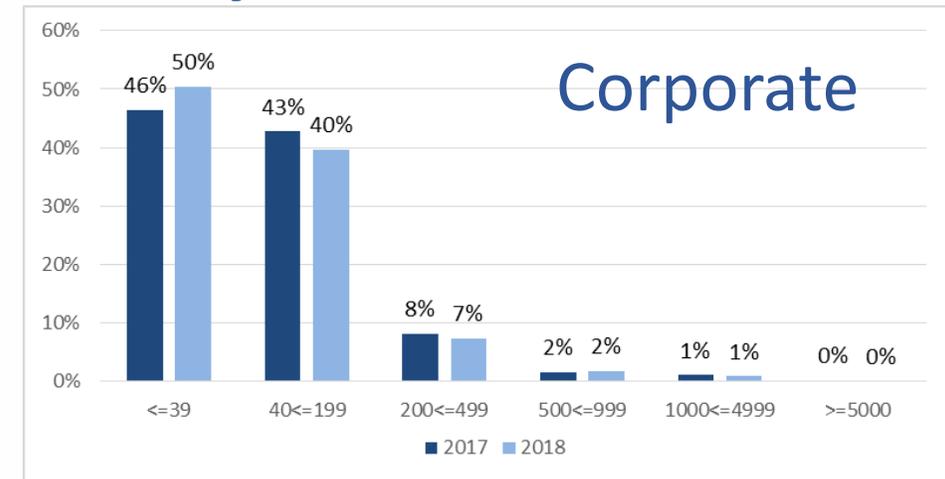


Figure 8. Size of meetings 2016 and 2017 (% of total)

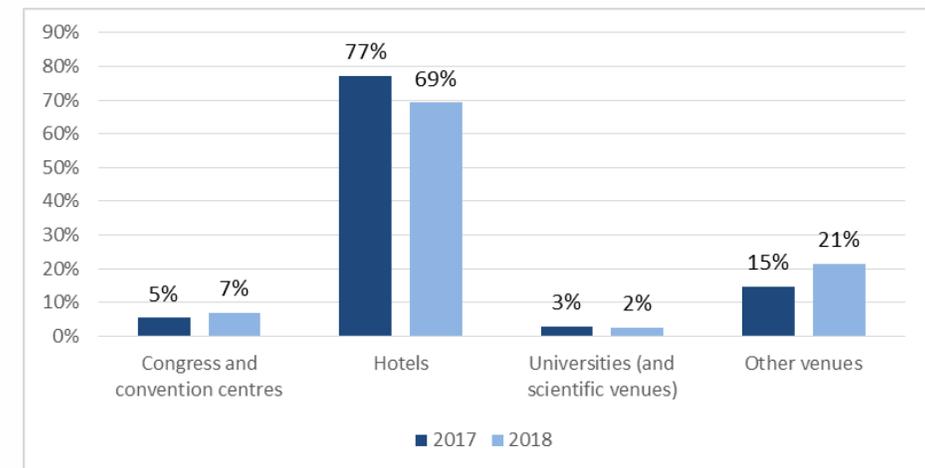


Figure 9. Number of meetings by type of venue 2016 and 2017 (% of total)

Benchmark Analysis

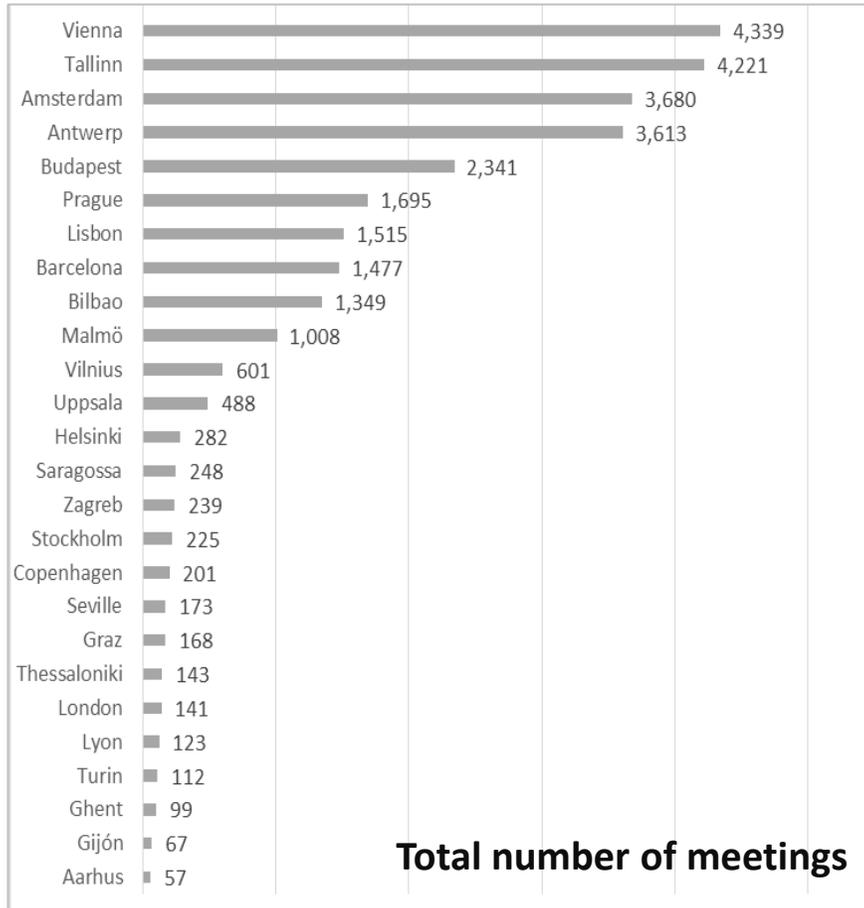


Figure 9. Number of meetings by city in total

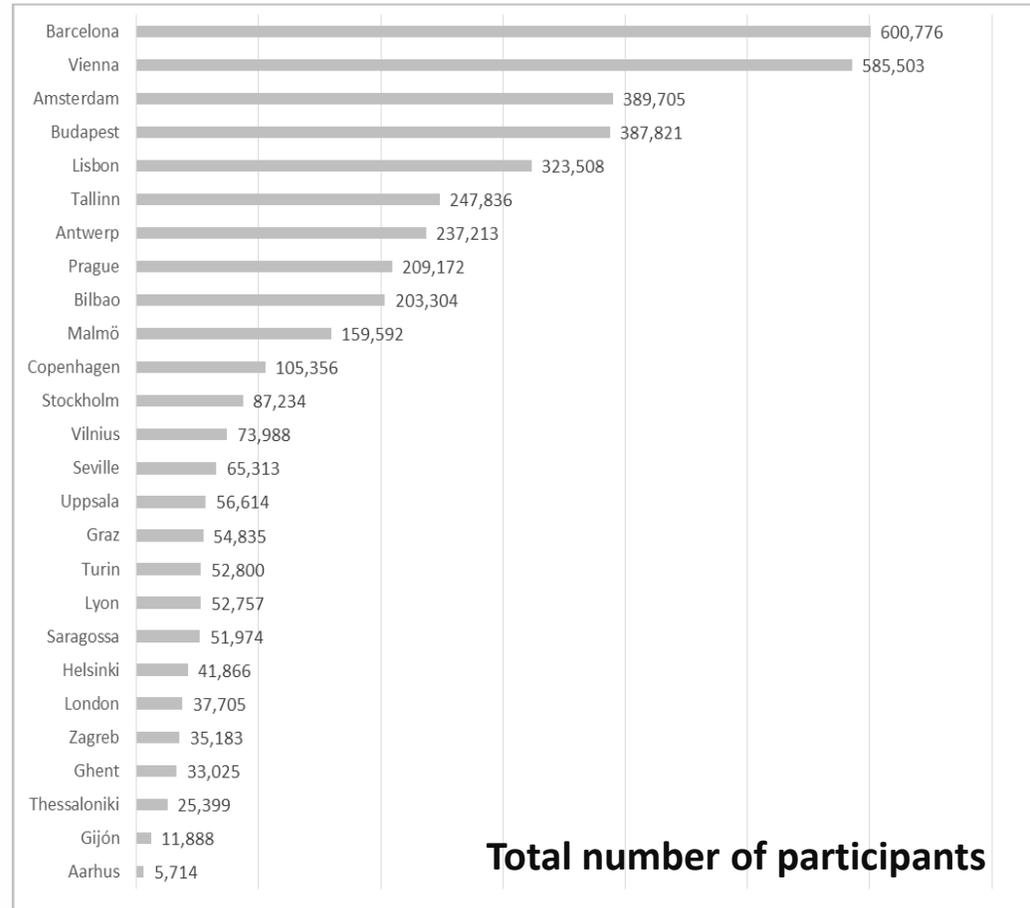
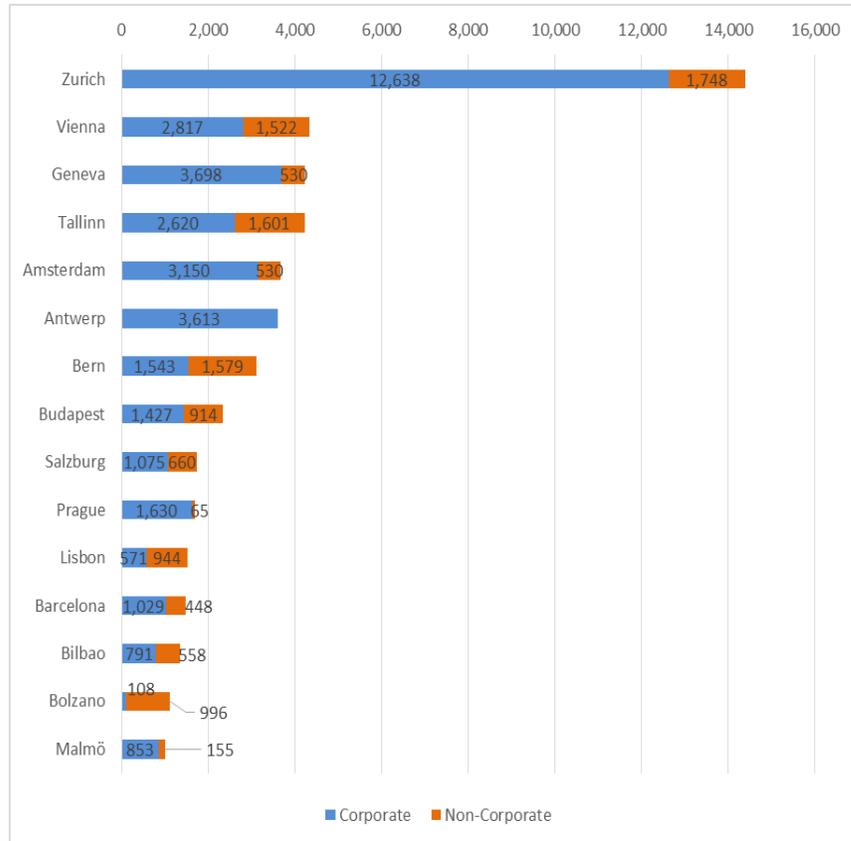


Figure 10. Number of participants by city in total

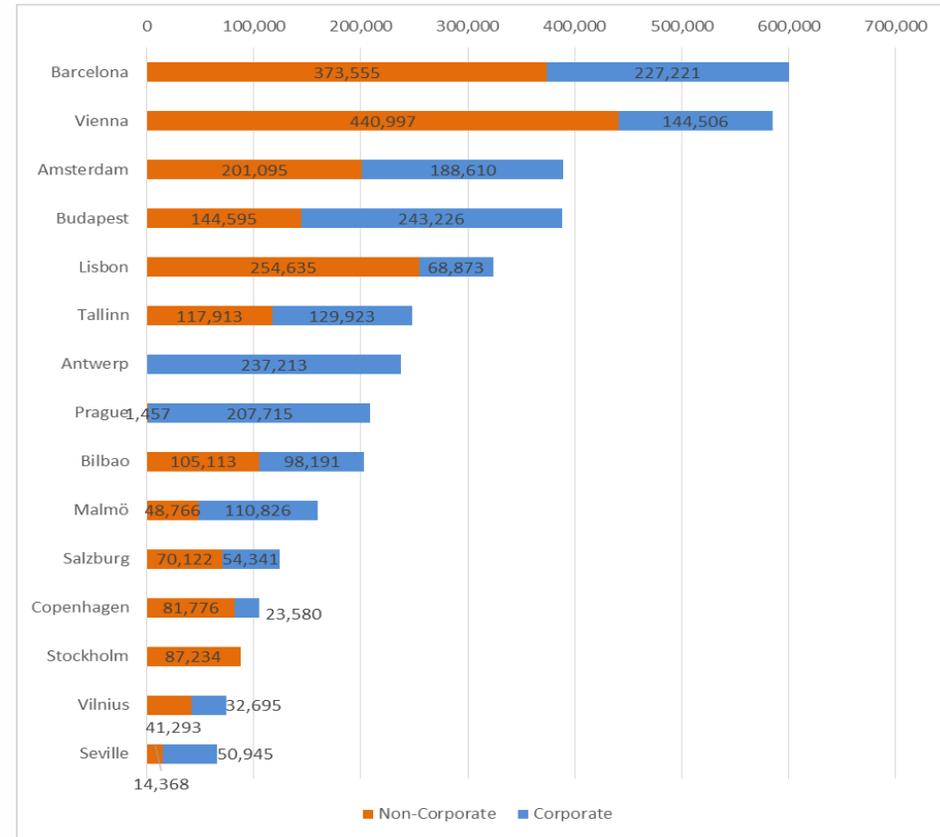


Benchmark Analysis



Total number of meetings (part 1)

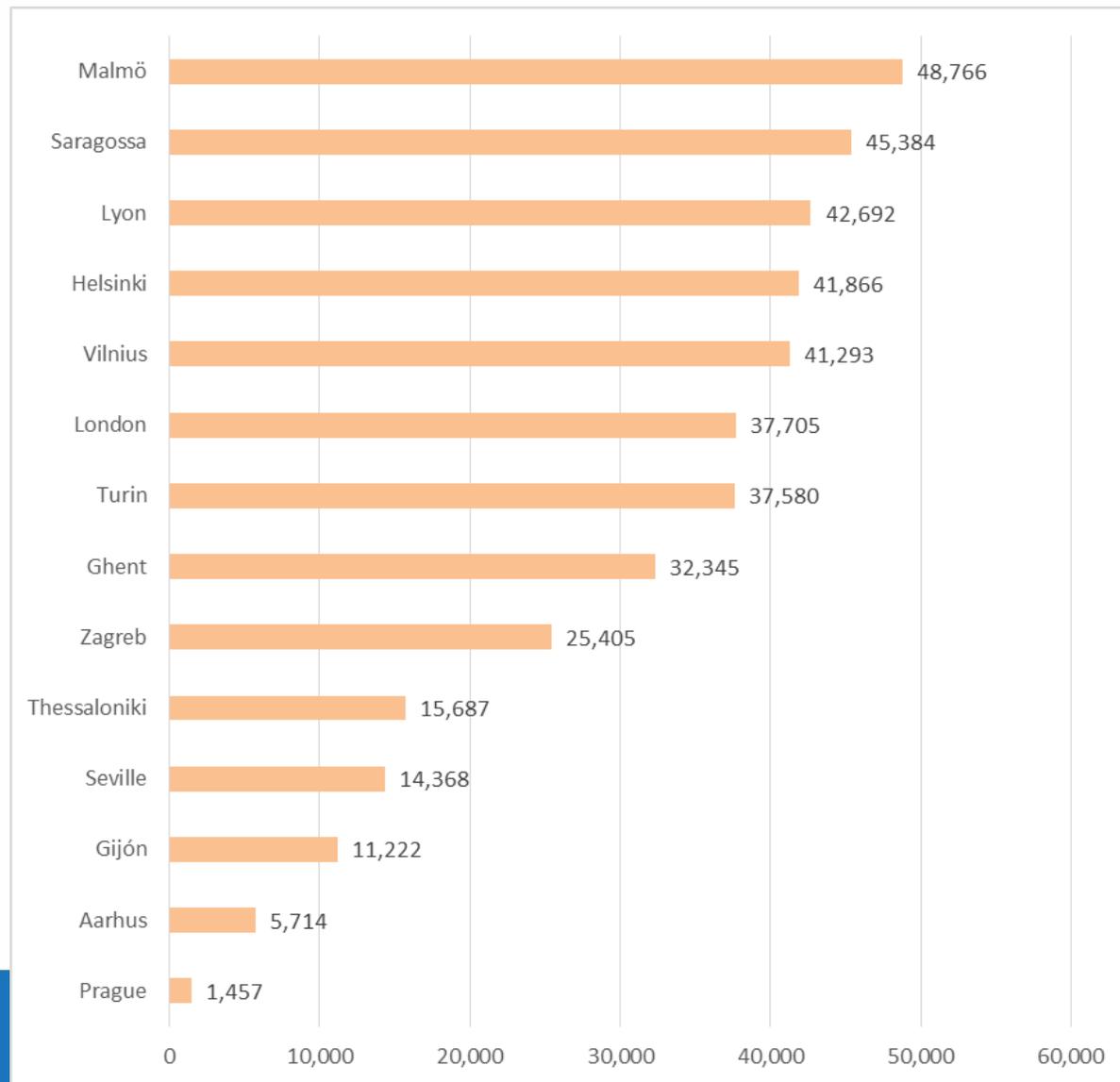
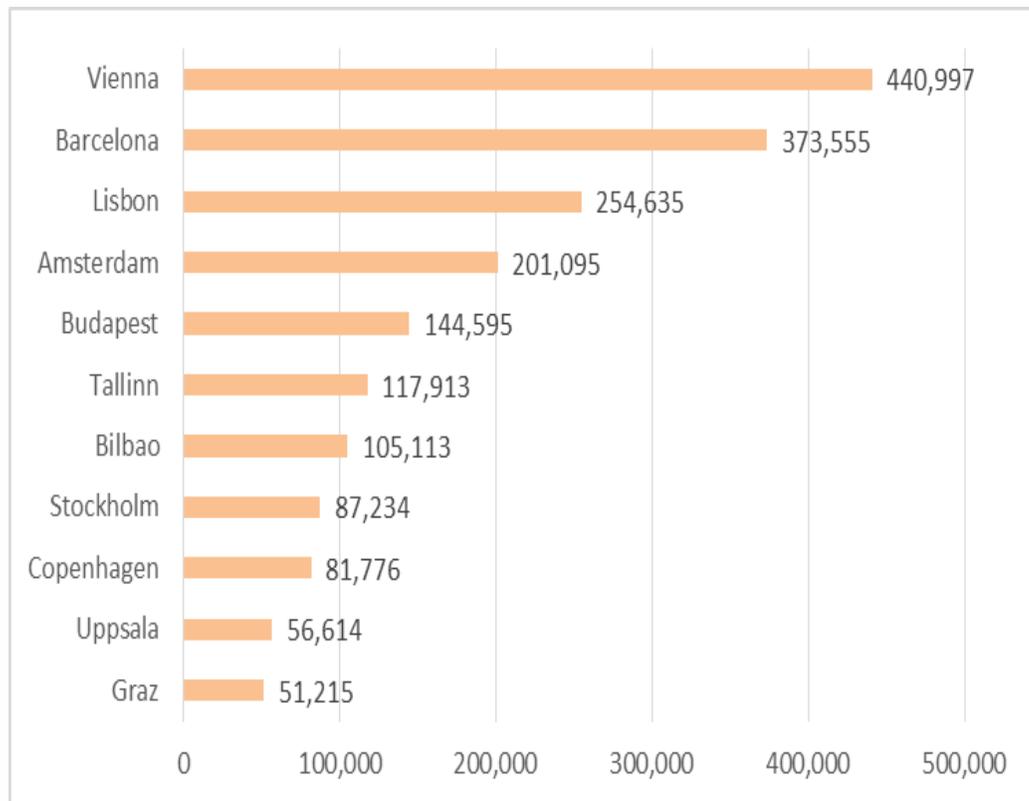
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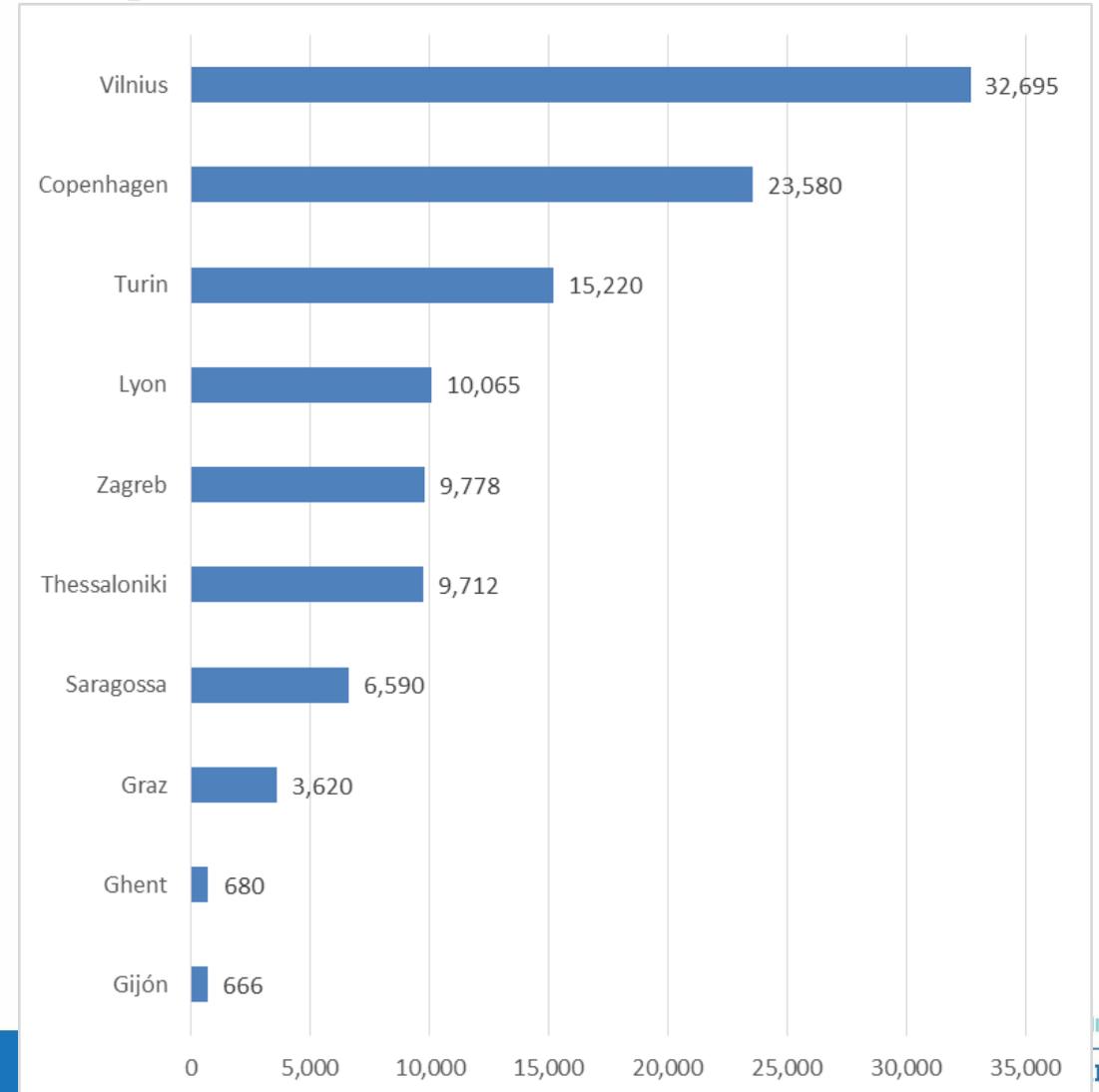
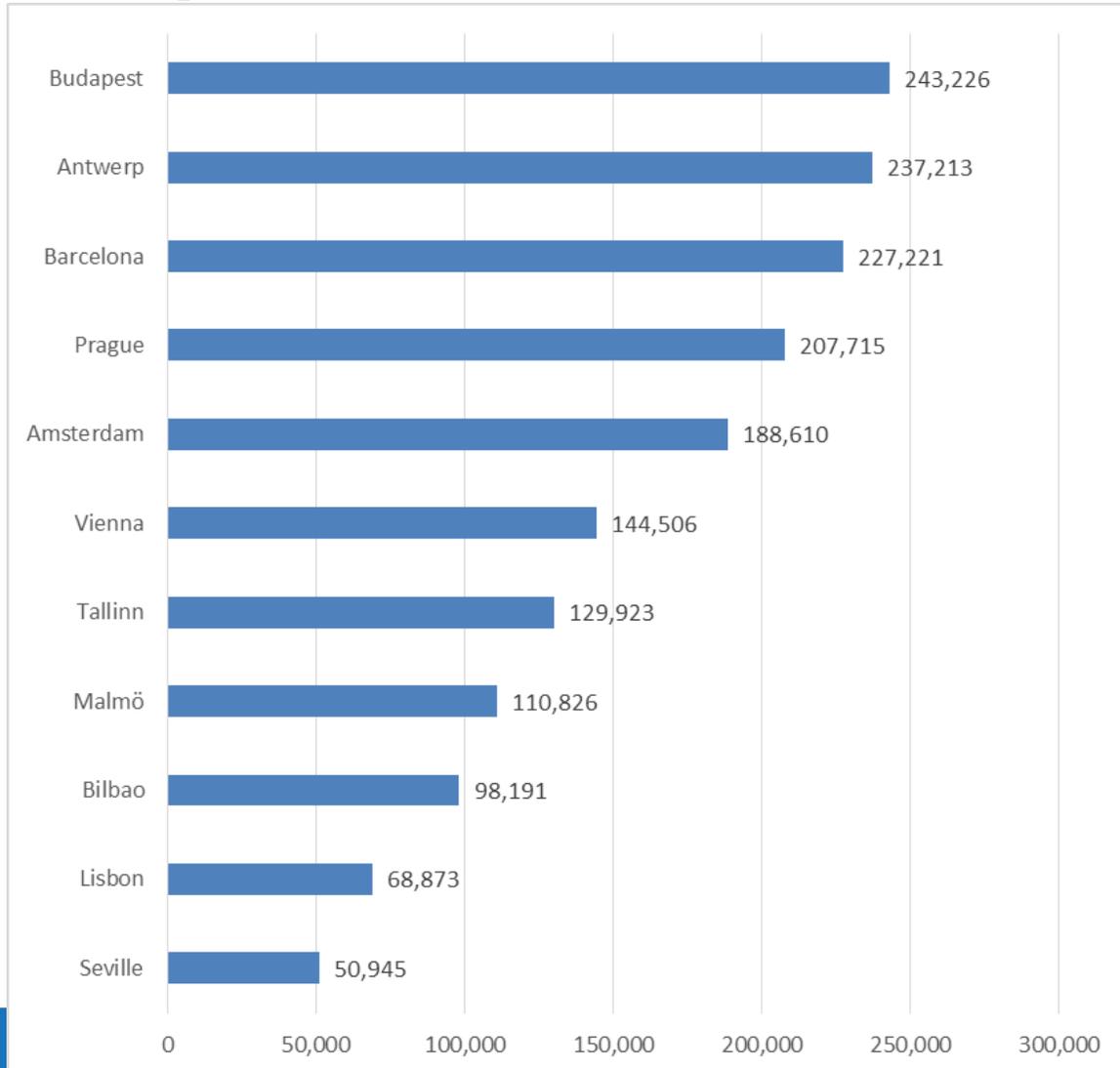
Total number of participants (part 1)

Figure 10. Number of participants by city in total

Non-Corporate – Number of Participants



Corporate – Number of Participants



Enter into TourMis

[!!] Lidija Lalicic

General Information 

European Countries 

Cities 

Austria 

My TourMIS 

Data entry 

- ▶ Main indicators
- ▶ Shopping Barometer
- ▶ Meetings industry
- ▶ Consumer confidence index
- ▶ Attractions and sights
- ▶ Belgium and Vlaanderen
- ▶ Luxembourg
- ▶ Data import StatCube

Logout

Latest trends: [European Countries](#) [Cities](#) [Austria](#)

Release notes

- 2019-03-03 Travel distance estimator (table ECT J-16 in Cities) has been revised and extended. We added a function which estimates the transportation mode to the destination and the CO2 emissions generated by following the kg/pkm published by Peeters et al. (2007).
- 2018-11-06 Tourism intensity (in all cities/countries) - Table ECM-J20 and ETC-J20: A new function - Population: "Most recent year" or "Same year as arrivals/bednights" - was added. The user can now decide if TourMIS calculates tourism density by comparing bednights or arrivals with exactly the same year of population numbers or with most recent population numbers available.
- 2018-09-16 TourMIS Workshop and Seminar 2018 visited by 95 delegates (12.-13. September)
- 2018-09-03 New benchmarking table added to Cities > Meetings industry (accessible for data inputers only)
- 2018-08-29 Travel distance estimator for cities (table ECT-J16) revised. User can now decide if the analysis should include data for domestic. Information on the share of unspecified markets included in the city comparison table.
- 2018-08-29 The meetings industry database was revised. 7 tables with longitudinal analysis were added to the database.
- 2018-08-29 The Webanalytics database was revised. The analysis of daily statistics was replaced by tables which allows the analysis of monthly website statistics of destination marketing organizations. An additional table estimating tourist arrivals by the number of website visitors was added.
- 2018-06-10 As a consequence to the new European data security act we introduced regulations which requires current and future TourMIS users to agree with the TourMIS terms of use. We also introduced a more simply way to unsign from TourMIS which removes all personal data someone has provided to TourMIS.
- 2018-01-27 A new checkbox 'Show all benchmarking destinations' has been added to tables ECM-J21 and ETC-J21.
- 2017-12-05 The regular email sent to all TourMIS inputters reminding them to update their data was significantly revised.
- 2017-12-04 Major revision of the data entry section. The submenus 'Nights and arrivals' and 'Other indicators' have been integrated in a new menu 'Main indicators'. Data access rights have been revised. It is now possible that one user receives data input rights for multiple destinations.
- 2017-09-10 Significant improvement of the footnote section (Cities and European Countries database).
- 2017-09-04 New: Interface to external databases (e.g. Eurostat). After a data inputter has defined a interface to an external database, TourMIS will automatically update the respective definitions and destinations once a day.
- 2017-09-03 New design of data input timetable in the cities and countries database. including information on how many values are available for each destination and definition.
- 2017-09-03 New meetings database. Data inputters of cities can now enter their meetings statistics in TourMIS. See Data Entry >> Meetings industry



Uploading data

General Information



European Countries



Cities



Austria



My TourMIS



Data entry



- ▶ Main indicators
- ▶ Shopping Barometer
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Logout

Meetings, incentives, conferences and exhibitions (MICE)

User: Lidija Lalicic 26 records

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

Aachen (AAH)	Corporate Events		Non-Corporate Events		Unspecified	Total	
	National	International	National	International			
2013							
2014							
2015							
2016	10 (40%)	4 (40%)	2 (60%)	10 (60%)		26	⊗
2017							
2018							
2019							

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Completeness of data (best possible estimate) in %

Corporate events - national participants %

Corporate events - international participants %

Non-corporate events - national participants %

Non-corporate events - international participants %

Note:



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MEET EUROPEAN CITIES

Doing your own Analysis

[1] Lidija Lalic

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

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

Include Meetings with - days and - pax

Year -

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

OK



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Questions?
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