The Economic Contribution of Meeting Activity in Denmark

VisitDenmark

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Acknowledgement

VisitDenmark is pleased to release the results of the first research study ever in Denmark on the economic contribution of meetings to the Danish economy. On behalf of the project team, VisitDenmark would like to acknowledge everyone involved in the study.

First of all, a great thank-you goes to the thousands of people – from delegates to members of the Meeting Industries – who took the time to complete our lengthy and detailed questionnaires. The study would not have been possible without their participation.

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Finally, The Economic Contribution of Meeting Activity in Denmark represents the effort of a project team representing experts, research analysts and the meeting industry. We would like to thank each member of the project team for sharing knowledge and experience, and for patience and confidence through-out the whole process:

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On behalf of the project team we hope the report is met with interest and recognition.

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Executive Summary

The Danish meetings industry was responsible for nearly 188,000 meetings held in 2010, attended by a total of 6.9 million delegates. This created a direct turnover of DKK 20.8 billion, of which DKK 11.4 billion constitutes costs of meetings and DKK 9.4 billion is spending from delegates. International delegates contribute with DKK 3.5 billion of the total.

On average, Domestic meeting delegates spend DKK 1,950 per day, while international delegates spend a bit more, DKK 2,400 per day. International meeting delegates staying for at least one night are with expenses of DKK 3,030 per day among the highest spending delegates in Denmark.

International delegates contribute with DKK 3.5 billion to the Danish Meeting industry

Meeting activity in Denmark

Total number of meetings	187,900
Total number of delegates	6.9 million
Direct turnover (total)	DKK 20.8 billion
Domestic meetings	DKK 17.3 billion
International meetings	DKK 3.5 billion
Total meeting costs	DKK 11.4 billion
Total delegate spend	DKK 9.4 billion
Expenditures per person per day	DKK 2,010
Domestic meetings	DKK 1,950
International meetings	DKK 2,400
Direct and derived effects	
Full-year jobs (equivalent)	37,900
Gross Value Added	DKK 15.3 billion
Income taxes	DKK 4.7 billion

Total expenditures of DKK 20.8 billion generate a significant economic contribution. Almost 38,000 jobs are created due to the direct and derived effects, corresponding to 1.4 per cent of total employment in Denmark.

Gross Value Added amounts to DKK 15 billion, or equivalent to 1.0 per cent of the Danish GVA, when including derived effects. Taxes in the form of personal and corporate income taxes, as well as VAT make up 1.3 per cent of the total, with DKK 7.8 billion. The turnover of meetings industry in Denmark generates significant number of jobs. On average, the analysis shows, that a turnover from meeting activity of DKK 1 million creates 1.8 jobs.

Contribution from DKK 1 mill Expenditure

Total Expenditure	DKK 1,000,000
GVA – direct	DKK 410,192
GVA – direct and derived	DKK 734,763
Income taxes (personal and corporate)	DKK 226,700
Employment (Full Time Equivalent)	1.8

The Meeting Industry has positive effects in all regions of Denmark. Not surprisingly, the analysis shows, that the Capital Region is the largest contributor with 75,800 meetings held in 2010, or 40 per cent of all commercial meetings held in Denmark. The Region of Southern Denmark is the second largest region when it comes to the number and economic effects of meetings.

Regional Key Figures

	Capital Region	Central Denmark Region	North Denmark Region	Region Zealand	Region of Southern Denmark
Total number of meetings	75,800	36,300	11,100	18,700	46,000
Total number of delegates	2,744,000	1,263,200	369,800	629,800	1,923,500
Economic Key Findings	DKK billion				
Total Expenditures	7.7	3.5	1.5	2.1	6.0
Direct and derived effects					
Gross Value Added	5.8	2.8	1.2	1.4	4.0
Income taxes[1]	1.6	0.9	0.4	0.6	1.2
	Full-year jobs (equivalent)				
Employment	12,700	7,600	3,200	3,600	10,800

1: Including personal and corporate

This Meeting Satellite Account is the first of its kind in Denmark. It reveals the economic magnitude and contributions of the commercial meeting industry.

Based on lessons from a similar study in Canada, and following the guidelines of the World Tourism Organization (UNWTO), VisitDenmark has conducted this analysis based on three separate surveys on venues, meeting organizers and delegates. Departing in MPI's definition of meetings, the analysis only includes meetings of at least 4 hours with the purpose of conducting business, held in a commercial venue with 10 participants or more.

1 Introduction

1.1 Objectives

The overall objective of the study is to provide insights into the number of meetings held in Denmark and their significance to the regional and national economy during the year 2010. More specifically, The Economic Contribution of Meeting Activity in Denmark is aimed to achieve the following goals:

1. To estimate the volume and structure of the meeting activity in Denmark.
2. To estimate the demand-side expenditure of meeting participants as well as the supply-side expenditure of meeting organizers.
3. To estimate the direct economic contribution of meetings activity in Denmark
4. To estimate the derived economic effects of meetings, in terms of indirect and induced contributions to the Danish economy.

1.2 Background

Today, we can speak with some authority of the tourism industry. After many years of tourism impact studies following established international measures, tourism has been recognized as an industry and counted as a contributor to the global as well as the Danish Economy.

However, until now, the meetings industry in Denmark has been unable to account for the scope of its total economic importance. Being an economic activity that exists across the boundaries of many industries, the Danish meeting industry has not yet received adequate recognition for its contribution. A number of independent studies have been conducted covering aspects of the Meetings Industry, but this is the first attempt to establish a total account for the economic contributions.

The general purpose of the study is to identify the importance of meetings to the Danish Economy. Reliable accounting of meetings activity will lead to greater recognition of meetings as an economic driver. This report is desired to help the meeting industry to obtain recognition from local, regional and national governments and to ensure a right foundation of knowledge for policies.

International Experiences

This Danish study closely follows recommend-dations from UNWTO

On an international level, only few countries have conducted studies of the economic contribution of the meeting industry. In order to encourage the development of economic meeting studies, the UNWTO published a set of recommendations in 2006 on how to establish internationally standardised economic measurements of the meeting industry. MPI Foundation Canada (2008) has made one of the more extensive economic measurement studies of the meeting industry. Several other countries have investigated the value of the meeting industry to different extents. A list of international studies is provided in the appendix to this report.

This Danish study closely follows the recommendations from UNWTO on how to establish national accounts of the meeting industry. Furthermore, the development of the methodological framework for this study has been heavily inspired by the Canadian study, The Economic Contribution of Meetings Activity in Canada, published in 2008.

Many Years of Research
The findings presented in this study describe the economic contributions of meetings in Denmark during 2010. These figures are result of several years of work.

Back in 2009, VisitDenmark presented the idea of conducting an economic study of the meeting industry in Denmark to several regional tourism organisations and MPI (Meeting Professionals International). Obtaining interest and involvement from these organisations, VisitDenmark established a group of experts representing the meeting industry, the research industry and universities, and this group of people has assisted VisitDenmark in developing the methodological framework of the study as well as in understanding the many new findings of the study.

During 2010 the methodological framework of the study was developed, the surveys were conducted by the end of 2010 and during most of 2011, and finally, by the end of 2011 and the beginning of 2012, the project group has analysed and presented the results.

1.3 Meeting Satellite Account

Just as with tourism, the consumer is the key to identifying the significance of the meeting industry

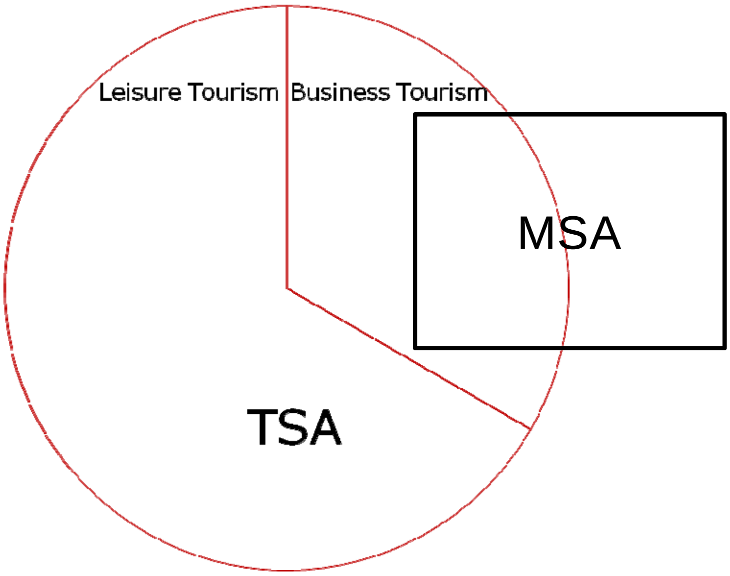
The meeting industry faces the same difficulties as the tourism industry faced before the development of the Tourism Satellite Account (TSA) in that it is an activity hidden among different industries. Where the economic contributions of other industries are measured in the National Accounts, the meeting industry is a demand side activity, dependent on the status of the consumer rather than the supplier. Just as with tourism, the consumer is the key to identifying the economic contribution of the meeting industry. The study, presented here, is a satellite account for the meeting industry in Denmark. A satellite account measures an industry from the demand side. For this reason, the values presented in this report all include taxes and VAT. This Meeting Satellite Account counts all economic contributions of meetings, defined as follows:

> According to MPI recommendations, a meeting is defined as: A coming together of people with the key purpose of motivating participants and to conduct business; held in a commercial venue for a minimum duration of four hours, with ten participants or more.

The meeting industry overlaps with the tourism industry. Tourists can be travelling for the purpose of either business or pleasure, and if it is business, it may involve a meeting. However, business tourism in the TSA framework includes much more than meeting delegates. Business tourists can be travelling salespersons, journalists, and others not attending meetings held in commercial venues and involving less than 10 participants.

Conversely, some meeting activities are not tourism in the TSA sense and thus not comprised in the Tourism Satellite Account. Non-tourism meetings include among others meetings involving local day-delegates and participants who are not staying at the traditional tourism facilities. In this way, the tourism industry and the meeting industry overlap.

Figure 1.1 Tourism Satellite Accounts and Meeting Satellite Accounts



1.4 Measuring Meetings in the Future

With this report a methodology of measuring meetings in Denmark has been developed. The authors would recommend repeating this study every 2 – 3 years, which corresponds to the major studies conducted in tourism. This would bring the level of knowledge of meeting industry economics to the same level as that of the tourism industry. Should the study be repeated, a number of reflections and possible improvements are to be considered.

Unlike the Canadian study, this analysis does not include specific information on keynote speakers or sponsored attendees. The expense for speakers and sponsored attendees is included in the meeting cost, but the person is seen as a delegate in this analysis. There can, therefore, be a small double accounting as sponsored delegates and keynote speakers who in this study are perceived as participants, are applied a meeting cost. In reality, speakers would not be charged a delegate fee. This possible double accounting should be eliminated by extending the study in the future.

Furthermore, the current analysis does not include *consumer shows or exhibitions*. Trade shows are included, but not consumer shows. The surveys conducted as part of this work turned out to be inadequate to cover this type of meeting activity. Future economic studies of meetings in Denmark should, however, aim at finding a way to include this important meeting activity.

1.5 Structure and Use of the Report

The report is structured as follows: *Chapter 2* reviews the methodology of the analysis, going through the compositions of the surveys, response rates, and the models used to measure the expenditure and derived economic effects. Capacity structure of the Danish meeting venues is outlined in *chapter 3* in order to provide a foundation of the study. *Chapter 4* states the findings of the venue survey, showing volume and structure of the meeting activity in Denmark. In *chapter 5* delegates are examined in numbers and behaviour.

Daily spending is computed in *chapter 6* by meeting costs from the organizer survey and by delegate's consumption from the delegate survey. *Chapter 7* concludes these findings into the total expenditures of meetings in Denmark. The derived economic effects of meetings are stated in *chapter 8*.

A glossary is provided in *appendix 1* including among other things the definitions of venue types used. A*ppendix 2* provides a list of international studies of the national meeting industries, and *appendix 3* contains extended tables, which are referred to in the chapters. Notes are provided throughout the report as footnotes. The questionnaires of the three surveys are available upon request.

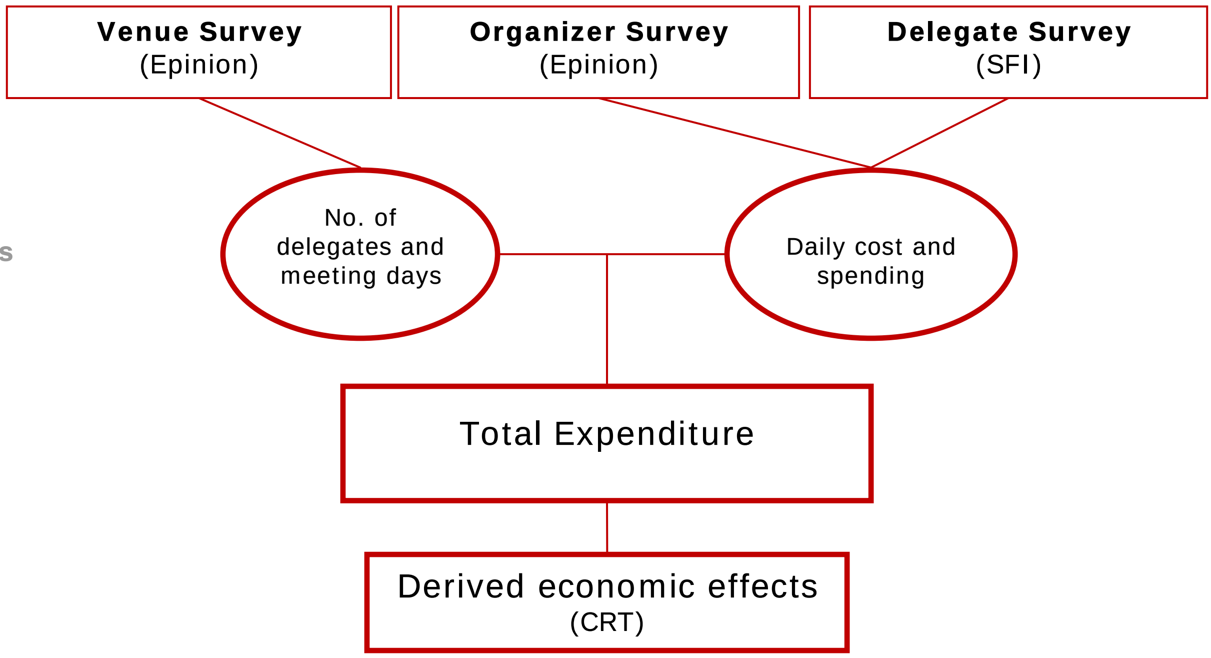
2 Methodology

The analysis is built on three surveys of venues, organizers and delegates. The venue survey provides the numbers and size of meetings in days and delegates. To calculate the total expenditure, this is combined with daily spending found through the organizer and delegate survey, measuring meeting costs and delegate spend, respectively.

Together, the three surveys provide the direct economic contribution of meetings, that is, the Meeting Satellite Account (MSA). The result has then been evaluated through the macro economic equilibrium model LINE, leading to direct and derived economic effects in terms of value added, employment and taxes.

This chapter will run through the surveys and the methods used to establish the Meeting Satellite Account as well as the estimation of derived economic effects.

Figure 2.1 Basic Structure of the Analysis



The surveys cover venues, organizers, and delegates

2.1 The Surveys

The Venue Survey

The venue survey was carried out by Epinion as an online questionnaire and was conducted during the first part of 2011, addressing the meeting activity throughout 2010. Respondents were contacted by mail from a sample made by VisitDenmark through research and contact with the industry. Follow-up calls ensured a response rate on a satisfactory level.

Almost 700 venues are included in the survey

The sample of venues consisted of the total population of 692 meeting venues in Denmark, though excluding restaurants and cafés. The survey was sent to all 692 meeting venues and obtained a response rate of 55 percent. Greatest share was accomplished with the *Congress/exhibition venues*, while education venues (including *Universities/education centres* and *Folk high schools*) are represented by a smaller share, though still by 35 per cent.

Table 2.1 Venue Survey

	Sample	Responses	Response rate
	Venues		pct.
In total	**692**	**383**	**55**
Congress/exhibition venues	14	10	71
Hotels	339	197	58
Holiday resorts	43	25	58
Conference/course centres	63	30	48
Special event venues	131	73	56
Attractions	34	24	71
Universities/education centres	25	10	40
Folk high schools	43	14	33

Information on capacity was collected for the entire sample, regardless of whether the venue had answered the questionnaire or not, and the results of the survey was weighed according to information on capacity, type and geographical position of the venue.

Apart from some basic information on capacity, the venues were asked about the number of meetings held on their premises, divided into five purposes: Conference/Congress, Trade Shows, Consumer Shows, Courses, and Other Meetings. For the single meeting purpose, the meetings were divided into number of days, 1 to 4 and "more than 4". In addition, the venues were asked to state the total number of delegates per meeting purpose. In the case of trade shows, the question of delegates was covering the visitors. Trade show exhibitors were not included in the survey, but were eventually set to be 6 per cent of visitors for the individual venue, based on research among the venues.

The Organizer Survey

The organizer survey was conducted as an online questionnaire, followed by a survey of telephone interviews, extending the response rate. The sample included both independent, commercial meeting organizers, and in-house meeting organizers undertaking the organization of meetings within larger companies, and included both domestic and international organizers. As with the venue survey, the organizer survey was conducted by Epinion during the first half of 2011, addressing meetings held during 2010.

More than a thousand organizers were invited to participate in the survey. More than half of these were in-house organizers. The response rate was lower than with the venue survey, though still satisfactory for this kind of survey.

The primary aim of the survey was to reveal the cost of meetings – seen from the supply side of meetings - and the composition of the expenses. The questionnaire included questions on meeting purpose, costs, and the composition of the expense included rent of venues and facilities, catering, transportation, external staff, entertainment, speakers, advertisement/marketing, insurance, and administration, with few variations according to meeting purpose. An average meeting cost per purpose was composed and weighted according to the number of meetings organized by the respondent.

Table 2.2 Organizer Survey

	Sample	Completes	Response Rate pct.
In total	**1,143**	**223**	**20**
Domestic organizers	847	198	23
International organizers	296	25	8

The Delegate Survey

Respondents include both domestic and international delegates, but only those staying over night

The third and final survey regarded meeting delegates. This survey was conducted with 881 meeting delegates, including questions on delegate expenditure during their stay in Denmark. The respondents were identified as part of VisitDenmark's national tourist survey conducted through-out 2011 by the Danish national Centre of Social Research (SF). The survey consisted of 4.300 face-to-face, closed question interviews with business tourists, of which 880 respondents fulfilled the definition used in this report on meetings.

Respondents include both domestic and international delegates, but only participants staying over night in registered bed night venues, i.e., hotels, holiday resorts, hostels, camp sites, and holiday cottages.

All 4.300 interviews have been weighted according to the official business bed night statistics by Statistics Denmark.

In the analysis, it is assumed that the composition of delegates is also valid for venues not included in the delegate survey, i.e., *Conference/course centres*, *Special event venues*, *Universities/education centres* and *Folk High Schools,* as long as the venue in question had the capacity of bed nights. Delegates staying in one of the five registered types of venues, but attending meetings at the non-registered types not included in the delegate survey, have been deducted.

Due to the definitions of venue types it is not possible to have bed nights at *Congress/exhibition venues* and *Attractions*. If a hotel or alike is affiliated with one of these two types, the venues are considered separate.

Table 2.3 Delegate Survey

	Respondents	
	With business Purpose	Who are attending meetings according to the MPI definition
In total	**4,294**	**881**
Domestic delegates	1,275	441
International delegates	3,019	440

The survey revealed the delegates' spend on the meeting and divided the expenditure into among others accommodation, food, culture, transportation. Spending on transportation does however not include costs paid outside Denmark.

The analysis of data assumed that there had to be a cost of accommodation during meetings including overnight stays, even if the cost is refunded or prepaid by the delegate's company. It is, however possible not to have a daily spending besides accommodation, as catering and collective transportation can be included in the meeting costs from the organizer survey.

As delegates are questioned after arrival at their place of accommodation, VAT is included in the answer when it comes to the cost of accommodation. The analysis does not take into account that the 50 per cent VAT refund on business bed nights reduces the actual meeting expenditure. The same point can be made to restaurant expenses, which are subject to a 25 per cent VAT refund.

Day-delegates
The above mentioned delegate survey only gives information on meeting participants staying over night. Understanding of the number and spending of day delegates has been established through a combination of other sources.

The Danish National Travel Survey (DTU 2009) has been used to establish the municipality of origin for domestic day-delegates. This survey comprises 26,000 interviews a year, conducted partly through online questionnaires (20 per cent) and partly as telephone interviews (80 per cent). In this survey, respondents state their means of transportation as well as the purpose of the trip. In the analysis, the answers from day delegates have been weighed by geography, age and gender.

Unfortunately, no source of information has been available to provide information on the number of or expenditure of international day-delegates. Both the number and spend by international day delegates is assumed in the study based on the findings concerning delegates staying overnight.[1]

2.2 Determining Direct Contribution

The MSA is established by combining the number of delegates with daily delegate spending and daily meeting cost

To determine the direct contribution to the economy, a daily spending and cost has to be assigned to the single delegate for the particular meeting day. The venue survey has established the total sum of delegates and meeting days.

The delegate survey then contributes with information on the number of bed nights generated of meetings, leaving the residual number of meeting days to be attended by day-delegates.

The Meeting Satellite Account (MSA) is then established by combining the number of delegates with information on daily delegate spending (demand side expenditure) and daily meeting cost (supply side expenditure). Furthermore, it is ensured that the total meeting expenditure per industry does not exceed the values for the same industries in the Danish national account.[2]

[1] Daily spending for day delegates is base don those found for delegates staying over night, excluding cost of accomodation. Furthermore, domestic day-delegates are given a lower spend if travelling within their own region.

[2] Daily meeting cost is divided into the recipient industries. For example, hire of facilities is attributed to the industry of the venue type, and cost of speaker is located within the education industry, when the purpose of meeting is *Courses*. This division made it possible to test the results

2.3 Determining the Derived Effects

Gross Value Added, employment (FTE's) and taxes can be derived from LINE

While the direct contribution of the meeting activity illustrate the payments made directly to the demand driven industry, the indirect and induced contribution make up the true echo of meetings to the economy.

The indirect economic contribution arises when the direct spending and cost is followed backwards to the industries supplying products and services for the end product. When a product is made, there will be paid an income for the household of the employed, both from the direct and the indirect contribution. This income will be spent on new products, and this represents the induced economic contribution.

An input-output based, inter-regional macroeconomic model has been used to determine the destination of these indirect and induced economic contributions. LINE is such a model, working on municipality level. For this purpose Centre for Regional and Tourism Research (CRT) has customized the model, using some of the same framework as for tourism. In the LINE model, the iterations are made ten times. That is, the direct contribution of the meeting activity is followed through an input-output model ten times to determine the indirect and induced contribution.

The total economic contribution can be stated in different derived effects. This report determines the Gross Value Added, employment and taxes, created from the meeting activity, and the figures are stated both in absolute terms and as percentages of the total economy. Taxes include personal income taxes (divided into recipient public entity), corporate income taxes and VAT. Due to large subsidies on transportation, *product taxes and subsidies* are not included in the report.

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against the respective national accounts, e.g., *55.10.20 Conference and Course Centres*, and *82.30.00 Organization of Congresses and exhibitions*. The contribution to these industries from meeting activity turned out not to exceed the total activity in the respective industries.

3. Capacity

When measuring the meeting activity in a country it is essential to have an idea of the capacity for these meetings. Delegates can attend meetings continuously and international delegates can be brought in from distant corners of the world, leading to the possibility of almost indefinite demand. The supply of meeting venues, however, is rather fixed in the short run and, since Denmark is a relatively small country, constrained in the longer run. The following short chapter will look into the venue capacity in Denmark, i.e., the suppliers of commercial meeting facilities.

Almost half of the venues are *hotels*, but measured in participant capacity *hotels* only constitute 27 per cent

As mentioned in the previous chapter, the number of venues suitable for meetings of more than 10 people for the duration of 4 hours or more, is found to be 692. These can be split into eight categories, or venue types (see glossary for the definition of the single venue type). Almost half of the venues are *Hotels*, but measured in participant capacity *Hotels* only constitute 27 per cent. *Congress/exhibition centres* are fewer in Denmark with only 14 venues, but these make up 23 per cent of the total participant capacity. Special event venues, including venues like theatres and sports arenas, are with extensiveness in both numbers and average size, the greatest source of capacity for meetings in Denmark with 31 per cent of daily maximum participant capacity. Maximum capacity is defined as the greatest amount of delegates possible for meetings at the venue at one time, that is including all meeting rooms and usually with a classroom setup.

The subgroup *Attractions* include venues normally seen as tourist attractions and include venues such as museums, amusement parks, and castles open to the public. Throughout the analysis this subgroup is referred to as *Special Event Venues*. *Universities/Education centres* and *Folk high schools* are, throughout the report, combined as *Educational venues.*

Table 3.1 Participant Capacity per venue type

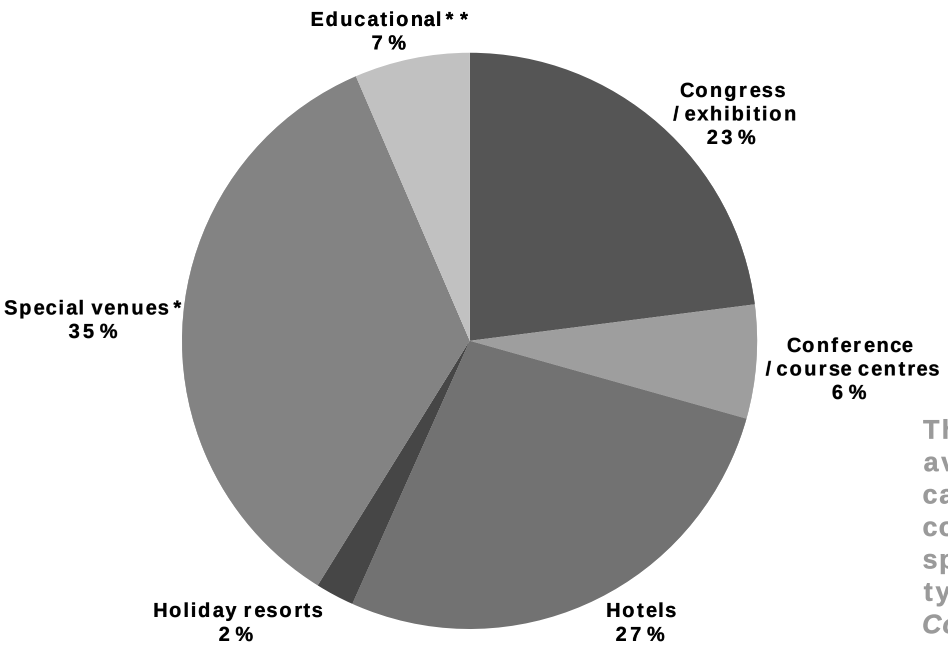
	No. of venues	Daily participant capacity (maximum)	Average maximum capacity per venue
In total	**692**	**441,700**	**638**
Congress/exhibition venues	14	101,500	7,248
Hotels, small	172	19,500	113
Hotels, large	167	101,200	606
Holiday resorts	43	9,600	222
Conference/course centres	63	28,200	448
Special event venues	131	139,100	1,062
Attractions	34	14,100	413
Universities/education centres	25	19,700	786
Folk high schools	43	8,900	208

*Small hotels are here defined as having a capacity of less than or equal to 200 participants

Source: Venue Survey

The pie chart in Figure 3.1 shows the maximum daily participant capacity per venue type, with a few aggregations.

Figure 3.1 Participant Capacity split on type of venue



*Incl. Attractions and Special venues. **Incl. Universities/educational centres and Folk high schools. *Source: Venue Survey*

The largest average capacity concerning a specific venue type is seen for *Congress/ exhibition venues* in the Central Denmark Region

Most venues are located in the Capital Region (30 per cent). The region also has the largest average capacity per venue, due to the venue type *Special Event Venues*. The largest average capacity concerning a specific venue type is seen for *Congress/exhibition venues* in the Central Denmark Region. Average maximum capacity per region and venue type can be seen in appendix 3, table A1.

Table 3.2 Participant Capacity per region

	No. of venues	Daily participant capacity (maximum)	Average maximum capacity per venue
In total	**692**	**441,700**	**638**
Capital Region	**208**	186,700	898
Central Denmark Region	**135**	88,900	658
North Denmark Region	**84**	28,700	342
Region Zealand	**91**	30,700	337
Region of Southern Denmark	**174**	106,700	613

Source: Venue Survey

4. Meeting Activity

Chapter 4 states the meeting activity during 2010 in terms of number of meetings, durations and locations. All figures shown in this chapter are rounded.

Half of all meetings are courses

Based on the venue survey, it is found that 187,900 commercial meetings were conducted in Denmark in 2010, which amounted to 295,700 days of meetings. *Conference and Congresses* had the longest duration with more than half the meetings exceeding one day. *Courses* are the most frequent meeting purpose, constituting half of all meetings held in Denmark. Four fifths of all *Other Meetings* are only of one day.

Table 4.1 Meeting Activities

	No. of meetings	Days of Meetings	Average length	Meetings of 1 day	Meetings > 1 day
				Meetings	
In total	**187,900**	**295,700**	**1.6**	**106,600**	**81,300**
Conference/congress	48,800	84,200	1.7	20,900	27,900
Trade shows	1,100	1,800	1.6	700	500
Courses	95,000	157,200	1.7	49,700	45,300
Other meetings	42,900	52,600	1.2	35,300	7,600

Note: The duration of meetings is a discrete variable. Hence, the average is overestimated

Source: Venue Survey

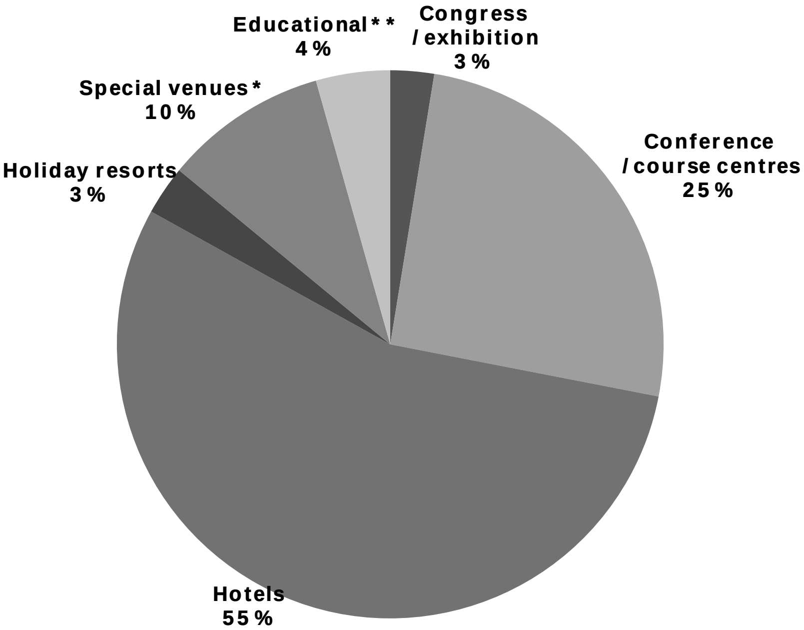
The Capital Region handles 40 per cent of all meetings in Denmark. The region is leading in all meeting purposes ranging highest in *Other Meetings* with 54 per cent. The Region of Southern Denmark has 24 per cent of all meetings, and if seen per capita, this region has the most meetings. Divided per venue, the venues of the Capital Region are most active, with 360 meetings per venue, followed by the Central Denmark Region. The national average is 270 meetings per venue.

Table 4.2 Meetings per region

	Capital Region	Central Denmark Region	North Denmark Region	Region Zealand	Region of Southern Denmark
			Meetings		
In total	**75,800**	**36,300**	**11,100**	**18,700**	**46,000**
Conference/congress	22,100	10,300	3,100	3,600	9,600
Trade shows	400	150	50	150	350
Courses	30,100	20,600	4,000	11,500	28,800
Other meetings	23,200	5,300	4,000	3,300	7,200

Source: Venue Survey

Figure 4.1 Meetings per venue type



*Incl. Attractions and Special venues. **Incl. Universities/educational centres and Folk high schools.

Source: Venue Survey

The greatest activity level per venue is, however, at *Conference / Course centres*

More than half of all meetings are held at *Hotels*. The greatest activity level per venue is, however, at *Conference/Course centres* with 760 meetings per venue, i.e., more than 3.3 meetings per working day[3]. Universities have the lowest activity level per venue with 69 meetings per venue per year. It should be remembered, that only venues with commercially used meeting facilities are included in the study.

Table 4.3 Average Activity per venue

	Meetings per venue
In total	**272**
Congress/exhibition venues	347
Hotels	305
Holiday resorts	126
Conference/course centres	760
Special event venues	120
Attractions	73
Universities/education centres	69
Folk high schools	152

Source: Venue Survey

[3] 228 official working days in 2010

4.1 Length of Meetings

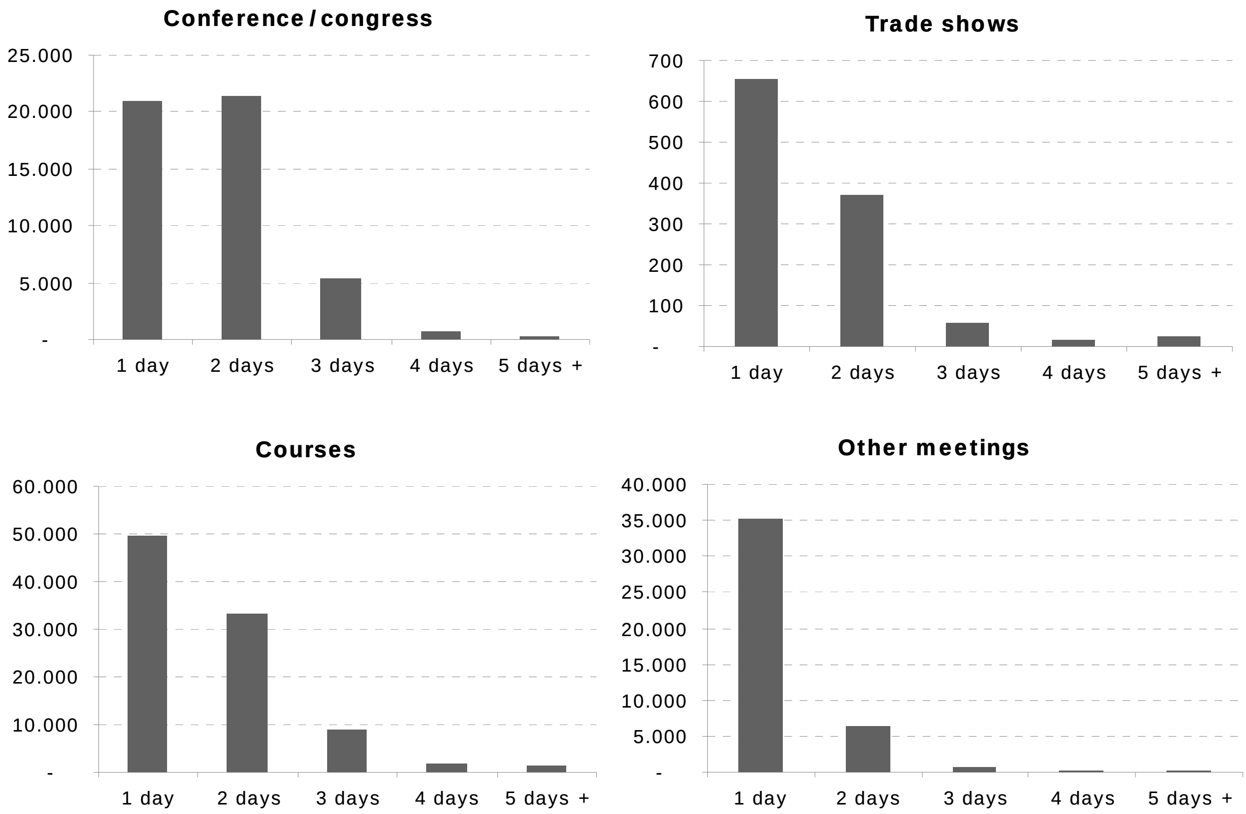
Most meetings in Denmark are of only one day duration. There are, however, differences across both venue types and meeting purposes. Figure 4.2 shows the total number of meetings spread out by duration for the four meeting purposes.

For the purpose of *Conference/congress,* the venue types *Congress/exhibition venues*, *Universities, and Attractions* are 75-90 per cent concentrated on a single day, though *Universities* also have relatively many meetings with duration of more than four days. For *Hotels* and *Holiday Resorts* two-day duration is the most common. More than half of all *Trade Shows* are of more than one day. Looking at the *Congress/exhibition venues*, however, two-day durations are more common (32 per cent) and three fourths of all *Trade Shows* at this venue type are of more than a day. Though *Trade Shows* at this venue type are often great in size (see chapter 5), the number of meetings only represents 7 per cent of all *Trade Shows*.

Other Meetings have almost always a duration of one single day

Courses are, as all other meetings, most often conducted at *Hotels*, due to the great amount of hotels in Denmark with meeting facilities. Looking at *Conference/Course centres*, one- and two-days durations are equally frequent. For *Folk High Schools*, two- and three-days duration is just as common as one day. The residual purpose of *Other Meetings* is nearly always of a single day. The variation across venue types is relatively small, with *Congress/exhibition venues* having the longest meetings.

Figure 4.2 Duration of Meetings



Source: Venue Survey

5. Delegates

A total of 6.9 million delegates attended the 187,900 meetings held in Denmark in 2010. Most delegates attended *Conference and Congresses*, while *Trade Shows* had the highest number of participants per meeting. *Courses* have the lowest number of delegates per meeting.

Table 5.1 Delegates at Meetings

	No. of delegates	Delegates per meeting
	1,000 delegates	
In total	**6,930**	**37**
Conference/congress	2,578	53
Trade shows (visitors)	779	691
Trade shows (exhibitors)	47	42
Courses	2,318	24
Other meetings	1,208	28

Source: Venue Survey

***Courses* have the lowest number of delegates per meeting**

Just as with the number of meetings, the Capital Region accounts for 40 per cent of all delegates attending meetings in Denmark. *Conference and Congresses* are the most used meeting purpose in this region, as well as in all other regions, except in Central Denmark Region where *Courses* are most frequently attended. Relative to the number of meetings seen in table 4.2, the most attended meeting purpose is *Trade Show (visitors)* in Central Region Denmark with 1,300 delegates per meeting, followed by only half the numbers in the Capital Region. The smallest meetings are held in Region Zealand with the purpose of *Other Meetings*, having an average size of 16 delegates.

Table 5.2 Delegates at Meetings per region

	Capital Region	Central Denmark Region	North Denmark Region	Region Zealand	Region of Southern Denmark
	1,000 delegates				
In total	**2,744**	**1,263**	**370**	**630**	**1,923**
Conference/congress	940	398	166	259	815
Trade shows (visitors)	268	193	26	68	225
Trade shows (exhibitors)	16	12	2	4	14
Courses	784	459	91	246	739
Other meetings	737	202	85	53	130

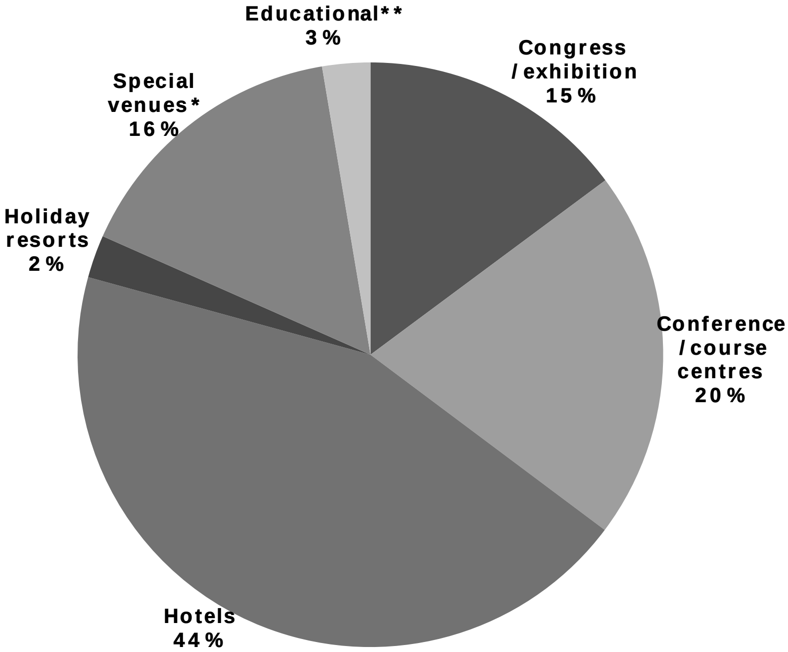
Source: Venue Survey

If split by venue type the number of delegates is highest for *Hotels,* with 44 per cent. Though lower than the share of meetings for the venue type, the share of delegates for *Hotels* exceeds the cut of the total participant capacity. That is, *Hotels* have a relatively high utilization of capacity regarding meetings, but the meetings are smaller than average, in terms of numbers of delegates. *Special venues* constitute 35 per cent of participant capacity, but only 16 per cent of the delegates attending meetings. The explanation for this lies within the kind of venues, this type constitutes. Sports arenas and theatres are included in this category, and these will have a large participant capacity that is not regularly used for the purpose of meetings. *Congress/exhibition venues* have a lower share of delegates than of the capacity, but a far greater share compared to the share of meetings, consistent with a large average of delegates per meeting.

Conference/Course centres have a high degree of utilization. With only 6 per cent of the participant capacity, 25 per cent of all meetings were held at this venue type, attended by 20 per cent of all delegates.

Conference / Course centres **have a high degree of utilization**

Figure 5.1 Delegates per venue type



*Incl. Attractions and Special venues. **Incl. Universities/educational centres and Folk high schools. *Source: Venue Survey*

The delegates can be further subdivided into delegates staying over night vs. day-delegates and domestic delegates vs. International. These subdivisions can be found in table 5.3. Of the nearly 7 million delegates, 6 million were Danes, leaving 928,000 International.

Of the 5.2 million Danish day-delegates, 4 million are locals, i.e., attending meetings within the same region as their home address.

More than half of the International delegates are attending *Conference and Congresses*, while Danes are almost equally attending *Courses*. This meeting purpose also has the largest share of domestic delegates staying over night (23 per cent). For international delegates, *Trade Show Exhibitors* are most frequently staying over night, though they are relatively few in numbers.

Table 5.3 Delegates per Length of Stay and per Domestic / International

	Total	Conference /congress	Trade shows Visitors	Exhibitors	Courses	Other Meetings
	1,000 delegates					
Total	**6,930**	**2,578**	**779**	**47**	**2,318**	**1,208**
Staying over night	1,018	375	22	14	542	65
Day-delegates	5,912	2,203	757	33	1,776	1,143
Domestic	**6,002**	**2,115**	**696**	**39**	**2,195**	**957**
Staying over night	817	255	3	8	508	43
Day-delegates	5,186	1,860	693	31	1,687	914
Locals	*4,002*	*1,408*	*531*	*24*	*1,306*	*734*
International	**928**	**463**	**83**	**7**	**123**	**251**
Staying over night	201	120	19	6	35	22
Day-delegates	727	343	64	2	89	229

Note: Locals are defined as day-delegates within same region as residence

The total number of day-delegates is considered robust

The number of International day-delegates found in the study appears high. Due to the proximity of the neighbouring countries it is, however, not unlikely. According to a survey made by Øresundsbro Konsortiet (2011), 1.2 million passenger vehicles with the purpose of business, excluding commuters, passed the bridge between Sweden and Denmark in 2010. More than half of the international day-delegates, found in the study, are attending meetings in the Capital Region (58 per cent). The residual is primarily travelling for the Region of Southern Denmark (17 percentage points) and the Central Denmark Region (15 percentage points). There is some uncertainty to the nationality split of day-delegates due to the assumptions mentioned in chapter 2, but the total number of day-delegates is considered to be rather robust.

5.1 Delegates Staying over Night

Delegates staying over night amounted to 1 million in 2010. Of these, almost half were staying at a hotel (with or without commercially used meeting facilities). Due to the definition of the venue types, it is not possible to stay over night at *Congress/exhibition venues* and *Attractions*.

Table 5.4 Delegates Staying over Night

	By Accommodation	By Meeting Venue
	1,000 delegates	
In total	**1,018**	**1,018**
Congress/exhibition venues	-	54
Hotels	478	301
Holiday resorts	47	32
Conference/course centres	322	351
Special venues*	107	181
Educational**	64	99

*Incl. Attractions and Special venues. **Incl. Universities/educational centres and Folk high schools

Source: Venue Survey and Delegate Survey

Table 5.5 shows, equivalently to table 5.4, the delegates staying over night, but here measured in number of bed nights. As most delegates will be sleeping in separate rooms, bed nights can be seen equivalent to room nights.

Table 5.5 Bed nights

	By Accommodation	By Meeting Venue
	1,000 bed nights	
In total	**2,156**	**2,156**
Congress/exhibition venues	-	144
Hotels	1,345	752
Holiday resorts	198	156
Conference/course centres	392	479
Special venues*	118	307
Educational**	102	318

*Incl. Attractions and Special venues. **Incl. Universities/educational centres and Folk high schools

Source: Venue Survey and Delegate Survey

Of these 2.2 million bed nights, 460,000 or 25 per cent constituted International meeting participants. However, due to a limited number of interviews with meeting delegates, it has not been possible to split up the number of meeting participants in type of nationality.

6. Daily cost and spending

The expenditures in connection with a meeting are made up of two parts: the cost of the meeting and the delegate spending. The cost of the meeting includes everything *inside* the meeting room[4], e.g., room hire, catering, entertainment, administration, etc. and are typically financed by the meeting organizer. Delegate spending include all costs *outside* the meeting room, i.e., accommodation, transportation (individual), restaurants, and shopping. These types of expenses are usually paid by the delegate, but some costs are often paid or refunded by the company.

In section 6.1 the cost of the meeting is shown as an average *daily meeting cost per person*. Section 6.2 regards the delegate spending and is set in the same way, presenting the average *daily delegate spending* and the total delegate spending. The two are put together in section 6.3, providing an average *daily cost and spending* of meetings. The total direct expenditures of meeting activity in Denmark are found in chapter 7.

6.1 Expenditures Associated with Meeting Organization

For *Conference and Congresses* the average meeting cost per delegate is DKK 1,220

Daily meeting costs are independent of delegate nationality and do not deviate according to whether the delegates are staying over night or just for the day. The costs can be paid by the host, the company or the delegate himself; the funding is not accounted for.

For *Conference and Congresses* the average meeting cost per delegate is DKK 1,220. This is mostly made up of facility hire and catering (60 per cent). *Trade Show exhibitors* have a high average meeting cost of DKK 7,560, as it includes the price of building and accessorising the exhibition stand. Catering cost is high, since food and beverages at the stand are also included.

Table 6.1 Daily Meeting Costs

	Conference /congress	Trade shows Visitors	Trade shows Exhibitors	Courses	Other Meetings
	DKK				
Per delegate	**1,220**	**-**	**7,560**	**1,070**	**930**
Including					
Venue hire	370	-	3,060	320	190
Catering	370	-	2,070	100	240
Administration	50	-	170	50	60
Speakers/teachers	60	-	40	430	30

Note: Rounded figures. For an extended table, see appendix 3 *Source: Organizer Survey*

The meeting cost of sending a delegate to a *Course* is on average DKK 1,070. Here the cost of the teacher is the largest expense, followed by the cost of the meeting room itself. Collective transportation constitutes DKK 100. *Other Meetings* are the meeting purpose with the smallest cost attributed. The DKK 930 covers mostly catering and venue hire, but collective transportation also has a relatively high share of 10 per cent.

[4] Including collective transportation.

It is estimated to be free to visit at trade show. This is the result from the delegate survey, and true for most trade shows, when the delegate is affiliated with the industry.

6.2 Delegate Spending

The daily delegate spending varies, unlike the daily meeting cost, by the profile of the delegate. For each meeting purpose there are five different daily delegate spending patterns: two for international and domestic, respectively, according to whether they stay the night or not, and one daily delegate spending for local day-delegates, as they will have less cost for transportation. The exception lies with the *Trade Show*. Here domestic and internationals cannot be distinguished. This limits the daily delegate spending for *Trade Show visitors* and *exhibitors* to be specific only according to, whether the delegate is staying over night, a day-delegate, or a local day-delegate.

Relative to the Danish non-local day-delegates, the daily delegate spending of local day-delegates is excluding transportation to/from the destination, but including local transportation, e.g., taxi, coaches, etc.

Table 6.2 Average Daily Delegate Spending

	Conference /congress	Trade shows Visitors	Trade shows Exhibitors	Courses	Other Meetings
			DKK		
Total	**1,130**	**350**	**1,040**	**700**	**1,130**
Staying over night	2,000	870	1,590	1,250	2,070
Day-delegates	970	320	720	410	1,040
Domestic	**1,070**	**310**	**920**	**680**	**1,110**
Staying over night	2,080	870	1,590	1,250	2,260
Day-delegates	1,440	628	1,320	830	1,620
Locals	780	190	430	230	870
International	**1,360**	**700**	**1,540**	**1,090**	**1,190**
Staying over night	1,890	870	1,590	1,310	1,810
Day-delegates	1,090	630	1,320	920	1,080

Note: Rounded figures. *Source: Delegate Survey*

The study includes only costs incurred in Denmark. This leaves costs of international flights out

International delegates have a higher average daily delegate spending across all meeting types, but domestic delegates have a higher daily consumption than International delegates, when on *Conference/Congress* and *Other Meetings.* The reason can be found mostly in transportation. The study includes only costs incurred in Denmark. This leaves costs of international flights out, leading to a lower daily delegate spending for International delegates. The daily delegate spending is subdivided into product groups in table 6.4.

Some food and beverages can be included into the price of accommodations, as many hotels include breakfast in the room price. It is not possible to make this distinction in the delegate survey. *Food and beverage* here includes both restaurants/cafés/bars, and food and beverage bought in retail. These are dealt with separately in the further analysis of economic effects. The same is true for the component group *shopping.*

Table 6.3 Composition of Average Daily Spending per Meeting Purpose

	Conference/Congress				
	Staying over night		Day-delegates		
	Domestic	International	Domestic	International	Locals
	DKK				
Total	**2,075**	**1,892**	**1,435**	**1,086**	**784**
Accommodation	968	1,018	-	-	-
Food/beverages	606	471	606	471	606
Transport/petrol	471	155	799	367	148
Culture	2	11	2	11	2
Shopping	28	237	28	237	28

	Courses				
	Staying over night		Day-delegates		
	Domestic	International	Domestic	International	Locals
	DKK				
Total	1,249	1,313	831	923	225
Accommodation	851	761	-	-	-
Food/beverages	190	188	190	188	190
Transport/petrol	178	159	610	531	4
Culture	5	12	5	12	5
Shopping	25	192	25	192	25

	Other Meetings				
	Staying over night		Day-delegates		
	Domestic	International	Domestic	International	Locals
	DKK				
Total	2,260	1,807	1,619	1,075	874
Accommodation	967	998	-	-	-
Food/beverages	382	273	382	273	382
Transport/petrol	476	279	801	544	57
Culture	81	47	81	47	81
Shopping	354	210	354	210	354

	Trade Shows					
	Staying over night		Day-delegates		Locals	
	Exhibitors	Visitors	Exhibitors	Visitors	Exhibitors	Visitors
	DKK					
Total	1,586	871	1,323	628	434	187
Accommodation	880	555	-	-	-	-
Food/beverages	230	122	230	122	230	122
Transport/petrol	317	158	934	469	45	28
Culture	9	4	9	4	9	4
Shopping	150	32	150	32	150	32

Source: Delegate Survey

6.3 Daily Cost and Spending

The two daily consumption profiles are in the following put together in order to obtain an average daily cost and spending per delegate and meeting day. This can be seen from table 6.6. As shown, *Trade Show exhibitors* are attributed with the highest cost and spending, due to the cost of setting up an exhibition stand. Disregarding these, delegates at *Conference and Congresses* are the most profitable per person per day for the Danish economy, and on average, International delegates spend more per day than domestic delegates.

Trade Show exhibitors are attributed with the highest cost and spending, due to the cost of setting up of an exhibition stand

Table 6.4 Average Daily Cost and Spending per purpose

	All	Conference /congress	Trade shows Visitors	Trade shows Exhibitors	Courses	Other Meetings
	DKK					
Total	**2,010**	**2,350**	**350**	**8,600**	**1,770**	**2,060**
Staying over night	2,730	3,220	870	9,150	2,320	3,000
Day-delegates	1,820	2,190	320	8,280	1,480	1,970
Domestic	**1,950**	**2,290**	**310**	**8,480**	**1,750**	**2,040**
Staying over night	2,640	3,300	870	9,150	2,320	3,190
Day-delegates	1,930	2,660	628	8,880	1,900	2,550
Locals	1,620	2,000	190	7,990	1,300	1,800
International	**2,400**	**2,580**	**700**	**9,100**	**2,160**	**2,120**
Staying over night	3,030	3,110	870	9,150	2,380	2,740
Day-delegates	2,100	2,310	630	8,880	1,990	2,010

Source: Organizer and Delegate Survey

Using the average daily cost and spending per meeting purpose will provide the most accurate calculations. It is, however, often useful to operate with a single figure, at least divided into internationals and domestic delegates only. Key figures are as follows:

The average daily cost and spending for **international delegates staying over night** is **DKK 3,030**.

The average daily cost and spending for **domestic delegates staying over night** is **DKK 2,640.** As the average only covers delegates staying over night, *locals* are not included.

7. The Economic Contribution of Meetings

This chapter combines the results from the previous chapters. Firstly, the result of the total meeting costs and the total delegate spending are shown separately. They are then put together to form the total meeting expenditure from meeting activity in Denmark.

Total Meeting Costs

A total meeting cost of DKK 11.4 billion for the meeting industry is obtained

When multiplying the number of delegates per meeting purpose with the average daily meeting cost, a total meeting cost of DKK 11.4 billion for the meeting industry is obtained. This cost is income for venues, catering companies, destination management companies, etc. It is obvious from table 6.2 that the large number of domestic delegates results in the greatest contribution, DKK 9.7 billion. International delegates constitute DKK 1.7 billion.

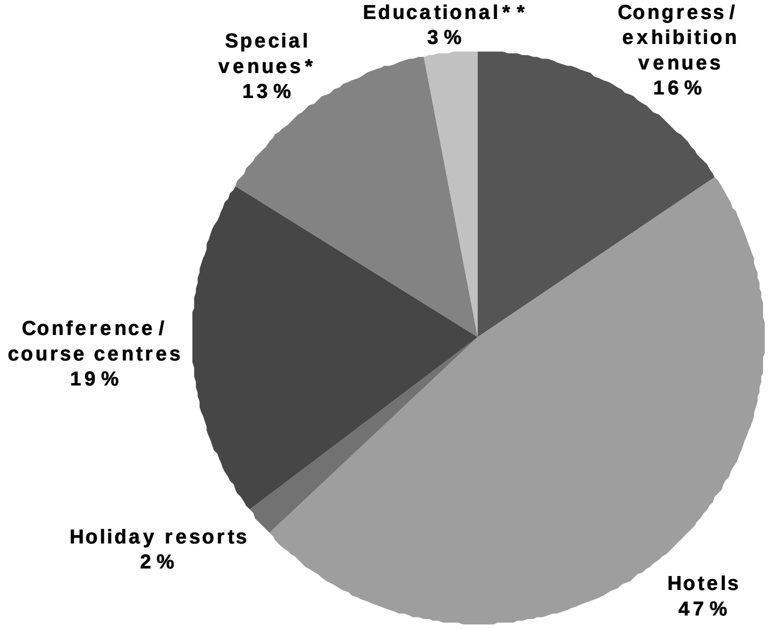
Table 7.1 Total Meeting Cost

	Total	Conference /congress	Trade shows Visitors	Trade shows Exhibitors	Courses	Other Meetings
	DKK million					
Total	**11,351**	**5,089**	**-**	**833**	**4,068**	**1,362**
Domestic	9,674	4,114	-	666	3,835	1,058
International	1,678	975	-	166	233	304

Source: Organizer and Venue Survey

Figure 7.1 shows the total meeting cost distributed on the venue types. Comparing this pie chart with that of chapter 5 (showing the equivalent distribution for the number of delegates) there is no great difference. *Special venues* and *Conference/Course centres* have a slightly smaller share of the meeting cost, due to the relative large dependency on *Courses* and *Other Meetings*, which contributes with a smaller daily cost. For the *Other Meetings*, the shorter duration also contributes to a smaller total meeting cost compared to the number of delegates.

Figure 7.1 Total Meeting Cost per venue type



Total meeting costs at meetings in Denmark shown per venue type.
*Incl. Attractions and Special venues. **Incl. Universities/educational centres and Folk high schools. *Source: Organizer and Venue Survey*

Rent and decorations of meeting venue constitutes the largest share of the total meeting costs, totalling 30 per cent. Catering amounts to 22 per cent of the meeting costs, but more so for International delegates, due to the composition of the meeting purposes. In same respect, the large amount of domestic delegates at courses causes a high cost share of speakers and teachers.

Catering amounts to 22 per cent of the meeting costs,

Table 7.2 Total Meeting Costs per product

	Total	Share	Domestic	Share	International	Share
	DKK mill.	Pct.	DKK mill.	Pct.	DKK mill.	Pct.
Total meeting cost	**11,351**	**100**	**9,674**	**100**	**1,678**	**100**
Venue hire and decorations	3,389	30	2,890	30	499	30
Catering	2,503	22	2,063	21	441	26
Speakers and teachers	1,943	17	1,789	18	154	9
Transportation	1,062	9	908	9	155	9
Administration	518	5	441	5	76	5
Technical equipment/AV, etc.	246	2	197	2	49	3
Entertainment	163	1	131	1	33	2
Marketing	107	1	86	1	21	1
Other	1,420	13	1,169	12	251	15

Source: Organizer, Delegate, and Venue Survey

Differences in the product shares for domestic and international delegates arise from the variation in meeting purpose of the delegates. For the single meeting purpose, the product distribution is identical for domestic and international delegates.

Total Delegate Spending

Just as with the meeting costs, the daily delegate spending can be multiplied by the number of delegates, leaving a total delegate spending. This is shown for domestic and international delegates in table 7.3.

The total delegate spending on meetings in Denmark is DKK 9.4 billion. The greatest difference relative to the total meeting cost (besides now having a spending on *Trade Show visitors*) is the smaller contribution from *Courses*. This is due to the relatively low daily delegate spending from the domestic delegates, especially from the locals. On the total meeting costs *Courses* constituted 36 per cent of costs, whereas it for the delegates constitutes only 29 per cent[5].

Table 7.3 Total Delegate Spending

	Total	Conference /congress	Trade shows Visitors	Trade shows Exhibitors	Courses	Other Meetings
	DKK million					
Total	**9,416**	**4,701**	**273**	**115**	**2,675**	**1,652**
Domestic	7,606	3,616	211	81	2,437	1,262
International	1,809	1,085	62	34	238	390

Source: Delegate and Venue Survey

Restaurants comprise the largest spending share

Subdividing the delegate spending by products, restaurants comprise the largest spending share. This is due to the large share of day-delegates, not having expenses for accommodation. The share is smaller for international delegates as these more often stay the night. Transportation is another great contributor. As mentioned in chapter 2, only transportation paid in Denmark is included.

Table 7.4 Total delegate Spending per product

	Total	Share	Domestic	Share	International	Share
	DKK mill.	Pct.	DKK mill.	Pct.	DKK mill.	Pct.
Total delegate spending	**9,416**	**100**	**7.606**	**100**	**1.809**	**100**
Accommodation	1,918	20	1.489	20	429	24
Restaurants	3,533	38	3.051	40	482	27
Transportation	2,556	27	2.042	27	514	28
Retail	**1,038**	**11**	**721**	**9**	**317**	**18**
Food, beverages, and tobacco	*258*	*3*	*217*	*3*	*40*	*2*
Other services	**371**	**4**	**303**	**4**	**68**	**4**
Culture	*149*	*2*	*121*	*2*	*28*	*2*

Source: Delegate and Venue Survey

[5] disregarding the *Trade Show visitors* to compare on the same grounds

7.1 Total Meeting Expenditure

Table 7.1 summarizes the results, showing the total meeting expenditure, i.e. total meeting costs plus total delegate spending, to be DKK 20.8 billion. This is the direct economic contribution of meetings in Denmark. Nearly half (47 per cent) stems from *Conference and Congresses*, while 31 per cent are associated with *Courses*.

Table 7.5 Total Meeting Expenditures

	Total	Conference /congress	Trade shows Visitors	Trade shows Exhibitors	Courses	Other Meetings
	DKK million					
Total	**20,767**	**9,790**	**273**	**947**	**6,742**	**3,014**
Delegate spending	9,416	4,701	273	115	2,675	1,652
Meeting cost	11,351	5,089	-	833	4,068	1,362

Source: Venue, Organizer and Delegate Survey

Looking at the total expenditure from a regional perspective shows a contribution of 37 per cent from the Capital Region, highest for *Other Meetings* (62 per cent).
Though the Capital Region constitutes 40 per cent of all delegates, the region has a high share of day-delegates. This is the prime reason for the relatively low share of expenditures. Appendix 3 provides an extended table of bed nights and day visits.

The Region of Southern Denmark, which has the greatest share of total expenditures from *Courses* (35 per cent), contributes with 29 per cent of the DKK 20.8 billion. Central Denmark Region is more dependent on *Trade Show exhibitors* than the other regions, but otherwise, the meeting purpose is of small significance economically. This study does, however, not account for the increased trade derived from a Trade Show.

Table 7.6 Total Meeting Expenditures per region and purpose

	Capital Region	Central Denmark Region	North Denmark Region	Region Zealand	Region of Southern Denmark
	DKK millions				
Total	**7,723**	**3,517**	**1,461**	**2,104**	**5,963**
Conference/congress	3,469	1,680	876	871	2,894
Trade shows (visitors)	97	57	9	22	89
Trade shows (exhibitors)	337	276	22	61	250
Courses	1,961	1,088	324	998	2,371
Other Meetings	1,859	417	229	151	358

Source: Venue, Organizer and Delegate Survey

Though the meeting industry overlaps with several other industries, including e.g. *food, beverages, and tobacco* and *Business travels*, exports from these industries do not overlap exports from the meeting industry. While exports in regular, supply based accounting concerns trade across borders, satellite accounting allows the foreign consumer to be *in* the country. In this respect, the exported product never leaves the country, as it is often consumed immediately (accommodation, restaurant visits, etc.).

The transaction does, however, still provide foreign currency to the Danish economy, making it an export.

While there is no overlap with exports from industries measured from the supply side, there will, however, be an overlap between the exports from meetings and tourism. The overlap occurs from the relation mentioned in section 1.3.

Table 7.7 Exports from Denmark

	DKK million	Share of total
Products and services	878,206	100.0
Products	538,263	61.3
Services	339,943	38.7
Meetings	**3,487**	**0.4**
Tourism	29,627	3.4
Selected products		
Food, beverages, and tobacco	81,554	9.3
Clothing	21,700	2.5
Plastic and products thereof	6,516	0.7
Ships	4,630	0.5
Paper, cardboard, and products thereof	3,880	0.4
Foot wear	3,595	0.4
Passenger cars	2,751	0.3
Selected services		
Transport not by sea or air	16,135	1.8
Business travel	5,490	0.6
Financial services	3,649	0.4

Source: Statistics Denmark and VisitDenmark

The exported product never leaves the country

The total expenditures can be further subdivided by nationality and length of stay. This illustrates how the day-delegates by their magnitude in numbers contribute with the greatest total expenditure, DKK 14.2 billion. Local Danes make up 42 per cent of the expenditures from meeting activity in Denmark, though representing 57 per cent of all delegates. This is due to their relatively low daily delegate spending.

Table 7.8 Expenditures per length of stay and per domestic/international

	Total	Conference /congress	Trade shows Visitors	Trade shows Exhibitors	Courses	Other Meetings
		DKK mill.				
Total	**20,767**	**9,790**	**273**	**947**	**6,742**	**3,014**
Staying over night	6,542	2,285	40	398	3,395	424
Day-delegates	14,225	7,504	234	550	3,347	2,590
Domestic	**17,280**	**7,730**	**211**	**747**	**6,272**	**2,320**
Staying over night	5,068	1,412	16	227	3,153	259
Day-delegates	12,213	6,318	195	520	3,119	2,061
Locals	*8,735*	*4,487*	*96*	*376*	*2,250*	*1,525*
International	**3,487**	**2,060**	**62**	**200**	**471**	**694**
Staying over night	1,475	873	24	170	242	165
Day-delegates	2,012	1,187	38	30	229	529

Source: Venue, Organizer and Delegate Survey

8. Indirect and Induced Contribution Results

This section shows the economic benefits derived from the direct, indirect and induced effects of the total meeting expenditures. See also chapter 2 for methodology.

38,000 full year equivalent jobs constitute 1.4 per cent of the total employment

8.1 Employment

Almost 38,000 full year equivalent jobs (FTE's) were supported through the DKK 20.8 billion spent on meeting activity in Denmark 2010. This indicates that 1.8 full year equivalent job was created for every million spent on meetings, when including both direct and derived effects. For tourism, one million of spending only generates 1.5 jobs (VisitDenmark 2012).

The direct and derived effects is mostly attributed the restaurant industry, which acquire 8,700 full year equivalent jobs from the participation in the meeting industry. Venues and accommodations obtain 5,600 full year equivalent jobs. 38,000 full year equivalent jobs constitute 1.4 per cent of the total employment in Denmark.

Table 8.1 Direct and Derived Employment per Industry

	Direct Employment	Total Employment	Share of Total Employment
	FTE's		Pct.
All Industries	**25,772**	**37,888**	**100**
Venues and accommodation	5,367	5,628	15
Restaurants	8,001	8,670	23
Transport and ICT	4,922	6,929	18
Culture	129	408	1
Trade	1,059	3,980	11
Manufacture	42	435	1
Private service	2,478	4,492	12
Other	3,774	7,345	19

Source: CRT's LINE model

Table 8.2 provides the regional figures. As has been shown in former figures, the Capital Region is greatest region in Denmark also when it comes to employment effects. However, due to the region's larger share of turnover from the meeting industry in the highly productive hotels, the size of the region measured in employment effects is smaller. Only 33 per cent of the total job generation from the meeting industry is located in the Capital Region. As was described earlier in this report, some 40 percent of all meetings took place in the Capital Region.

The Region of Southern Denmark has a high direct share of employment, almost at the same level of the Capital Region. However, when looking at the derived job effects, the Capital Region clearly obtains a larger degree from the total expenditures from meetings.

Table 8.2 Employment Effects per region

	Capital Region	Central Denmark Region	North Denmark Region	Region Zealand	Region of Southern Denmark
			FTE's		
Employment	12,679	7,642	3,186	3,609	10,768
- direct	8,020	5,277	2,263	2,390	7,823
- derived	4,660	2,364	924	1,219	2,945

Source: CRT's LINE model

8.2 Gross Value Added

The gross value added (GVA) from meetings in Denmark is DKK 15.3 billion. This constitutes 1 per cent of the total GVA of Denmark of DKK 1,510 billion[6]. Transport and ICT obtains the highest value of DKK 3.2 billion, while Venues and accommodation acquires DKK 1.7 billion. The lower GVA share of Restaurants relatively to the share employment, suggest the industry to be relatively more employment-generating.

15.3 billion constitute 1 per cent of the total GVA of Denmark

For every Danish Krone used in connection with commercial meetings in Denmark, DKK 0.41 constitute direct added value. When including derived effects, the value added from 1 Danish Krone is DKK 0.73.

Table 8.3 Direct and Derived Gross Value Added per Industry

	Direct GVA	Total GVA	Share of Total GVA
	DKK millions		Pct.
All Industries	**8,519**	**15,260**	**100**
Venues and accommodation	1,339	1,682	11
Restaurants	1,747	1,895	12
Transport and ICT	2,264	3,234	21
Culture	68	216	1
Trade	419	1,532	10
Manufacture	25	251	2
Private service	913	1,668	11
Other	1,745	4,782	31

Source: CRT's LINE model

Again the results are divided into regions in table 8.4. As seen for employment, the Capital Region obtains a third of the entire gross value added from meeting activity in Denmark, and even more so when looking at derived effects. That is, the Capital Region obtains 42 per cent of all derived gross value added, by selling products and services to the Meeting Industry.

[6] Source: Statistics Denmark table NAT01

Table 8.4 Gross Value Added per region

	Capital Region	Central Denmark Region	North Denmark Region	Region Zealand	Region of Southern Denmark
	DKK million				
Gross Value Added	5,751	2,829	1,168	1,414	4,009
- direct	2,983	1,615	685	785	2,451
- derived	2,769	1,214	483	629	1,558

Source: CRT's LINE model

8.3 Taxes and VAT

Meeting activity in Denmark provides Denmark with taxes and VAT of DKK 7.8 billion in direct and derived effects of total expenditures. Of these, DKK 3.1 billion is VAT. Personal income taxes collected as a result of meeting activity in Denmark were DKK 4.3 billion, making it the largest category. Municipalities collected DKK 2.2 billion, or more than half of the personal income taxes. The model does not include the municipal compensation scheme.

For every Danish Krone used in connection with commercial meetings in Denmark, DKK 0.23 will be paid in income taxes (personal and corporate), when including derived effects. Since this study does not take account of VAT refund on accommodation and restaurant visits, the direct and derived VAT from meetings might be overestimated.

Table 8.5 Direct and Derived Taxes per tax form

	Direct Taxes	Total Taxes	Share
	DKK millions		Pct.
All Taxes	**5,385**	**7,839**	**100**
Personal income taxes	2,536	4,269	54
State	*785*	*1,332*	17
Municipality	*1,286*	*2,159*	28
Region	*418*	*703*	9
Church	*46*	*76*	1
Corporate income tax	176	439	6
VAT	2,673	3,130	40

Note: Not including land and property taxes. *Source: CRT's LINE model*

Table 8.6 shows the regional figures of taxes and VAT. It should be emphasized, that region in this case denotes the residence of the employees, whereas employment in former tables is attributed to the place of work. The distribution of taxes and VAT does not deviate notably from effects on employment and GVA. Differences in the composition of direct and derived effects are, however, smaller across regions, when looking at the taxes and VAT from meetings.

Table 8.6 Taxes and VAT per region

	Capital Region	Central Denmark Region	North Denmark Region	Region Zealand	Region of Southern Denmark
	DKK million				
Taxes and VAT	2,802	1,451	590	904	2,092
- direct	1,850	995	414	595	1,530
- derived	951	456	176	309	562

Source: CRT's LINE model

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Øresunds Konsortiet (2011), *Øresundsbron og Regionen 2011.*
Available at: http://dk.oresundbron.com

Appendices

Appendix 1 – Glossary

Educational
Universities/education centres and Folk high schools (see Venues)

Special venues
Special event venues and Attractions (see Venues)

Venues
The following definitions were used when dividing the venues into types, particularly for the purpose of weighting

1. Congress/exhibition venues, Venues build for the purpose of congress or exhibition. Without accommodations.
2. Hotels, Hotels with meeting facilities. Including hotels & conference centres, offering rooms to other guests.
3. Holiday resorts. Holiday centres and hostels with meeting facilities for rent.
4. Conference/course centres. Venues build for the purpose of meetings. Including venues with accommodations, but only offered to meeting delegates.
5. Special event venues. Special venues with or without accommodations. Can be built for meeting purpose, or been rebuild. Examples: Bars, sporting arenas, cinemas, theatres and music venues. Also including castles not open to the public.
6. Attractions. Attractions with meeting facilities somewhat fit for meetings. Including museums, amusement parks, and castle open to the public.
7. Universities/education centres. Education venues with meeting facilities for rent.
8. Folk high schools. Folk high schools which offer meeting facilities for rent.

Appendix 2 – International Studies

Country	Covering	Possibility of comparison	Source
Australia	Delegate spending and meeting costs from meetings held at commercial venues. Monthly international conference /convention arrivals. Economic contribution: yes	Comparable on expenditures. Indirect effects include qualitative measures only.	Tourism Australia and STCRC
Britain	Events measures yearly on: Attendants, average daily delegate rates and behaviour. Supply side information only. Economic contribution: yes	Comparable on capacity, number of meetings, and partly on meeting costs.	Eventia (UK Events Market Trends Survey)
Canada	Number of meetings, delegates, and speakers; expenditures Economic contribution: yes	Comparable, but including consumer fairs.	Ontario Ministry of Tourism and Recreation
Finland	Number of meetings and delegates; average size, duration, location, and season; sales figures of venues and organizers; organiser and delegate expenditures. Economic contribution: yes	Comparable	Finland Convention Bureau
France	Yearly survey measuring events on length, purpose, industry of firm, and order time. Measuring only activity on convention centres Economic contribution: yes	Possible to some extent on convention centres.	France Congress
Hungary	Number of international meetings, nationalities, durations, venue types and seasonality. Economic contribution: no	Not comparable, due to the restriction of international meetings only.	Hungary National Tourist Office
Israel	Behavioural aspects of the delegate, and characteristics of international meetings. Economic contribution: no	Not comparable	Israel Ministry of Tourism
Mexico	Number of meetings, delegates, and expenditures. Economic contribution: yes	Comparable, but excluding courses	CESTUR - Centro de Estudios Superiores en Turismo
Nether-lands	Number of conventions with average length and participants. Economic contribution: no	Comparable on activity only.	Netherlands Board of Tourism & Conventions
Norway	Number of bed nights and room nights by nationality and purpose, in hotels only. Economic contribution: no	Comparable on activity only, and only by bed nights at hotels	Central Bureau of Statistics
Spain	Number of international meetings, duration, costs and spending, additional nights. Economic contribution: yes	Not comparable, due to the restriction of international meetings only.	Spanish National Tourism Board
US	Number of meetings, delegates, and expenditures Economic contribution: yes	Comparable	Convention Industry Council

Source: UNWTO (2006) and VisitDenmark

Appendix 3 – Extended tables

Table A1 Average maximum capacity per region and venue type

	Capital Region	Central Denmark Region	North Denmark Region	Region Zealand	Region of Southern Denmark
	Capacity per venue				
Total	**898**	**658**	**342**	**337**	**613**
Congress/exhibition venues	8,746	10,267	2,033	1,587	9,333
Hotels, small*	85	110	117	131	135
Hotels, large*	823	472	474	440	649
Holiday resorts	120	165	273	176	428
Conference/course centres	599	324	44	191	448
Special event venues	1,827	881	354	588	851
Attractions	516	272	334	308	140
Universities/education centres	748	1,914	110	418	420
Folk high schools	357	188	236	150	177

*Small hotels are here defined as having a capacity of less than or equal to 200 participants

Table A2 Durations per purpose and venue type

Conference / Congresses	1 day	2 days	3 days	4 days	5 days +
			Pct.		
Total	**43**	**44**	**11**	**2**	**0**
Congress/exhibition venues	75	16	7	2	0
Hotels	37	47	14	2	1
Holiday resorts	40	50	4	4	1
Conference/course centres	48	44	8	1	0
Special event venues	52	42	5	1	0
Attractions	91	7	2	0	0
Universities/education centres	86	0	5	0	8
Folk high schools	60	35	3	0	2

Trade shows	1 day	2 days	3 days	4 days	5 days +
			Pct.		
Total	**58**	**33**	**5**	**2**	**2**
Congress/exhibition venues	26	32	23	6	13
Hotels	51	43	3	2	0
Holiday resorts	85	15	0	0	0
Conference/course centres	74	26	0	0	0
Special event venues	60	26	10	0	4
Attractions	60	40	0	0	0
Universities/education centres	81	0	9	0	9
Folk high schools	72	28	0	0	0

Courses	1 day	2 days	3 days	4 days	5 days +
			Pct.		
Total	**52**	**35**	**9**	**2**	**2**
Congress/exhibition venues	71	21	7	1	0
Hotels	53	34	10	2	1
Holiday resorts	62	35	2	1	0
Conference/course centres	45	45	6	2	2
Special event venues	54	31	12	2	1
Attractions	82	18	1	0	0
Universities/education centres	83	14	2	0	0
Folk high schools	33	29	27	2	8

Other Meetings	1 day	2 days	3 days	4 days	5 days +
			Pct.		
Total	**82**	**15**	**2**	**1**	**1**
Congress/exhibition venues	77	16	3	1	2
Hotels	79	16	4	1	0
Holiday resorts	96	3	1	0	0
Conference/course centres	81	17	0	0	1
Special event venues	91	8	1	0	0
Attractions	100	0	0	0	0
Universities/education centres	85	15	0	0	0
Folk high schools	90	10	0	0	0

Table A3 Number of bed nights and day visits

	Denmark	Capital Region	Central Denmark Region	North Denmark Region	Region Zealand	Region of Southern Denmark
	1,000 Bed nights and day visits					
Total	**10,335**	**3,923**	**1,824**	**663**	**1,034**	**2,891**
Bed nights	2,156	642	257	155	328	774
Day visits	2,793	1,024	426	217	251	875
Locals	5,386	2,257	1,141	291	455	1,241
Conference / congress	**4,171**	**1,466**	**762**	**369**	**370**	**1,204**
Bed nights	635	291	37	55	58	195
Day visits	1,297	453	201	119	106	418
Locals	2,239	721	524	195	206	592
Trade shows (visitors)	**779**	**268**	**193**	**26**	**68**	**225**
Bed nights	43	23	1	1	1	18
Day visits	222	70	45	8	20	78
Locals	514	174	147	17	47	129
Trade shows (exhibitors)	**110**	**37**	**33**	**3**	**7**	**30**
Bed nights	41	32	4	0	0	5
Day visits	22	3	7	1	2	9
Locals	47	3	22	2	5	15
Courses	**3,808**	**1,244**	**624**	**156**	**519**	**1,265**
Bed nights	1,312	206	214	95	261	536
Day visits	756	220	97	41	98	299
Locals	1,740	819	312	19	161	430
Other meetings	**1,467**	**908**	**212**	**110**	**70**	**166**
Bed nights	125	90	1	4	9	20
Day visits	496	277	75	48	25	71
Locals	846	540	135	58	36	76

Note: Day visits are not equivalent to day delegates as a day delegate can be attending meetings with duration of more than a day. *Source: Delegate and venue survey*

Table A4 Daily Meeting Cost

	Conference /congress	Trade shows (exhibitors)	Courses	Other Meetings
	DKK			
Total meeting cost	**1,220**	**7,558**	**1,068**	**929**
Venue hire	367	3,064	317	194
Decorations	3	121	0	0
Catering	368	2,073	101	241
Speakers/teachers	61	41	430	32
Transportation	123	270	104	85
Administration	53	173	50	58
Technical equipment/AV etc.	41	270	0	31
Entertainment	18	44	2	52
Marketing	19	241	0	0
Insurance	1	0	0	4
External staff	13	14	23	3
Other	151	1,248	41	228

Source: Organizer survey