International Congress and Convention Association

1963 - 2013

5O

ICCA

A Modern History of International Association Meetings

1963-2012

A Modern History of International Association Meetings

1963-2012

For more information on ICCA please visit www.iccaworld.com

ICCA Business Partners:

Table of Contents

A message from ICCA President
Arnaldo Nardone

Half a century is a long period over which to collect detailed and consistent information on any subject, and in the world of international meetings, where most countries are still struggling to obtain even a partial picture of the current size and impact of this complex and fragmented industry, it represents a monumental achievement. For almost as long as there has been an international association meetings sector, ICCA has been there alongside, in all regions of the world, to observe and carefully record its growth. And now that we have 50 years of data to study and consider, the figures are showing what we have long believed: that our world is undergoing a truly revolutionary period in the creation and dissemination of new knowledge and innovation, and that association meetings provide an excellent insight into this dynamic, worldwide process.

Using five year moving aggregates (the sums of meetings taking place each five year period), and thereby eliminating the short-term fluctuations which are inevitably the focus of attention when looking at shorter time periods, we can clearly see that the market has been doubling in size every decade since the 1960s, consistently, with no sign of any slow-down to this trend on the horizon. This makes sense when these association meetings are considered not in isolation, nor as part of overall tourism expenditure, but as the primary means by which advances and new ideas in healthcare, science, technology, and all fields of humanity's global relationships are showcased, enhanced, debated, modified, promoted, augmented, occasionally overturned, and celebrated!

International association meetings matter a great deal. Not simply because of their high spending delegates, who have been shown in numerous studies to be one of the most lucrative per-capita sectors within tourism statistics, but because of their broader impact on both their host destinations and on the wider world. Knowledge transfers; inward investment; innovative partnerships; business deals and elimination of barriers to trade – these are just some of the benefits that far outweigh direct delegate expenditure. This is why every destination which has recognised the strategic importance of becoming a leader in tomorrow's Knowledge Industry is targeting the international association meetings sector. This is why the most ambitious cities are taking steps to harness the power of the intellectual capital in their universities and research institutes to recruit meetings ambassadors and advocates. And this is why we are seeing more and more central government support for infrastructure, marketing and subvention funds that can increase their country's share of this market and drive forward their economic development agendas.

I am very proud to be ICCA's President during this, our association's 50th anniversary year. I am even more proud of the enormous influence and impact that association meetings have made over these years, and of the work that many hundreds of ICCA members have done to help these meetings take place successfully, providing cutting-edge venues and welcoming cities, professional services and support, and ever more efficient transportation and technological infrastructures. But I am even more excited about the potential of our sector for the future. Because make no mistake, we are still at the early stages of this dynamic, revolutionary period. It will not always be easy, of course, with complex societal, economic and political challenges to be faced, but international association meetings will always play a major role in finding solutions to these issues.

I invite every ICCA member to join me in supporting our international association friends in this great endeavour, today and indeed over the next 50 years.

Arnaldo Nardone
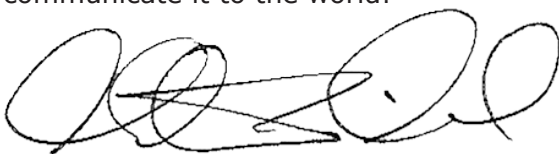ICCA President

Introduction by ICCA CEO Martin Sirk

Every year ICCA produces two eagerly awaited global statistics reports on the international association meetings sector: an annual study of the previous year's meetings that is released each May, followed by a ten-year overview in July. And each year ICCA members around the world celebrate, promote or alternatively worry about their position in and movement up or down the country and city rankings. Most are naturally only concerned about short term changes. How have they fared compared to the previous year; how have their closest rival destinations performed; do they have a good story to report to the media, to their industry partners, to their local politicians? Often they and their media audiences forget that our reports only cover a relatively narrow slice of the overall meetings market, since we only track regularly occurring association meetings which rotate between at least three countries, but such is the lack of comprehensive data covering and comparing the meetings industry on a global basis that this is a natural tendency, despite our efforts to clearly explain the limitations.

This year, taking advantage of our 50th anniversary, ICCA decided to do something totally new and rather ambitious. Instead of the usual ten year report, we have produced this 50 year perspective. Of course, readers are welcome to focus their attention on the short term changes, but frankly, that would be a waste. Because what the long-term data tell us is a story that is far more dramatic and substantive than any annual move up the city charts; what is shown is an incredible picture of growth and dynamism, and a trend that justifies even more investment by destinations and suppliers in anticipation of what the future holds. We wanted to ensure that this story would be shared with the widest possible audience and not just with ICCA members and their local partners. For this reason, we called this publication "A modern history of international association meetings" rather than a dry-sounding alternative such as "The 50 year ICCA statistics report", we asked ICCA members and friends to share their insights into both the past and the future of this sector, we agreed a policy to allow anyone to download and use it, and we plan to proactively promote it through every channel at our disposal, worldwide.

So we have included an overview of past attempts to measure the impact of meetings by the world authority in this field, Prof Leo Jago, and a look at the future shape of meetings and the scientific and technological fields that are going to drive forward the sector's growth, by renowned futurist Rohit Talwar. We've invited veteran association executives to share their experiences from when their conferences were young, meetings magazines to trawl through their archives.

We hope that we've produced a publication that will serve as a powerful advocacy tool for ICCA members, for international associations, and indeed for anyone interested in promoting the vital importance of a strong international meetings sector and of supporting vibrant global association communities. We are sure that many readers will want to share with us their own experiences from this modern history of international association meetings, and we welcome any and all contributions, which we will add to the online resources that will be linked to the original document and data.

Figures and statistics can only tell a fractional part of any history, but 50 years of association data provides a wonderfully robust framework upon which to lay out our industry's success story and to communicate it to the world!

Martin Sirk
ICCA CEO

ICCA Introduction

About ICCA

ICCA - The International Congress and Convention Association - represents the main specialists in organising, transporting and accommodating international meetings and events, comprising almost 1,000 member companies and organisations in over 90 countries worldwide. ICCA is the only international meetings association specialised in the international association meetings market, and has been tracking international association meetings for 50 years; ICCA is celebrating its 50th anniversary in 2013. ICCA has five regional offices in addition to its Head Office in Amsterdam, with operations serving Asia-Pacific, North and Latin America, the Middle East and Africa.

ICCA Statistics

ICCA Statistics are based on the ICCA Association Database, which is designed as a sales and marketing resource for its members to target future international association meetings. The database, and the statistics included in this report, only include meetings organised by international associations which take place on a regular basis and which rotate between a minimum of three countries.

For the first time this year, the 50-year statistics included in this report, are available in full detail to ICCA members via an online interactive statistics tool. This new statistics tool has flexible report and selection options and can do analyses on worldwide, region, country and city level based on specific year ranges, meeting sizes and subject matters, as well as comparisons between specific countries or cities.

The ICCA Association Database and the full ICCA statistics reports are available to ICCA members only in a member-only area on www.iccaworld.com.

This publication is produced for associations, press, students and universities, consultants and other potential ICCA members. The data in this report is free to use for articles, reports and studies, as long as ICCA is mentioned as a source and www.iccaworld.com as a reference. For specific questions about ICCA Statistics please contact Mr. Marco van Itterzon at ICCA Head Office: marco@icca.nl.

How is ICCA helping Association Executives?

In 2013, ICCA has developed the ICCA Association Portal as a unique online platform for Association Executives, providing them with a safe environment where Association Executives can get in touch with peers and get advice on how to organise efficient meetings. The Association Portal offers:

• Contact details of other Association Executives who have organised meetings in a destination you are considering for your next meeting.

• Possibility to update your meeting information we hold in our database to ensure tailored proposals from ICCA members.

• Access to advice publications, case studies on cutting-edge international association meetings, and other resources that can assist you in all areas of event management.

• Access to top suppliers from all branches of the meetings industry world-wide at your fingertips.

• Overview of upcoming meetings industry events, with possibilities to apply to attend as a "Hosted Buyer."

• Advise on your bid document – whether you already have a bid document or your event or are considering compiling one, ICCA is happy to review it and make suggestions where and if needed.

If your association meeting rotates at least between 3 countries, occurs regularly and attracts a minimum of 50 participants then you can apply to join the Association Portal. To register for the ICCA Association Portal and for more information please visit the ICCA website:
www.associations.iccaworld.com

Press resources

If you are doing a story about the international meetings industry and we can help with quotes, statistics, opinions and our latest impression of trends and views on current global issues, please always ask. For press resources and background information on ICCA please check out our Press Kit. You can find a collection of ICCA50 related pictures in our online Flickr album. ICCA press contact: Mr. Mathijs Vleeming, mathijs@icca.nl Phone: +31 20 398 1962 (direct line).

If you would like to receive news releases from ICCA and/or its members, add your profile to the ICCA Press Database; a listing of the leading media (magazines, websites, and e-newsletters) in the international meetings industry. We are always extending and updating this list and would like to include your profile.

Why should your updated profile be included in the ICCA Press Database?

ICCA members are the leading suppliers in the international meetings industry and ICCA contact persons are usually the main marketing budget holders. The ICCA Press Database is used by our members both as a source of potential advertising channels, and also as a press list, which means they will be providing relevant information to you. So inclusion in the listing could be highly beneficial for you!

You might be interested to know that ICCA member press not only receive this sort of info earlier and automatically, but have all kinds of other benefits, and especially the opportunity to build strong long term relationships with the ICCA members who are some of the biggest buyers of advertising space and direct mail services from media companies. If you would like to know more we would be pleased to discuss your business objectives and let you know how ICCA could help once you are on the "inside."

Students and Universities

ICCA is always interested to learn about studies performed on the international meetings market. Please do send us a copy of your research regardless of whether you have used ICCA statistics or not, as ICCA is always interested in collecting all current research on the international meetings market and showcasing it during its annual Congress. You can request access to the full report by contacting Mr. Marco van Itterzon at ICCA Head Office: marco@icca.nl.

ICCA is committed to educating young professionals in the meeting industry via the ICCA Education Fund. We have therefore developed a special scholarship programme for ICCA member universities (http://www. iccaworld.com/cdps/cditem.cfm?nid=4079), giving the ICCA University members the opportunity to create new competitive advantages over their non-ICCA-member universities. Check if your University is an ICCA member in the ICCA Membership Directory Online. If you think that ICCA would be a valuable benefit to your University please contact Mrs. Patricia Soen at ICCA Head Office: pat@icca.nl.

Consultants and other potential ICCA members

There are three options open to gain access to the complete ICCA statistics reports:

1. Join ICCA
If your company is regularly involved in studies and consultancy with regard to the international meetings market, it will almost certainly be cost-effective for you to join ICCA. The membership will enable your staff to access both the statistics reports and also to conduct tailor-made studies of our live database, as well as opening up valuable networking channels with the leaders of the international meetings industry, who are potential future clients.

Organisations belong to ICCA:
• To win more international business
• To improve their professional standards
• To enjoy excellent industry networking
• To learn from their peer group and
• To gain credibility

The next step is up to you!
If you wish to be part of this growing professional body, to improve your chances of increasing your business, or learn more about the industry you are in, then you should visit the ICCA Website: www.iccaworld.com or immediately apply for the full Member Information Pack from Head Office. You will be sure to find an enthusiastic welcome and an answer to any questions you may have.

2. Sub-contract work to or partner with ICCA member consultants
There are a number of specialist meetings industry consultancy companies in ICCA membership, who are frequently involved in major project research and advice. They not only have access to our data and reports, but can provide invaluable specialist knowledge on the industry and client requirements. They frequently provide services for non-specialist consultancy companies. A listing with email contact details is shown below; however please note that many other ICCA member companies may get involved in occasional ad hoc consultancy work in addition to their core business.

ICCA Consultants and Research Companies

Please find below a listing of ICCA Consultants and Research Companies per country. For the latest full contact details of ICCA members see also the ICCA Membership Directory Online.

Australia:
- GainingEdge; gary@gainingedge.com
- Industry Development Network; dgoncalves@globalidn.com
- PG International Consulting Pty Ltd.; gkieseker@pginternational.com.au
- College of Business; leonie.lockstone@vu.edu.au

Denmark:
- Copenhagen Business School; ll.tcm@cbs.dk

Germany:
- Hochschule Osnabrueck University of Applied Sciences; h.schwaegermann@hs-osnabrueck.de
- tmf dialogmarketing GmbH; j.fischer@tmf-gmbh.de
- Worldwide Convention Specialists GdbR; anette@worldwideconventions.com

Japan:
- Nomura Research Institute -NRIa2-; okamura@nri.co.jp

Peru:
- San Martin de Porres University - Fac. of Commun. Sci. Tour. & Psych.; amybelsanchez@epu.edu.pe

United Kingdom:
- Fast Future Research; rohit@fastfuture.com
- Harry Fine Associates; harry@harryfine.com
- Int'l Centre for Research in Events, Tourism and Hospitality, Leeds Metropolitan University; r.thomas@leedsmet.ac.uk
- Kennedy Integrated Solutions; paul.kennedy@kennedyconsult.co.uk
- Moulden Marketing Ltd.; gill@moulden-marketing.co.uk
- The Right Solution Ltd.; info@rightsolution.co.uk
- Watterston Associates Ltd.; julie@watterston.com

United States of America:
- Development Counsellors International; karyl.barnes@aboutdci.com
- International Conference Research, Inc.; nikiclarke@icr-research.com
- Marketing Challenges International, Inc.; mcouturier@mcintl.com

3. Work with ICCA members based in the city/country where you are conducting your research or consultancy project.

There are almost 1,000 member companies and organisations in over 90 countries worldwide, representing all the leading players in the international meetings field. It is probable that one or more are already key stakeholders in the projects you are working on. If this is the case, they will be able to provide access to the reports, on either a complimentary or paidfor basis. You can search for members in the public sections of the ICCA website, www.iccaworld.com, or we can provide advice on who to contact if you give us more information on your project, client, and partners.

The International Meetings Market

Segmentation

The international meetings market can be segmented in many different ways. It can be segmented by the size of the meetings, by the kind of people who visit the meetings, by the purpose of the meetings and by many more criteria. However, the main criterion a supplier uses to segment the market is by the initiator of the meeting. The initiator determines what kind of meeting is organised and the kind of supplier services needed. When segmenting the international meetings market by initiator, two primary markets can be defined: the corporate market and the non-corporate market. The latter consists of international governmental organisations and international nongovernmental organisations or associations.

International Meetings

Corporate Meetings

- Internal Meetings
- External Meetings
- In/External Meetings

Association Meetings

- International Governmental Organisations
- International Non-Governmental Organisations (Associations)

ICCA's area of expertise is in the international association meetings market, but it also assists ICCA members to share knowledge on the other segments.

Characteristics of the association market

The association market covers a wide range of event types and categories: medical meetings (the largest segment); scientific; other academic; trade organisations; professional bodies; social groupings. In terms of size, budget, duration and complexity there are massive variations between and also within categories.

However, some similarities can be identified:
• Almost every 'specialty' has an association which holds one or more meetings.
• Most associations have meetings that are repeated at regular intervals. These can be annual, biennial etc.
• The destinations rotate. They rarely return to the same destination within very short time-span. The initiative to host a meeting often comes from the local counterpart, e.g. the national association. If that body is difficult to motivate to organise the meeting, the chances are high that the meeting will be scheduled elsewhere.
• Association meetings have a very long leadtime; it is not unusual to find lead times of 5 years or more.
• It is estimated that a growing minority of about 25-30% of the decision-making processes no longer include an official bidding procedure, but have a "central initiator" who selects the location and venues based on pre-determined and strict criteria. More information on this can be found in our publication "International association meetings: bidding and decision-making."

It is estimated that there are approximately 23,000 different association meetings organised on a regular basis. The ICCA Association Database has collected information on approximately 80% of them.

Other sources of information on international meetings

The international meetings market is also analysed by the UIA (Union of International Associa-tions). However, the criteria of the UIA meetings differ from the criteria ICCA uses.

The International Meetings Market

UIA

The data in UIA's annual statistics report is drawn from the International Congress Calendar, the meetings database of the UIA. Meetings included are divided into three types. The types are indicated by letters: type A, type B and type C. These letters have, in themselves, no significance in relation to the meetings they group, and are used merely for convenience.

Meetings counted under the heading "A" are "Meetings of international organizations" and meet all the following criteria:
- meetings organized or sponsored by "international organizations", i.e. international non-governmental organizations (INGOs) and intergovernmental organizations (IGOs) that are included in the UIA's Yearbook of International Organizations (see below "What is an 'international organization'") and whose details are subject to systematic collection and updates on an annual basis by the UIA
- with at least 50 participants, or number of participants unknown.

Meetings counted under the heading "B" are "Other international meetings (3 days)" and meet all the following criteria:
- meetings not organized or sponsored by "international organizations" but nonetheless of significant international character, notably those organized by national organizations and national branches of international organizations
- at least 40 percent of the participants are from countries other than the host country and at least 5 nationalities are represented
- lasting at least 3 days, or of unknown duration
- with either a concurrent exhibition or at least 300 participants

Meetings counted under the heading "C" are "Other international meetings (2 days)" and meet all the following criteria:
- meetings not organized or sponsored by "international organizations" but nonetheless of significant international character, notably those organized by national organizations and national branches of international organizations
- at least 40 percent of the participants are from countries other than the host country and at least 5 nationalities are represented
- lasting at least 2 days, or of unknown duration
- with either a concurrent exhibition or at least 250 participants

Logically, all meetings counted under the heading "B" are also counted under the heading "C". The reverse is, equally logically, not true.

Excluded from the UIA database, and by extension from this report, are:
- purely national meetings, as well as those of an exclusively religious, didactic, political, commercial or sporting nature, such as religious gatherings, courses, party conferences, sales meetings, contests, etc;
- meetings with strictly limited participation, such as those of subsidiary (internal) statutory bodies, committees, groups of experts, etc, of which the greatest proportion are held at an intergovernmental level and take place at the headquarters of the large IGOs;
- corporate and incentive meetings, the survey of commercial activities and markets being outside the UIA's scope.

Whilst there is a considerable overlap between the events considered by ICCA and UIA for their statistics, the most important difference from a marketing point of view is that UIA's events include those which are held in a fixed location, whereas all of ICCA's events must rotate between at least three countries. UIA category "A" also includes intergovernmental and transnational meetings (eg. EU and UN institutions).

Please note that since early 2010, ICCA has a data collaboration with UIA: 4,500 regularly occurring meetings within the ICCA Association Database have been enhanced through access to supplementary UIA data.

Scope of this report

This special edition of the ICCA Statistics Report, covering the International Association Meetings Market from 1963 until 2012 is published as part of ICCA's 50-year anniversary (www.icca50.com). ICCA traditionally publishes its highly anticipated annual country and city ranking in May, in the week before the IMEX tradeshow in Frankfurt. A 10-year report, available to ICCA members only, is traditionally published in July. However, by the end of October 2013, this 10-year report has been replaced by an online statistics tool with flexible selection and export options, covering 50-years of detailed statistics, which for the first time gives all ICCA members access to half a century of valuable information on the international association meetings market. ICCA's Statistics Reports are your guide for any future decisions and a must-have if you are a supplier or client in the meetings industry.

Criteria
The ICCA Statistics Reports are based on the ICCA Association Database, which means the figures cover meetings organised by international associations which:
•   take place on a regular basis
•   rotate between a minimum of three countries
•   have at least 50 participants

ICCA's Association Database is designed as a sales and marketing resource for its members to target future international association meetings, which is why it does not include one-off meetings or those which do not move between locations.

Big trends
We are using 5-year aggregated data for the 50-year figures included in this report in order to show the big trends.

Snapshot
Readers should note that this report is a "snapshot" of qualifying meetings in the ICCA Association Database as sampled in August 2013, and that future statistics may be amended as ICCA becomes aware of additional qualifying meetings.

Calculation average participant numbers
In order to make the analysis based on participant numbers as broad as possible, average participant numbers have been added where confirmed actual attendance data was lacking. For the first time this year, these averages are not based on at least 3 out of the last 4 editions of a meeting, but on a formula which gives more "weight" to recent meetings (future & past) compared to meetings which are "further away": The most recent meeting is the starting point, meetings closest to that (past and/or future) count 10% less, etc. As the reliability of the average attendance from meetings decreases in time, only the past/future 10 years are taken into consideration.

Data presentation
All data presented in the tables in this report is sorted by the rankings of the aggregated data of the last 5-year period of 2008-2012. In the tables the "standard competition ranking method", the most commonly used ranking method, is used.

Top 100 country and city ranking 2003-2012
By popular demand, the top 100 country and city rankings by number of meetings for the last 10 years are also included in this report.

The Association Meetings Market 1963-2012

1. Number of meetings
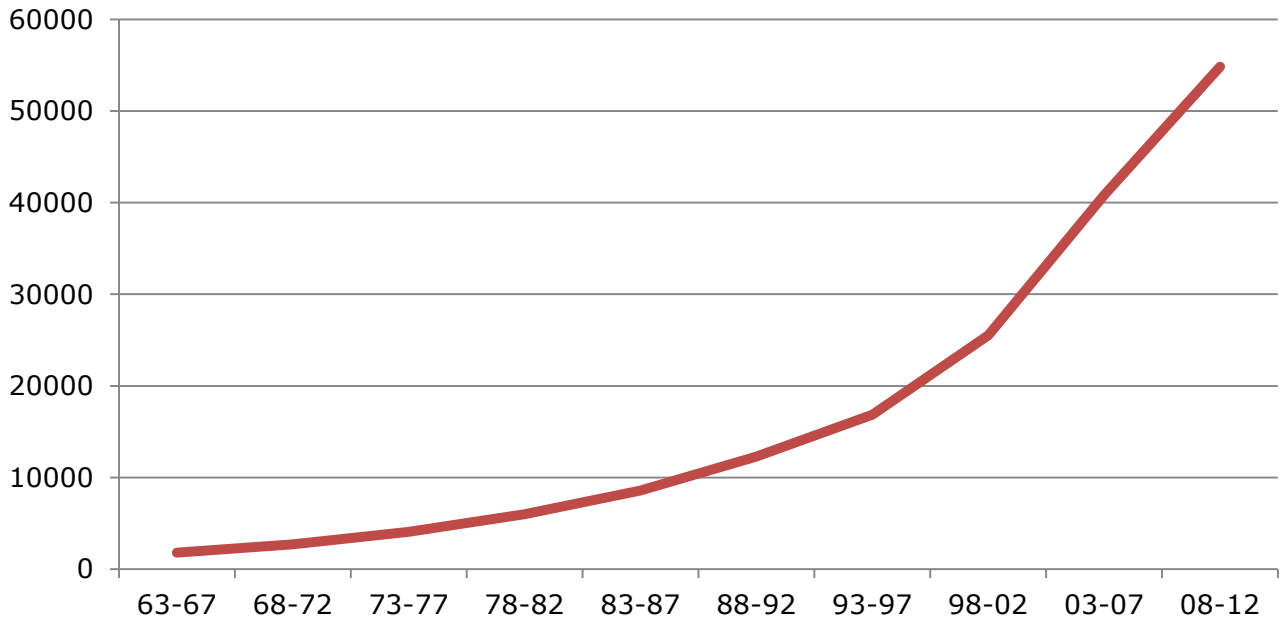
Figure 1: Number of meetings 1963-2012, 5-year aggregated data

Year	# Meetings
63-67	1,795
68-72	2,695
73-77	4,057
78-82	5,977
83-87	8,585
88-92	12,260
93-97	16,861
98-02	25,535
03-07	40,823
08-12	54,844
Total	173,432

Exponential growth

Figure 1, representing 5-year aggregated data of the last 50 years, shows that since 1963, the number of meetings in the ICCA Association Database has grown exponentially by approximately 10% each year, which means the number of meetings doubled each 10 years.

The ICCA Association Database contains 173,432 meetings taking place between 1963 and 2012. 1,795 (1%) of these meetings took place in the period 1963-1967, 54,844 (31.6%) in the period 2008-2012.

Notably, this exponential growth pattern continues to show during the economic recession of the recent years.

2. Growth in ICCA members
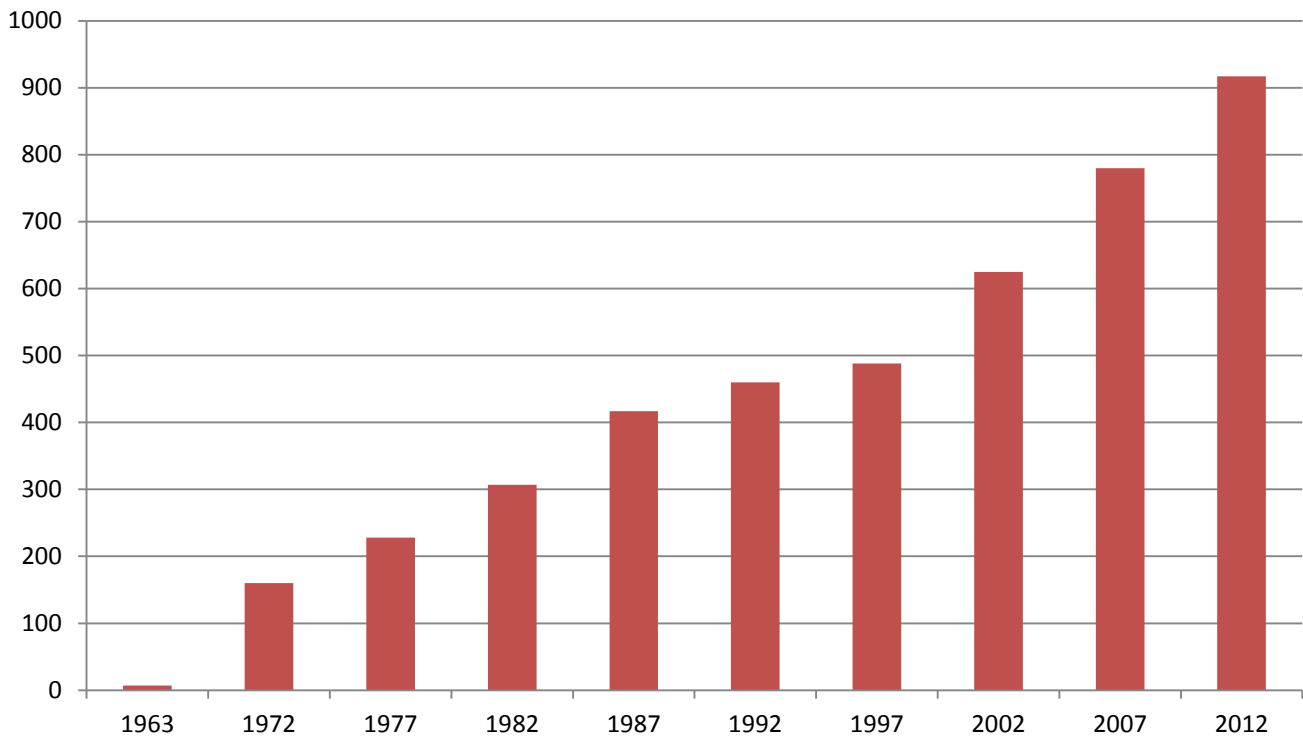
Figure 2: Number of ICCA members per 5-year period (single year data; not aggregated)

Year	# Members
1963	7
1972	160
1977	228
1982	307
1987	417
1992	460
1997	488
2002	625
2007	780
2012	917

The number of ICCA members has grown more gradually than the number of meetings in the ICCA Association Database in the last 50 years; the ratio # members vs. # meetings was approximately 1 : 3 in the 70s and more than 1 : 13 in 2012. This means there has been a growing potential for association meetings for ICCA members throughout the years, and there is no sign that the potential for suppliers in the association meeting market will not continue to increase in the coming decades.

The Association Meetings Market 1963-2012

3. Number of meetings per region
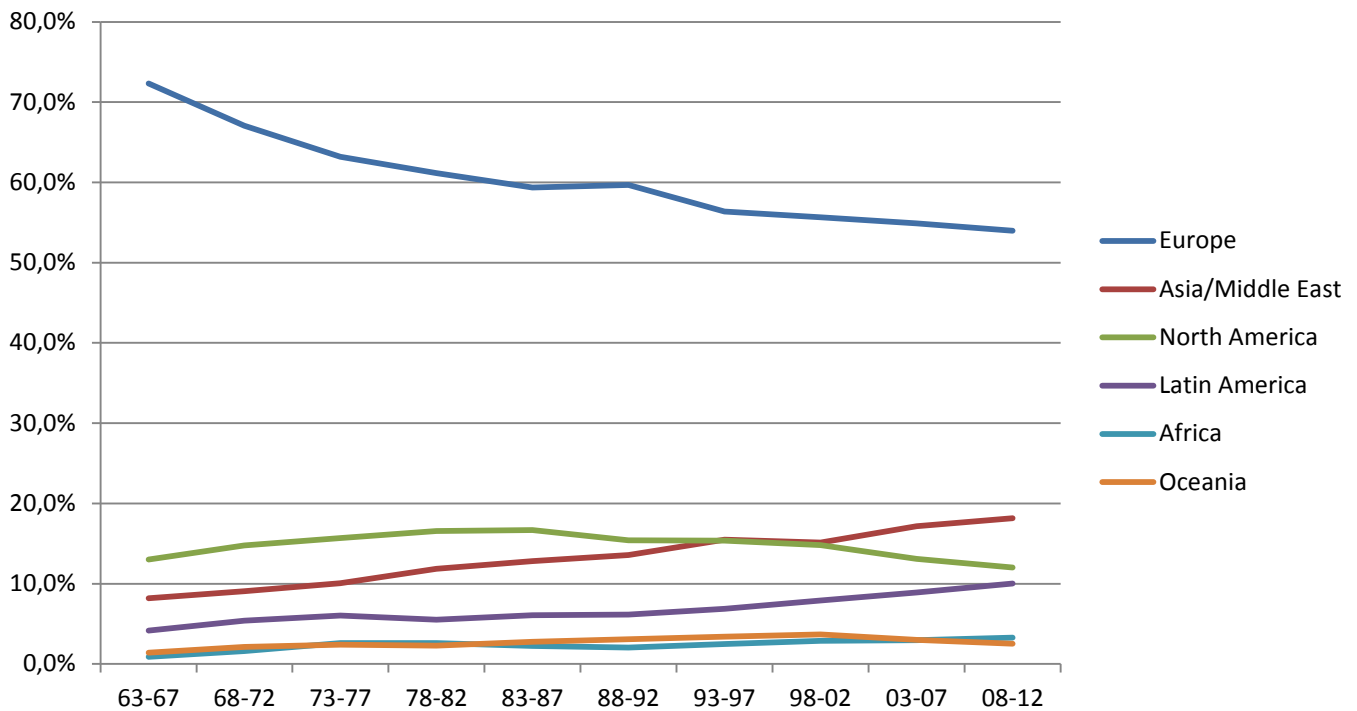
Figure 3: Market share per region by number of meetings

Continent	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
Europe	72.3%	67.1%	63.2%	61.2%	59.4%	59.7%	56.4%	55.6%	54.9%	**54.0%**
Asia/Middle East	8.2%	9.1%	10.1%	11.9%	12.8%	13.6%	15.5%	15.1%	17.2%	**18.2%**
North America	13.0%	14.8%	15.7%	16.5%	16.7%	15.4%	15.4%	14.8%	13.1%	**12.0%**
Latin America	4.2%	5.4%	6.0%	5.5%	6.1%	6.2%	6.9%	7.9%	8.9%	**10.0%**
Africa	0.9%	1.6%	2.6%	2.6%	2.2%	2.1%	2.5%	2.9%	3.0%	**3.3%**
Oceania	1.4%	2.1%	2.4%	2.3%	2.8%	3.1%	3.4%	3.7%	3.0%	**2.5%**
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%**

Download an Excel file with a list of countries per region.

In the last 50 years, Europe consistently attracted the highest number of meetings per region. However, Europe's market share has shrunk from 72.3% in 1963-1967 to 54.0% in 2008-2012. Asia/Middle East has seen a rise in relative popularity over the past decade, almost being a counter mirror for Europe; The market share of meetings in Asia/Middle East has grown from 8.2% in 1963-1967 to 18.2% in the last half decade. Latin America's market share has grown from 4.2 to 10.0% in the same period. Despite ups and downs North America is still the third most popular region. Africa's and Oceania's market share are both fluctuating, but Africa's market share shows growth in the last 25 years.

These changes mirror the changes to the mix of ICCA's membership, where the percentage of European members is slowly declining whilst Asia represents 20% of the total.

4. Number of meetings per country (absolute)

Rank	Country	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
1	U.S.A.	173	278	422	663	984	1,320	1,784	2,560	3,519	**4,277**
2	Germany	146	220	318	485	693	816	959	1,478	2,299	**3,091**
3	Spain	51	79	125	165	283	501	635	1,080	1,820	**2,523**
4	United Kingdom	169	238	342	509	596	798	1,028	1,430	1,958	**2,381**
5	France	153	209	307	388	531	833	971	1,333	1,897	**2,338**
6	Italy	108	132	178	252	437	588	771	1,227	1,814	**2,199**
7	China-P.R.	-	-	1	5	52	146	232	440	1,159	**1,685**
8	Japan	61	82	130	197	309	528	710	932	1,297	**1,591**
9	Brazil	14	15	60	85	135	203	267	530	972	**1,534**
10	Netherlands	92	122	169	244	336	540	651	843	1,159	**1,489**
11	Canada	32	63	145	218	354	439	571	815	1,100	**1,405**
12	Austria	79	68	126	159	209	317	404	505	1,015	**1,305**
13	Switzerland	76	108	154	216	270	341	366	558	944	**1,245**
14	Australia	19	45	72	98	176	304	488	791	995	**1,140**
15	Portugal	12	22	18	50	99	169	271	457	817	**1,117**
16	Rep, of Korea	4	10	18	35	66	122	219	410	762	**1,103**
17	Sweden	68	75	108	157	259	367	411	658	834	**1,102**
18	Belgium	52	77	100	176	229	278	373	478	708	**1,004**
19	Argentina	14	33	42	47	92	132	182	309	532	**938**
20	Mexico	28	56	66	102	86	120	227	386	703	**873**
	Other	444	763	1,156	1,726	2,389	3,398	5,341	8,315	14,519	**20,504**
	Totals	1,795	2,695	4,057	5,977	8,585	12,260	16,861	25,535	40,823	**54,844**

4. Number of meetings per country (relative)

Rank	Country	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
1	U.S.A.	9.6%	10.3%	10.4%	11.1%	11.5%	10.8%	10.6%	10.0%	8.6%	**7.8%**
2	Germany	8.1%	8.2%	7.8%	8.1%	8.1%	6.7%	5.7%	5.8%	5.6%	**5.6%**
3	Spain	2.8%	2.9%	3.1%	2.8%	3.3%	4.1%	3.8%	4.2%	4.5%	**4.6%**
4	United Kingdom	9.4%	8.8%	8.4%	8.5%	6.9%	6.5%	6.1%	5.6%	4.8%	**4.3%**
5	France	8.5%	7.8%	7.6%	6.5%	6.2%	6.8%	5.8%	5.2%	4.6%	**4.3%**
6	Italy	6.0%	4.9%	4.4%	4.2%	5.1%	4.8%	4.6%	4.8%	4.4%	**4.0%**
7	China-P.R.	-	-	-	0.1%	0.6%	1.2%	1.4%	1.7%	2.8%	**3.1%**
8	Japan	3.4%	3.0%	3.2%	3.3%	3.6%	4.3%	4.2%	3.6%	3.2%	**2.9%**
9	Brazil	0.8%	0.6%	1.5%	1.4%	1.6%	1.7%	1.6%	2.1%	2.4%	**2.8%**
10	Netherlands	5.1%	4.5%	4.2%	4.1%	3.9%	4.4%	3.9%	3.3%	2.8%	**2.7%**
11	Canada	1.8%	2.3%	3.6%	3.6%	4.1%	3.6%	3.4%	3.2%	2.7%	**2.6%**
12	Austria	4.4%	2.5%	3.1%	2.7%	2.4%	2.6%	2.4%	2.0%	2.5%	**2.4%**
13	Switzerland	4.2%	4.0%	3.8%	3.6%	3.1%	2.8%	2.2%	2.2%	2.3%	**2.3%**
14	Australia	1.1%	1.7%	1.8%	1.6%	2.1%	2.5%	2.9%	3.1%	2.4%	**2.1%**
15	Portugal	0.7%	0.8%	0.4%	0.8%	1.2%	1.4%	1.6%	1.8%	2.0%	**2.0%**
16	Rep. of Korea	0.2%	0.4%	0.4%	0.6%	0.8%	1.0%	1.3%	1.6%	1.9%	**2.0%**
17	Sweden	3.8%	2.8%	2.7%	2.6%	3.0%	3.0%	2.4%	2.6%	2.0%	**2.0%**
18	Belgium	2.9%	2.9%	2.5%	2.9%	2.7%	2.3%	2.2%	1.9%	1.7%	**1.8%**
19	Argentina	0.8%	1.2%	1.0%	0.8%	1.1%	1.1%	1.1%	1.2%	1.3%	**1.7%**
20	Mexico	1.6%	2.1%	1.6%	1.7%	1.0%	1.0%	1.3%	1.5%	1.7%	**1.6%**
	Other	24.7%	28.3%	28.5%	28.9%	27.8%	27.7%	31.7%	32.6%	35.6%	**37.4%**
	Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%**

As we can see with hindsight in this snapshot of all data available in August 2013, the U.S.A. has been the world's most popular international association meeting destination in the last 50 years. Germany has been the number two over the past 15 years. Besides the U.S.A. and Germany there are a few countries that always held places in the top 10 over the past 50 years: France, Italy and the United Kingdom (in alphabetical order). Remarkable risers in the top 10 are China-P.R., Brazil and Spain.

5. Number of meetings per city

Rank	City	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
1	Paris	91	99	133	158	191	300	333	445	709	**897**
2	Vienna	65	48	81	105	129	210	258	331	695	**875**
3	Barcelona	12	24	22	35	68	140	210	335	584	**822**
4	Berlin	23	24	44	71	105	160	202	313	596	**772**
5	Singapore	3	11	24	51	97	128	170	264	550	**721**
6	London	93	118	128	167	183	187	196	328	482	**666**
7	Amsterdam	32	50	79	91	113	187	229	297	442	**612**
8	Madrid	28	35	59	73	119	156	150	249	378	**611**
9	Istanbul	8	18	12	12	18	44	106	133	320	**601**
10	Beijing	-	-	-	3	38	95	154	209	478	**598**
11	Lisbon	10	11	14	30	59	100	158	246	433	**569**
12	Copenhagen	45	34	69	85	114	144	251	318	408	**568**
13	Prague	34	31	28	25	32	92	165	259	483	**561**
14	Seoul	4	10	17	33	61	110	166	264	441	**548**
15	Brussels	30	50	61	87	133	143	146	214	332	**537**
16	Stockholm	47	43	55	87	118	169	197	302	351	**532**
17	Budapest	17	36	29	62	103	166	244	264	445	**526**
18	Buenos Aires	4	24	33	35	70	94	115	195	342	**524**
19	Rome	44	43	38	56	88	106	148	232	367	**509**
20	Hong Kong	2	11	11	31	47	95	173	238	384	**456**
	Other	1,206	1,976	3,127	4,684	6,712	9,456	13,119	20,162	31,790	**42,590**
	Totals	1,798	2,696	4,064	5,981	8,598	12,282	16,890	25,598	41,010	**55,095**

Please note that the totals of the city ranking are higher than the totals of the country ranking, due to different calculation methods: If a meeting takes place in more than one city, it is only counted once per country in the country ranking, while in the city ranking it is counted separately for all cities involved.

In our annual country rankings Vienna has been the number one ever since 2005. But in this aggregated snapshot we can see with hindsight that Paris actually hosted more meetings in the last 30 years. A logical explanation for this is that a lot of additional meetings in Paris are identified 2, 3, or 4 years after they have taken place, while most of the meetings in Vienna are already known to us immediately in the year after they have taken place. This underlines the importance for ICCA members to supply ICCA with their meetings information, because otherwise they could miss a big marketing and PR opportunity provided by the annual publication of the ICCA rankings.

Not surprisingly, looking at the regional trends, big risers are Asian cities like Singapore, Beijing and Seoul. Other remarkable risers in the top 10 are Barcelona, Berlin and Istanbul.

A Modern History of International Association Meetings

6. Average number of participants
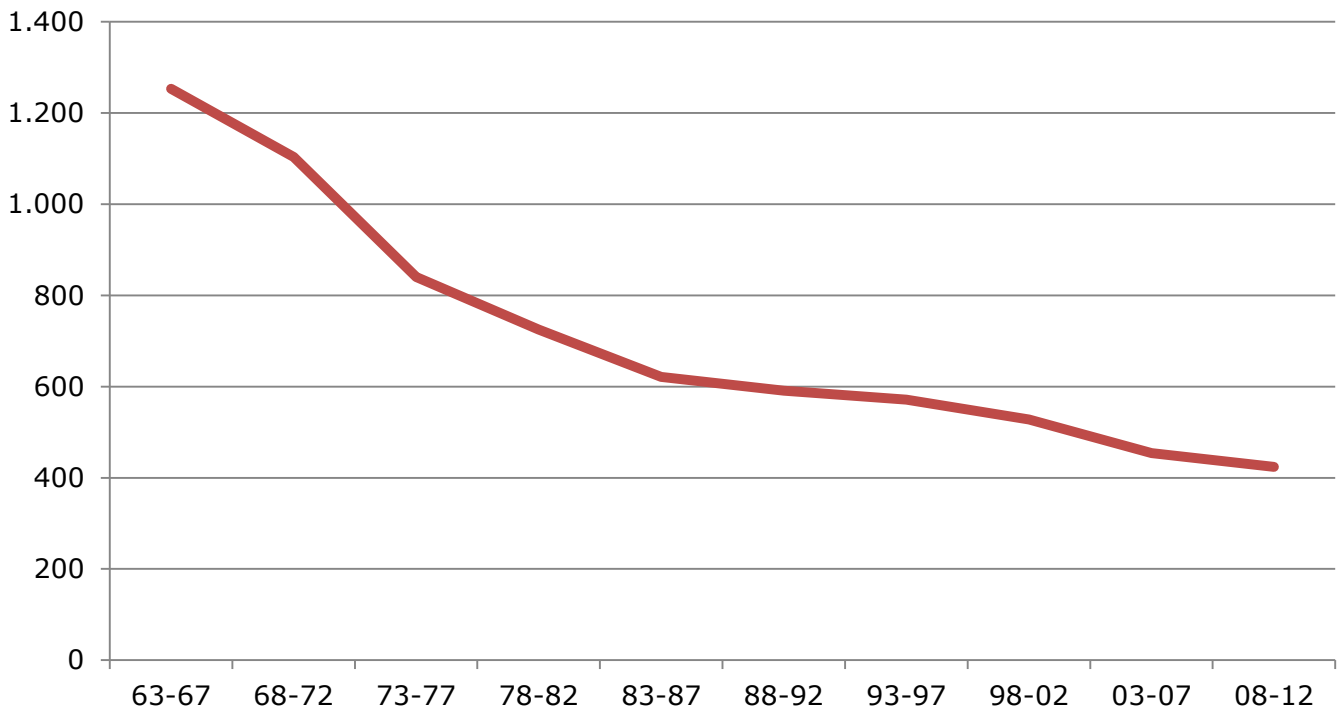
Figure 4: Average number of participants

Year	Average participant number
63-67	1,253
68-72	1,104
73-77	840
78-82	725
83-87	621
88-92	591
93-97	572
98-02	528
03-07	454
08-12	424

Only meetings of which the participant numbers are stored in the Association Database, including added averages, are included in the above table and graph.

We can see a clear trend that international association meetings are getting smaller. The average number of particpants to international association meetings has dropped from 1,253 in the period of 1963-1967 to 424 in the period of 2008-2012. The rate at which attendance is shrinking is however much lower than the rate of growth in the number of meetings, so that over the last decade the average attendance has reduced by less than 20% whilst the number of meetings has doubled.

7. Participant categories

Category	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
From 50 to 149	9.4%	10.8%	12.3%	14.0%	16.1%	17.6%	19.4%	24.1%	30.9%	**34.8%**
From 150 to 249	12.5%	14.1%	15.3%	17.0%	18.5%	19.7%	19.9%	20.1%	21.4%	**21.5%**
From 250 to 499	24.0%	25.8%	27.9%	28.7%	29.2%	29.3%	29.0%	27.6%	24.9%	**23.5%**
From 500 to 999	24.3%	22.5%	23.4%	21.9%	20.5%	19.4%	19.0%	16.4%	13.7%	**12.1%**
From 1,000 to 1,999	13.8%	13.9%	12.4%	11.9%	10.8%	9.1%	8.3%	7.4%	5.8%	**5.1%**
From 2,000 to 2,999	6.4%	5.1%	3.8%	3.0%	2.6%	2.4%	2.0%	2.0%	1.5%	**1.4%**
From 3,000 to 4,999	5.2%	4.4%	3.2%	2.1%	1.5%	1.4%	1.3%	1.4%	1.1%	**0.9%**
From 5,000 to 9,999	3.0%	2.2%	1.1%	1.0%	0.7%	0.8%	0.7%	0.6%	0.5%	**0.5%**
10,000 and up	1.3%	1.1%	0.6%	0.4%	0.3%	0.3%	0.3%	0.2%	0.2%	**0.2%**
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%**

Only meetings of which the participant numbers are stored in the Association Database, including added averages, are included in this table.

Over the past 10 years there has been a big expansion of the market share of the smallest meetings (50-149 and 150-249 participants) at the cost of all meetings attracting over 500 participants.
The percentage of meetings which falls within the category of 50-149 participants has more than tripled since the first half decade, from 9.4% to 34.8% in the last 5 years. The percentage of meetings with 150-249 particpants has grown from 12.5% to 21.5%. The percentages of all categories above 500 participants have all gone down dramatically.

We can generally say many more but smaller association meetings are taking place over the years.

8. Estimated total number of participants
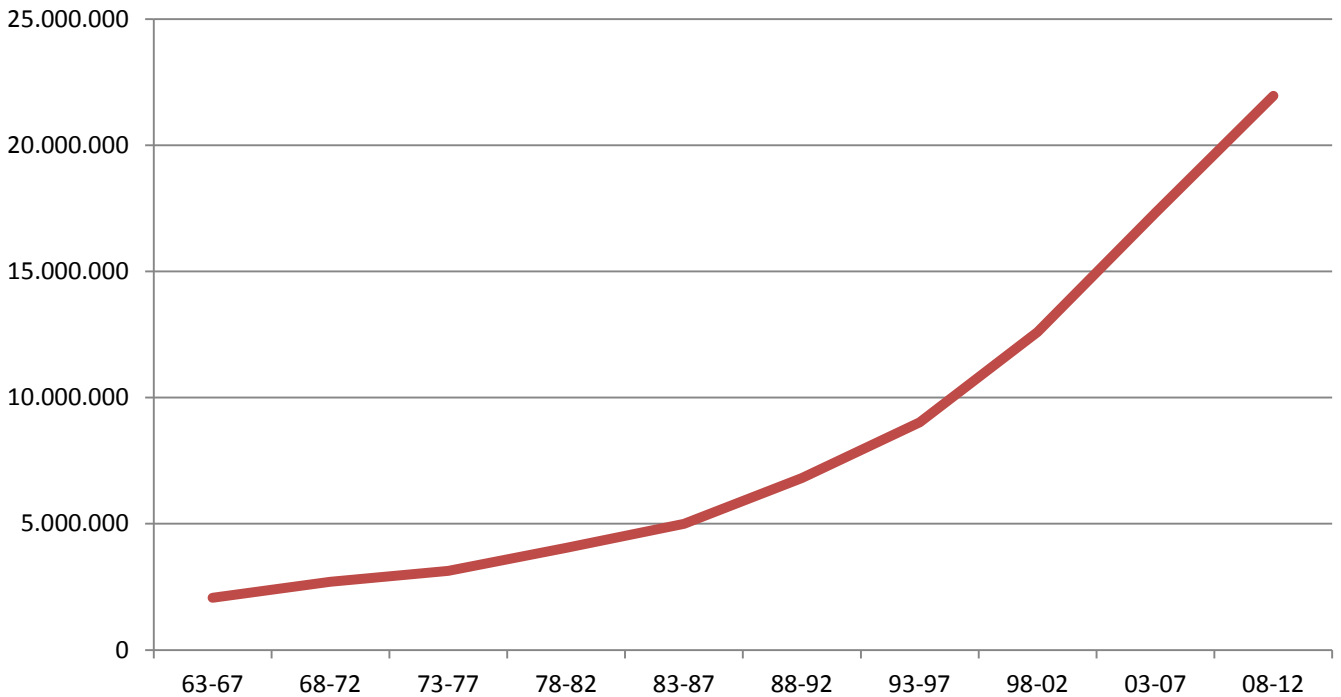
Figure 5: Estimated total number of participants

Year	# Participants
63-67	2,069,060
68-72	2,707,543
73-77	3,141,762
78-82	4,048,112
83-87	4,997,936
88-92	6,816,187
93-97	9,018,874
98-02	12,596,377
03-07	17,325,864
08-12	21,962,221

Due to the numbers of meetings growing exponentially in the past half century, we can also see a trend in growing total numbers of participants, despite the average meeting size getting smaller: The estimated total number of participants of all meetings has grown from just over 2 million in the period 1963-1968 to almost 22 million in 2008-2012.

9. Estimated total number of participants per region

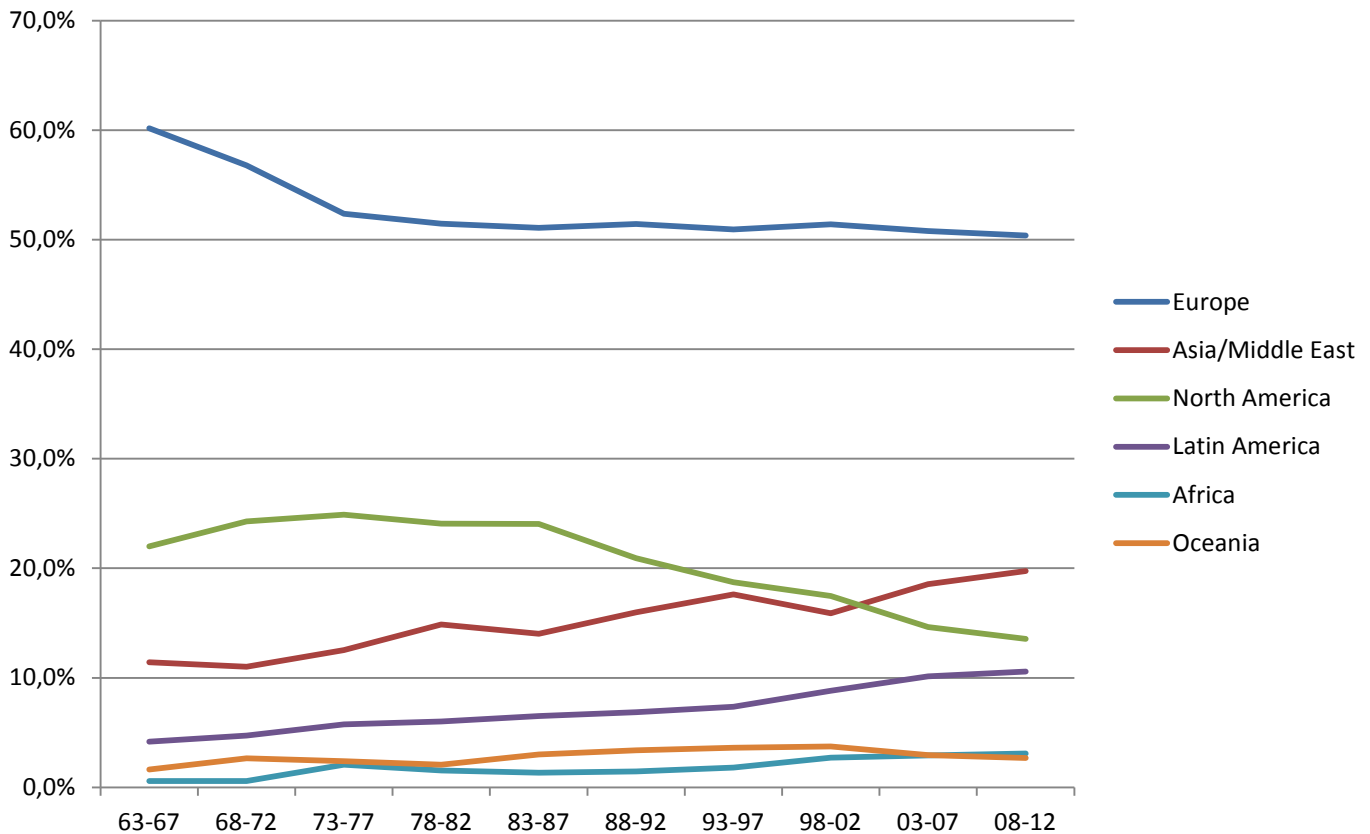*Figure 6: Estimated total number of participants per region*

Region	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
Europe	60.2%	56.8%	52.4%	51.5%	51.1%	51.4%	50.9%	51.4%	50.8%	**50.4%**
Asia/Middle East	11.4%	11.0%	12.5%	14.9%	14.0%	16.0%	17.6%	15.9%	18.5%	**19.7%**
North America	22.0%	24.3%	24.9%	24.1%	24.0%	20.9%	18.7%	17.5%	14.6%	**13.6%**
Latin America	4.2%	4.7%	5.7%	6.0%	6.5%	6.9%	7.3%	8.8%	10.1%	**10.6%**
Africa	0.6%	0.6%	2.1%	1.6%	1.3%	1.4%	1.8%	2.7%	2.9%	**3.1%**
Oceania	1.6%	2.6%	2.4%	2.1%	3.0%	3.4%	3.6%	3.7%	3.0%	**2.7%**
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%**

The estimated total number of participants to international meetings per region is calculated by multiplying the total number of meetings in a specific region with the average number of participants per meeting in the same region. This formula enables meetings where no accurate figures are known to be included in the estimated total.

Obviously these numbers show roughly the same trend as the number of meetings per region statistics. The market share of Europe measured by estimated total number of participants is 50,4% in the last 5 years, while it is 54,0% in the same period based on number of meetings. The market shares measured by estimated total number of participants of Asia/Middle East, North America and Latin America are all higher compared to the market shares measured by number of meetings This means meetings in Europe are relatively smaller in size.

10. Estimated total number of participants per country

Rank	Country	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
1	U.S.A.	338,172	455,008	540,745	649,590	888,368	1,029,241	1,100,921	1,536,800	1,605,178	**1,848,110**
2	Germany	147,869	165,096	197,307	292,524	390,381	403,091	510,703	751,322	998,438	**1,315,551**
3	Spain	61,540	75,646	82,778	103,133	139,599	285,962	358,641	626,936	899,161	**1,105,736**
4	France	141,603	157,587	195,062	243,012	265,490	447,400	525,922	689,849	874,358	**964,531**
5	Italy	105,195	112,844	135,165	175,954	231,493	299,539	376,459	612,524	769,424	**933,209**
6	U.K.	128,114	205,158	206,123	249,496	303,898	345,990	518,709	604,846	662,162	**814,830**
7	Canada	80,752	85,317	155,824	231,474	260,873	307,020	432,272	446,895	545,825	**715,483**
8	Brazil	20,793	16,220	41,216	94,510	88,277	161,276	188,560	314,989	536,322	**672,461**
9	Austria	76,003	65,579	83,211	116,435	121,632	161,931	225,691	288,164	528,678	**661,813**
10	China-P.R.	-	-	214	1,304	20,495	65,644	107,182	202,357	460,332	**627,239**
11	Japan	108,151	112,100	126,173	220,252	205,388	363,871	410,725	497,279	673,766	**625,740**
12	Netherlands	76,910	94,630	109,677	110,842	176,286	292,539	328,487	436,053	406,772	**619,291**
13	Rep, of Korea	16,316	19,342	11,130	38,132	60,431	123,839	178,587	231,394	368,410	**565,947**
14	Sweden	95,391	46,354	64,682	89,180	107,297	185,502	205,684	312,084	346,372	**528,492**
15	Australia	31,375	63,910	62,903	64,311	124,860	200,974	291,290	417,747	440,555	**521,065**
16	Argentina	26,206	45,518	45,129	36,683	66,818	85,200	121,161	208,048	269,121	**444,297**
17	Switzerland	46,979	90,118	104,917	106,856	139,018	146,145	194,596	277,086	354,359	**430,710**
18	Turkey	4,167	12,142	13,604	9,149	13,981	28,179	96,563	115,599	253,687	**423,885**
19	Mexico	36,200	111,941	84,992	91,145	49,937	85,500	152,282	211,958	382,490	**405,943**
20	Portugal	9,475	16,628	8,393	27,674	47,510	71,939	120,679	192,735	331,145	**391,748**
	Other	1,617,890	2,094,860	2,510,162	3,253,888	4,006,410	5,232,499	6,918,820	9,696,394	13,499,187	**17,005,103**
	Totals	2,069,060	2,707,543	3,141,762	4,048,112	4,997,936	6,816,187	9,018,874	12,596,377	17,325,864	**21,962,221**

The estimated total number of participants to international meetings per country is calculated by multiplying the total number of meetings in a specific country with the average number of participants per meeting in the same country. This formula enables meetings where no accurate figures are known to be included in the estimated total.

With the numbers of meetings going up we can see a trend in growing total numbers of participants, despite the average meeting size getting smaller. Over the last 50 years the U.S.A. has claimed a steady pole position which is consistent with their ranking by numbers of meetings organised. The U.S.A. has hosted an estimated total number of participants of 1.848.110 in the 5-year period 2008-2012. Germany and Spain were respectively second and third in this same period, both attracting more than 1 million international association meeting delegates. Remarkable risers in this top 20 ranking are: Brazil, China-P.R., Republic of Korea, Turkey and Portugal.

11. Estimated total number of participants per city

Rank	City	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
1	Barcelona	16,384	20,521	13,775	21,815	32,662	87,754	133,883	280,458	360,417	**519,159**
2	Vienna	65,638	49,669	59,963	92,424	95,100	129,080	170,460	227,984	424,864	**516,581**
3	Berlin	13,089	28,389	29,002	50,822	79,254	106,492	175,320	243,849	328,891	**470,076**
4	Paris	78,607	67,235	96,098	141,912	115,555	189,717	216,540	272,430	473,649	**448,881**
5	Amsterdam	38,180	49,010	57,027	53,554	89,988	154,300	165,056	239,368	219,880	**396,072**
6	Istanbul	4,167	9,702	10,233	7,928	13,481	19,731	75,642	84,644	201,511	**357,476**
7	Singapore	2,289	21,845	13,485	33,258	60,170	85,860	88,188	143,547	257,922	**331,588**
8	Stockholm	81,274	27,348	41,803	55,308	64,923	108,929	129,255	190,140	175,151	**324,100**
9	London	78,254	107,656	108,297	94,032	108,959	90,589	119,820	147,402	196,834	**292,477**
10	Buenos Aires	14,381	31,345	41,524	33,043	53,256	65,307	84,597	163,064	198,017	**290,188**
11	Copenhagen	51,830	29,001	46,524	38,472	46,332	60,148	122,698	130,549	228,188	**288,965**
12	Seoul	16,316	19,342	10,730	35,232	54,174	117,423	151,613	168,073	235,196	**287,070**
13	Beijing	-	-	-	607	16,910	48,477	85,174	112,112	229,514	**275,591**
14	Bangkok	14,681	10,399	25,502	26,600	48,753	40,845	72,813	91,061	206,066	**249,979**
15	Lisbon	8,759	7,367	7,818	20,542	33,492	49,264	79,510	128,918	208,110	**245,965**
16	Prague	73,457	46,438	20,478	15,731	14,471	48,055	85,512	133,722	259,445	**243,762**
17	Rome	45,236	32,539	28,266	49,448	57,810	65,703	79,682	135,797	175,274	**238,450**
18	Hong Kong	12,396	7,101	21,222	26,022	22,549	72,403	133,219	110,625	162,073	**236,775**
19	Milan	3,038	12,895	13,369	14,991	34,769	34,437	56,518	58,822	94,650	**230,992**
20	Madrid	42,708	47,822	44,753	56,164	66,551	104,102	113,487	153,455	230,705	**214,736**
	Other	1,800,639	2,494,639	2,923,100	3,764,303	4,602,125	6,175,330	8,038,648	11,373,243	15,296,643	**19,449,936**
	Totals	2,069,060	2,707,543	3,141,762	4,048,112	4,997,936	6,816,187	9,018,874	12,596,377	17,325,864	**21,962,221**

Please note that the formula to create this ranking is different than the one used to calculate the estimated total number of participants per region and country. This ranking is calculated by taking the sum of all the participant numbers per city stored in ICCA Association Database, making it a low estimate, since meetings without stored participants numbers are left out of the calculation.
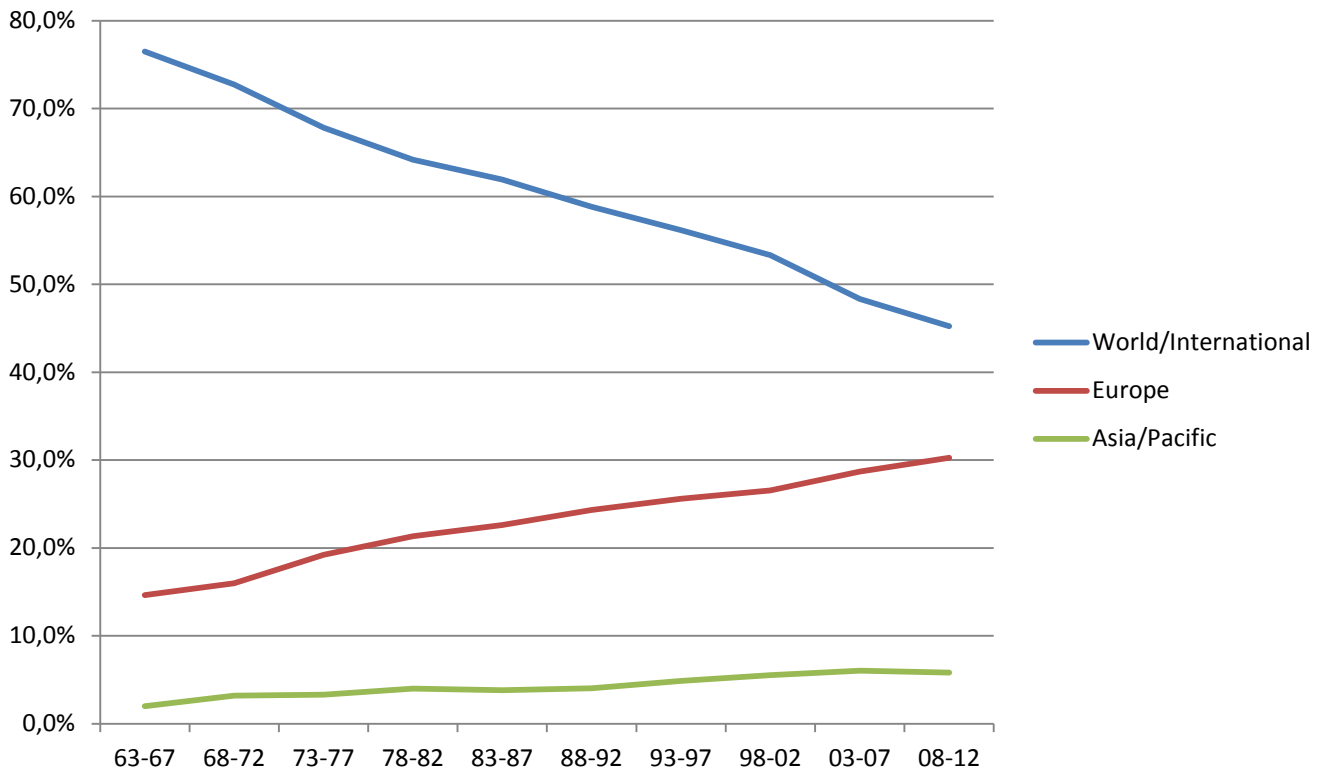
12. Rotation areas

Figure 7: Top 3 rotation areas by relative number of meetings

Rotation Area	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
World/International	76.5%	72.7%	67.8%	64.2%	61.9%	58.8%	56.2%	53.3%	48.3%	**45.2%**
Europe	14.7%	16.0%	19.2%	21.3%	22.6%	24.3%	25.6%	26.5%	28.7%	**30.3%**
Asia/Pacific	2.0%	3.2%	3.3%	4.0%	3.8%	4.0%	4.9%	5.5%	6.0%	**5.8%**
Latin America	0.8%	0.9%	1.2%	1.5%	1.8%	1.9%	2.6%	3.0%	3.5%	**4.0%**
Asia	0.7%	0.9%	1.1%	1.4%	1.6%	1.7%	2.0%	2.1%	2.8%	**3.3%**
Europe/North America	1.6%	1.4%	2.2%	2.3%	2.5%	2.6%	2.6%	2.6%	2.9%	**3.2%**
Interamerican	2.1%	2.4%	2.4%	2.0%	2.0%	1.9%	1.8%	2.1%	2.4%	**2.5%**
Ibero-America	0.3%	0.7%	0.6%	0.8%	0.9%	1.1%	1.3%	1.8%	1.9%	**2.1%**
Nordic Countries	1.1%	1.2%	1.4%	1.7%	1.9%	2.5%	2.2%	2.1%	2.0%	**1.9%**
Africa/Middle East	0.3%	0.6%	0.8%	0.9%	1.0%	1.1%	0.9%	0.9%	1.3%	**1.7%**
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%**

Only international association meetings of which the rotation areas are known by ICCA are included in these figures.

There is a clear trend towards regional meetings. The proportion of meetings that rotate worldwide has been decreasing over the past 50 years from 76,5% in the first 5 years to 45,2% in the last, losing ground to regional rotation areas, of which Europe is the biggest. World/International is still the biggest rotation area, followed by meetings rotating in Europe and meetings rotating in Asia/Pacific. Next to Europe, most remarkable risers are Latin America, Asia, Ibero-America and Africa/Middle East. Given the fact that the relative number of meetings in Europe is decreasing (see: 3. Number of meetings per region), we can conclude that meetings rotating worldwide, are taking place more often outside of Europe.
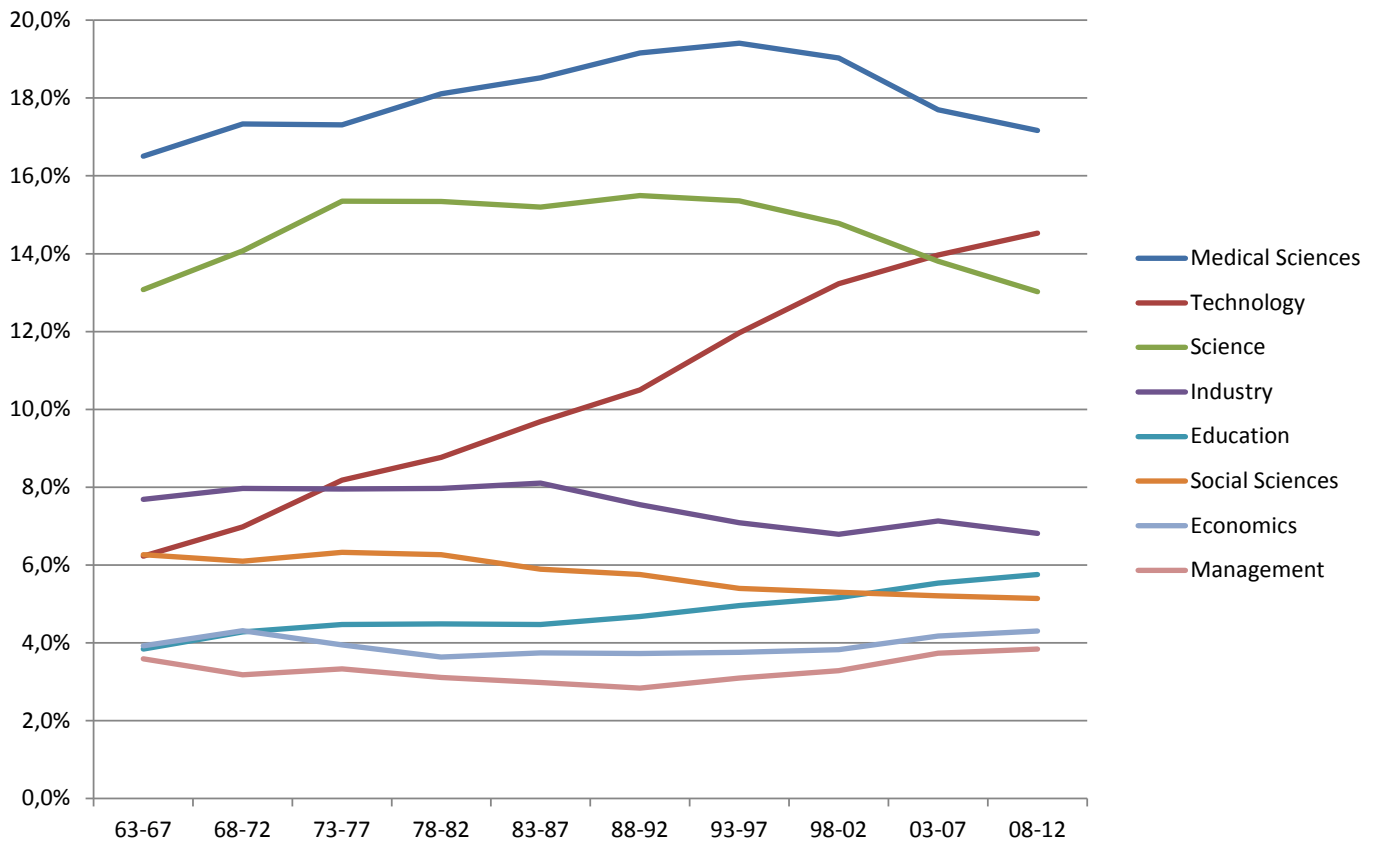
13. Subjects

Figure 8: Subject matters by relative number of meetings

13. Subjects (continued)

Meeting Subject	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
Medical Sciences	16.5%	17.3%	17.3%	18.1%	18.5%	19.1%	19.3%	19.0%	17.7%	**17.2%**
Technology	6.2%	6.9%	8.2%	8.8%	9.7%	10.6%	12.0%	13.3%	14.1%	**14.5%**
Science	13.3%	14.1%	15.3%	15.4%	15.1%	15.4%	15.3%	14.7%	13.8%	**13.0%**
Industry	7.7%	7.9%	8.0%	8.0%	8.2%	7.6%	7.1%	6.8%	7.2%	**6.8%**
Education	3.8%	4.4%	4.6%	4.5%	4.5%	4.7%	5.0%	5.2%	5.5%	**5.8%**
Social Sciences	6.2%	6.0%	6.2%	6.2%	5.9%	5.8%	5.4%	5.3%	5.2%	**5.1%**
Economics	4.0%	4.3%	4.0%	3.7%	3.8%	3.8%	3.8%	3.9%	4.3%	**4.4%**
Management	3.5%	3.1%	3.3%	3.1%	3.0%	2.9%	3.2%	3.3%	3.8%	**3.9%**
Transport & Communication	4.3%	3.7%	3.7%	3.7%	3.6%	3.3%	3.0%	2.9%	3.4%	**3.6%**
Culture & Ideas	4.4%	3.6%	3.1%	3.1%	3.2%	3.1%	2.8%	3.0%	3.0%	**3.1%**
Commerce	3.7%	3.3%	3.2%	3.2%	3.2%	3.0%	3.1%	3.0%	3.0%	**3.0%**
Agriculture	4.9%	4.9%	4.1%	4.1%	3.6%	3.4%	3.3%	3.0%	2.8%	**2.8%**
Law	2.8%	2.7%	2.5%	2.2%	1.8%	1.8%	1.8%	2.0%	2.3%	**2.5%**
Ecology & Environment	1.5%	1.7%	1.7%	1.6%	1.7%	1.7%	1.9%	2.0%	2.2%	**2.4%**
Sports & Leisure	4.6%	4.0%	3.3%	2.8%	2.8%	2.7%	2.3%	2.0%	1.7%	**1.8%**
Others	12.7%	12.1%	11.6%	11.4%	11.4%	11.2%	10.8%	10.7%	10.1%	**10.2%**
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%**

All meetings of which the subject matter is stored in the ICCA Association Database are included in these figures.

Technological meetings show highest relative growth in the last 50 years: from 6,2% of all meetings in the first 5 years to 14,5% in the last. Throughout the past 50 years Medical Sciences has always been the most popular subject matter: 17,2% of all meetings in the last 5 years were about Medical Sciences. Although the absolute numbers of meetings organised on this subject kept on increasing over the past 50 years, the relative popularity shrunk over the last decade. A similar trend could be seen for the third favourite subject: Science, which was the second most popular subject for the first 4 decades. Its second place has been taken over by Technology in the last decade.

Another notable riser is Ecology & Environment. However, fewer meetings are being organised on Agriculture (from 5,0% to 2,8%) and Sports & Leisure (from 4,5% to 1,8%).
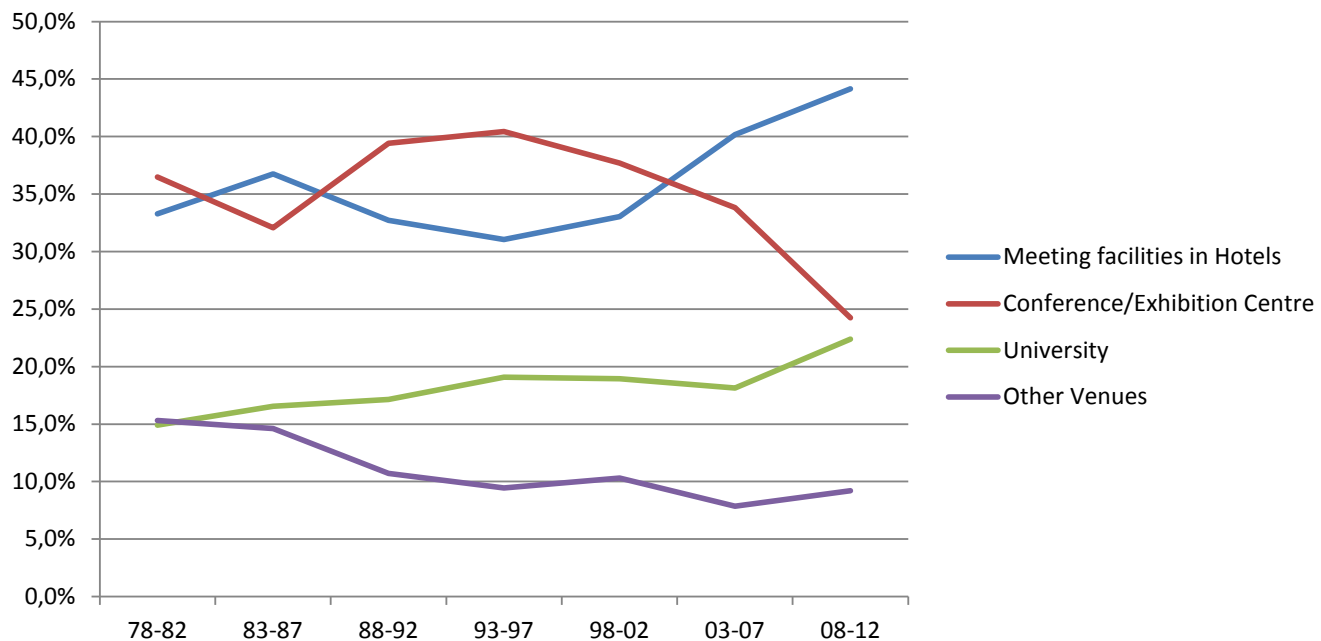
14. Venues used

Figure 9: Type of venues used for international association meetings

Absolute figures:

Type of congress venue	78-82	83-87	88-92	93-97	98-02	03-07	08-12
Meeting facilities in Hotels	415	895	1,328	1,596	2,510	4,792	**12,409**
Conference/Exhibition Centre	455	781	1,599	2,078	2,864	4,034	**6,816**
University	186	403	696	981	1,439	2,163	**6,290**
Other Venues	191	356	435	485	783	938	**2,590**
Totals	1,247	2,435	4,058	5,140	7,596	11,927	**28,105**

Relative figures:

Type of congress venue	78-82	83-87	88-92	93-97	98-02	03-07	08-12
Meeting facilities in Hotels	33.3%	36.8%	32.7%	31.1%	33.0%	40.2%	**44.2%**
Conference/Exhibition Centre	36.5%	32.1%	39.4%	40.4%	37.7%	33.8%	**24.3%**
University	14.9%	16.6%	17.2%	19.1%	18.9%	18.1%	**22.4%**
Other Venues	15.3%	14.6%	10.7%	9.4%	10.3%	7.9%	**9.2%**
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%**

Included in these figures are only international association meetings stored in the database of which the type of congress venue that was used is known to ICCA. Please note that we do not have enough data for the first 15 years available to include in a representative trend analyses.

Over the last two decades the usage of Meeting facilities in Hotels has been gradually increasing at the expense of the Conference/Exhibition Centre. Despite the decrease in popularity, the Conference/Exhibition Centre is still the second most favourite venue, however Universities are rapidly becoming more popular. This trend of relative decrease in usage of Conference and Exhibition Centres corresponds with the average downsizing in numbers of participants and shortening of meetings in general. The usage of Other Venues has remained relatively stable throughout the decade. Other Venues include castles, boats, theatres etc.

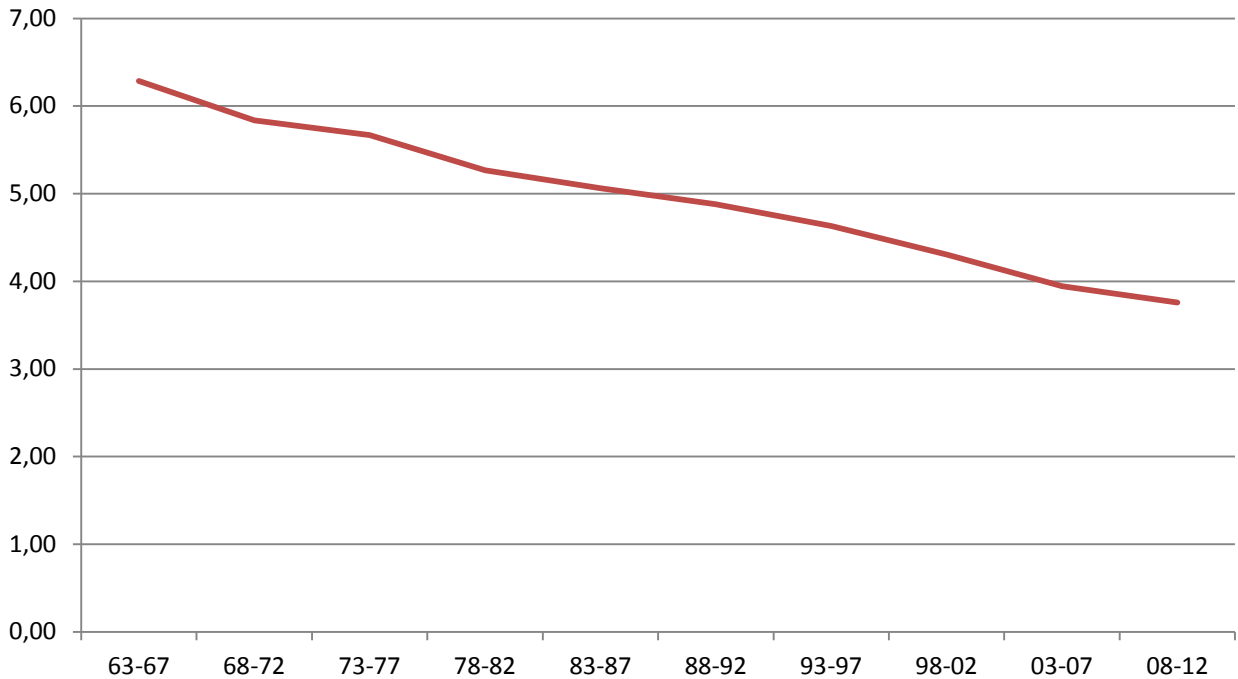# The Association Meetings Market 1963-2012

15. Average length

Figure 10: Average length of meetings

Year	Average length (in days)
63-67	6,3
68-72	5,8
73-77	5,7
78-82	5,3
83-87	5,1
88-92	4,9
93-97	4,6
98-02	4,3
03-07	3,9
08-12	3,8

Only meetings of which the exact dates (and thus duration) are stored in the Association Database are included in these figures.

There is a clear trend that international association meetings are of shorter duration. The average length per meeting has gradually dropped from 6,3 days in the period 1963-1967 to 3,8 days in 2008-2012.

16. Frequency

Frequency	63-67	68-72	73-77	78-82	83-87	88-92	93-97	98-02	03-07	08-12
Annual	34.1%	34.2%	37.2%	39.5%	41.7%	42.5%	43.6%	45.5%	51.3%	**57.6%**
Biennial	27.6%	27.3%	28.7%	29.3%	29.4%	30.2%	29.9%	29.3%	25.4%	**22.0%**
Triennial	16.8%	16.2%	14.5%	12.9%	11.8%	10.3%	9.4%	7.9%	6.1%	**4.7%**
4 Years	12.0%	11.6%	8.8%	7.7%	6.2%	5.8%	4.7%	3.9%	2.5%	**2.0%**
5 Years	2.2%	1.7%	1.3%	0.9%	0.7%	0.6%	0.5%	0.4%	0.3%	**0.2%**
1-2 Years	2.0%	2.1%	2.4%	2.7%	2.3%	2.4%	2.8%	3.2%	3.9%	**3.4%**
2-3 Years	1.0%	1.6%	1.9%	2.1%	2.4%	2.6%	3.0%	2.9%	2.8%	**2.1%**
3-4 Years	1.6%	2.1%	1.7%	1.8%	1.7%	1.7%	1.7%	1.5%	1.2%	**0.8%**
4-5 Years	0.5%	0.7%	0.5%	0.4%	0.5%	0.5%	0.5%	0.4%	0.3%	**0.2%**
Every 6 or more years	0.6%	0.6%	0.3%	0.4%	0.3%	0.2%	0.3%	0.1%	0.1%	**0.1%**
1 Or 2 Per Year	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.3%	0.5%	0.8%	**1.0%**
Biannual	0.3%	0.4%	0.6%	0.7%	0.9%	0.9%	1.2%	1.9%	2.8%	**3.1%**
More than twice a year	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.3%	0.6%	1.2%	**1.7%**
Irregular	0.9%	1.4%	1.7%	1.5%	1.8%	1.8%	1.8%	1.7%	1.4%	**1.1%**
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	**100.0%**

All meetings of which the frequency is stored in the Association Database are included in the above figures.

The relative number of annual meetings has drastically increased over the past 50 years, from 34,1% in the first 5 years to 57,6% in the last 5 years. Generally speaking, we can say that the relative number of meetings taking place less than once every 2 or more years are decreasing.

17. Registration fees & expenditure

Average registration fee & expenditure (USD) per delegate per international meeting

Year	Average fee per delegate per meeting	Average expenditure per delegate per meeting
93-97	429	1,950
98-02	452	2,057
03-07	492	2,236
08-12	533	2,424

ICCA has only started registering a solid amount of registration fees since the early 90s. The average fee per meeting in the period of 1993-1997 was USD 429; in 2008-2012 the average registration fee for a meeting was USD 533.

All registration fees are converted into USD before the average fee per delegate per meeting is calculated (source: "The Universal Currency Converter" http://www.xe.com/ucc/ on 3 May 2013). The average fee per delegate per meeting is calculated by adding up all registration fees per delegate per meeting in a certain year and dividing them by the number of meetings in the same year, of which the registration fees are stored in the Association Database.

The average total expenditures presented in these tables are calculated based on the assumption that 22% of the total delegate expenditure is spent on the registration fee. This assumption is based on two studies performed in 2004 by the Vienna Convention Bureau and the Finland Convention Bureau. Research among delegates of meetings in both destinations showed the same percentage (22%). However, it should be noted that the structure of expenditure might vary per meeting, depending on the specific characteristics of the meeting e.g. destination, frequency, duration of the meeting, etc.

Average registration fee & total expenditure (USD) per delegate per day

Year	Average fee per delegate per day	Average expenditure per delegate per day
93-97	97	440
98-02	105	479
03-07	130	593
08-12	149	678

The average registration fee per delegate per day is calculated by first dividing each registration fee per delegate per meeting by the number of days of this meeting, and then calculating the average of all these fees per day.

17. Registration fees (continued)

Average income (USD) from registration fees and average total expenditure by delegates per international meeting

Year	Average income from fees per meeting	Average total expenditure per meeting
93-97	245,220	1,114,637
98-02	238,775	1,085,339
03-07	223,454	1,015,699
08-12	226,166	1,028,027

The average income from registration fees per meeting is calculated by multiplying the average registration fee per delegate per meeting in a certain year with the average number of participants per meeting in the same year.

Aggregated income (USD) from registration fees and average total expenditure by delegates on all international meetings
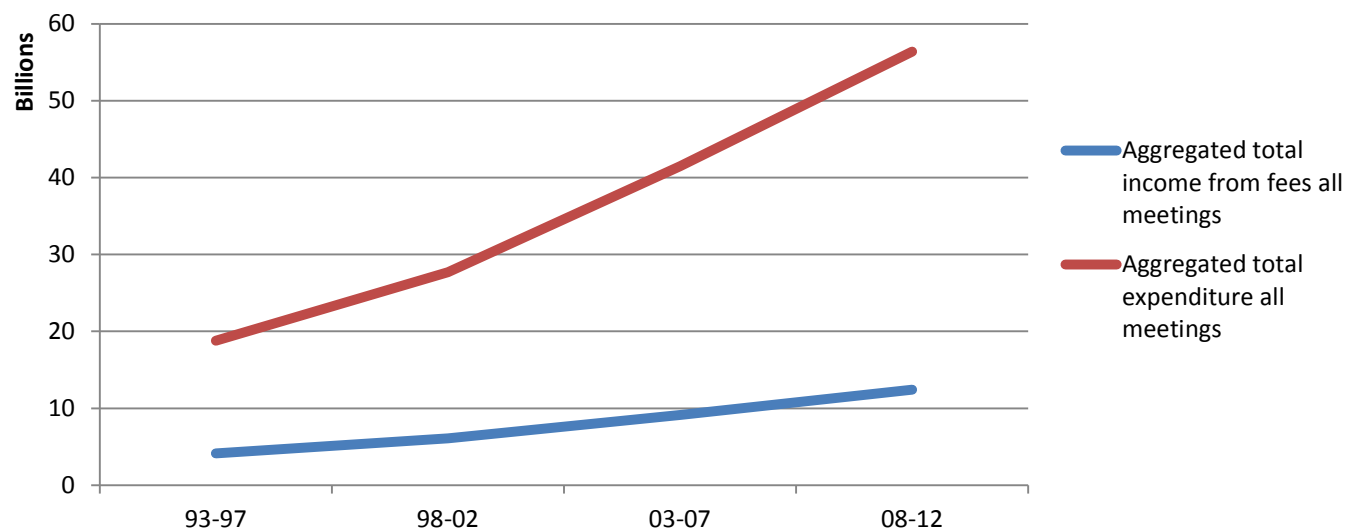
Figure 11: Average total income from registration fees and average total expenditure

Year	Aggregated total income from fees all meetings	Aggregated total expenditure all meetings
93-97	4.1 billion	18.8 billion
98-02	6.1 billion	27.7 billion
03-07	9.1 billion	41.5 billion
08-12	12.4 billion	56.4 billion

The aggregated estimated total expenditure on all meetings in the ICCA Association Database taking place in the last 5 years is 56.4 billion USD.

To calculate the average income from registration fees of all meetings, the average income from registration fees per meeting per year is multiplied by the total number of international meetings in the same year.

It should be noted that these figures relate only to personal expenditures of the delegate and do not include additional investments from the organizer neither secondary economical effects for the destination.

18. Number of meetings per country 2003-2012

Rank	Country	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
1	U.S.A.	625	672	728	726	768	814	875	878	877	833
2	Germany	363	423	454	486	573	544	615	657	626	649
3	Spain	312	397	361	347	403	468	448	561	496	550
4	United Kingdom	336	338	420	441	423	461	437	519	487	477
5	France	305	392	375	419	406	495	441	457	476	469
6	Italy	329	367	340	369	409	440	480	461	428	390
7	Brazil	137	181	201	226	227	271	310	288	305	360
8	Japan	210	233	262	277	315	337	320	349	244	341
9	Netherlands	194	239	239	240	247	283	307	262	322	315
10	China-P.R.	89	236	239	289	306	323	340	368	343	311
11	Austria	152	168	199	243	253	236	267	238	286	278
12	Canada	173	221	217	226	263	320	261	283	268	273
13	Australia	175	188	193	214	225	209	207	262	209	253
14	Switzerland	171	170	204	195	204	228	242	275	259	241
15	Sweden	147	161	165	187	174	200	235	226	208	233
16	Republic of Korea	100	164	147	185	166	226	215	210	223	229
17	Portugal	136	153	152	164	212	211	215	220	258	213
18	Argentina	59	101	107	117	148	160	168	212	196	202
19	Belgium	103	128	152	156	169	189	184	236	201	194
20	Denmark	103	115	119	136	138	151	177	166	149	185
21	Turkey	65	83	97	110	130	138	158	199	181	179
22	Finland	122	129	115	145	145	164	151	173	175	174
23	Mexico	128	148	127	147	153	178	157	185	190	163
24	Norway	97	98	95	97	115	128	148	143	144	161
25	India	56	68	83	109	130	127	125	128	125	150
	Poland	66	103	125	122	129	148	145	127	193	150
	Singapore	72	99	112	129	138	137	121	159	154	150
	Thailand	88	110	101	111	126	119	126	99	104	150
29	Colombia	25	27	55	62	72	76	103	112	129	138
30	Ireland	76	80	90	70	108	110	82	93	113	134
31	Czech Republic	112	105	110	123	126	138	136	139	132	131
32	Hungary	78	112	115	126	129	133	126	137	140	124
33	Chinese Taipei	46	71	72	76	113	103	124	153	138	117
34	Greece	95	113	130	168	172	169	145	152	141	114
35	Malaysia	61	80	62	98	112	119	121	136	132	109
36	Chile	58	71	84	77	91	90	91	114	94	101
37	South Africa	72	86	83	95	89	111	114	94	96	97
38	Hong Kong, China-P.R.	36	92	87	81	88	79	85	99	97	96
39	Russia	42	43	50	60	65	65	68	63	75	94
40	Croatia	30	34	38	36	61	62	51	61	76	74
41	Indonesia	24	25	41	53	57	65	51	86	69	73
42	United Arab Emirates	11	20	24	26	39	42	47	60	58	63
43	Estonia	22	29	30	33	37	45	51	48	63	58
44	Uruguay	28	22	49	41	52	53	51	52	50	56
45	Romania	18	24	23	33	41	57	50	43	60	54
46	Serbia	4	16	12	12	19	22	37	48	58	52

18. Number of meetings per country (continued)

Rank	Country	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
47	Peru	37	36	33	37	43	63	63	66	69	**51**
	Slovenia	29	49	46	43	62	71	51	50	59	**51**
49	Cyprus	11	19	29	27	22	29	30	26	35	**48**
	Philippines	39	23	32	44	38	50	43	48	40	**48**
51	New Zealand	38	44	35	35	42	50	38	38	48	**45**
52	Ecuador	18	24	16	26	33	28	38	36	37	**43**
53	Lithuania	14	15	22	38	30	39	48	43	40	**41**
54	Panama	16	11	25	28	22	25	22	22	35	**39**
55	Vietnam	15	15	30	28	36	44	41	43	30	**35**
56	Israel	3	6	3	10	16	24	30	40	30	**34**
57	Slovak Republic	14	23	25	25	29	23	26	31	17	**32**
58	Kenya	13	10	19	10	23	17	23	32	33	**29**
59	Costa Rica	17	24	14	15	25	39	25	29	23	**28**
	Malta	12	20	27	24	26	21	30	30	26	**28**
61	Bulgaria	9	17	14	35	25	37	23	30	22	**26**
62	Latvia	14	18	17	45	34	28	27	36	33	**24**
63	Morocco	18	16	22	22	16	38	43	37	32	**23**
	Puerto Rico	12	12	13	19	17	15	16	9	29	**23**
65	Iceland	24	25	38	23	30	33	38	32	43	**21**
66	Bolivia	16	11	7	16	19	12	11	15	12	**20**
	Paraguay	11	7	12	16	13	18	20	23	38	**20**
	Qatar	1	6	5	4	5	9	15	17	15	**20**
69	Egypt	21	21	29	29	31	45	49	41	21	**18**
70	Tanzania	5	2	6	9	13	19	15	9	21	**16**
71	Dominican Republic	20	16	14	21	30	15	16	23	27	**15**
	Luxembourg	7	15	19	17	12	15	19	24	28	**15**
73	Sri Lanka	7	8	9	12	12	9	8	12	11	**14**
	Venezuela	13	16	22	24	25	26	31	19	14	**14**
75	Guatemala	13	18	12	22	19	18	20	16	18	**13**
76	Tunisia	13	14	19	11	13	24	23	21	11	**12**
	Uganda	4	6	11	7	13	5	13	9	9	**12**
78	Jordan	1	6	7	9	10	8	7	7	12	**11**
	Monaco	10	8	13	16	14	10	13	11	5	**11**
80	Ghana	4	8	8	9	13	18	17	10	18	**10**
	Nepal	3	5	2	2	4	2	9	4	5	**10**
82	Cuba	32	22	32	24	22	15	17	15	11	**9**
	Saudi Arabia	2	1	4	2	3	2	3	3	4	**9**
	Ukraine	8	4	8	15	14	16	11	11	16	**9**

18. Number of meetings per country (continued)

Rank	Country	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
85	Algeria	1	1	3	4	5	5	6	5	2	**8**
	Bahamas	3	4	1	3	2	7	2	4	6	**8**
	Bahrain	3	3	3	5	9	8	14	6	4	**8**
	Cambodia	2	3	1	3	2	6	8	4	8	**8**
	Honduras	2	5	4	5	3	7	8	4	8	**8**
	Macao, China-P.R.	6	4	7	16	14	15	22	23	12	**8**
	Montenegro	1	0	3	0	3	1	2	5	4	**8**
92	Bangladesh	6	4	1	3	3	6	3	7	3	**7**
	Brunei Darussalam	3	5	2	3	3	5	3	7	4	**7**
	Ethiopia	2	0	4	8	6	9	6	10	12	**7**
	Georgia	1	0	0	0	1	3	3	6	3	**7**
	Lebanon	5	6	4	3	2	1	13	12	10	**7**
	Nigeria	6	6	8	7	4	16	14	12	13	**7**
	Trinidad & Tobago, W.I.	2	2	4	3	2	7	7	0	4	**7**
99	Form.Yugosl.Rep. Macedonia	0	4	5	2	2	5	13	10	10	**6**
	Ivory Coast	1	2	2	0	1	0	5	5	0	**6**
	Mauritius	7	1	4	1	4	5	2	4	8	**6**
	Mongolia	2	1	1	4	2	7	3	3	6	**6**
	Zambia	1	1	3	2	4	6	4	4	8	**6**
	Other	88	116	125	123	145	178	203	203	183	**136**
	Totals	6.437	7.704	8.168	8.877	9.637	10.501	10.721	11.333	11.133	**11.156**

19. Number of meetings per city 2003-2012

Rank	City	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
1	Vienna	96	115	141	159	184	147	171	174	188	**195**
2	Paris	103	142	133	175	156	179	159	181	196	**181**
3	Berlin	100	119	108	122	147	130	145	173	152	**172**
4	Madrid	64	73	69	74	98	93	90	131	133	**164**
5	Barcelona	88	133	134	105	124	165	161	181	161	**154**
6	London	73	84	108	106	111	115	115	152	134	**150**
	Singapore	72	99	112	129	138	137	121	159	154	**150**
8	Copenhagen	61	83	85	87	92	103	118	108	102	**137**
9	Istanbul	48	52	59	80	81	96	108	139	130	**128**
10	Amsterdam	63	83	101	91	104	116	131	116	127	**122**
11	Prague	95	84	91	107	106	114	112	115	108	**112**
12	Stockholm	55	73	75	76	72	102	123	100	97	**110**
13	Beijing	32	117	104	107	118	100	138	128	123	**109**
14	Brussels	44	59	71	75	83	97	107	121	105	**107**
15	Lisbon	75	83	85	84	106	110	119	113	121	**106**
16	Bangkok	62	76	68	82	98	88	90	57	69	**105**
17	Helsinki	62	56	48	57	55	81	72	77	78	**100**
	Seoul	56	102	86	107	90	124	113	105	106	**100**
19	Buenos Aires	31	69	63	82	97	99	100	125	101	**99**
20	Budapest	62	91	94	98	100	112	99	98	119	**98**
	Rome	69	74	73	68	83	94	102	105	110	**98**
22	Dublin	57	57	65	50	85	75	52	68	82	**97**
23	Hong Kong	36	92	87	81	88	79	85	99	97	**96**
24	Sydney, NSW	51	47	60	60	71	74	66	104	59	**86**
25	Rio de Janeiro	34	41	43	51	47	54	65	71	71	**83**
26	Taipei	32	52	55	47	81	67	85	109	86	**80**
27	Munich	27	36	58	36	55	54	63	77	57	**78**
28	Sao Paulo	15	37	35	50	54	61	76	72	57	**77**
29	Oslo	39	48	34	41	51	42	67	56	65	**74**
30	Zurich	28	21	34	37	46	43	62	64	67	**70**
31	Kuala Lumpur	36	50	48	68	83	88	89	88	80	**69**
	Tokyo	37	52	76	60	83	100	71	78	50	**69**
33	Edinburgh	43	38	55	47	41	58	49	68	54	**67**
	Montreal, QC	40	45	51	45	65	67	59	62	56	**67**
35	Shanghai	19	53	57	58	62	74	62	101	78	**64**
36	Kyoto	29	30	26	38	39	38	42	47	34	**61**
	Santiago de Chile	39	47	54	47	55	61	55	69	58	**61**
38	Toronto, ON	23	42	36	37	43	50	46	51	53	**60**
39	Melbourne, VIC	44	40	54	55	44	45	38	56	62	**54**
40	Athens	37	52	58	83	83	87	77	82	61	**52**
	Mexico City	37	37	35	48	36	48	48	54	56	**52**
42	Bogota	5	8	17	22	26	32	37	43	50	**50**
43	Geneva	42	48	65	51	50	55	49	67	71	**49**
	Valencia	22	27	23	23	32	43	38	65	41	**49**
	Vancouver, BC	25	46	42	61	52	63	56	66	55	**49**

19. Number of meetings per city (continued)

Rank	City	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
46	New Delhi	18	23	36	35	43	42	35	46	41	**48**
	Washington, DC	31	36	37	37	39	51	53	57	60	**48**
48	Bali	11	10	22	18	27	38	27	46	38	**47**
49	Boston, MA	26	33	31	36	26	47	52	54	47	**46**
	Warsaw	25	31	42	42	43	56	40	33	74	**46**
51	Lima	32	28	26	27	31	44	48	54	55	**43**
	Montevideo	19	14	35	26	34	41	36	27	30	**43**
53	Porto	18	24	17	25	33	43	36	39	42	**42**
	Tallinn	17	19	23	21	23	31	38	32	51	**42**
55	Lyon	28	25	35	25	30	46	26	25	30	**41**
56	Brisbane, QLD	18	36	16	24	22	21	33	28	25	**40**
	Cartagena	15	17	21	22	23	27	31	35	41	**40**
58	Cracow	19	29	29	31	35	39	37	40	47	**39**
	Milan	21	14	20	24	23	35	50	33	37	**39**
60	Belgrade	3	10	11	8	16	15	27	34	44	**38**
	Cape Town	21	45	35	51	44	55	60	48	44	**38**
	Dubai	8	15	16	15	31	37	31	44	43	**38**
	Göteborg	34	27	27	33	32	36	36	38	31	**38**
	St. Petersburg	21	18	16	26	23	30	30	19	25	**38**
65	Chicago, IL	24	42	33	32	31	34	35	46	35	**37**
66	Panama City	15	11	23	27	21	24	22	21	34	**36**
	Vilnius	9	11	18	29	25	31	40	37	33	**36**
68	Glasgow	33	33	37	32	29	38	34	32	37	**35**
68	Hamburg	19	16	20	21	33	36	40	39	44	**35**
70	Venice	15	30	10	24	22	25	34	24	26	**34**
71	Jeju	13	24	23	24	29	29	33	34	39	**33**
72	Busan	13	14	12	26	14	32	15	24	26	**32**
	Moscow	17	17	22	25	24	23	27	22	34	**32**
74	Bergen	18	15	16	16	16	22	23	23	28	**31**
	Dubrovnik	9	11	12	17	19	16	24	15	25	**31**
	Ljubljana	19	25	19	27	27	35	30	23	39	**31**
	Manila	26	15	24	30	24	33	28	25	27	**31**
78	Cancun, Qr.	21	27	17	21	27	37	16	26	30	**30**
	Manchester	13	17	23	19	21	24	21	22	31	**30**
	New York City, NY	25	36	40	41	48	36	39	34	38	**30**
	Nice	19	24	16	25	27	33	29	29	27	**30**
	Toulouse	17	28	13	13	14	25	25	20	23	**30**
83	Quito	10	20	10	16	19	20	22	19	28	**29**
	San Diego, Ca	28	16	26	25	33	25	20	26	35	**29**
85	Bucharest	12	13	16	15	15	29	28	22	25	**28**
	Medellin	2	0	4	6	13	7	19	18	16	**28**
87	Frankfurt am Main	14	8	21	9	19	15	26	20	22	**27**

19. Number of meetings per city (continued)

Rank	City	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
88	Basel	11	13	19	24	20	19	20	23	22	**26**
	Dresden	21	14	20	28	24	32	33	26	26	**26**
	Québec City, QC	17	11	13	19	11	43	18	23	15	**26**
	Rotterdam	12	21	16	14	21	29	30	23	31	**26**
	San Francisco, Ca	30	20	27	24	24	24	41	36	41	**26**
93	San Jose	15	22	11	14	24	31	22	23	16	**25**
94	Gent	12	12	19	23	27	26	21	38	27	**24**
	Leuven	11	19	18	22	11	23	24	16	16	**24**
	Maastricht	9	17	14	18	13	21	16	10	17	**24**
97	Bordeaux	11	7	12	6	10	16	22	24	30	**23**
	Fukuoka	7	11	8	10	14	10	13	16	19	**23**
	Orlando, Fl	21	15	18	17	19	17	18	18	21	**23**
100	Abu Dhabi	1	2	4	6	7	4	13	13	11	**22**
	Atlanta, GA	6	12	8	10	14	13	17	21	14	**22**
	Brasilia, DF	6	4	7	9	4	14	9	14	14	**22**
	Kobe	7	7	13	12	12	12	12	17	14	**22**
	Miami, FL	14	12	16	9	19	21	31	28	27	**22**
	Nairobi	10	10	14	5	21	14	17	28	24	**22**
	Perth, WA	10	14	14	17	23	14	14	20	17	**22**
	Sevilla	26	27	26	17	38	20	21	16	17	**22**
	Uppsala	12	21	19	24	21	18	17	23	19	**22**
	Other	3.211	3.635	3.861	4.276	4.560	4.900	5.041	5.225	5.125	**4.895**
	Totals	6.464	7.746	8.203	8.917	9.680	10.544	10.757	11.389	11.184	**11.219**

"The Contribution of Association Events: Direct Expenditure and Beyond - The Story So Far"

By Professor Leo Jago

Towards the end of the nineteenth century, a small number of ambitious cities in the USA first began to recognise the potential of business events to attract visitors to a destination and to fill hotel rooms, setting up the first few convention bureaux to exploit this opportunity. Gradually throughout the first half of the last century, this understanding spread around the world as the more developed economies built up markets for national trade shows and meetings.

As international competition to attract business events increased with the advent of mass air travel in the 1960s, destinations faced growing pressure to provide enhanced event related infrastructure and to offer incentives to organisers. In order to justify such investments to local government authorities and other stakeholders, it became essential to estimate the economic contribution that these events would make to the host destination via the conduct of economic impact studies. A proliferation of approaches to estimating the economic impact of events appeared from the 1990s.

Since the key objective of these studies was to demonstrate maximum value, many of the evaluations undertaken adopted optimistic assumptions and used multipliers that were often higher than those used in other sectors of the economy. As a consequence of this, it became very difficult to compare the results of different studies because the bases used varied so greatly. Some stakeholders became concerned that studies were tending to overstate the economic impact of events and the credibility of these studies was damaged as a consequence.

In response to concerns that the lack of consistent definitions and data meant that it was not possible to credibly demonstrate the economic contribution of business events, the World Tourism Organisation (UNWTO) undertook a study to set definitions, data standards and a methodology to address this problem. This study was supported by business partners Reed Travel Exhibitions, ICCA, and Meeting Professionals International (MPI). Its report entitled "Measuring the Economic Importance of the Meetings Industry" was released in 2006 and has since been used to underpin national studies in Canada, the United States, Mexico, Denmark and the United Kingdom. The fact that these national studies are based on a methodology developed by the UNWTO gives them international comparability and credibility.

In May 2011, the Joint Meetings Industry Council (JMIC) convened a conference in London involving leaders from event industry associations and experts in event evaluation. The key objective of this conference was to identify a consistent method for estimating the value of business events. A report commissioned by JMIC as a result of this conference endorsed the UNWTO method and made recommendations regarding adaptations suitable for estimating the contribution of business events at sub-national levels (e.g. region or city level).

At the JMIC conference, there was unanimity amongst all stakeholders that the true value of business events extends well beyond their contribution to tourism, substantial though that tourism expenditure may be both in absolute and per-capita terms. Put simply, coming to a new destination and staying in hotels at that destination are not the key drivers for staging events, but rather a side benefit. The reasons for staging business events include opportunities to create and disseminate knowledge, stimulate learning, enhance business performance, foster personal and professional development, increase sales, and to address major societal and environmental challenges.

Although the 'beyond tourism value' of business events greatly exceeds their tourism value, it tends to be out of sight; it is somewhat akin to the fact that 90 per cent of the mass of an iceberg is below the waterline. Whilst it is possible to quantify the benefits that attendees and their employers get from involvement in a business event using techniques such as Return on Investment (Phillips et al 2007), it is very difficult to quantify other dimensions of the beyond tourism value including the capacity building and investment benefits for the host destination. The

fact that these benefits are difficult to quantify does not, however, mean that these benefits are any less real.

Unlike the tourism benefits, the beyond tourism benefits vary greatly from one event to another both in terms of category and the time it takes for the benefits to be realised. Some excellent case studies have been undertaken to highlight the beyond tourism value and a good example is the Follow-up Survey Report (2011) by the International AIDS Society on the impact of its conference that was held in Vienna in 2010. This study showed that the conference had helped "accelerate the national, regional and global response to HIV".

A study was undertaken in Australia by Business Events Sydney (Edwards et al 2011) that attempted to quantify the broader value of business events. This study confirmed a wide range of benefits for the host destination, delegates and exhibitors that extended well beyond tourism. Although this study showed that a large percentage of those involved with the events that were examined derived substantial broad-based benefits, it was not able to actually quantify the outcome.

Over the past couple of years, there has been growing acceptance that there are substantial 'beyond tourism' benefits derived from staging business events but that these are very difficult if not impossible to quantify. It is critical, therefore, that effort be focused on leveraging the potential benefits rather than spending substantial resources in trying to further quantify their magnitude.

About the author

Professor Leo Jago is one of the most experienced academic experts on the subject of economic impact of business events. He is currently the Chief Economist for Tourism and General Manager for Tourism Research Australia and a Visiting Professor at the Universities of Surrey and Queensland. He was previously Director of university research centres in Australia and the UK and was one of the lead authors of the ground-breaking 2006 UNWTO report.

References

Phillips, J., Myhill, M. and McDonough, J. (2007), Proving the Value of Meetings and Events: How and Why to Measure ROI. ROI Institute and MPI.
http://www.roiinstitute.net/publications/books/proving-value-meetings-and-events-how-and-why-meas/

Edwards, D., Foley, C. and Schlenker, K. (2011), Beyond Tourism Benefits: Measuring the Social Legacies of Business Events, UTS, Sydney.
http://www.businesseventssydney.com.au/fms/About%20us/Publications%20and%20resources/Documents/Beyond%20Tourism%20Benefits%20Measuring%20the%20social%20legacy%20of%20business%20events.pdf

Measuring the Economic Importance of the Meetings Industry – Developing a Tourism Satellite Account Extension; UNWTO (2006).
http://statistics.unwto.org/en/publication/measuring-economic-importance-meetings-industry-developing-tourism-satellite-account

Association Meetings as a Force for Progress in the World: Case Studies

It is no coincidence that there is a parallel between the exponential growth of the international association meetings sector and progress in the fields of science, healthcare and technology. Association congresses are to a large extent driven by advances in these fields, and the unprecedented levels of discovery and innovation that are the hallmarks of recent decades are giving birth to entirely new associations and conferences, which are in turn stimulating further advances, new business opportunities, and fresh insights.

Association meetings are also important drivers of societal change and opportunities to address and understand some of the world's most challenging problems. Expert thinkers are brought together from government, industry, NGOs and academia to share knowledge and to find solutions. These case studies illustrate how this process works, and demonstrate that the value of international meetings extends far beyond the immediate economic impact of the delegates on their host destinations.

1. International AIDS Conference

The International AIDS Conference is the largest international meeting on HIV and AIDS. For more than twenty-five years and in times of hope and frustration, the conference has played a central role in HIV, marking the evolution of the epidemic and serving as a platform for global discussion and presentation of scientific advances. The history of the HIV epidemic is interlinked to the International AIDS Conference, as its programme focuses on the key issues and challenges surrounding the epidemic. Scientific findings presented at the conference are of the highest level and researchers choose the conference to present their latest studies to the broad and diverse audience attending the meeting. It is a tremendous opportunity for researchers from around the world to share the latest scientific advances in the field, learn from one another's expertise, and develop strategies for advancing all facets of our collective efforts to treat and prevent HIV.
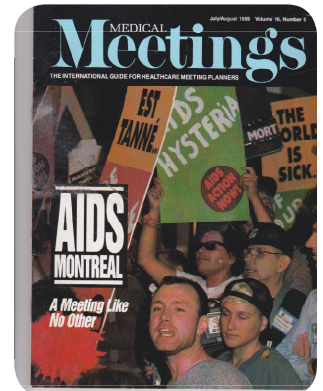
The first International AIDS Conference in Atlanta, USA, took place in 1985 and attracted 2000 participants. At that time the HIV epidemic was rapidly emerging as one of the biggest public health challenges and the conference provided a much needed platform for scientists and researchers to meet and discuss the various aspects of the virus. With time, mirroring the evolution of the epidemic and its devastating human and social impact, the conference started to focus not only on the scientific aspects of HIV but also on social, political and behavioural issues. Its programme expanded and the conference became a key meeting for community representatives, policy makers, political leaders and, of course, people living with HIV.

Each edition of the International AIDS Conference effectively impacted the status of the HIV epidemic both in the host country and at the international level. For example, after the International AIDS Conference held in Durban, South Africa, in 2000, in response to the controversial views of the South African Minister of Health some 5,000 scientists around the world signed the "Durban Declaration" to confirm the overwhelming scientific evidence about the nature of the HIV virus. In addition to this, one year after the conference heads of states and government representatives met at the United Nations General Assembly Special Session dedicated to HIV/AIDS and issued the Declaration of Commitment on HIV/AIDS.

The conference also plays an important advocacy role. After the United States banned HIV-positive travelers from entering the country in 1987, conference organizers decided not to hold the meeting in the US. After years of dedicated advocacy, the ban was finally lifted in 2007 and the AIDS 2012, the conference held in Washington, D.C., represented a huge victory for public health and human rights advocates who helped lifting the U.S. government ban for HIV-positive travelers from entering the country. The 19th International AIDS conference in Washington in 2012 was attended by 24.000 participants from 183 countries.

Association Meetings as a Force for Progress in the World: Case Studies

The right to participate at an IAS supported conference is fundamental to ensuring open dialogue between all stakeholders. The IAS encourages debate and dialogue as key elements of participation, among all conference participants including delegates, sponsors, speakers and presenters, researchers and scientists, community representatives, leaders and the media. Peaceful protest has always been and continues to be a key element of participation at the conferences. The IAS endorses freedom of expression as an essential principle in the fight against HIV/AIDS and in promoting full participation in their conferences. The combined efforts of all stakeholders in the public and private sectors and civil society are required to halt and reverse the AIDS pandemic. Activism and advocacy contribute to advancing commitment, policy and practice aimed at ending the epidemic.

The conference is also traditionally attended by international leaders of the caliber of Bill Clinton and Nelson Mandela and philanthropists such as Sir Elton John and Bill Gates. Their presence tremendously helps in keeping HIV and AIDS on the global agenda as well as raising awareness amongst the general public.

The 1988 IAS by-laws included a commitment to organize small specialty conferences and workshops in addition to the large International AIDS Conferences. As a result several IAS supported "side-conferences" erupted throughout the years, such as The IAS Conferences on HIV Pathogenesis, Treatment and Prevention, which attracts 6000-7000 participants from all over the world.

As custodian of the conference, the International AIDS Society (IAS) constantly strives to make the conference as inclusive as possible for all those engaged in the global response to HIV and AIDS, and parts of the conference programme such as the Global Village, open to the general public, and the Youth Programme, ensure that all the different stakeholders can meet to share experiences, best practice and knowledge. Also, the IAS' role as conference secretariat guarantees that the conference programme and planning is consistently implemented. Each meeting is evaluated and findings are analysed to make sure that new creative projects are put into place to improve the quality of the conference in all its aspects. For example, considering the global changes in terms of communications and access to information, we are now implementing our virtual presence on social media to reach to people who, due to financial constraints or other reasons, can't physically attend the conference.

The 20th International AIDS Conference will be held in Melbourne, Australia, in July 2014, expecting 14,000 participants.
http://www.iasociety.org

2. The European Wind Energy Conference
The European Wind Energy Association (EWEA) is the voice of the wind energy industry, actively promoting wind power in Europe and worldwide. It has over 700 members from almost 60 countries, making EWEA the world's largest and most powerful wind energy network. In 1982, EWEA took on the challenge of promoting wind energy and has become the driving force behind the development of a sustainable energy supply. The road to this achievement has been long, and has required a great deal of research, learning and development, as well as a passion for the cause.

During the early years of the Association's life, the wind energy industry as we know it today was still an unrealised ambition. "We had more words than megawatts", was recalled about the first meetings. Today, we have the megawatts. In 2010, when renewables accounted for 41% of all electricity generating capacity installed in the EU, 17% alone was wind power. New EU-wide legislation has set a target of sourcing 20% of all energy from renewable sources by 2020. In the electricity sector, 34% of all consumption should be met by renewables by that same year. Wind power will account for 15% to 18% of all electricity consumption by 2020. In 2012, EWEA celebrated its 30th anniversary. After three decades at the helm of European wind energy policy, EWEA has grown alongside the wind industry, which is now a major player in the energy industry.

Association Meetings as a Force for Progress in the World: Case Studies

In Europe, wind energy's share of power supply has increased from 0.001% to 4%, and European manufacturers continue to dominate the rapidly growing global market. Wind power is indeed one of the biggest European industrial success stories in the past quarter of a century.

The 1st European Wind Energy Conference in Rome in 1985 was attended by 300 delegates. EWEA 2013 in Vienna attracted over 8.500 participants from 64 countries. Occurring once a year in a major European city, the EWEA Annual Event is a major showcase for Europe and the world's widest array of wind industry actors. The conference programme features hundreds of high-quality presentations covering the length and breadth of the wind energy sector, so that participants can learn about the latest technology trends and find out about the opportunities and challenges facing the industry. Attracting thousands of wind energy professionals every year, the exhibition provides an international platform to showcase products and services, and share knowledge in order to advance the worldwide take up of renewable energy.

"At this point in time, key decisions need to be taken that will have enormous impact on our energy future. EWEA will strive to ensure that wind will be the leading technology in transforming the global energy supply structure towards a truly sustainable future, based on unlimited, nonpolluting and competitive renewable technologies. In the 20th century the fight for energy was won by the regions and countries of the world which either hosted or controlled the depleting fuel resources. I am convinced that the battle for energy in the 21st century will be won by those countries and regions which follow a strategy of developing, deploying and exporting renewable energy technology to a world that, a few years from now, cannot afford to live without it." - Christian Kjaer, former CEO, EWEA 2006-2013

For the 18th edition in Barcelona in 2014 some 10.000 participants are expected.
http://www.ewea.org

3. The Pan-African Conference on Malaria

Concern for the escalating emerging infectious diseases in Africa prompted the Fogarty International Center (FIC) to convene meetings in July 1995 and April 1996 in Washington DC to discuss cooperation, collaboration, and funding for health research in Africa. The participants at the meetings were representatives from the National Institutes of Health (NIH), Institut Pasteur, Wellcome Trust, UK Medical Research Council (MRC), Institut National de la Sante et de la Recherche Medicale (INSERM), Institut de Recherche pour le Development (IRD, formerly ORSTOM), European Commission (EC), and African scientists. In order to facilitate the development of concerted efforts, malaria was selected to be the initial focus. The meetings therefore became the spring board for preparations for the malaria stakeholders' conference.

From an attendance of 150 participants in Dakar in 1997, the MIM (Multilateral Initiative on Malaria) Pan-African Conference on Malaria now constitutes the largest malaria gathering in the world totaling over 2500 participants at the Last MIM Pan African Conference in Nairobi in 2009. The strong pull of researchers, program managers, bilateral and multilateral institutions facilitates discussions on malaria research through the sharing of results from findings, innovations and ground breaking research and the forging of new collaborations. In its 14 years history, MIM has scored major success with over 100 awarded competitive grants for research, training and strengthening individuals and institutional capacity as well as providing evidence for policy change especially in the areas of malaria control, drug and insecticide resistance, epidemiology and immunobiology of malaria. MIM/ TDR received and disbursed > 10M US dollars to train >220 graduate level scientist in 33 research institutions in Africa. MIMCom established 27 satellite sites in 14 African countries. MR4 was able to supply reagents for malaria research to 19 African countries and MIMSec has successfully organized 5 MIM Pan African conferences.

Since the first MIM conference in Senegal 1997, the global face of malaria has changed considerably, with malaria elimination now a viable option in many African countries. To highlight this paradigm shift, the the 6th MIM Pan-African Malaria Conference, which will take place in Durban from the 6th to 11th October 2013, is appropriately themed: "Moving towards malaria elimination: Investing in research and control".
http://www.mimalaria.org/eng/

A 50 Year Timeline of ICCA Milestones and Meetings Technology Innovation

Sharing information about international association meetings
The concept of ICCA was first discussed by travel agents Moises Shuster from Mexico and Jean Claude Murat from Paris at the beginning of the 1960s, to take advantage of the then-new phenomenon of international association meetings which were being stimulated by the introduction of commercial jet aircraft, and particularly the potentially lucrative medical meetings field. The unique original idea was to share information between friendly business owners based in different countries to obtain competitive advantage and win a bigger slice of the travel revenue from this fast emerging market.

Global from the start
At a meeting in Paris in 1963, Shuster and Murat together with five other travel agents from four different continents around the world founded the International Congress and Convention Association. Murat stated in an interview in 1985: "We came up with the idea in Mexico, we cleared the idea in Paris, we officialised it in Athens and then we regulated it in The Netherlands, so we were a truly global organisation from the start." Today ICCA has almost 1,000 member companies and organisations in over 90 countries, and 40 staff with 15 different nationalities working out of 6 offices in different regions.

Sharing information about international association meetings for business advantage continues to be the central theme of ICCA's Mission five decades after it was founded on that same principle.

Meetings Technology Innovation
Technology changes in the past five decades have been astonishing. This chronological list of significant milestones with societal technology events and meetings industry innovations. In the early days of ICCA, there was not much technology support except for a few advances in AV equipment, but the increasing impact can be seen in the last few decades.

The following legend defines the categories used in creating this list:
- Major historical event or technological advancement
- Meetings industry innovation
- ICCA milestone
- ICCA event

This timeline combines:
- Milestones of ICCA's 50-year history
- General world history facts
- Technology milestones
- Meetings industry technology milestones

The Meetings Technology facts have kindly been supplied by meeting's industry technology guru Corbin Ball, CMP, CSP* (www.corbinball.com).

For more information, please check our '50 years of ICCA history' interactive timeline and the ICCA event history map.

----

*Corbin Ball, CMP, CSP is a speaker and independent consultant focusing on meetings technology. With 20 years of experience running international citywide technology meetings, he now helps clients worldwide use technology to save time and improve productivity He can be contacted at his extensive web site: www.corbinball.com and followed at: www.twitter.com/corbinball.

A 50 Year Timeline of ICCA Milestones and Meetings Technology Innovation

The 1960's

1962

- The Kodak Carousel slide projector was introduced.
- The concept of ICCA was first discussed in 1962 at the ASTA Convention in Mexico by travel agents Moises Shuster from Mexico and Jean Claude Murat from Paris.

1963

- Bell Telephone introduces the push button telephone November 18, 1963.
- The first instant replay is shown on TV.
- 1ST ICCA President: Moises Shuster.
- Martin Luther King's "I have a dream" speech.
- The seven ICCA founders: Moises Shuster and Jean Claude together involved five other travel agents from other regions of the world in their discussions, and the International Congress and Convention Association was duly founded in Paris. Jean Claude Murat, Gilbert Garber, Moises Shuster, Michaeli Bessano, Bernard Wijnberg, Simon Katz, Georges van der Steeland and Willy Wenko were the founders of ICCA.
- PARIS, FRANCE: 1st ICCA Congress, attendance: 7.
- ROTTERDAM, THE NETHERLANDS: 2nd ICCA Congress, attendance: 18. Free of charge.

1964

- IBM introduces its System/360, the first of its computers to use interchangeable software and peripheral equipment.
- The electret microphone was invented offering greater reliability, higher precision, lower cost, and a smaller size. It revolutionized the microphone industry, with currently almost one billion manufactured each year.
- AT&T introduces Picturephone at the World's Fair, New York.
- JEAN CLAUDE MURAT: 2nd president, France, 1964 – 1968.
- ATHENS, GREECE: 3rd ICCA Congress, attendance: 15.

1965

- Gordon Moore makes an observation in an April 19, 1965 paper that later becomes widely known as Moore's Law.
- MEXICO CITY, MEXICO: 4th ICCA Congress, attendance: 35. First charged ICCA Congress.
- Membership steadily increased and the first ICCA logo was designed.

1966

- TEL AVIV, ISRAEL: 5th ICCA Congress, attendance: not available.

1967

- IBM creates the first floppy disk.
- First human heart transplant was performed.
- On the 13 Oct 1967 the first bylaws of ICCA (in Dutch) were signed.
- NICE, FRANCE: 6th ICCA Congress, attendance: not available.

1968

- Intel Corporation is founded by Robert Noyce and Gordon Moore.
- Membership fee was introduced: 300 USD a year.
- Early experiments with liquid crystals to generate a video image were done by John A. van Raalte at the RCA-Laboratories in 1968.
- MOISES SHUSTER: Mexico, 3rd president 1968 - 1972.
- RIO DE JANEIRO, BRAZIL: 7th ICCA Congress, attendance: not available.
- JEAN CLAUDE MURAT: Unanimously elected as honorary president for life.

1969

- The Apollo 11 space craft lands on the moon and Neil Armstrong becomes the first human to walk on the moon.
- The first U.S. bank ATM went into service at 9:00am on September 2, 1969.
- Woodstock Festival
- 76 MEMBERS: By now there were 76 member companies, including the first "Ancillary Services" member, the car rental company Avis.
- ICCA established its first official Head Office in The Hague
- BUDAPEST, HUNGARY: 8th ICCA Congress, attendance: 85

A 50 Year Timeline of ICCA Milestones and Meetings Technology Innovation

The 1970's

1970

- ABIDJAN, IVORY COAST: 9th ICCA Congress, attendance: 78.

1971

- The first laser printer is developed at Xerox PARC.
- Ericsson demonstrates the first trans-Atlantic video telephone (LME) call
- LISBON, PORTUGAL: 10th ICCA Congress, attendance: 67
- ICCA continued to grow, and the very first geographical Chapter was set up covering Latin America.
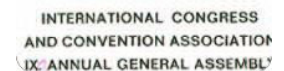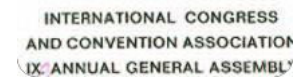
1972

- Giant screen projection TV is first marketed.
- Membership now passed 160 companies from 41 countries, and a major restructuring of the association into eight Categories was approved at the annual General Assembly in Paris.
- Since 1972 ICCA's research department 'ICCA Data' has assembled information on the meetings of international associations taking place all over the world. The structure of this database perfectly suits the marketing information needs of suppliers (members) in the international meeting business.
- GILBERT GARBER: U.S.A., 4th president 1972 – 1976
- PARIS, FRANCE: 11th ICCA Congress, attendance: 92
- MPI was formed.

1973

- John E Moreu was appointed as the first full-time, salaried Executive Director.
- MANILA, PHILIPPINES: 12th ICCA Congress, attendance: 83
- ICCA's Head Office moved from The Hague to Amsterdam, the city where ICCA continues to be located today.
- The Society of Incentive & Travel Executives (SITE) was founded.

1974

- Intel's improved microprocessor chip is introduced April 1, 1974, the 8080 becomes a standard in the computer industry.
- The first semi-automated information system was introduced, making the sharing of ICCA data much simpler. Regular paper "bulletins" were sent to members with the latest information about specific international association meetings.
- BERLIN, GERMANY: 13th ICCA Congress, attendance: 195

1975

- Bill Gates and Paul Allen Establish Microsoft April 4, 1975.
- RIO DE JANEIRO, BRAZIL: 14th ICCA Congress, attendance: 162

1976

- Steve Wozniak designs the first Apple, the Apple I computer in 1976, later Wozniak and Steve Jobs co-found Apple Computers on April Fools day.
- Sony introduces Betamax, the first home video cassette recorder.
- ALWIN ZECHA: Hong Kong, 5th ICCA president 1976 – 1980
- MONTE CARLO, MONACO: 15th ICCA Congress, attendance: 294

1977

- Apple Computers Apple II, the first personal computer with color graphics is demonstrated.
- ICCA joined the Information Revolution with the setting up of its first computerised database, a massive investment and commitment at that time for a relatively small trade association.
- SINGAPORE, SINGAPORE: 16th ICCA Congress, attendance: 230
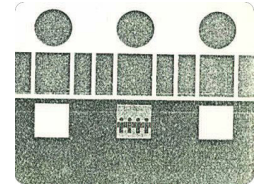
1978

- The 5.25-inch floppy disk becomes an industry standard.
- MADEIRA, PORTUGAL: 17th ICCA Congress, attendance: 266

1979

- Hayes markets its first modem that becomes the industry standard for modems.
- CompuServe becomes the first commercial online service offering dial-up connection to anyone September 24, 1979.
- First cellular phone communication network started in Japan
- ACAPULCO, MEXICO: 18th ICCA Congress, attendance: 263
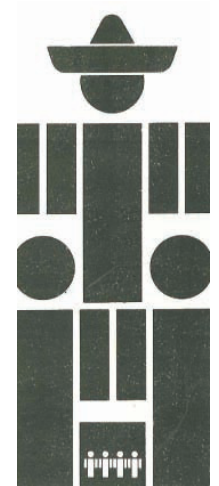
A 50 Year Timeline of ICCA Milestones and Meetings Technology Innovation

The 1980's

1980

- Sony Walkman invented.
- Several registration companies (Galaxy Information Services, CompuSystems, and Registration Control Systems) offer basic computerized badge production and lead retrieval (via embossed plastic "credit" cards) to the trade show industry. Before these cards, exhibitors wrote down attendees' badge numbers, which was later matched to the contact information.
- Galaxy provides the first computerized on-site registration.
- Ray Shaw of Intermedia in Brisbane Australia imported U.S. computer components to build a CP/M computer. He wrote "Camputer" which lead to Version 1 of EVENTS which eventually became Amlink. A 400-person conference was run on Events V1 during the year. The original program was a flat database, produced nametags, rooming lists, reports and confirmation letters. It took about a week to set up the software for each conference.
- ERNST STOCK: Austria, 6th president 1980 - 1986. Major changes in the ICCA by-laws occurred.
- VIENNA, AUSTRIA: 19th ICCA Congress, attendance: not available
- SITE launches its Certified Incentive Travel Executive designation, which incentive industry professionals can earn for demonstrating knowledge and experience in the field.

1981

- IBM releases the first personal computer
- First laptop computers sold to public.
- MeetingPro, the first database software for the meeting industry, is released for continuing medical education events, enabling personalized confirmation letters, big-print name badges, accurate attendance lists, and basic market tracking. This product was later renamed as PeopleWare
- NHK demonstrates HDTV with 1,125 lines of resolution.
- SALT LAKE CITY, U.S.A.: 20th ICCA Congress, attendance: 207
- Charles Williams, general manager of Sterling Forest Conference Center in Tuxedo, N.Y., launches the International Association of of Conference Centers, with 22 member conference centers in the United States and one in Canada. It currently has 235 conference center members in North America and 70 in other parts of the world.

1982

- The TIME magazine nominates the personal computer as the "machine [person] of the year"; the first non-human ever nominated.
- Compression Labs begins selling US$250,000 video conference systems with US$1,000 per hour line charges.
- The first CD's (Compact Disc), an optical disc to store data, became widely distributed.
- ICCA has 264 members from 64 countries
- TORREMOLINOS, SPAIN: 21st ICCA Congress, attendance: not available.
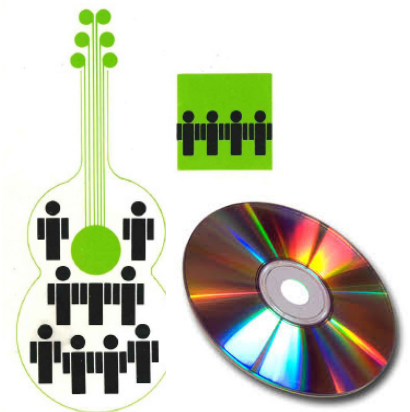
1983

- Eric Orkin launches Delphi Management Systems, the first comprehensive meetings and group sales, marketing, and catering software for the hospitality industry. It became Newmarket Software in 1985.
- Events V2 (which eventually became Amlink) was rewritten in PL1. This reduced the customization time to less than a day per event. This was run on a 24-user MP/M computer which connected to a Compugraphic typesetter to produce abstract books, conference publications etc.
- COLOMBO, SRI LANKA: 22nd ICCA Congress, attendance: 193

1984

- Galaxy ran 120 tradeshow registration workstations from a single microcomputer built by Digital Systems Corporation.
- Events V3 (which eventually became Amlink) was demonstrated a Technicongress in Paris. This was the first meeting planning software suite seen in Europe.
- Apple releases the Macintosh Computer, the first widely produced computer with a mouse and a graphical user interface.
- MUNICH, GERMANY: 23rd ICCA Congress, attendance: not available

1985

- Microsoft releases Windows 1.0 in is initially sold for $100.
- The first internet domain name symbolics.com is registered by Symbolics.
- The first badge making software, PCNametag, is introduced at MeetingWorld in New York. Using a dot-matrix printer, it could produce 120 badges per hour.
- The Schengen Agreement is signed in Schengen, Luxembourg.
- Five of the ten member states of the European Economic Community signed the agreement: Belgium, France, Germany, Luxembourg and The Netherlands.
- BANGKOK, THAILAND: 24th ICCA Congress, attendance: 250
- The Convention Industry Council (known as the Convention Liaison Council until 2000) launches the Certified Meeting Professional program.
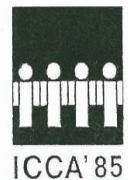
1986

- The first IBM PC virus in the wild was a boot sector virus call Brain.
- MeetingMatrix, the first room diagramming software created and released.
- FRED WAKEFIELD: U. K., 7th president 1986 – 1990
- ATHENS, GREECE: 25th ICCA Congress, attendance: 340

1987

- PowerPoint 1 (originally called Presenter) is released. It provided only black-and-white images, had only one transition, and ran only on Macs.
- ALBUQUERQUE, U.S.A.: 26th ICCA Congress attendance: 310

1988

- 1D barcodes emerge as the first generation of paper-based automated lead systems for tradeshows.
- Sixteen hotel chains contribute $100,000 each to fund a startup company, The Hotel Industry Switch Co., to electronically link the global distribution system companies, such as Sabre, with hotels' computerized reservation systems.
- MANILA, PHILIPPINES: 27th ICCA Congress, attendance: 350

1989

- The number of computers in use worldwide reaches 100 million units.
- PCNametag and LasersEdge develop software for laser-printer badges.
- The fall of the Berlin wall which divided Germany into east and west for 28 years.
- CAIRO, EGYPT: 28th ICCA Congress, attendance: 380

A 50 Year Timeline of ICCA Milestones and Meetings Technology Innovation

The 1990's

1990

- Tim Berners-Lee invents the World Wide Web.
- As the 8th ICCA president Jacqueline Pietri from France was as well elected the first female ICCA president 1990 - 1994.
- ADELAIDE, AUSTRALIA: 29th ICCA Congress, attendance: 290
- MPI reaches its 10,000 member milestone.
- Broadcast Music Inc. and the American Society of Composers, Authors and Publishers begin enforcing music licensing copyright law on the meetings industry.

1991

- School Home Office Products Association is the first group to use smart cards (plastic cards with integrated computer chips) for lead retrieval at its trade show.
- AMSTERDAM, THE NETHERLANDS: 30th ICCA Congress, attendance: 442

1992

- TAIPEI, CHINESE TAIPEI: 31st ICCA Congress, attendance: 320
- The Americans with Disabilities Act goes into effect, prohibiting discrimination against disabled persons. Meetings professionals and facility operators must assume responsibility for accessibility at meetings and events

1993

- At the start of 1993, the web had a total of 130 sites.
- America Online and Delphi started to connect their proprietary email systems to the internet, beginning the large scale adoption of internet email as a global standard.
- Apple computer introduced the first PDA (personal digital assistant) called the Newton.
- The European Union was established.
- ISTANBUL, TURKEY: 32nd ICCA Congress, attendance: 420

1994

- Laurence Canter sent the first spam e-mail creating a huge uproar in the internet community. As a result, Canter lost his job, and his Internet service provider cancelled his subscription.
- Registration Control Systems and Galaxy provide magnetic stripe cards for trade show lead retrieval.
- PIETER A. VAN DER HOEVEN: Australia, 9th president 1994 – 1998
- BALI, INDONESIA: 33rd ICCA Congress, attendance: 411

1995

- Conferon (now Experient) creates the first comprehensive searchable meeting facilities online database and RFP (request for proposal) engine.
- Reed's InterMedia trade show is the first to use two-dimensional barcode paper-based lead badges, allowing exhibitors to extract full contact information directly from a badge.
- Holiday Inn opened the first hotel Web site with online purchasing of sleeping rooms.
- The first online meeting-registration tools emerge — all hand-coded by programmers.
- Microsoft NetMeeting is released with Windows95, allowing people to use their computer to "meet" and work together from remote locations.
- New ICCA logo: 1995-2002
- VALLETTA, MALTA: 34th ICCA Congress, attendance: 400
- MAASTRICHT, THE NETHERLANDS: 1st ICCRM, venue: Maastricht Exhibition & Congress Centre (MECC) attendance: 70
- MPI initiates the Certification in Meeting Management program: an advanced-level designation for meeting professionals focused on executive decision-making.
- The Association of Destination Management Executives is formed.

1996

- The San Francisco Miyako Hotel provided the first online request for proposal
- Cardinal Communications creates the Meeting Industry Mall, the first Web-based interactive meeting industry portal. From this grew the MIMlist, the first listserv for meeting professionals.
- 1st ICCAWORLD homepage
- RIO DE JANEIRO, BRAZIL: 35th ICCA Congress, attendance: 450
- GRAZ, AUSTRIA: 2nd ICCRM, venue: Messe Congress Graz, attendance: 83
- MPI reaches a milestone of 14,000 members. It launches it's website www.mpiweb.org

1996/1997

- Most of the major hotel corporations and meeting industry associations developed web sites.
- The first template-based meeting registration tool is released by RegWeb by Cardinal Communications. This allowed planners to set up semi-customized registration pages without a web designer. This is the precursor to the thousands of meeting industry application service providers to follow.

1997

- ICCA establishes the Best Marketing Award.
- ICCA renamed its annual most important event as the "ICCA Congress", and encouraged industry leaders from outside the membership to attend a much more comprehensive strategic education programme.
- INNSBRUCK, AUSTRIA: 36th ICCA Congress, attendance: 503
- The Corporate Database existed from 1997 until 2007
- TORINO, ITALY: 3rd ICCRM, venue: Lingotto Conference Centre, attendance: 83
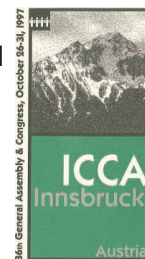
1998

- Google is recognized as one of the "Top 100 Websites" by PC Magazine.
- Lee Travel provided the first generation of an online integrated housing, registration, and air-booking product that incorporates zone fares.
- The first Open Source Summit event was held. This event significantly boosted the idea of free, publically developed (open-source) software.
- The first regional office in Malaysia, Kuala Lumpur was opened.
- TUULA LINDBERG: Finland, 10th president 1998 – 2002
- TOKYO, JAPAN: 37th ICCA Congress, attendance: 588
- LISBON, PORTUGAL: 4th ICCRM, venue: Hotel Alfa Lisboa, attendance: 84

1999

- Several pundits predict total a computer system collapse because of the Y2K bug (the inability of older computers to distinguish between the year 1900 and the year 2000). Almost no problems are encountered in the New Year, but fears lead to major system upgrades throughout the global corporate environment.
- HotDatesHotRates.com became one of the first websites to offer hotel meeting space and sleeping rooms at short notice and at discounted rates.
- September 1999 - seeUthere.com launched one of the event planning application service provider (ASP) products (renting web-based applications versus software installed directly onto a computer), with online credit card acceptance for registration fees. Evite.com at about the same time launched a consumer-oriented site, which was eventually purchased by Ticketmaster.
- The representative office for North America was established.
- LISBON, PORTUGAL: 38th ICCA Congress, attendance: 586
- WARSAW, POLAND: 5th ICCRM, venue: Warsaw Marriott Hotel, attendance: 84

A 50 Year Timeline of ICCA Milestones and Meetings Technology Innovation

The 2000's

2000

- Sixty percent of U.S. households own at least one computer.
- The LoveBug virus infects 2.5 million PCs and causes an estimated $8.7 billion in damage.
- Application service providers (ASPs) explode onto the meeting planning scene.
- The first virtual trade show, ExpoExchange, is held.
- SpotMe presented its mobile networking device in London, allowing attendees to see pictures and contact information of people standing within 30 feet (10 meters). Session information, audience polling, surveys, attendee lists and more were later added.
- APEX (Accepted Practice Exchange) initiative is started by the Convention Industry Council.
- HONG KONG, CHINA-P.R.: 39th ICCA Congress, attendance: 510
- DÜSSELDORF, GERMANY: 6th ICCRM, venue: Duesseldorf Congress Veranstaltungsgesellschaft, attendance: 83

2001

- A series of four coordinated terrorist attacks launched by the Islamic terrorist group al-Qaeda upon the United States in New York City and the Washington, D.C. metropolitan area took place on September 11th. The meeting and travel industries intensify their security focus.
- Apple released the iPod, which became the most popular MP3 player in history leading to a disruptive and sweeping change in the music industry.
- Wikipedia, the largest and most popular general reference site on the web was launched.
- Use of online meeting and collaboration tools such as WebEx and PlaceWare (now Windows LiveMeeting) spiked after September 11 terrorist attack in New York.
- SeeUthere.com and TRX ResAssist offer the first online, real-time group air-booking products.
- StarCite offers the first Web-based, two-way, real-time RFP tool for meeting space and rooms.
- The regional office for Latin America was opened in Montevideo.
- BRIJUNI, CROATIA: 7th ICCRM, venue: Hotel Neptun-Istra, attendance: 72
- CANCUN, MEXICO: 40th ICCA Congress, attendance: 372. Attendence was lower than average due to the impact of 9/11.

2002

- Hyatt rolled out E-mmediate Meetings, an online meeting-booking tool designed for small meetings. From this came E-mmediate Response, the first real-time, two-way connection between an RFP site (in this case StarCite) and a hotel sales system.
- Web-based business meetings matchmaking programs are developed. These programs assisted attendees to find people of similar interests at meetings. These were the meeting industry precursors to Facebook and other social media sites.
- New ICCA logo: 2002- now
- CRETE, GREECE: 8th ICCRM, venue: Capsis Beach Resort & Conference Center, attendance: 80
- 600 ICCA members from 74 countries
- CHRISTIAN MUTSCHLECHNER: Austria, 11th president 2002 – 2006
- COPENHAGEN, DENMARK AND MÄLMO, SWEDEN: 41st ICCA Congress, attendance: 657
- On January 1, the long awaited switch to the Euro takes place in 12 European countries. At that time, the exchange rate is .87 USD for 1 EUR.
- IMEX, the Worldwide Exhibition for Incentive Travel, Worldwide Meetings and Events, is launched in May in Frankfurt, Germany, by Ray Bloom, founder of EIBTM, the European Incentive & Business Travel & Meetings Exhibition, which he had sold several years before.

2003

- Intel incorporated Wi-Fi (wireless internet receiving capability) in their Centrino chip opening a floodgate of wireless internet adoption in the next few years.
- Intellibadge was the first to use RFID (radio frequency identification) to track attendee movements in the exhibit hall and meeting rooms for IEEE meetings.
- The first product from APEX (the online glossary - http://glossary.conventionindustry.org/) was delivered. Many more products (voluntary standards) were later released including meeting history standards, site profile, requests for proposals, housing/registration, and green meetings.
- ICCA launches Association Database Online
- ICCA Intelligence is ICCA's free of charge e-newsletter which is published 5 times per year and has been especially created to assist International Associations in the organisation of better events.
- BUSAN, REPUBLIC OF KOREA: 42nd ICCA Congress, attendance: 496
- LIVERPOOL, UNITED KINGDOM: 9th ICCRM, venue: Holiday Inn Liverpool City Centre, attendance: 75
- Outbreaks of SARS in parts of Asia and Toronto, followed by a World Health Organization advisory against nonessential travel to Toronto, create a wave of canceled meetings and force many companies to re-think their meeting contracts.
- The Green Meeting Industry Council is launched to promote environmentally responsible meeting management practices. The council will provide education and resources for meeting

2004

- Google indexed more than 8 billion pages on the web.
- Facebook (limited to Harvard students only) started this year.
- Online bookings for Hilton Hotel exceeded those of their call centers for the first time.
- Sumatra–Andaman earthquake in the Indian Ocean: Over 230,000 people killed in 14 countries
- 1ST ICCA Statistics: 1995- 2005, 2nd: 1993-2005
- The first ICCA "report" was issued, covering countries and city rankings based on the number of events from 1995-2004. The second report covered a greater time span: from 1993-2005. Companies became aware of the statistics and began sharing information. We now have a steady and growing stream of information from our members. A few years ago the "red button" was introduced, which allows members to easily share information with ICCA.
- Nobel Peace Prize winner Archbishop Emeritus Desmond Tutu's speaks at ICCA Congress.
- MOISES SHUSTER AWARD: Paul Flackett
- CAPE TOWN, SOUTH AFRICA: 43rd ICCA Congress, attendance: 654
- VIENNA, AUSTRIA: 10th ICCRM, venue: InterContinental Wien, attendance: 90

2005

- YouTube was launched and has since grown to one of the most popular sites on the web.
- The two oldest meeting planning software firms (Peopleware and Amlink) merge under the Amlink name.
- THE ICCA Business Exchange integrated online in the Association Database
- ICCA's Association Database has always been about sharing commercial information about recent hosted events. The new ICCA Member Event Insider-functionality further facilitates and personalises this information exchange.
- Hurricane Katrina, one of the five deadliest hurricanes, killed at least 1,836 people.
- ICCA starts to issue a period (10 years) report annually.
- MONTEVIDEO, URUGUAY: 44th ICCA Congress, attendance: 415
- SEVILLA, SPAIN: 11th ICCRM, venue: Alcora Hotel, attendance: 124

A 50 Year Timeline of ICCA Milestones and Meetings Technology Innovation

The 2000's continued

2006

- Twitter, the micro blogging site, launched - allowing 140 characters maximum per message.
- Web 2.0 technology (later to be called social media) started to be used by the meetings industry including blogs, video blogs, and wikis (interactive web sites).
- The two largest meetings consolidation technology vendors, OnVantage (a merger of PlanSoft and SeeUThere) and StarCite (a merger of StarCite, b-There and RegWeb) merge.
- Mobile phone technology providers such as LogOn develop products for meetings including a variety tools such as product directories, networking functions, schedules, and audience voting via standard cell phones.
- The ICCA Press Database is introduced as an online searchable database of the leading media (magazines, websites, e-newsletters) and freelancers in the international meetings industry.
- RHODES, GREECE: 45th ICCA Congress, attendance: 811
- The Destination Comparison Report was introduced as tailor-made Excel reports in 2006 and were available as online reports since 2010.
- LEIGH HARRY: Australia, 12th president 2006 – 2010
- A new governance structure was introduced with eight Categories reduced to five Sectors, and new Board representative positions created for five geographical regions.
- ANTALYA, TURKEY: 12th ICCRM, venue: Maritim Pine Beach Resort &

2007

- Apple introduces the iPhone in June revolutionizing the mobile phone industry.
- Google releases GoogleDocs providing free web-based spreadsheets and word processing tools.
- The ICCA Head Office moved to the current office building: Toren A, De Entree 57, 1101 BH Amsterdam, The Netherlands.
- The Asia Pacific office moved into new premises in Malaysia
- PATTAYA, THAILAND: 46th ICCA Congress, attendance: 814
- Change of name from ICCRM (ICCA Congress & Convention Researchers Meeting) to IRSMP (ICCA Research, Sales & Marketing Programme)
- DUBLIN, IRELAND: 1st ICCA RSMP, venue: Citywest Hotel Conference Leisure and Golf Resort, attendance: 136

2008

- Amlink merged with Certain Software.
- Active Networks acquired two major online registration companies: RegOnline and WindgateWeb.
- MOISES SHUSTER AWARD ICCA president Arnaldo Nardone
- VICTORIA, CANADA: 47th ICCA Congress, attendance: 734
- PAPHOS, CYPRUS 2nd ICCA RSMP, venue: InterContinental Aphrodite Hills Resort, attendance: 108

2009

- Digital television became the broadcast standard in the U.S. and other parts of the world.
- The Digital Clipping Service is an extension of the ICCA Public Relations Kit and is freely available to all ICCA members. It includes theOnline News Monitoring tool powered by Meltwater News, tracking over 115,000 sources from over 190 countries and in 100 languages in real-time and keeps track of your media coverage and improve your PR efforts with the ICCA PR Kit.
- FLORENCE, ITALY: 48th ICCA Congress, attendance: 982
- ICCA, IMEX and Fast Future on the Future of Meetings, Venues and Meeting Destinations launch the ground breaking global study, 'The Future of Meetings, Venues and Meeting Destinations.'
- The link to the Union of International Associations was implemented.
- MALAGA, SPAIN: 3rd ICCA RSMP, venue: Barceló Málaga, attendance: 114

2010

- Apple introduced the iPad, another revolution in portable "tablet" computing.
- There are 4.7 billion mobile phone subscriptions (2 out of every 3 people on the planet).
- Skype provided high-definition video conferencing. This gave planners the ability to stream good quality video signal for free at events.
- Mobile apps specifically for events and tradeshows saw explosive growth with hundreds of new companies providing services.
- MOISES SHUSTER AWARD Christian Mutschlechner
- HYDERABAD, INDIA: 49th ICCA Congress, attendance: 715
- A series of political uprisings occur in the Middle East. These demonstrations are coined as the "Arab Spring." Social networks are cited as mobilization tactics for these demonstrations.
- VILNIUS, LITHUANIA: 4th ICCA RSMP, venue: Radisson Blu Hotel Lietuva, attendance: 132

2011

- More than 5.6 million iPhone apps are downloaded daily.
- There are more than 800 million Facebook users (more than 1 in 10 on the planet).
- FutureWatch 2011 Survey and others indicate that more than 80% of meeting professionals use smartphones and other mobile devices in their jobs. Yet, relatively few planners (9%) have used mobile applications yet for their own meetings.
- The Fukushima Daiichi nuclear disaster occurs in Japan.
- LEIPZIG, GERMANY: 50th ICCA Congress, attendance: 1000. For the first time in the ICCA history, the number of participants at the annual Congress reached a thousand participants.
- MOISES SHUSTER AWARD Tom Hulton
- GDANSK, POLAND: 5th ICCA RSMP, venue: Hotel Mercure Hevelius Gdansk, attendance: 110

2012

- Tablet computers become the fasted adopted technology hardware in history.
- Active Networks acquired StarCite.
- ICCA has more than 900 members from 86 countries
- 25 years of CAT Publications, supporting ICCA and sponsoring CAT Night at the annual ICCA Congress.
- During the ICCA Member Networking Reception at the 10th edition of IMEX in Frankfurt in 2012, ICCA and IMEX celebrated 10 years of partnership.
- SAN JUAN, PUERTO RICO: 51st ICCA Congress, attendance: 700
- BREGENZ, AUSTRIA: 6th ICCA RSMP, venue: Bregenz Festival House, attendance: 150

2013

- SHANGHAI, CHINA-P.R.: 52nd ICCA Congress, attendance: not yet available
- AMSTERDAM, THE NETHERLANDS: 7th ICCA RSMP, venue: Amsterdam RAI, attendance: 155

2014/15/16

- 2014: ANTALYA, TURKEY: 53rd ICCA Congress
- 2015: BUENOS AIRES, ARGENTINA: 54th ICCA Congress
- 2016: KUCHING, MALAYSIA: 55th ICCA Congress

So, what are we missing?
As diligent as we tried to be while compiling this timeline, we understand the likelihood of us missing important facts. Send your meeting industry milestones to mathijs@icca.nl and we'll publish them in future issues.

50 Years of Association Meetings in Germany

By Anja Wagner (TagungsWirtschaft)

tagungswirtschaft

tw

Half a century ago technology might not have been as advanced at it is today, and there were far fewer convention centres, but there was a powerful need to interact. A success story.

For seven years Germany has held the top spot in the ICCA rankings in Europe and second place internationally, behind the United States. But the way to the top was arduous. Fifty years ago the ICCA statistics recorded just 221 association meetings in Germany. In 2011 there were 5,557.
There has been a dramatic surge in the number of venues in the country. Whereas in 1963 only one university was available for meetings, today there are 536. Plus roughly 600 hotels, another 600 conference centres and almost 300 other venues, so that ICCA's research now reveals somewhere in the region of 2,000 meeting places in Germany. In its annual Meeting und EventBarometer the GCB German Convention Bureau states that associations in Germany stage their events mainly in conference hotels (47.5 %). Convention centres also play a prominent part (37.6 %), whereas associations make less use of special event venues (14.9 %) than other organisers.

The ICCA statistics have traditionally placed the sectors medicine and science at the meetings forefront, followed by industry and technology. Here, too, the figures have risen many times over in each segment: from 108 to 1,190 in the medical department, from von 114 to 918 in scientific meetings, from 56 to 440 in industry and from 49 to 800 in technology.
In terms of host city rankings, the top three have always been Munich, Berlin and Hamburg – in that order until, in the 1980s Berlin overtook Munich to capture first place. Over the years Berlin has extended its lead massively. Whereas 30 years ago the three cities were roughly on a par, today twice as many events are held in Berlin as in Munich and Hamburg together (1,371 against 558 and 224).

The concentration of meetings in Berlin has been driven largely by the increase in the number of associations as a whole and their preference for the capital as their headquarters since German reunification in 1990. According to official data from the German Society for Association Management (DGVM) and the Deutsches Verbände Forum (verbaende.com), the portal of German associations, there are currently some 15,000 associations in Germany, including chambers of

industry and commerce, guilds and other public corporations. Roughly 8,500 associations have offices run by a full-time staff. At the end of 2011 around 1,500 associations had main or branch offices in the German capital. Ten years ago there were only about 10,000 associations in total, meaning that since 1992 their number has soared 50 %. Half the associations devote their activities to labour and business/economics. The second largest group, with a share of 20 %, is health and social affairs. Education and science, and leisure and culture each make up around 10 %.

Berlin has a long meetings tradition. Messe Berlin's international exhibition and convention activities date back to 1822. But it is since reunification that the city has experienced really headlong growth. Thanks to its universities Berlin is a focus of science and research, predominantly in the medical sector. The Charité numbers among Europe's biggest university clinics. "Doctors and scientists here are engaged in world-class research, healing and teaching. Half the German Nobel Laureates in medicine or physiology are Charité alumni. That is an important reason for the large number of medical association gatherings in the city," says Messe Berlin. "The infrastructure vital to congresses is in abundant supply, of high quality and offers extremely good value for money. No other European city possesses such density of affordable accommodation in the three-, four- and five-star segments. Airports, hotels, meeting venues and cultural highlights are linked superbly by the local public transport network."

The diversity of the arts and culture sector is another instrumental factor in the choice of location. "What other city can boast three opera houses, a variety of symphony orchestras and so many world-renowned museums? The alternative scene also has its attractions for our clients, with delegates repeatedly waxing enthusiastic over Berlin's much vaunted nightlife and cultural life once their meetings are over."

The ICC Berlin is one of Europe's biggest and most spectacular convention buildings, and the sales and project management team active there for the past 35 years caters to national and international clients' ever-more challenging wishes and requirements to their full satisfaction (capturing the IAPCO Award 2010 in recognition).

Prompted by the steady increase in demand for meeting capacities and the need to modernise and redevelop the ICC Berlin, in 2012 Messe Berlin began work on construction of the CityCube Berlin. The multipurpose convention and event venue is tasked with consolidating and building further on Berlin's leading position. Although still under construction, already the CityCube's inaugural year 2014 is almost fully booked, and very few free slots remain for the following year 2015. Germany's second major association meetings host city, Munich, has for the past 15 years operated a conference centre – the ICM Internationales Congress Center München – meeting the standards expected of major international conventions. Seating capacities are available for more than 6,000 people, and the facility has 8,000 m² of its own exhibition space built onto the exhibition site. As a result, the ICM successfully won bids for three of the five biggest medical congresses within just a few years. Today the ICM ranks among the top venues for international association meetings in Europe.

"Close cooperation with associations is enormously important for the ICM. Ever since it opened, national and international federations and associations and their events have formed one of its core client groups. Industry associations and major scientific and medical societies enjoy coming to the ICM and Munich. And for us as a congress centre, association meetings and congresses represent robust capacity utilisation and planning reliability, given their generally long-term planning horizon," is the message from Munich. "Unlike 15 years ago, organisers don't decide on a congress centre or meeting venue alone, they also opt for a destination. Munich scores in pitches with attractive and creative packages such as our city marketing initiative. All the players in Munich's meetings industry pull together when competing for association meetings and congresses."

For many years now, Hamburg has also been well equipped for big-ticket events. "This year the CCH Hamburg celebrates its 40th anniversary. Having opened its doors (to the world) on April 13, 1973 as the first and biggest purpose-built congress centre in Germany, it was only logical for the CCH to join ICCA a year later," says Edgar Hirt, Senior Vice President Conventions and Events at Hamburg Messe und Congress. "This 39-year membership has undoubtedly played a huge part in the CCH's success story. Over the past 40 years more than 130 international congresses have chosen Hamburg and the CCH as their hosts. The CCH can therefore confidently claim to have played a part in building up the now 50 year-old ICCA database. Of course, the CCH's ICCA membership wasn't the only guarantee of success. Memberships in our interest communities and associations call for constant active commitment to the cause, and that can only be achieved with the personal, years-long dedication of the people responsible. These are the much-celebrated networks people are always talking about."

Of course Germany has far more locations to offer than the top three. Another outstanding performer has been the ICS in Stuttgart, for example. Fifty years ago the city hosted a scant six events, by 2011 the number had soared to 104. ICS Vice President Division Director, Guest Events, Stefan Lohnert, explains: "It is a fact that until the ICS opened in 2007 Stuttgart was able to attract the odd association congress, but we were restricted in terms of room capacities. In 2006 I took over management of the ICS, and with it the responsibility for sales, from Claus Bühnert. There had, of course, already been lots of pitches and expressions of interest from associations, but you could sense (and got to hear) that people did not yet have full confidence in our expertise and performance in all parameters – and by 'our' I mean the entire destination Stuttgart. Then in 2006 we managed to sign up a client with a large volume order, and from then on we made inroads into this market step by step. In 2012 we notched up six large stand-alone association congresses in the ICS, which represented the maximum possible, given [exhibition company] Messe Stuttgart's gratifyingly full calendar of events."

Looking back over half a century, it emerges that while some things in the meetings sector have remained unchanged, others have undergone powerful development. In a Journal of the Union of International Associations (UIA) dated 1959, for example, Th. Henrichs from the company Philips in Hamburg describes the situation: "A mere 50 years ago [i.e. at the beginning of the 20th century, Ed.] implementing meetings of this kind was extremely difficult and time-consuming in the absence of the technical prerequisites for rapid translation of the speeches and panel discussions. For more than 20 years Philips has placed electroacoustic technology in the service of understanding between peoples; with the aid of microphones and amplifiers it is possible to translate the spoken word directly and simultaneously into different foreign tongues and to make it audible to delegates in their own language."

In the same edition of the journal, transport manager K. F. Schweig, secretary general of the congress of international congress organisers and technicians, comments: "No one would presumably argue that international congresses must consist purely of scientific and academic meetings. How often, indeed, is it the social framework of a congress that sets the right mood, without which the informal initiation of personal contacts or an amicable exchange of ideas and opinions would be quite inconceivable. When, after strenuous consultations, speeches, discussions and demonstrations, the delegates gather together to enjoy a celebration in a festively decorated room or in an historical setting, it is primarily the guests from abroad who add a special lustre to the company. Anyone who takes a different view of such conventional courtesy, which has become an established rule at all congresses and conferences for many years now, will never quite grasp the spirit and purpose of international gatherings. [...] Organisers should, however, do their utmost to avoid overburdening congresses with social functions, sightseeing and tours that stand in the way of the actual purpose of the congress and cast doubt on its ultimate success. Viewed in this light, the arrangement of social programmes is one of the congress organiser's foremost assignments."

Dr Hans-Joachim Mürau, President of the German Society for Association Management (DGVM), Bonn, can draw on more than 30 years' experience of association work, inter alia as chief general manager of several federal associations in the food industry. From what he has observed, association meetings used to contain a stronger social element than they do today. More of a company's employees took part, even bringing their families along – something that is now rare. A second big change: "People had more time, three-day meetings were the rule. People took the time to get to know one another, not merely to 'network', as we would say today. That's quite different. Then it was all about solidarity and trust, which takes time. And associations were the only ones able to organise something like that. Delegates' cost-benefit awareness wasn't so highly developed."

But he sees light on the horizon: "People are feeling a need for close personal engagement again. Video conferences and social web forums are simply not enough. And organisers are opting more often again for smaller locations outside the big cities. Lots of associations are now celebrating their 50th or 60th anniversaries in Germany, reflecting on their roots and inviting delegates back to their place of origin. That has far greater appeal than a get-together in a big, anonymous building." Mürau also sees room for improvement in meeting formats: "There's too much concentration on

providing information. After a couple of days your head's in a spin. It would be much better to have more time to reach out and talk, and to look one another in the eye."

German Convention Bureau celebrates 40-year anniversary

The GCB German Convention Bureau is celebrating its 40th birthday. This has prompted us to look at the conference and meetings industry in more detail, and we have summarised the results in this book: The evolution of Germany's Meeting and Convention Industry - conversations, ideas, stories. It is a review of the developments that have taken place in our industry during the post-war decades.

A range of personalities from business, academia and public life have contributed to this publication. The book focuses on four aspects: the importance of meetings and conferences to the economy and to science in Germany, convention-centre architecture, the psychological importance of events, and the impact of internationalisation and globalisation on the meetings industry.

The conference and meetings industry has undergone a dramatic transformation since the Federal Republic of Germany was founded. The sector will continue to face radical changes in the future. Megatrends such as demographic change, sustainability and the growing role of technology in society will significantly affect both events and convention centre architecture.

Although there may be changes in the framework, some things will stay the same: the most important aspect is personal contact. This will continue to be irreplaceable, even in the 21st century. Organisers who are able to offer added value in this area will continue to gain the favour of their guests in the future, by offering outstanding value for money, good transport connections and connectivity, state-of-the-art event technology, and attractive catering options, to name some examples.

What will events look like in 2030? Even in our high-tech age, nobody is yet able to tell but by preparing for potential future scenarios in due time, the meetings industry in Germany will be able to respond to change more effectively, and be better able to consolidate its leading position in the increasingly competitive international marketplace. A flourishing conference and meetings industry will remain a key factor in promoting the innovative strength and future viability of a nation.

GCB German Convention Bureau e.V.
Kaiserstr. 53
60329 Frankfurt/Main
Germany
Tel.:+49 (0)69 – 24 29 30 0
Fax: +49 (0)69 - 24 29 30 26
E-Mail: info@gcb.de
Internet: www.germany-meetings.com
Twitter: http://twitter.com/GermanyMeetings

Press contact: Ms Ute Stegmann, Tel: +49 69 - 24 29 30 13, E-Mail: stegmann@gcb.de

Thinking Ahead...

James Lancaster, deputy editor AMI, considers the future of associations...

Weathermen, like economists, make a living out of predicting the future and often getting it wrong. But that does not stop us hanging on their every word. It's comforting to think someone knows which way the wind will blow, even if experience teaches us not to take their soothsaying too seriously.

So what of international associations? What trends will define this niche sector over the next five years or so? Most of the forward thinking has focused on three key areas: membership, technology and commercialisation – and the challenges each presents.

For many, the traditional membership model is fast becoming obsolete at a time when people are used to picking and choosing services, or 'content', from a smorgasbord of digital platforms. Why would you pay $299 a year for a full suite of products when only a few are relevant to your needs? "Associations must start to consider their organisations as open professional communities, rather than closed membership organisations", argues Nikki Walker, global VP of Association Management & Consulting for the MCI Group.

Like others, she believes this is the only way they can increase their pool of members and their sphere of influence in an increasingly consumer-led world. In practice this means identifying maybe five or six member 'types' and creating packages that suit them.

There may be people who just want to attend congress, or those who want to engage online. You may have corresponding members, who receive the e-newsletter. Or training members happy to access a few educational models. There will always be the 'captains of industry' of course, those who want to fully engage and influence the direction of the association. The point is, nobody is excluded.

The thinking around technology has shifted noticeably in the last two years, which goes to show prophets of doom are often best ignored. The 'Tweet or Die' hysteria which characterised debate at the birth of the social media/digital revolution has been replaced by a more measured view of where we're going. Whether you blog, Tweet, use LinkedIn or Facebook, is now - you'll be pleased to hear - a matter of choice. If it works for you great, if not, don't waste your time.

No, the real game-changer now, for many people at least, is the application of mobile technology and how that will affect the congress experience. In a white paper called the Future of Events is Mobile, by ActiveNetwork, AMI columnist Corbin Ball explains why.

"In the past we've had lots of data capability before the event and after the event to analyse and manage registrations and the contact management. But during the event we simply did not have the tools to manage data effectively. Now we have our computers in our pocket or on our tablet, and so this transition is happening; it's going to be profound and it's going to provide much better attendee service at a much lower cost."

The advent of Mobile Apps, in particular, is seen as key. "Two years from now, if you don't have a mobile app for an event, people will question why your event is behind the times," adds Ball.
If there's one thing that all the above falls under, it's the notion that associations have to start thinking more commercially to survive. Not-for-profit does not mean you cannot make a profit. Associations should be diversifying – and maximising – their revenue streams wherever possible to stay afloat in the face of competition from commercial entities and ever-falling membership numbers. That might mean selling more products – online learning, research papers, certification, for example. Or it might mean reviewing existing overheads and, either cutting costs, or generating income on them – renting out or selling unused office space for example. It will probably mean creating a commercial event strategy too, where rather than just breaking even, congress starts to earn its keep! Perhaps this will mean we see more associations employing full time CEOs who don't necessarily have anything to do with the industry but know how to balance the books. Perhaps it will mean more associations outsourcing the management of their organisation to an association management company or core PCO. Whatever the outcomes, financial pressures on not-for-profits are unlikely to be abating any time soon. Without sacrificing its principles or forgetting its raison d'etre, the association sector must develop a nose for business.

By Rohit Talwar (CEO - Fast Future Research)

To help us explore what the next fifty years might hold, ICCA asked our industry futurist to peer over the horizon and help us understand the science and technology developments that might shape our world and explore the implications for associations and their events.

1   Introduction

As futurists, we spend our time exploring the forces, factors, ideas and developments that could shape our destinies over the next five to fifty years. We have a particular focus on the disruptive scientific and technological developments that could reshape life as we know it. Most of us find it hard to think that far ahead and so it is worth pausing for a second to think about the last fifty years. What has changed since 1963? Many of us may be too young to remember! However, a look of the development timelines tells us that much of what we take for granted didn't exist. For example, mobile telephony, desktop computers and mass air travel were all largely a pipe dream - and even colour television was only available in limited forms in the USA and Mexico.

When we think about the scale of what has been achieved in the last fifty years and the platforms that are now in place such as the mapping of the human genome, the internet and nanoscale manipulation of matter, we begin to get a sense of the scale of what might be possible in the next fifty. In this article, I will introduce some of these new frontiers in science and technology, explain how they could interact with a changing global economic landscape and highlight the implications for work, jobs, associations and their events.

I start by exploring developments in four key domains that will touch on all our lives - i) biological and life sciences, ii) information technology and the successors to the internet, iii) manufacturing, robotics and new materials, and iv) human enhancement. I then explore how the intersection of these domains is holding out the potential for transformational change in the nature of life itself and resulting in what could be truly world changing scientific initiatives. The next section examines how the global economic and political landscape could be transformed and discusses possible scenarios for how these future factors could combine to reshape the world of work. The final section concludes by examining the resulting implications for associations and their events.

The developments highlighted will take place at an unpredictable rate over the next five decades and some are already with us now - forcing us to face up to how we should address them. Many of the developments highlighted could lead to expansion of existing associations. Others - particularly those that cut across scientific disciplines - will drive the creation of totally new representative bodies and international meetings.

## 2   Future Frontiers of Science and Technology

2.1   Biological and Life Sciences

Major advances are taking place in fields as diverse as life extension, genetics, personalised medicine and synthetic biology. In developed and developing economies alike, life expectancy is increasing dramatically - rising by 1-5 months per year depending on where you live. The over-80's are already the fastest growing group in the population. By 2025 it will be common for people to live to 100. Over the next 50 years the global population could rise from around 7 billion today to 9-10 billion, with lifespans of 120-130 years or more being commonplace. Gerontologist Aubrey de Grey argues that ageing is a disease not a natural condition and through our lifetimes there will be a series of advance which could extend life expectancy such that life spans of 500 years or more could be realistic. How will associations acknowledge members attending their 200th congress?

The mapping of the human genome and subsequent advances have opened up the possibility of targeted treatment and personalised medicine. Genetic diagnostic services such as 23andme.com already offer us the ability to assess our genetic health across over 240 medical conditions and traits for only $99. Over time, the range

of personalised genetic information available will expand dramatically, be stored on our mobile phones and we will expect conference organisers to use the data to personalise our attendee experience from food to seating. Advances in genetics combined with accurate computational models of the human anatomy should help us detect, predict and prevent disease at a genetic level before it damages the body. Our clothing or embedded devices could double as a source of continuous monitoring and drug delivery - targeting precise dosages of medication to specific areas of the body.
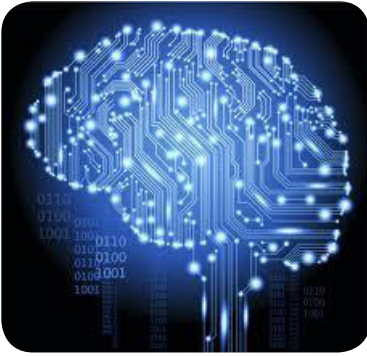
Medical advances will also see developments such as Nanorobots that can be swallowed or injected into the body to undertake diagnosis and treatment of diseased cells and organs. 3D printing and other techniques will enable clinicians to repair, grow or build organs outside the body in 'test tube' conditions, coat them in our stem cells to reduce the risk of rejection by our immune system and then implant them into humans with success rates of close to 100%.

Rapid progress in the cognitive sciences and neuroscience are providing deeper understanding of the brain, memory and consciousness. Such advances should help us defeat diseases such as Alzheimer's and Parkinson's and allow us to maintain and enhance human memory. Research is well underway on developing an 'exocortex' - using external memory and processors to extend the brain's storage capacity and processing power in the same way that we might upgrade our computers. Some would argue that our smartphones are already serving as a proto-cortex performing some of these functions.

2.2   Information Technology, The Internet and Beyond

We are already witnessing a transition from portable devices to wearable technologies. Further miniaturisation will enable the next stage of evolution as devices are increasingly embedded in the human body. Beyond that, the use of biological materials to perform information processing and data networking tasks could see devices literally being grown, implanted and grafted into the human body. The internet and its successors could also go through many evolutions over fifty years. A multi-sensory internet offering touch, smell and taste sensations could be with us in less than a decade. A fully conversational interface offering instantaneous translation could be available on a 15-20 year timescale. Beyond that, the focus shifts to the possibilities that open up once we can connect human brains directly to the web.

Devices like the Epoc headset already let us communicate directly with computers by scanning and learning the patterns of brainwaves associated with basic commands (e.g. up, down, open, close). While such devices have limited functionality today, this will increase significantly over time. Future generations of mobile devices will offer this Brain Computer Interface (BCI) functionality as just another app alongside full instantaneous language translation, full body monitoring, stress counselling and personal coaching.

A range of experiments already demonstrate that full and direct brain to brain and brain to computer communications could be with us within the next 15-25 years. Transmitting not only commands but complete thoughts, our whole approach to gathering and analysing information will undoubtedly be transformed. At the same time, proponents of the so called 'technological singularity', such as Ray Kurzweil, argue that, by around 2045, the cognitive capacity of a highly connected super-intelligent computers and machines will surpass that of unenhanced humans. The vision is one where humans will then use a variety of BCI tools to connect into a global web of knowledge and ideas. The implications of such a vast and collective intelligence are so radical that many suggest it could bring about transformations that we cannot today foresee or understand.
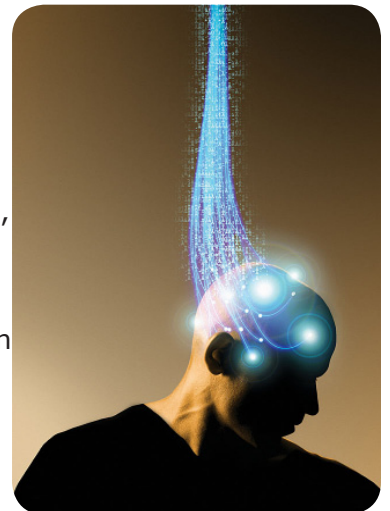
The concept of directly connecting our brains to the future internet opens up vast possibilities for humanity as a whole and for associations within it. With access to a literally limitless pool of information, insight, conversation and activity, the potential for brain overload is very real. Hence, the role of associations as content curators could become ever more critical, collecting, sorting and providing access to information. In those situations where we want to access data on a specific topic or download it direct to the brain, associations may act as the portal. Such functionality could extend to convening instant dialogues between members and with experts.

Advances are already well underway in artificial intelligence (AI) and collective intelligence - for example IBM's Watson computer recently won the game show Jeopardy and can now outperform expert clinicians in certain forms of medical diagnosis. AI will become ever more widespread, performing tasks once seen as the domain of professionals in fields as diverse as medicine, engineering, science and the law. AI will play an increasingly important role in enabling us to access, analyse and process the ever-growing amounts of data that will confront us. By 2063 we will need to be downloading a variety of AI apps direct to our brains to help us navigate through the sea of content in the same way as large organisations are increasingly turning to 'big data' management tools today.

2.3   Manufacturing, Robotics and New Materials

In the manufacturing world today, much of the excitement focuses on 3D printing - which is already enabling us to print everything from blood cells to entire houses. As the functionality, speed and price of such devices improves, a wide range of possibilities open up. Many envisage us having home 3D printers or community fabrication centres where we go to print the items we need as we need them - recycling unwanted products. On a 20-30 year timescale we may see the emergence of devices that effectively break unwanted goods back down into their raw ingredients to be used as feedstocks for 3D printers. Going a stage further, 4D printing is already being mooted. The idea is that we will print objects that can literally change their properties over time e.g. aircraft wings that change shape as an airplane transitions from normal to supersonic flying speeds. On a fifty year timescale we could also see the emergence of 'atomically precise manufacturing' - literally engineering the functionality of devices down at the atomic level.

4D Printing: Self-Folding Surface Cube
Self-Assembly Lab, MIT & Stratasys
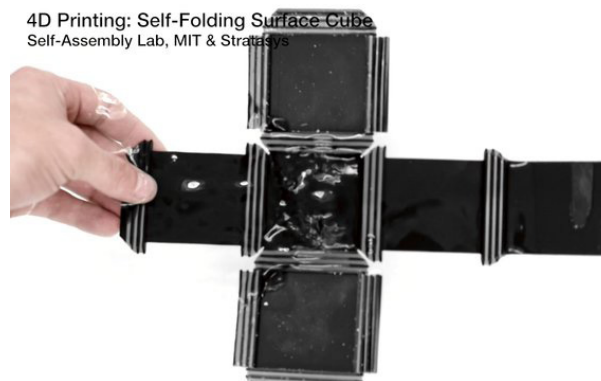
Robots are already in widespread use - for example the Chinese mobile phone manufacturer Foxconn is in the process of installing around one million robots that will largely replace human operatives. With rapidly declining costs, improving functionality and the advances being made in AI, the potential for robotic adoption will be widespread. Over the next few years we will see them in increasing use in applications as diverse as classroom teaching assistants, basic nursing, warehouse operation and military roles. On a fifty year timescale robots could be performing almost any task we associate with humans today - from delivering lectures to medical diagnosis or piloting a plane.

In the materials domain, advances in a range of fields such as nanoscience are yielding a new generation of lightweight, super-strong and highly functional super-materials such as graphene that could change how we design, manufacture and use objects in the future. In parallel, the concept of Biomimicry - or nature based design - is also becoming a reality with an increasing number of objects such as cars (fish), trains (Kingfishers) and self-cleaning glass (leaves) being developed based on mimicry of naturally occurring properties.

2.4   Human Enhancement

Human enhancement, or human augmentation, is the artificial enhancement of human abilities through chemical, technological or biological means. The aim is to improve faculties such as mental performance, physical strength, speed and stamina. Although this is not a new idea, scientific advances will almost certainly scale up its impact significantly in the future. Key fields of enhancement being pursued include:

Chemical enhancement – using drugs used to improve physical and mental performance. Many people are already using drugs intended for attention deficit disorder (Ritalin) and sleep disorders (Modafinil) to boost concentration and mental performance. Over time, a range of highly personalised cognitive drugs could emerge to improve higher mental functions such as learning, concentration, creativity and memory.

Technological enhancement – A range of augmented body parts and exoskeletons are already available to replace damaged limbs and augment human muscles to restore movement or lift heavy weights. More novel technologies are also emerging that might augment the mind or improve human design at the core by editing our DNA. For example, trans-cranial stimulation is the use of electric currents to stimulate specific parts of the brain to improve attention spans, memory and resulting productivity.

Nanotechnology and nanomedicine – the ability to manipulate human bodies at the nanoscale might give rise to a whole range of possibilities such as modifying humans to gain extreme intelligence, and transmitting to and receiving data directly from the brain.

Genetic Engineering – the opportunity to alter human genes artificially will create opportunities and raise tough ethical dilemmas. For example, in the future it might be increasingly easy to manipulate employees' genetic make-up to make sure they are fit for a specific job by enhancing their ability to cope with stress or eliminating the gene(s) associated with rage and obesity.

3   Convergence and Transformation

Whilst the developments highlighted above are radical enough when looked at individually, it is when we explore the potential impact of their convergence that the truly life changing possibilities emerge. For example, the convergence of advances in Nanotechnology, Biotechnology, Information Technology and Cognitive Science (NBIC Convergence) offers untold possibilities - including the potential to develop super-smart materials with memory that could yield self-repairing body parts for humans and our cars. Perhaps the most radical convergence initiative underway at present is the so called 'Global Future 2045' initiative and associated 'Avatar Project'. The brain child of Russian entrepreneur Dmitry Itskov, the goal is to establish a new evolutionary path for humanity by making immortality possible by 2045!

4   A New Landscape

In a world transformed by science, what are the implications for cities and nations - will it matter where we live if we can access everything instantly? We believe that geography will remain an important factor for many decades. Nations and cities will still seek to develop a lead in certain sectors and look to build clusters that bring together education, research, innovators and financiers in order to deepen expertise and accelerate the transition from idea to market offering. With such a vast array of new industry sectors opening up, the prospects for vibrant forward thinking cities, regions and countries to thrive should increase. Although we can conduct trade electronically, cultural and commercial factors will continue to drive the desire to meet, network, build trust and do business.

In this strange new world, what are the scenarios for business and work? Some envisage a dystopian world where robots and the machines have taken over and humans either have infinite leisure time because there is near limitless wealth or are reduced to a subsistence level existence because no one is earning very much. An alternative and more positive view is that whilst employment could reduce in many important current day sectors, there will be a proliferation of new industries employing skilled and well-paid workers. This will require a radical uplifting of the educational system and teaching approaches in many countries and individuals may need to prepare themselves for a working lifespan that encompasses may different careers.

5   Conclusions - Implications for Associations and their Events
Whilst it is hard to imagine what our world and lives could be like fifty years from now, there is a strong sense that basic human needs won't change. For example, it is highly likely that we will still seek human contact and connection, maintain a desire to learn for work and pleasure and retain an interest in working for at least part of a lifetime that could span 120 years or more. All of these suggest strong opportunities for existing and new associations - potentially working with an individual throughout their lifetime - from school through to the end of their life.

We can envisage a model where individuals belong to many different associations to access people and content but look to a few to provide them with a range of core services. Commercial possibilities we can already imagine include hosting our external brain or exocortex, offering us discounted access to human enhancement services and providing automatic updates to our memories of critical information as it becomes available.
In many cases, basic association membership may be free - funded through advertising, sponsorship and a model where we may pay on an activity basis e.g. for attendance at live events. Equally we may be willing to pay for participation in a 15 minute 'brain to brain' small group discussion with an expert. In some cases, those associations offering truly elite and valuable services may be able to continue charging significant up front membership fees.

While the focus of this article has largely been on the far future, many of the building blocks are already in place or could be with us very quickly. The clear implication for associations is that we will have to think smart about why we would still exist in five, ten or even fifty years time, the member needs we could serve, the ways in which we might deliver services and how we could fund ourselves. This suggests the need for a constant focus on the future and on innovating our proposition continuously - whether that be finding ways of differentiating our events so they are the must-attend live experience for people in our sector, or pioneering breakthrough pricing models for membership. The premium will be on innovative thinking, experimentation and a willingness to look beyond current member needs to help them prepare for a future they may not yet paying attention to.

About the author
Rohit Talwar is a global futurist and founder of the research and consultancy firm Fast Future Research. He is currently leading a study for the European Union on critical science and technology developments that could shape the next fifty years and has also conducted major research projects on the future of meetings, associations and international travel. Rohit has spoken in over 60 countries on six continents and has worked with over 50 international associations, governments, and global companies such as Intel, Pepsi, Shell and PwC.
www.fastfuture.com
rohit@fastfuture.com

Image Citations:
http://www.genomicslawreport.com/wp-content/uploads/2011/06/Personalized-Medicine.jpg
http://futurehumanity.files.wordpress.com/2012/09/digital-mind.jpeg?w=500
http://www.mondolithic.com/wp-content/uploads/2008/11/sciam_brain-computer-interface.jpg
http://b.vimeocdn.com/ts/435/780/435780633_640.jpg
http://www.pakalertpress.com/wp-content/uploads/2012/06/Transhuman-Symbolism-in-Prometheus.png

Measuring the Economic Impact of the Meetings Industry

One of the biggest long-term challenges facing our industry has been the lack of consistent methodologies for measuring economic impact and for comparing the scale of the sector between countries and over time. A complex industry structure of organisers, venues and other suppliers, lack of clarity on definitions, and poor reporting systems have all conspired to keep the world in the dark about the true value of our industry.

It was to rectify this situation that in 2006 ICCA collaborated with the World Tourism Organisation (UNWTO), Meeting Professionals International (MPI) and Reed Travel Exhibitions, organisers of EIBTM, to publish the first global standards for carrying out national economic impact studies, "Measuring the economic importance of the meetings industry – Developing a tourism satellite account extension", linked to the UNWTO's universally recognised Tourism Satellite Accounting methodology.

The creation of these standards had an immediate effect, inspiring industry leaders in a number of countries to set up their first ever comprehensive studies, the results of which confirmed what had been long suspected, that the meetings industry was a major contributor towards those countries' economic prosperity. One fascinating result from all of the studies demonstrated that whilst meetings made up a significant percentage of the overall tourism figures, this was only part of the story: typically, over 50 percent of the direct expenditure by organisers and delegates was on non-tourism-related services and products.

To encourage other countries to adopt these principles and to set up their own studies, we are bringing together all the national study results that have been undertaken up to this time. As new study results are published, these will be added to this site, as will advice publications and other related resources. For further information and advice on carrying out economic impact studies or on organising advocacy programmes based on study results, please visit the Joint Meetings Industry website: http://www.themeetingsindustry.org.

The following economic impact studies were executed in the past years:
2013: The economic impact of the UK meeting & event industry
2013: Principles for measuring economic impact (JMIC)
2012: The economic contribution of meeting activity in Denmark
2011: The economic significance of meetings in Mexico
2011: The economic significance of meetings to the U.S. economy
2007-2008: Canadian economic impact study (CEIS) update
2006: The economic contribution of meetings activity in Canada
2006: Measuring the economic importance of the meetings industry – Developing a tourism satellite account extension

Meetings Industry Associations

ICCA works in partnership with other leading meetings industry organisations to promote the importance of our industry worldwide, and is a member of a number of strategic bodies. Additionally, ICCA has a relationship with a number of national and regional groupings which are known as "ICCA affiliated meetings industry associations".

ICCA membership of global organisations

CIC (http://www.conventionindustry.org)
Convention Industry Council: ICCA is a member of this US based federation of 31 national and international meetings industry related associations. CIC is the accrediting body for the internationally recognised Certified Meetings Professional designation.

GMIC (http://www.greenmeetings.info)
The Green Meeting Industry Council was formed on December 10, 2003 to improve meeting management practices by promoting environmentally responsible strategies through the collaborative efforts of the hospitality industry, corporations, government, and community organizations. The GMIC is committed to supporting economic, environmental, and community objectives as they relate to the meeting industry.

JMIC (http://www.themeetingsindustry.org)
ICCA is a founder member of Joint Meetings Industry Council, which comprises 13 international meetings industry associations, and whose most recent major initiative is "Power and Profile" (http://www.themeetingsindustry.org/advocacy-resources/), a guide to community and government relations that is freely available to all ICCA members.

Find out about other major meetings industry association education and research programmes by accessing these comprehensive listings in the JMIC website:

Research and Publications Prepared by JMIC Member Associations:
http://jmicdata.com/rp_dates.php

Advocacy resources: http://www.themeetingsindustry.org/advocacy-resources/

Economic Impact Studies following UNWTO standard:
http://www.themeetingsindustry.org/economic-impact-studies/

JMIC Research Report on Meetings Value Models:
http://www.themeetingsindustry.org/meetings-value-research/

UNWTO (http://www.unwto.org)
ICCA joined the World Tourism Organisation in 2004 in order to advance the creation of comprehensive statistics on the meetings industry worldwide. A new project to this end has been started by UNWTO in partnership with ICCA, MPI, and Reed Travel Exhibitions.

UIA (http://www.uia.org)
ICCA is an Associate Member of the Union of International Associations, which is a complementary source to ICCA Data of useful information about international associations. Also like ICCA, UIA publishes regular statistics on international association meetings, which are based on different criteria and include meetings which do not rotate between different venues.

Industry Links (continued)

Other leading international meetings industry associations

AACVB   Asian Association of Convention & Visitors Bureaus
AIPC   International Association of Congress Centres
DMAI   Destination Marketing International Association
ECM   European Cities Marketing
IAAM   International Association of Assembly Managers
IAPCO   International Association of Professional Congress Organisers
MPI   Meeting Professionals International
PCMA   Professional Convention Management Association
UFI   The Global Association of the Exhibition Industry
SITE   Society of Incentive and Travel Executives

ICCA affiliated meetings industry associations

Argentina: Confederation of Latin American Congress Organising Entities
             and Related Activities - COCAL
Australia: Meetings & Events Australia - MEA
France: Asociation des Foires, Salons & Congres de France -FSF
             France Congrès
South
Africa: Southern African Association for the Conference Industry - SAACI
Spain: Federacion Espanola de Empresas Org. Profesionales de Congresos - FEEOPC

ICCA 50 STATISTICS

A modern history of international association meetings: 1963 – 2012

1963 - 2013
ICCA
50

EXPONENTIAL GROWTH IN THE # OF MEETINGS

60000
50000
40000
30000
20000
10000
0

63-67 68-72 73-77 78-82 83-87 88-92 93-97 98-02 03-07 08-12
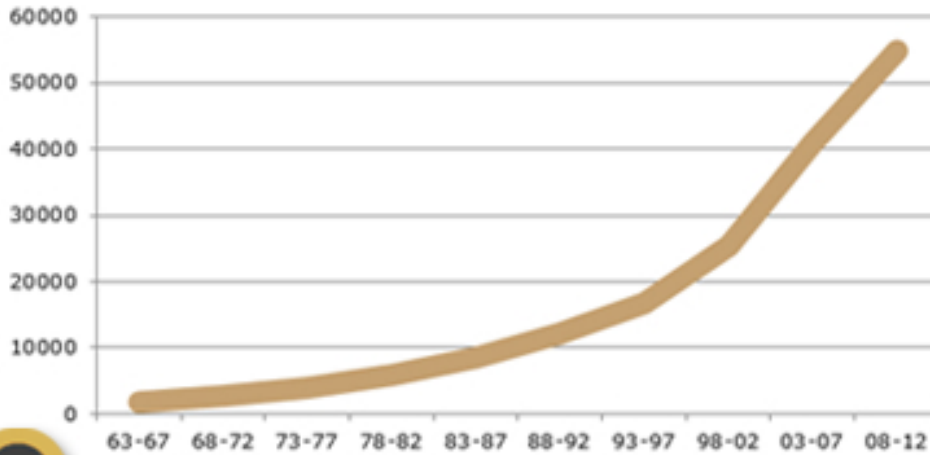
173,432

international association meetings taking place between 1963 and 2012*

1:13

The current ratio of members vs. meetings compared to 1:3 in the 1970's

ASIA LATIN AMERICA

Asia and Latin America are on the rise in terms of meetings per region

56.4 BILLION USD

The aggregated estimated total expenditure on all meetings in the ICCA Association Database taking place in the last 5 years.

DOWNLOAD THE REPORT

#ICCA50

* As included in the ICCA Association Database,which only includes association meetings taking place regularly, rotating between at least 3 different countries and with >= 50 participants.

www.icca50.com

www.iccaworld.com

1963 - 2013

ICCA