

Statistics Report

The International Association Meetings Market

Abstract for non-members



2000-2009

The Association Meetings Market 2000-2009



The International Association Meetings Market 2000-2009

ICCA Statistics Report

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Strong, resilient, dynamic, reliable: international association meetings in 2009

In a year when the “worst downturn since the Great Depression” was trying to drag us down to rock bottom, when corporate meetings and incentive programmes became our industry’s equivalent of endangered rare species, when tightening government purse-strings restricted events in the public sector (except of course for a healthy number of crisis planning meetings!), the international association sector once more proved its worth.

With long planning cycles, legal imperatives to meet in order to conduct association business, strong member loyalty, and an historically well-established culture of almost never cancelling, postponing or relocating major events, international association meetings have enabled those destinations which have strategically prioritized this sector to survive and even thrive despite today’s turbulent economic environment.

It’s a fact that many international association events suffered from falling numbers, reduced size exhibitions, and fewer sponsors in 2009, but at least as many others have seen stable figures or even surprisingly robust growth. The reasons have been as varied as the association community itself: increasing demand for Continuing Medical Education accreditation; massive innovation in industries such as telecoms and IT; accelerating scientific advances in genetics, biotechnology, nanotechnology, robotics and fields so new they’ve hardly had time to be given a name; increasing competition between associations leading to new regional meetings; spin-offs from large established events; new events being created from scratch by destinations, venues, and delegates themselves; continued economic growth in key markets like China, India and Brazil which are big targets for association development strategies.

Once more ICCA identified a significant increase in the number of regularly-occurring, country-rotating association meetings taking place in the previous year: a massive 800 more events than we identified at the same time last year taking place during 2008. True, some of this has to be due to better reporting by ICCA members of the events they’ve hosted



or organised, and more efficient proactive work by our research team (now expanded to 13 researchers in three continents), which together enabled us to capture a greater proportion of the pre-existing total universe of qualifying events. But that isn’t the full picture: approximately half of the increase is because of recently-created new, rotating events (first or second editions), and which are therefore expanding the overall size of potential business for ICCA destinations and suppliers around the world.

This is great news for ICCA members! International association events have become more important than ever in a downturn which is restricting corporate events activity. They are growing in volume, in all regions of the world. There are long-term underlying processes which are driving the creation of a constant stream of new events. And ICCA has the data, research tools, and communication channels to win a healthy slice of this lucrative pie.

In such a dynamically changing market, access to the latest and most accurate data is critical to success. I would like to thank all the many ICCA members who’ve shared information on the events they’ve hosted or supplied services to, and to encourage those who haven’t yet got into this habit to start contributing towards what is undoubtedly the richest and most detailed source of knowledge about international association meetings: the ICCA Association Database.

A handwritten signature in black ink, appearing to read 'Martin Sirk'. The signature is stylized and fluid, with some overlapping loops.

Martin Sirk
CEO, ICCA

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ICCA, International Congress and Convention Association

Introduction

ICCA, the International Congress and Convention Association, was founded in 1963 at a time when the meetings industry was beginning to expand rapidly. Now, with **over 900 member companies and organisations in 86 countries worldwide**, it is the most global association within the meetings industry and one of the most prominent organisations in the world of international events. ICCA membership comprises leading companies and organisations specialising in handling, transporting and accommodating events.

ICCA Data is the research department of ICCA, which collects information on international association meetings. This information is available to ICCA members only, through an online database (www.iccaworld.com). ICCA also functions as a platform for ICCA Members to share their expertise and marketing channels on the corporate meetings market.

ICCA Statistics Report for non-members

The full ICCA Statistics Report is a member only benefit. We have created this abstract of the ICCA Statistics Report to give non-members access to the highlights of the ICCA Statistics Report, and provide background information on ICCA, the ICCA Association Database and ICCA Membership benefits.

This publication is produced for non-member press, universities, consultants and other potential ICCA members, and students.

Press

As press you are free to use the data in this report for your articles, as long as you mention ICCA as the source and www.iccaworld.com as a reference.

Please note that we would appreciate it if you could send us a copy of the article in which ICCA is mentioned for our PR records, and please do not hesitate to contact Mr. Mathijs Vleeming at ICCA Head Office for more information on the ICCA Statistics: mathijs@icca.nl.

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".

For more information about ICCA membership see [ICCA membership and business benefits](#) on page 8, or please contact Mrs. Ksenija Polla at ICCA Head Office: ksenija@icca.nl.

Students and Universities

ICCA is always interested to learn about studies performed on the international meetings market. As a student, you are free to use the data in this report for your research, as long as you mention ICCA as the source and www.iccaworld.com as a reference.

You can request access to the full report by contacting Mr. Sebastian Sew at ICCA Head Office: sebastian@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 for ICCA member universities, giving the ICCA University members the opportunity to create new competitive advantages over their non-ICCA-member universities. In general terms the deal helps the university to build relationships with the industry through their ICCA membership.

ICCA offers:

- New potential benefit for the best students, which can be highlighted in promotions for their courses.
- New links with our industry (possible internships).
- Potential job opportunities for the best students
- Gives each Member university approx EURO 2,600 in value to offer annually to students

ICCA Introduction

Each of the Scholarships includes the following benefits for the students:

- Complimentary registration to the ICCA Annual Congress - gives entry to all education and networking events
- Full coverage of ICCA Congress travel and accommodation costs
- "Behind the scenes" briefings with ICCA Congress-organising staff, to understand how the congress runs and what ICCA aims to achieve
- Customised briefing on how to get the best out of the Congress
- Personalised mentoring during the Congress by industry professionals
- Opportunity to post research papers on the ICCA Congress website

Check if your University is an ICCA member in the [ICCA Membership Directory Online on www.iccaworld.com](http://www.iccaworld.com). If you think that ICCA would be a valuable benefit to your University please contact Mrs. Ksenija Polla at ICCA Head Office: ksenija@icca.nl.

Consultants and other potential ICCA members

All non-member organisations are free to use the data in this report, as long as you mention ICCA as the source and www.iccaworld.com as a reference.

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 all your staff around the world 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.

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, but 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](http://www.iccaworld.com).

Australia:

- Gary Grimmer & Company;
gary@gargrimmer.com
- Global Research & Intelligence Network
scampbell@researchandintelligence.com
- PG International Consulting Pty Ltd;
gkieseker@pginternational.com.au

Canada:

- F.K. International Marketing Services Ltd.;;
franz@dccnet.com

Chinese Taipei:

- Taiwan Institute of Economic Research;
alice.chou@meettaiwan.com

Germany:

- Travel Marketing Factory GmbH;
j.fischer@tmf-gmbh.de

South Africa:

- Charles Drewe & Associates;
charles@charlesdrewe.co.za

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United Kingdom:

- The Dow Consultancy
cdow@thedowconsultancy.com
- Harry Fine Associates;
harry@harryfine.com
- The Janet Sealy Partnership;
simon@janetsealypartnership.com
- The Right Solution Ltd;
info@rightsolution.co.uk
- V3 Architects; Urban Designers;
loltmanns@V3arch.com
- Watterston Associates Ltd.
julie@watterston.com

U.S.A.:

- 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 **over 900 member companies and organisations in 86 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 paid-for 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.

ICCA membership and business benefits

ICCA membership and business benefits

ICCA essentials

ICCA, the International Congress and Convention Association, is the world's leading trade association for suppliers of all kinds of goods and services to the International Meetings Industry.

Ever since it was founded in 1963, ICCA has existed to maximise business for its members, increase standards, obtain recognition for its members, and facilitate the movement of international meetings around the world.

ICCA plays an international role in developing new markets by:

- education of new suppliers
- improving information flow
- encouraging business development
- tracking trends
- providing a unique forum for its members
- providing high quality and specialised data on meetings

All the above make ICCA one of the top associations for meetings industry suppliers. As a result it is also a most valuable resource for those whose meetings and events travel the world.

ICCA brings meetings' worlds together, facilitates inter-communication and promotes cross cultural and peaceful understanding.

The most highly respected companies and organisations in the meetings world are ICCA Members – read on to find out why.

Why ICCA membership?

- If the international association meetings market is an important part of your current business mix, or if you're planning to enter this market in the near future, there is simply no better nor more cost-effective way to win business from this sector!
- If you're looking to join an effective, global, business networking platform which brings together the top directors and thought-

leaders from all regions of the world and all sectors of the meetings industry, look no further: ICCA is where they link up and do business.

- If you want to encounter unique, stimulating, forward-thinking, strategic-level education and debate, join us at the annual ICCA Congress & Exhibition. If you want your research, sales and marketing teams to win more business, ICCA has great educational opportunities for them as well.
- If your organisation is genuinely committed long-term to the international meetings industry, we believe you have a place in our global business community. And ICCA membership is the clearest possible way to tell the market about your commitment and professionalism.
- If you want to belong to a trade association that aims to deliver creative solutions for each member's unique meetings-related objectives, ICCA is your answer.

Why ICCA membership in times of global economic turbulence?

- The international association meetings market is recognised as the most resilient and dynamic sector of our industry especially when the global economy faces difficult conditions, and should be an essential element in any destination's business mix. ICCA is quite simply the perfect solution to penetrate this market and to build long-term protection against economic turmoil!

ICCA's Structure

ICCA Members are defined both by the region in which they operate and also by their activity.

- There are 5 Sectors which cover ALL the different professional meeting suppliers:
- **Destination Marketing** (includes national tourist offices; convention bureaux; tourist offices etc.)
- **Meetings Management** (includes PCO's, DMC's; AMC's; event organising companies etc.)

ICCA membership and business benefits

- **Meetings Support** (includes Media; IT/software company; AV & production companies etc.)
- **Transport** (airline alliance; airline; train-, car-hire companies etc)
- **Venues** (specialist meetings hotels; convention centres; exhibition centres etc.)

New members are approved by the ICCA elected Board. Board members are elected by the members and serve for a limited time on the Board. They are made up of members from all Regions and from all Sectors of membership. Full details are available in the Association's By-Laws, which can be found on the ICCA website www.iccaworld.com.

ICCA Members in Asia Pacific, in Latin America and in North America have their own regional offices to assist in their regional promotion and the facilitation of their marketing programmes. ICCA Head Office besides taking care of the association as a whole also acts as regional office for Europe, Middle East and Africa.

The Essential Benefits of ICCA

Why the world's top meeting suppliers are members of ICCA

- Marketing research data and information
- Business leads
- Promotion and marketing opportunities
- Education
- Networking
- And much, much more

Marketing Research Data and Information

Based in Amsterdam, in The Netherlands, ICCA's Head Office has probably the most sophisticated research data on international meetings held anywhere in the world.

Developed over many years and constantly updated by ICCA's own researchers and through regular feedback from its members and association clients, it is **the essential resource for ICCA Members** to use in preparing their marketing strategies. The ICCA Association Database, accessed through the internet, is updated daily and gives listings of past and future events.

In addition, ICCA identifies trends in the movement of meetings round the world, the emergence of new markets and the success of cities and countries in this highly lucrative and important market.

ICCA Members have access to this information and have the added bonus of the assistance of qualified researchers and marketeers in their selection of essential data.

Business Leads

Only ICCA Members have access to the on-going marketing and research information ICCA produces. This is available online and through tailor-made selections.

This gives a competitive edge to all members who are seeking to target the meetings that can come to their area, city or venue and enables them to adopt a focused approach to the meetings they most wish to attract.

Furthermore ICCA assists in setting up sessions for its members to exchange Business Leads: members who have held particular meetings in the past freely exchange information on them with other members. ICCA also organises special Client/Supplier Business Workshops at which members can meet potential clients face to face – an extraordinarily valuable opportunity in which to build solid relationships with potential clients.

Promotion and marketing opportunities

First of all your ICCA staff are there to help you find out information, to guide you in building your marketing and bidding strategies. These staff are well versed in what works and have many years experience of helping Members to market successfully.

ICCA is also a driving force in preparing promotional events, workshops and client networking functions to give added value and to help business development.

ICCA promotes its Members, their products and services. It does this in many ways: promoting its members at industry tradeshows, creating sponsorship and promotional opportunities and, through face to face client/supplier business workshops it enhances sales opportunities.

ICCA membership and business benefits

ICCA also promotes its members actively to all the top buyers in the international meetings arena. Its Directory of all ICCA Members is circulated to the client database, so potential clients will know where to find meeting professionals in a given area.

At Head Office and the Regional Offices each ICCA Member has dedicated members of staff who are there to support, encourage and promote them either according to both their region and speciality.

ICCA assists its members in the preparation of their marketing campaigns. If they do not have the time to analyse their current position in the global market or need specific figures on a particular meetings market segment, ICCA can create these reports.

Being an ICCA Member is a sign of international quality for your organisation.

Just to mention a few of the marketing opportunities:

- ICCA Membership Directory
- ICCA/IMEX Pocket Calendar
- ICCA Statistics Hyperlink
- ICCA PR Kit
- Destination Comparison Report

For more details and a complete overview on all the various promotional opportunities please check the ICCA website: www.iccaworld.com.

Education

The **ICCA Congress & Exhibition** has many opportunities to learn from top professionals at many levels. Here one can meet and listen to renowned speakers as well as industry specialists, learn of new trends and opportunities.

ICCA runs a series of **ICCA Data Workshops** to instruct those responsible for dealing with marketing information on how to use the ICCA database to build their individual databases of events. These Data Workshops are held at Head Office, tradeshows, regionally and on request in specific locations around the world. The **ICCA Research, Sales & Marketing Programme** is a unique training programme which focuses on research and marketing in

the meetings industry. By means of informal and interactive sessions, the Programme teaches new, better and easier ways to research and identify clients who organise meetings in different countries.

The **Association Expert Seminar** is a unique, interactive seminar, which brings together international association executives and international suppliers (ICCA members) to share information and experiences, and to update themselves on the latest trends and ideas relating to international association conferences.

ICCA is actively involved in the **educational sessions** of major tradeshows, such as: EIBTM, IMEX, International CONFEX, AIME, ASAE, BTC, IT&CMA, GIBTM. As the leading international meetings association ICCA is organising seminars on latest trends and developments in the meetings industry and by inviting highly qualified speakers ICCA strives to ensure a high educational standard for its members, clients and other interested parties.

Networking

The ICCA Congress & Exhibition also provides members with the opportunity to network with their peers. The strength of ICCA lies in its high level membership and at the annual Congress one can meet, ask questions and learn from the top specialists in the meetings industry.

The friendly co-operation between members is a real strength and the open exchange of information, the sharing of success stories and detailed inside information is one of the things that make ICCA such a valuable organisation. By being a member you have the key to privileged information and help as well as the opportunity to build your own network of colleagues and friends.

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

ICCA membership and business benefits

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.

Remember that being a successful ICCA member is about involvement. The greater the part you play within the association the greater your rewards. Again ICCA staff will be pleased to show you how you can raise your profile and increase your success.

What some members said about their membership in ICCA

"In an industry where WHO you know matters as much as WHAT you know, the Sri Lanka Convention Bureau continues to be a member of ICCA not only to get access to its comprehensively updated database and resource tools but also for the wonderful networking opportunities it affords. ICCA is always open to new ideas and very 'involved' with its members particularly in vital areas as Research, Training and Networking."

Vipula Wanigasekera, Sri Lanka Convention Bureau; Sri Lanka

"Because ICCA is a leader in the industry, ICCA helps us to reach our business objectives."

Jurriaen Sleijster; MCI Group; Switzerland

"I find my ICCA membership very valuable for a number of reasons. The education at the annual meeting is excellent; the data resources are very helpful; and the staff are both competent and caring. I think, however, that the most significant benefit is the opportunity to network with, work with and become friends with a very high level and international group of people passionate about the meetings and events industry. It is the best portal to the global meetings industry that I have found."

Corbin Ball, CMP; Corbin Ball Associates; USA

For more information about ICCA membership please contact Mrs. Ksenija Polla at ICCA Head Office: ksenija@icca.nl.

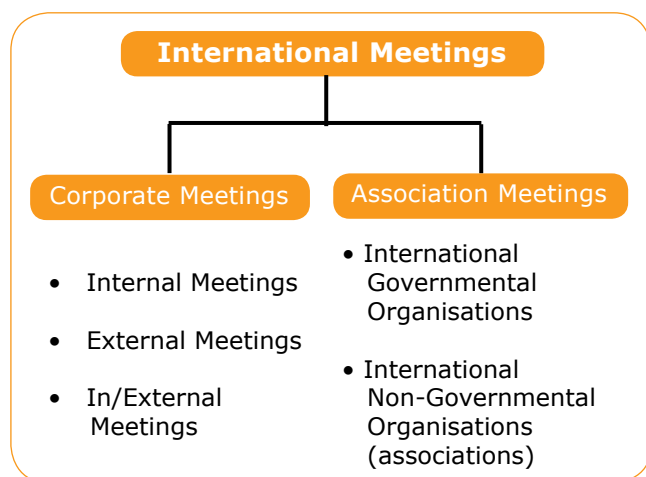
The International Meetings Market

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 non-governmental organisations or 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 a 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 lead-time; 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.

ICCA Data

ICCA Data is the research department of ICCA, which collects information on international association meetings. This information is available to ICCA members only, through an online database (www.iccaworld.com). ICCA also functions as a platform for ICCA Members to share their expertise and marketing channels on the corporate meetings market.

Since 1972, the research department has assembled information on international association meetings. The structure of the Association Database is designed to perfectly suit the marketing information needs of suppliers in the international meeting business. To be included, association meetings must meet the following criteria:

- be attended by at least 50 participants
- be organised on a regular basis (one-time events are not included)
- move between at least 3 different countries

The International Meetings Market

Other sources of information on international meetings

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

UIA

For the purpose of its annual statistics, "international meetings" are defined by the UIA to include either one or both of the following criteria:

1. Meetings organised or sponsored by "international organisations", i.e. non-governmental organisations (NGOs) and intergovernmental organisations (IGOs) that appear in the UIA's *Yearbook of International Organisations** and in its *International Congress Calendar* and whose details are subject to systematic collection on an annual basis by the UIA.

- this includes events of any size, though only meetings with at least 50 participants, or for which there is no information on the number of participants, are included in report.
- this includes events which have a fixed city or country

2. Other meetings of significant international character, notably those organised by national organisations and national branches of international associations, and which:

- last at least 3 days, or an unknown number of days, and have a concurrent exhibition
- or
- last at least 3 days, or an unknown number of days, and have at least 300 participants.

Excluded from the UIA figures are:

- purely national meetings as well as those of an essential religious, didactic, political, commercial or sporting nature.
- meetings with strictly limited participation such as those of subsidiary (internal) statutory bodies, committees, group of experts, etc., of which the greatest proportion are held at an intergovernmental

- level and take place at the headquarters of the large international governmental organisations headquartered in New York, Geneva, Rome, Brussels, Vienna and so on.
- corporate and incentive meetings which are not included in the UIA's meeting dataset.

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.

For more information on the UIA visit <http://www.uia.be>.

The Association Meetings Market 2000-2009

Scope of this report

This Statistics Report, covering the International Association Meetings Market from 2000 until 2009 is the second report published in 2010. The statistics report covering 2009 was published early July 2010. These reports are your guide for any future decisions and a must-have if you are a supplier or client in the meetings industry.

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 and which rotate between a minimum of three countries. 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 events or those which do not move between locations.

Readers should note that this report is a "snapshot" of qualifying events in the ICCA Association Database as sampled on 11 May 2010, and that future statistics may be amended as ICCA becomes aware of additional qualifying events. All data on meetings in 2009 sent in by ICCA Members before the deadline of 1 February 2010 are included in this report.

All data presented in the tables in this report is sorted by the ranking of 2009. In the tables the "standard competition ranking method", the most commonly used ranking method, is used.

This report can be downloaded for free by ICCA members from the My ICCA section on www.iccaworld.com. "The International Association Meetings Market 2009" is also sent to 6,000 association meeting planners all over the world. ICCA encourages associations to use the statistics as a practical way to identify potential new destinations for their events.

Number of meetings analysed

The number of events per year in the ICCA Association Database has grown with more than 3,000 events over the past 10 years. Partly this reflects the strength of the market, partly it is

thanks to a record number of ICCA members sending us their calendar information to help identify new events, and partly it is thanks to increased research investment.

Year	# Events
2000	5,186
2001	5,187
2002	5,979
2003	6,198
2004	7,274
2005	7,634
2006	8,094
2007	8,586
2008	8,715
2009	8,294

Rotation areas of meetings

Although World/International still is the biggest rotation area in numbers of meetings, the relative number of international associations meetings that rotates worldwide has been decreasing over the past 15 years, reaching an all-time low in 2007, but seems to have stabilised since.

The relative decrease of the worldwide sector is the result of the bigger expansion of numbers of meetings in rotation areas as Africa/Middle East, Asia, Asia/Pacific, Europe/North America and Latin America.

Europe is still the second biggest rotation area in numbers of international association meetings, it has been relatively stable over the decade and so have been the remaining activity areas.

Headquarters of international organisations

In general ICCA has identified more headquarter addresses for all regions each year. Over the past decade the absolute numbers of headquarters identified have increased in all regions.

Europe has remained stable at the position of

being the biggest home region for association headquarters with the majority of around 59% of the headquarters being based there over the past 10 years.

Number of meetings per region

Europe is still the most popular destination with the majority of 54.4% of the meetings being hosted there in 2009. However Europe's market share has been decreasing over the past 10 years and so has the relative popularity of North America and Oceania, due to an increase in popularity of Africa, Asia/Middle East, and Latin America.

Over the past years Africa has gained so much in relative popularity that in this report it has surpassed Oceania in the rankings for the first time ever. This is partly due to a project carried out by ICCA Data in 2009 to investigate the continent's potential.

Number of meetings per country

As we can see in this snapshot of all data available on 11th May 2010, the U.S.A. and Germany have been the number one and two over the past ten years measured by the number of international meetings organised. The U.S.A. is widening its gap with Germany.

This is not withstanding previously published reports that were based on all information available at the time of publication. In the previously published reports, the U.S.A. and Germany have been the first and respectively second country only ever since 2004.

Number of meetings per city

For the fifth year in a row, Vienna is the most popular city with an increase of 21 meetings over 2008. Barcelona jumps from 3rd to 2nd place and Paris, which shared 1st place with Vienna last year, is now 3rd. The only newcomer in the top 20 is Madrid, at 13th place.

In general most cities have gradually attracted more meetings over the past decade. A closer look at the top ten destinations seems to show more growth for the bigger destinations.

Participant numbers

The average number of participants per meeting reached its lowest point of the past decade in 2007 with 593 participants per international meeting. In the year 2000 the average number of participants per meeting was the highest over the past 10 years with an average of 812 participants per international meeting.

Since 2000 the average number of participants per meeting dropped each year, until reaching an average of 602 participants in 2005. Since then the average number of participants per event seems to be stabilising, putting an end to the trend of international meetings getting smaller.

Almost 27% of all the identified meetings that were organised in 2009 have attracted between 50 and 149 participants. This is a growth of 13.5% points over the past decade.

Generally speaking, North America has been the region with the largest average numbers of participants per meeting over the past decade.

The estimated total number of participants to all 2009 meetings is over 5.2 million (5,225,133) compared to the almost 4.9 million participants attending meetings in 2008 as reported last year. For the past 10 years, the allocation of meetings over the regions has been fairly stable resulting in moderately stable market shares. Europe hosted the most meetings and therefore welcomed the most participants by far and is always followed by North America (2nd) and Asia & Middle East (3rd) consecutively. Over the decade we can however see a slight increase in total participant numbers in Asia/Middle East and Africa, at the expense of North America and Oceania.

For the last ten years the U.S.A. has claimed a steady pole position in the estimated total number of participants per country ranking with 655,144 participants in 2009. Over the decade Germany is the second strongest contender with slightly fluctuating results, closely followed by Italy and France doing equally well.

The Association Meetings Market 2000-2009

As in the 2009 ranking by total number of events, Vienna is on top of the estimated total number of participants per city ranking, followed by Paris. They are the only two cities to have been in the top 10 each year and both never have ranked lower than 6th place. Next in line are Barcelona (3rd) and Berlin (4th), they have both been in the top 10 each year except for 2000.

Favourite months and frequency

The period from May until November has always been the most popular time to organise meetings. The relative popularity of July and August has been decreasing over the past 10 years. This is the same for September however September remains the most favourite month for associations to organise their international meetings. Over the past 10 years, the popularity of March and November has been increasing, lengthening the meetings season at both ends.

By far the most of all international association meetings over the past 10 years were annual meetings. The market share of annual meetings has increased over the past 10 years. The relative number of biennial meetings (meetings that take place every 2 years) is gradually dropping over the years. Generally speaking, we can say that the relative numbers of meetings taking place less often than once a year (e.g. every 3 or 4 years) are decreasing and that the relative numbers of meetings taking place more than once a year are increasing.

Venues used

Over the last decade the usage of meeting facilities in hotels has been gradually increasing at the expense of the conference/exhibition centre and has first taken over the first place as most popular venue in 2005. Like in 2007 and 2008 the usage of meeting facilities in hotels consolidated its first place in 2009 with almost 44%, compared to 32.2% at the beginning of the past decade. The second most popular venue is still the conference /exhibition centre, which usage has further decreased over the decade from 40.2% to 26.6%. After the usage of universities and other venues as congress venues had been decreasing over the

first half of the decade it has been increasing since 2005 and 2007 respectively. Other Venues include castles, boats, theatres etc.

Subjects

The most popular subject by far is still Medical Science, although the absolute numbers of meetings organised on this subject increased almost each year over the past ten years, the relative popularity went down over the decade to a presumably all-time low of 17.8% of all meetings in 2009. A similar trend could be seen for third favourite subject: Science. Second favourite subject over the past ten years has been Technology, which went up in popularity over the decade further closing the gap with Medical Science. The relative popularity of both Industry and Education has been fairly stable, although both saw a slight increase over the decade. The relative popularity of Social Sciences has gradually decreased over the decade, despite the increase in absolute numbers of meetings on this subject.

Registration fees and total expenditure

Over the first half of the decade the average registration fee per delegate per meeting increased until 2005, when meetings became shorter and less expensive. Ever since this setback in 2005 the fees have been increasing, leading up to 590 USD per delegate per meeting in 2009, which is the highest average registration fee of at least the last 10 years.

Over the past 9 years one can see a generally increasing trend in average income (USD) from registration fees and average total expenditure by delegates, per international meeting. The increase has led to an average income from fees per meeting of 359,310 USD and an average total expenditure per meeting of 1,633,227 USD in 2009, which are the highest they have been over the past decade.

The average total expenditure by delegates on all international meetings in the ICCA Association Database is over 13.5 billion USD.

The Association Meetings Market 2000-2009

1. Number of meetings per country

Rank	Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1	U.S.A.	538	468	571	587	620	648	645	651	637	595
2	Germany	325	299	314	339	409	415	449	525	450	458
3	Spain	212	221	304	302	387	352	316	365	385	360
4	Italy	243	278	293	317	329	324	323	350	350	350
5	United Kingdom	321	231	310	323	315	389	390	368	381	345
6	France	297	273	283	283	372	360	370	340	397	341
7	Brazil	124	105	107	128	161	186	231	223	255	293
8	Japan	176	213	211	197	205	232	243	265	281	257
9	China-P.R.	83	79	130	81	229	226	255	264	262	245
10	Austria	101	103	111	156	165	188	240	243	212	236
	Netherlands	191	186	170	190	230	234	229	235	253	236
12	Switzerland	106	117	154	170	169	193	189	205	204	214
13	Canada	168	156	190	168	204	199	209	247	270	213
14	Sweden	142	141	140	143	164	157	171	161	177	184
15	Republic of Korea	53	106	113	93	149	139	167	147	184	176
16	Australia	207	165	168	166	189	186	207	212	197	169
17	Portugal	82	88	116	133	148	153	155	199	186	168
18	Denmark	88	111	136	102	109	110	126	118	128	151
19	Argentina	67	73	53	55	84	93	90	120	136	145
20	Belgium	98	92	115	97	122	145	150	157	152	130
21	Greece	58	85	116	97	116	123	157	156	147	128
22	Finland	106	116	113	125	126	112	130	131	152	124
23	Norway	86	73	92	101	100	87	89	109	116	120
24	Singapore	66	50	69	77	101	117	134	140	128	119
25	Turkey	37	52	53	64	81	97	104	120	114	118
26	Hungary	67	62	92	86	104	116	121	124	121	112
27	Mexico	67	69	104	115	134	102	120	131	145	107
28	Czech Republic	55	66	80	110	100	100	119	112	112	104
29	Poland	67	81	64	63	97	117	104	117	119	103
	Thailand	59	44	72	89	106	103	100	115	100	103
31	Malaysia	35	54	68	64	80	66	98	104	100	96
32	Chinese Taipei	39	44	63	46	63	68	69	105	89	91
	India	25	37	50	59	71	76	101	112	99	91
34	South Africa	68	65	62	67	81	79	83	79	93	90
35	Ireland	36	42	52	77	79	83	66	99	100	77
36	Chile	32	34	44	57	64	83	72	79	74	74
37	Colombia	16	18	15	21	21	51	50	54	61	71
38	Hong Kong, China-P.R.	53	63	43	37	93	91	74	81	67	67
39	Russia	17	29	43	41	39	49	53	56	46	48
40	Estonia	7	7	14	23	25	27	29	34	39	46
41	Slovenia	31	24	39	30	45	43	45	57	51	42
	Uruguay	22	29	20	24	18	41	39	46	39	42

The Association Meetings Market 2000-2009

Number of meetings per country (continued)

Rank	Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
43	Peru	17	13	25	29	32	32	32	31	42	41
44	Croatia	17	23	28	29	36	35	37	51	51	38
45	United Arab Emirates	5		2	10	15	17	20	27	35	37
46	Lithuania	5	6	13	12	16	23	33	30	32	35
47	Romania	12	17	24	16	22	19	27	33	39	33
48	Egypt	9	16	23	17	17	21	29	31	27	32
	Iceland	30	12	24	29	25	33	26	22	26	32
50	Indonesia	20	24	28	23	26	40	45	46	46	31
51	Philippines	37	32	23	37	20	31	43	37	39	30
	Serbia	2	1		5	15	12	12	15	22	30
53	Morocco	10	10	11	20	16	19	17	15	29	28
	New Zealand	24	38	22	33	39	30	34	36	43	28
55	Vietnam	3	11	9	15	20	27	27	31	31	27
56	Ecuador	4	8	11	17	21	16	21	25	27	26
57	Malta	10	14	12	14	19	22	22	21	14	25
58	Israel	46	17	10	3	4	5	9	11	18	23
59	Cyprus	6	14	22	11	20	28	24	20	20	21
60	Kenya	5	6	4	12	8	18	7	23	8	19
	Slovak Republic	12	13	20	12	21	18	23	18	21	19
62	Latvia	6	13	15	15	13	15	43	33	23	18
63	Macao, China-P.R.	1	1	5	6	2	7	14	15	18	17
64	Panama	16	6	8	16	9	20	21	20	19	16
65	Costa Rica	12	18	15	15	20	14	17	18	24	15
	Cuba	20	24	19	35	24	33	23	22	16	15
	Nigeria	5	4	4	4	5	6	7	5	15	15
	Puerto Rico	8	10	11	11	14	11	14	14	11	15
	Venezuela	14	19	19	12	15	18	19	24	18	15
70	Bulgaria	3	4	13	7	16	11	31	24	29	14
	Guatemala	6	11	12	14	16	9	18	12	12	14
	Luxembourg	6	7	8	7	15	19	14	11	11	14
	Tunisia	6	5	7	11	12	18	10	12	19	14
74	Ghana	6		4	4	9	7	9	10	16	12
	Senegal	3	5	5	4	5	10	8	8	8	12
	Uganda	2	4	3	4	7	9	6	10	3	12
77	Paraguay	7	5	8	9	6	11	13	12	12	11
	Tanzania		4	8	5	2	5	6	14	15	11
79	Monaco	13	8	9	10	9	12	15	13	10	10
80	Bolivia	3	9	17	11	7	7	15	17	2	9
	Honduras	1	3	1	1	4	3	2	3	6	9
	Qatar	1		1		6	4	4	3	5	9
83	Ukraine	1	4	3	8	3	9	13	12	13	8

The Association Meetings Market 2000-2009

Number of meetings per country (continued)

Rank	Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
84	Bahrain	3		2	2	2	2	3	3	1	7
	Dominican Republic	5	8	7	16	15	10	18	24	12	7
	Sri Lanka	5	3	5	6	8	9	9	11	10	7
87	Cameroon	2	5	4	3	4	6	1	6	5	6
	El Salvador	4	4	4	5	5	6	6	9	8	6
	Form.Yugosl.Rep. Macedonia			3		4	3		2	3	6
	Kazakhstan		1		2	3	2	1	2	2	6
	Pakistan		1	2	5	4	7	7	6	3	6
	Trinidad & Tobago, W.I.	3	2	3	2	1	3	2	2	5	6
93	Algeria	2	2		1	1	2	4	5	2	5
	Barbados	2	1	2	1		3	3	3	3	5
	Burkina Faso	1	1	3		3	1	3	7	4	5
	Ivory Coast	1	2	2	1	2	2		1		5
	Lebanon	6	4	5	3	3	3	1	1	1	5
	Rwanda						1		5	3	5
	Other	67	65	74	95	104	110	114	108	169	128
	Total	5,186	5,187	5,979	6,198	7,274	7,634	8,094	8,586	8,715	8,294

All other countries hosted less than 5 meetings in 2009.

Please note that the total of the city ranking is higher than the total of the country ranking, because events sometimes take place in more than one city.

On the whole the top 10 most popular countries, in terms of absolute numbers of meetings, attracted increasingly higher numbers of meetings throughout the years.

As we can see in this snapshot of all data available on 11th May 2010, the U.S.A. and Germany have been the number one and two over the past ten years measured by the number of international meetings organised. The U.S.A. is widening its gap with Germany.

This is notwithstanding previously published reports that were based on all information available at the time of publication. In the previously published reports, the U.S.A. and Germany have been the first and respectively second country only ever since 2004.

The Association Meetings Market 2000-2009

2. Number of meetings per city

Rank	City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1	Vienna	63	64	75	101	114	140	164	177	145	160
2	Barcelona	56	70	103	92	135	132	106	118	138	135
3	Paris	109	96	90	94	136	132	163	140	154	131
4	Berlin	71	63	76	98	120	103	121	146	112	129
5	Singapore	66	50	69	77	101	117	134	140	128	119
6	Copenhagen	49	69	93	61	79	84	81	80	88	103
7	Stockholm	67	65	72	61	74	70	73	73	90	102
8	Amsterdam	62	57	67	63	77	101	89	100	103	98
	Lisbon	45	45	65	72	81	84	78	104	89	98
10	Beijing	45	41	56	32	110	99	98	110	87	96
11	Buenos Aires	47	45	33	31	60	60	68	83	91	90
	Seoul	31	70	72	52	94	84	102	83	91	90
13	Budapest	50	52	70	70	88	97	97	98	105	87
	Madrid	57	50	54	62	70	70	67	88	73	87
15	Prague	43	57	63	93	84	83	104	98	90	86
16	London	81	59	70	71	76	97	97	95	90	83
17	Istanbul	29	35	35	47	52	59	76	79	82	80
18	Sao Paulo	18	13	20	14	33	30	61	61	71	79
19	Bangkok	31	33	51	62	77	72	74	88	74	76
20	Athens	21	32	42	42	55	57	71	73	83	75
21	Brussels	46	44	52	41	58	68	80	83	84	73
22	Kuala Lumpur	17	34	48	39	54	52	70	77	72	72
23	Rome	30	57	57	72	68	69	53	61	70	69
24	Hong Kong	53	63	43	37	93	91	74	81	67	67
25	Taipei	29	39	44	32	48	55	48	78	59	64
26	Rio de Janeiro	46	37	32	33	38	43	49	40	41	62
27	Sydney, NSW	64	57	58	48	45	56	57	69	70	61
28	Shanghai	11	17	36	14	49	50	54	55	63	58
	Tokyo	32	46	36	35	43	69	54	66	83	58
30	Montreal, QC	40	31	42	41	46	47	40	61	55	57
	Zurich	17	16	21	27	20	31	38	47	36	57
32	Helsinki	52	59	42	66	55	43	52	53	71	56
33	Dublin	23	35	35	57	56	62	47	75	66	51
34	Oslo	32	25	41	43	49	29	32	51	40	50
35	Cape Town	30	16	26	19	44	35	49	45	46	49
36	Edinburgh	45	33	45	42	41	58	48	43	57	46
	Munich	33	34	38	24	35	57	36	49	47	46
	Vancouver, BC	27	30	31	26	47	40	61	53	56	46
39	Milan	12	11	9	20	12	18	23	22	32	43
40	Santiago de Chile	20	22	33	40	40	52	47	51	46	41
41	Geneva	27	24	45	46	46	62	53	58	52	39
42	Kyoto	21	24	33	26	26	24	30	34	34	37

The Association Meetings Market 2000-2009

Number of meetings per city (continued)

Rank	City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
43	Toronto, ON	27	18	35	20	36	30	35	42	42	36
44	Boston, MA	25	12	30	25	32	27	30	27	39	35
	Tallinn	3	3	9	17	17	20	21	22	27	35
46	Lima	12	10	20	24	25	26	25	21	28	34
47	Göteborg	22	22	23	29	26	28	35	28	30	33
	Mexico City	18	17	25	36	34	32	40	30	44	33
49	Glasgow	21	22	23	35	33	36	31	31	34	32
	Warsaw	21	26	30	24	28	38	34	44	45	32
51	Hamburg	16	9	12	17	15	17	20	30	33	31
	Washington, DC	28	28	38	32	36	36	33	30	41	31
53	Cracow	21	28	14	18	26	27	28	28	31	30
	Melbourne, VIC	38	34	33	42	41	54	56	38	43	30
	Valencia	11	14	12	21	26	23	23	32	37	30
	Vilnius	3	6	9	8	11	20	25	25	27	30
57	Montevideo	13	19	13	16	11	29	25	30	33	29
	Porto	17	18	18	16	22	17	23	28	40	29
	Reykjavik	29	12	24	24	23	30	24	20	23	29
60	Cartagena	13	10	9	13	15	21	19	21	28	28
	Jeju	7	10	15	11	22	21	21	22	27	28
	New York City, NY	21	20	24	23	34	39	34	40	23	28
63	San Francisco, Ca	21	24	15	31	18	24	26	23	21	27
64	Brisbane, QLD	21	24	15	17	36	15	22	24	21	26
	Florence	27	17	30	25	27	24	22	33	32	26
	Ljubljana	14	11	18	19	24	19	29	23	27	26
	New Delhi	9	10	22	20	25	32	36	38	33	26
68	Belgrade	1	1		4	10	11	8	12	16	25
	Dresden	15	9	11	17	16	19	21	23	27	25
	Dubai	3		2	7	12	11	12	21	31	25
	Nice	22	13	19	19	22	18	25	23	24	25
	Yokohama	14	9	14	9	17	18	22	17	25	25
73	Graz	11	5	6	18	13	11	14	15	20	24
74	Antalya	3	10	8	8	9	14	12	19	18	23
	Rotterdam	14	21	10	13	22	17	11	21	27	23
76	Chicago, IL	28	15	18	21	40	30	27	23	28	22
	Lyon	21	17	17	24	26	34	22	23	39	22
	St. Petersburg	6	10	14	18	16	17	21	16	21	22
79	Basel	12	7	15	12	14	17	23	22	17	21
	Bogota	1	4	4	5	5	15	19	20	21	21
	Bordeaux	7	14	8	10	6	10	5	7	15	21
	Cairo	7	13	19	10	11	17	23	18	21	21
	Cologne	2	7	6	6	7	11	11	17	10	21
	Manchester	10	8	20	11	16	23	17	18	24	21

The Association Meetings Market 2000-2009

Number of meetings per city (continued)

Rank	City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
85	Miami, FL	11	3	12	13	12	17	9	17	14	20
	Trondheim	12	7	14	18	10	13	14	15	19	20
87	Bergen	20	16	20	18	17	18	16	14	22	19
	Dubrovnik	3	7	14	8	12	10	16	20	12	19
	Moscow	8	16	23	18	17	22	22	22	17	19
	Québec City, QC	14	20	16	16	8	15	15	13	42	19
91	Bali	11	15	12	10	10	19	17	19	17	18
	Bucharest	5	8	9	10	11	14	13	11	21	18
	Frankfurt am Main	8	5	7	13	6	18	8	19	9	18
	Hanoi	1	9	7	11	17	18	20	17	18	18
	Los Angeles, CA	13	12	10	7	8	14	13	8	9	18
	Manila	28	27	15	24	14	24	28	23	23	18
	Torino	12	13	12	14	11	20	26	15	25	18
	Venice	12	21	11	14	26	9	21	19	20	18
99	Gent	8	10	12	12	13	17	19	24	23	17
	Maastricht	18	16	13	11	16	16	18	13	20	17
	Macao	1	1	4	5	2	6	14	15	18	17
	Quito	1	6	6	9	19	10	15	13	21	17
	Riga	6	12	12	13	11	13	36	33	20	17
	Sevilla	17	15	29	26	27	25	15	33	16	17
	The Hague	19	12	15	15	24	16	26	23	22	17
	Bologna	18	5	12	9	14	17	16	9	18	16
	Cancun, Qr.	12	18	20	20	24	16	20	29	30	16
	Lausanne	8	13	15	12	14	14	17	13	21	16
	Marrakech	5	5	8	14	8	14	10	13	16	16
	Marseille	8	4	5	8	11	13	5	11	25	16
	Panama City	15	6	8	15	9	19	20	20	17	16
	Salzburg	5	6	9	13	10	10	16	15	8	16
	San Diego, Ca	13	18	25	30	15	22	25	31	20	16
	Aarhus	8	11	15	13	8	4	10	8	17	15
	Busan	4	7	10	14	11	10	23	15	29	15
	Guadalajara	4	5	8	5	15	9	7	8	8	15
	Havana	19	19	19	32	23	28	20	19	13	15
	Hyderabad	3		1	2	5	4	6	11	12	15
	Osaka	11	16	19	15	15	8	15	17	12	15
	Salvador (Bahia)	5	5	5	13	12	24	18	28	12	15
121	Aalborg	10	8	6	3	4	9	4	7	7	14
	Kaohsiung	3	1	5	4	5	4	14	9	12	14
	Leuven	10	6	12	11	16	19	16	11	10	14
	Nairobi	4	4	4	9	8	13	4	21	6	14
	Oxford	13	7	20	14	12	13	18	20	12	14

The Association Meetings Market 2000-2009

Number of meetings per city (continued)

Rank	City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
121*	Uppsala	10	9	10	11	24	18	21	18	18	14
	Utrecht	7	8	4	11	11	11	11	4	12	14
128	Auckland	7	15	6	10	12	15	15	11	20	13
	Bilbao	5	7	5	9	8	18	7	11	14	13
	Bratislava	8	13	13	4	17	12	15	6	10	13
	Cambridge	22	10	18	18	22	10	20	12	10	13
	Florianopolis,Sc	5	5	1	8	6	7	8	8	8	13
	Johannesburg	9	6	5	15	16	5	6	13	15	13
	Medellin				1		3	4	10	5	13
	San Jose	10	16	10	13	18	11	15	16	21	13
	San Juan	5	5	8	9	12	8	11	9	9	13
	Thessaloniki	7	10	12	11	16	14	15	21	13	13
	Turku	9	7	13	10	15	15	12	22	17	13
139	Abuja	3	2	3	3	3	5	6	4	10	12
	Dakar	3	5	5	4	5	10	7	8	7	12
	Denver, CO	5	4	7	4	3	7	3	2	10	12
	Incheon					1	1	2	3	2	12
	Las Vegas, NV	5	7	10	9	13	15	9	10	13	12
	Liverpool			2	4	4	5	13	10	23	12
	Luxembourg	6	5	7	6	12	18	14	10	10	12
	Orlando, FL	12	11	23	22	16	17	16	19	18	12
	Ottawa, ON	11	11	16	15	19	13	10	11	8	12
	Perth, WA	14	9	14	10	14	13	19	25	13	12
	Seattle, Wa	11	16	17	19	11	12	23	19	10	12
	Strasbourg	11	9	10	6	5	9	11	13	14	12
	Toulouse	21	13	19	18	26	12	12	10	19	12
	Tsukuba	7	11	10	9	6	10	8	11	7	12
153	Abu Dhabi	2				2	4	6	5	4	11
	Antwerp	12	7	12	12	13	19	12	22	15	11
	Asuncion	5	3	6	8	5	9	12	11	9	11
	Bonn	9	9	5	15	9	18	18	19	13	11
	Bremen	6	5	4	2	1	5	9	7	4	11
	Cairns, QLD	13	6	12	10	14	16	13	19	12	11
	Espoo	12	9	9	11	12	7	8	13	11	11
	Gold Coast, Qld.	12	2	7	3	6	8	4	12	7	11
	Honolulu, HI	17	12	14	14	16	10	9	14	12	11
	Leipzig	6	8	7	5	11	11	11	16	8	11
	Linz	2	4	2	3	3		2	2	8	11
	Mumbai	4	5	6	7	13	12	12	16	10	11
	Sapporo	10	7	7	12	7	8	6	5	18	11
	Sofia		3	6	2	9	8	15	17	12	11

* shared ranking continued from previous page

The Association Meetings Market 2000-2009

Number of meetings per city (continued)

Rank	City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
153*	St. Julians	1	5	3	8	8	6	8	8	7	11
	Verona	3	6	3	3	5	4	4	5	8	11
	Vina del Mar	2	1	3	5	4	7	3	12	8	11
	Xi'an (Sian)	4	2	4	1	5	4	10	7	8	11
171	Accra	5		3	3	6	7	8	8	15	10
	Calgary, AB	6	4	8	5	5	7	8	8	10	10
	Chiang Mai	12	3	5	15	11	11	7	10	3	10
	Foz Do Iguacu	4	1	5	6	9	10	6	7	15	10
	Fukuoka	7	6	9	7	11	6	8	10	8	10
	Lille	4	7	7	5	9	7	4	3	3	10
	Minneapolis, MN	5	5	7	5	6	10	10	9	3	10
	Monte Carlo	9	6	9	10	9	10	12	13	10	10
	Santiago de Compostela	5	6	1	4	7	4	3	3	4	10
	Tampere	11	18	14	9	15	13	20	14	20	10
	Tartu	2	3	3	3	5	5	4	7	7	10
	Zagreb	7	6	10	11	10	14	9	13	13	10
	183	Belfast	2	5	3	11	5	11	12	9	14
Brugge		6	7	16	6	6	8	6	9	8	9
Cardiff		7	6	11	5	8	11	13	12	7	9
Daegu		1	1	1	2	3	5	5	4	3	9
Daejeon		1	2	3	3	6	1	3	7	14	9
Delft		9	10	7	7	9	8	6	12	9	9
Doha		1		1		6	4	4	3	5	9
Duesseldorf		5	6	4	8	3	3	10	8	11	9
Genova		4	4	13	10	15	7	8	10	11	9
Guangzhou		2	1	6	2	3	5	5	7	17	9
Guatemala City		3	7	2	9	8	6	14	11	8	9
Hannover		9	6	4	5	3	7	8	4	9	9
Innsbruck		6	6	7	7	10	13	20	13	13	9
Kampala		2	4	3	4	5	2	2	10	3	9
Kobe		4	7	8	7	8	10	13	12	13	9
Limassol		3	5	8	4	8	10	8	5	5	9
Lucerne		7	12	16	14	13	7	7	6	9	9
Malaga		2	2	5	3	7	2	8	6	7	9
Monterrey		1	3	4	5	6	2	4	12	13	9
Montpellier		11	12	14	8	16	8	18	12	11	9
Nagoya	9	13	12	10	6	11	8	9	11	9	
Penang	5	8	1	5	8	2	6	8	6	9	
Philadelphia, Pa	6	7	10	9	12	16	11	10	12	9	
Phoenix, Az	4	5	3	4	8			2	4	3	9

* shared ranking continued from previous page

The Association Meetings Market 2000-2009

Number of meetings per city (continued)

Rank	City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
183*	Phuket	2	3	3	1	8	6	5	1	7	9
	Pisa	6	3	7	9	8	8	8	9	5	9
	Pittsburgh, Pa	6	2	7	8	4	9	9	6	11	9
	Poznan	6	2	1	4	5	10	7	5	10	9
	Recife, Pe	3	1	2	1	3	4	1	3	8	9
	San Antonio, Tx	8	5	3	9	2	4	7	8	8	9
	Tel Aviv	9	4	1	1	1	1	3	2	5	9
214	Adelaide, SA	14	15	15	10	14	8	18	11	17	8
	Atlanta, GA	11	8	12	6	10	7	10	11	10	8
	Berne	5	8	7	10	13	14	8	12	14	8
	Birmingham	9	8	8	12	11	12	7	4	10	8
	Brasilia, DF	3	3	9	5	6	7	11	2	13	8
	Buzios						1	2	3	4	8
	Crete	4	2	13	12	5	11	5	10	12	8
	Funchal, Madeira	1	2	2	3	2	4	7	4	9	8
	Groningen	8	5	4	13	9	5	7	9	10	8
	Heidelberg	10	8	12	7	13	11	9	15	12	8
	Jyvaskyla	3	4	2	6	5	4	8	3	5	8
	Nantes	4	2	3	4	3	7	10	5	5	8
	Naples	13	13	12	8	8	9	15	20	11	8
	New Orleans, LA	10	11	16	10	12	14	7	10	14	8
	Noordwijk	15	13	10	11	13	9	15	8	12	8
	Punta del Este	8	9	6	8	4	7	8	10	4	8
	Sendai	7	8	5	5	5	4	8	12	7	8
231	Aachen	7	3	5	10	9	4	2	6	8	7
	Alexandria	2	1		5	2	2	4	4	2	7
	Anchorage, AK	2	2	6	2	2	2	2	3	5	7
	Baltimore, MD	7	4	12	7	3	8	5	6	10	7
	Bangalore	2	8	7	10	9	9	18	10	11	7
	Brighton, Sussex	15	6	3	1	7	4	4	10	4	7
	Campinas,Sao Paulo	2	3	2	2	1	1	6	6	5	7
	Cebu City	2	2	4	8	3	1	7	7	7	7
	Chennai	2	5	3	4	2	5	6	13	6	7
	Christchurch	3	10	7	9	11	4	7	8	8	7
	Cordoba	5	6	2	3	2	8	1	9	4	7
	Curitiba,Pr	3	4		3	5	3	5	3	4	7
	Durban	12	16	11	16	10	14	7	10	12	7
	Gdansk	3	6	5	8	4	9	6	4	11	7
	Jakarta	2	3	3	6	8	10	18	14	10	7
	Karlsruhe	3	2	2	4	6	5	6	3	7	7

* shared ranking continued from previous page

The Association Meetings Market 2000-2009

Number of meetings per city (continued)

Rank	City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
231*	Kiev		1	1	4	2	5	11	7	8	7
	Leiden	8	6	3	4	7	4	6	6	5	7
	Manama	1		2		2	1	3	3	1	7
	Mannheim		2	2	2	3	2	4	1	2	7
	Mar del Plata	3	9	4	4	4	11	2	11	14	7
	Nicosia	1	6	2	4	6	6	7	5	5	7
	Palermo	2	4	5	4	3	13	7	7	5	7
	Portland, Or	4	6	5	8	8	5	9	8	7	7
	Potsdam	9	5	7	4	9	6	15	11	6	7
	San Sebastian	3		4	3	4		4	7	2	7
	Stuttgart	7	2	2	10	11	9	12	14	7	7
	Ulm	5	1	4		1		2	2	1	7
	Xiamen, Fj	1		3	1	2		1	9	2	7
260	Austin, TX	3	2	4	2	2	3	4	5	6	6
	Belo Horizonte	4	2	2	5	2	4	2	3	11	6
	Bled	6	4	6	4	9	10	4	11	5	6
	Cork	3	1	5	5	9	8	1	5	10	6
	Dalian	2	3	6		3	2	4	5	10	6
	Davos	3	5	3	2	1	4	4	7	4	6
	Edmonton, AB	1	4	3	1	2	2	2	1	7	6
	Eindhoven	3	5	4	11	5	5	1	5	9	6
	Fortaleza,Ce	4	4	5	2	4	2	11	2	6	6
	Gramado,Rs	3		1	1	2	2	3	3	1	6
	Grenoble	5	8	9	9	14	8	7	7	1	6
	Guayaquil	3	1	3	6		3	6	6	5	6
	Izmir	1		2	2	5	6	2	6	2	6
	Jerusalem	21	5	5				2	2	8	6
	Kota Kinabalu, Sabah	2	2	1	7	3		2	4	6	6
	Leeds	1			5	2	7	6	4	4	6
	Les Diablerets				2		2	3	5		6
	Mendoza	1	2	1	1	3	1	1	4	3	6
	Merida	4	2	6	11	9	10	10	11	8	6
	Montreux	4	5	9	3	3	5	9	4	9	6
	Okinawa	1	5	1	1	5	4	1	2	6	6
	Padova	3	6	6	6	5	2	2	7	5	6
	Pretoria	5	4	4	8	3	6	7	2	6	6
	Sorrento	4	10	7	6	5	6	4	8	4	6
	Stavanger	3	5	5	4	6	2	5	6	11	6
	Tunis	3	2	3	6	7	6	3	4	9	6
	Valetta	3	3	1		2	2	3	3	2	6
	York	6	4	7	4	2	3	5	5	2	6

* shared ranking continued from previous page

The Association Meetings Market 2000-2009

Number of meetings per city (continued)

Rank	City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
288	Arusha		3	4	3	2	2	2	10	7	5
	Ascona,Ti		2	2	4	3	1	1	3	3	5
	Astana		1						1	1	5
	Banff, AB	7	6	10	13	13	11	6	9	6	5
	Beirut	3	4	5	2	3	3	1	1		5
	Berkeley, CA	7	2	5	5	2	3	5	9	5	5
	Bristol	6	4	5	8	4	4	3	2	5	5
	Cannes	7	6	7	5	4	5	10	2	9	5
	Caracas	8	7	8	8	8	11	9	9	5	5
	Catania, Sicily	6	1	3	4	5	1	3	8	3	5
	Chania (Crete)	1	3	1		1	1	3	4	2	5
	Colombo	3	3	3	5	5	9	7	9	8	5
	Dar-Es-Salaam		1	4	2		2	3	2	3	5
	Enschede	4	5	4	2	8	6	4	7	1	5
	Freiburg (Im Breisgau)	2	3	3	2	11	1	9	11	10	5
	Galway	2		1	3	6	4	4	7	4	5
	Granada	5	8	15	14	12	10	16	6	8	5
	Ho Chi Minh City	2	2	2	4	3	8	6	12	9	5
	La Paz	2	2	3	4	2	1	3	5		5
	Lake Como	6	5	1	3	5	5	2	6	3	5
	Limerick	5	3	1	5	2	4	9	7	6	5
	Lodz	2	2	1	2	1	5	3	3	2	5
	Malmö	9	12	6	6	9	6	11	8	8	5
	Maynooth, Kildare					1		1	1	1	5
	Munster		5	4	3	4	5	1	3	3	5
	Ouagadougou	1	1	3		3	1	3	7	4	5
	Oulu	6		5	3	8	8	3	4	3	5
	Palma de Mallorca	1	4	5	4	7	5	4	3	6	5
	Pattaya	4	2	2	3	5	7	8	10	6	5
	Perugia		1	2	2	1		4	6	2	5
	Porto Alegre,Rs	5	7	10	7	12	6	8	11	14	5
	Portoroz	6	4	10	5	5	9	6	15	9	5
	Saint Malo	3		2	9	6	1		4	3	5
	Santo Domingo	4	8	4	10	11	7	12	19	7	5
	Southampton	3	1	3	2	2	2	11	8	9	5
	Stanford, Ca	2	2	1	2	2	3	6	3	3	5
	Tianjin	4	1	1	1	2	4	1	3	5	5
	Tromso	7	4	5	4	5	6	8	4	7	5
	Vaasa	1	5	3	2		1	1	3	2	5
	Victoria, BC	4	5	5	3	1	5	9	8	8	5

* shared ranking continued from previous page

The Association Meetings Market 2000-2009

Number of meetings per city (continued)

Rank	City	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
288*	Wageningen	3	1	4	3	8	2	6	3	3	5
	Wellington	3	4	5	3	9	7	4	4	8	5
	Yaounde	2	5	4	3	1	4	1	6	4	5
	Others	1,352	1,367	1,515	1,577	1,781	1,856	1,940	1,961	1,992	1,628
	Total	5,190	5,202	6,002	6,223	7,313	7,661	8,122	8,620	8,749	8,315

All other cities hosted less than 5 meetings in 2009.

For the fifth year in a row, Vienna is the most popular city with an increase of 21 meetings over 2008. Barcelona jumps from 3rd to 2nd place and Paris, which shared 1st place with Vienna last year, is now 3rd. The only newcomer in the top 20 is Madrid, at 13th place.

In general most cities have gradually attracted more meetings over the past decade. A closer look at the top ten destinations seems to show more growth for the bigger destinations.

* shared ranking continued from previous page



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