



Statistics Report 2001-2010



International Association Meetings Market



The Association Meetings Market 2001-2010



The International Association Meetings Market 2001-2010

ICCA Statistics Report

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Brainpower: the new competitive differentiator?

International association meetings are continuing their ever-upward progression, as ICCA's researchers identified approximately 800 more regularly occurring and rotating events in 2010 than they did the previous year. Many of these are genuinely new events rather than newly-discovered but long-established conferences: they are spinning off from established parent meetings, cloning successful formulae in new regions, or literally popping into existence to meet the needs of new discoveries or directions in science, technology and healthcare.

The scale of the Information Revolution in which we are living can start to be grasped by looking through the prism of this dynamic growth in association events. Ultimately, an acceleration in collected global knowledge is driving growth, as can be seen in the dramatic increases in patent applications all over the world, the emergence of new technology companies that suddenly burst onto the top tier of global stock markets, and regularly announced major breakthroughs in all manner of fields, from astrophysics to nanotechnology. Meanwhile, "Moore's Law" – the prediction of the regular doubling of microchip power and halving of costs every 18 months - continues to smash through theoretical boundaries, ensuring that we will face continuing exponential increases in computer power that will revolutionise all aspects of our lives, and provide a constant stream of new content for ever more IT related congresses.

Now we're seeing a logical response from the meetings industry supplier community to this business environment: companies and destinations that are seeking to differentiate themselves in terms of their intellectual attributes. The days of competing on the basis of logistics and price are giving way to arguments about who can deploy the strongest "knowledge-economy" arguments. Local "ambassadors" – academics, scientists, and research doctors – are in the frontline of this new competition. Some cities and venues are even creating new association events in partnership with these intellectual leaders.



We are also seeing new consortia of cities, aligning themselves along academic lines, attempting to position themselves as thought-leaders, as initiators of new research projects, as champions of their local universities and research institutes. Whilst at the same time, some of the more ambitious meetings management companies are positioning themselves as consultants who can help associations to extract the maximum intellectual value from meetings, rather than as efficient organisers and providers of logistics support.

The great news for suppliers is that this new type of competition doesn't require massive capital investment, and that the opportunities are available to everyone around the world. The bad news is that success will require an investment that is even more challenging: to build long-term partnership relationships with institutions and the key individuals who represent a destination's intellectual capital, finding ways to link their interests to those of the local meetings industry. But those who get this right should be in a position to build sustainable competitive advantage over those who are still competing using 20th century tools and ways of thinking.

Brainpower will definitely win out in the battle to win a bigger share of tomorrow's international association meetings market.

Martin Sirk
CEO, ICCA

A handwritten signature in black ink, appearing to read 'Martin Sirk', written over a horizontal line.

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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 members 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.

The international 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/first time events are only included if future rotation is known)
- move between at least 3 different countries

Detailed overviews of past and future meetings are compiled, listing the destinations as well as contact addresses, specific information on the contracted suppliers and attendance figures. As these association meetings tend to not come back to the same destination within at least ten years, the historical overview of these meetings enable suppliers to forecast if an international meeting could come to a certain destination.

Details are constantly updated and added to the database. ICCA obtains this data from three distinct sources:

- we survey all of the associations whose events are already in our database
- we obtain detailed calendars of past and future bookings from ICCA members
- we run specific research projects on individual market segments and areas of the world, particularly targeting new event series.

Association Database Online

A sophisticated computer system ensures that ICCA Data researchers can produce data in various formats, tailored to the users' needs. Members are provided with a constant flow of new association meetings in the database to update their own marketing information systems.

This database allows members to search for association meetings that are likely to come to their destination, in other words find potential business. It also gives members the opportunity to identify confirmed meetings in a certain destination that could make use of their products and/or services.

The Association Database Online provides a historical overview of thousands of association meetings, plus current contact addresses. It is a user-friendly tool with easy search capabilities, updated daily and free to all members, password protected.

ICCA Data Workshops

ICCA staff run workshops organised on the initiative of local members, to familiarise their marketing staff in the use of the ICCA Data products. Half-hour ICCA Data training sessions are given during the ICCA Congress, the ICCA Research, Sales & Marketing Programme and various trade shows. Please check our website for places, dates and for booking a session. Ideal if you have a specific question. Free of charge.

ICCA Products and Services

Destination Comparison Reports

Are you wondering how your competitors are doing in a specific international meetings market segment?

Want to analyse the characteristics of the meetings that are coming to your destination?

The ICCA Destination Comparison Report is the perfect tool for analysing your current position in the international meetings market and targeting your future marketing plans. In this report you can compare your destination (city or country) with four of your destination's direct competitors of your choice. The Destination Comparison Reports compare the following characteristics of the five destinations over the last ten years:

1. Total number of events per destination
2. Market share per country by number of events
3. Rotation areas of the events organised per destination
4. Homebase of the international organisations organising the events per destination
5. Size of meetings per destination
6. Average number of participants to events per destination
7. Estimated total number of participants per destination per year
8. Favourite months of meetings per destination
9. Average length of events per destination
10. Suppliers used per destination
11. Subjects of events per destination

The Destination Comparison reports are available for free to ICCA members, as an online tool in the My ICCA section on the ICCA website.

ICCA Public Relations Kit

Do you need to set up a Press database of key meetings industry related media or do you want to extend and update your current press list? Are you looking for simple, practical, low-cost assistance that doesn't require you to hire an expensive PR agency costing thousands of Euros?

The ICCA Public Relations Kit is your key to fantastic media coverage!

The ICCA PR Kit is a free listing of the leading media (magazines, websites, e-newsletters) in the international meetings industry. It contains the details of more than 350 press contacts and lists media profiles containing information about readership, features, contact details, certification and advertising opportunities, plus guideline articles from PR experts on how to conduct a successful PR policy.

Digital Clipping Service

- Online News Monitoring tool powered by Meltwater News, tracking over 115,000 sources from over 190 countries and in 100 languages in real-time
- Keep track of your media coverage and improve your PR efforts with the ICCA Public Relations Kit!
- Why hire a clippings agency?

ICCA Online

More information on all items for ICCA members mentioned in this summary can be found by accessing the ICCA website on www.iccaworld.com.

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The International Meetings Market

Segmentation

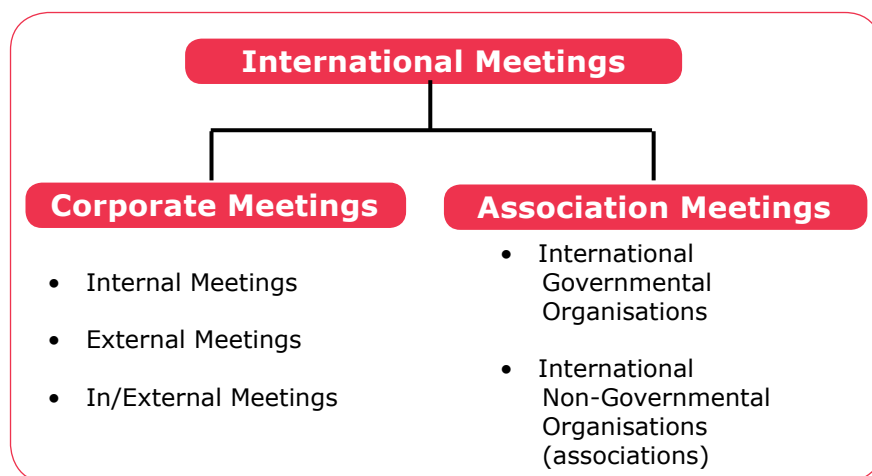
The international meetings market can be segmented in many different ways. It can be segmented by the size of the meetings, by the kind of people who visit the meetings, by the purpose of the meetings and by many more criteria.

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.

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.



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.

- 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.

The International Meetings Market

It is estimated that there are approximately 19,000 different association meetings organised on a regular basis. The ICCA Association Database has collected information on approximately 80% of them.

International association meetings: bidding and decision-making

ICCA has designed a 24 page PDF publication as the ultimate, detailed guide on all aspects of how to choose a destination for future international association events.

Our intention is that this will encourage international associations to improve their selection process and to become more conscious of the large number of variables that have to be taken into account in order to make a professional decision.

You can [download the PDF document from the ICCA website](#).

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:

- A) Meetings organised or sponsored by International Organisations that are included in the UIA's Yearbook of International Organisations
and
With at least 50 participants, or number of participants unknown.
- B) Meetings not organised or sponsored by "International Organisations" but nonetheless of significant international character, notably those organised by national organisations and national branches of international organisations
and

At least 40 percent of the participants are from countries other than the host country and at least 5 nationalities are represented
and
Lasting at least 3 days, or unknown duration
and
With either a concurrent exhibition or at least 300 participants

- C) Meetings not organised or sponsored by "International Organisations" but nonetheless of significant international character, notably those organised by national organisations and national branches of international organisations
and
At least 40 percent of the participants are from countries other than the host country and at least 5 nationalities are represented
and
Lasting at least 2 days, or unknown duration
and
With either a concurrent exhibition or at least 250 participants

All meetings counted under the heading 'B' are also counted under the heading 'C'. The reverse is, equally logically, not true.

Excluded from UIA figures are:

- Purely national meetings, as well as those of an exclusively religious, didactic, political, commercial or sporting nature
- Meetings with strictly limited participation
- Corporate and incentive meetings.

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.

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



Statistics Report

The International Association Meetings Market

Worldwide 2001-2010



The Association Meetings Market 2001-2010

Scope of this report

This Statistics Report, covering the International Association Meetings Market from 2001 until 2010 is the second report published in 2011. The statistics report covering 2010 was published end of June 2011. 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 9 May 2011, and that future statistics may be amended as ICCA becomes aware of additional qualifying events. All data on meetings in 2010 sent in by ICCA Members before the deadline of 1 February 2011 are included in this report.

All data presented in the tables in this report is sorted by the ranking of 2010. 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 2010" 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 almost 4,000 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
2001	5,262
2002	6,090
2003	6,294
2004	7,524
2005	7,825
2006	8,549
2007	9,036
2008	9,610
2009	9,255
2010	9,120

Rotation areas of meetings

Generally speaking the absolute numbers of meetings have increased in all rotation areas over the past decade. There have been some changes in the relative numbers of meetings in the ICCA Association Database echoing shifts in market shares.

Although World/International still is the biggest rotation area in numbers of meetings, the relative number of international association meetings that rotate worldwide has been decreasing over the past 15 years, reaching an all-time low in 2009. Europe is still the second biggest rotation area in numbers of international association meetings; it has been relatively stable over the decade. The relative decrease of the worldwide sector is the result of the bigger expansion of numbers of meetings in almost all remaining activity areas over the past years except for Nordic Countries and Ibero-America. At the end of the decade Asia/Pacific, Latin America, Europe/North America and Interamerican show an increasing or stable trend while Asia and Africa/Middle East indicate a slight drop.

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% of the meetings being hosted there in 2010. However Europe's market share has been decreasing over the past 10 years and so has the relative popularity of North America, due to an increase in attractiveness of Asia/Middle East mostly and Latin America. Africa and Oceania have stayed rather stable over the years, at the comparable level of meetings organised with the biggest shift in 2009, when Africa surpassed Oceania in the ranking. Africa was able to hold the position ahead of Oceania in 2010, but the difference in the number of meetings organised (expressed in percentage points) is less than in 2009.

Number of meetings per country

As we can see in this snapshot of all data available on 9th May 2011, 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. Germany is narrowing its gap with the U.S.A.

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. Besides the U.S.A. and Germany there are a few countries: France, Italy, Spain, the UK (in alphabetical order) that always hold places in the top 10 over the decade.

Number of meetings per city

For the sixth year in a row Vienna is the most popular city. Even though the 2010 report

indicates smaller number of events in Vienna compared to previous years, Vienna was able to keep the 1st rank. Over the decade Barcelona is another strong contender with slightly fluctuating results, but never lower than 5th place. Next to Vienna and Barcelona only Singapore has managed to attract a number of meetings that allowed it to be always among top 10 cities in this ranking. Moreover Berlin and Paris are the cities that since 2003 and 2004 respectively are included in the top 10, holding strong positions in the ranking. Although Lisbon has never exceeded 5th position, it has held stable place as well in the top 10, except for 2001 and 2005. In general most cities have gradually attracted more meetings over the past decade.

Participant numbers

The average number of participants per meeting reached its lowest point of the past decade in 2010 with 571 participants per international meeting. In the year 2001 the average number of participants per meeting was the highest over the past 10 years with an average of 696 participants per international meeting. Since 2001 the average number of participants per meeting dropped each year, until reaching an average of 598 participants in 2005. Since 2007 the average number of participants per event seems to be stabilizing, putting an end to the trend of international meetings getting smaller.

Over the past 10 years there has been a big expansion of the market share of the smallest meetings (50-149 and 150-249 participants) at the cost of all meetings attracting over 500 participants. Small meetings doubled their market share over the last 10 years, making the smallest meetings the biggest category in 2010, for the first time.

North America has been the region with the largest average numbers of participants per meeting over the past decade. While Oceania had been the region with the lowest average numbers of participants in the middle of the decade, it has also been the region with growing average numbers of participants per meeting reaching the second position in 2010.

The estimated total number of participants

The Association Meetings Market 2000-2009

to all 2010 meetings is almost 5.4 million (5,371,787) people compared to almost 5.2 million people attending meetings in 2009 as reported last year.

For the last ten years the U.S.A. has possessed a steady pole position in the ranking by estimated total number of participants per country, with 549,440 participants in 2010. The following 5 countries in the 2010 ranking are held by countries who over the decade have always been included in the top 10: Italy, Spain, Germany, Canada and France.

Barcelona, for the first time in 2010, is the number one city measured by estimated total number of participants. Besides Barcelona cities like Vienna, Berlin and Paris usually attract high totals of participants and over the decade they have been leading in the ranking. Other strong contenders over the past decade (in alphabetical order) are Copenhagen, Istanbul, Seoul, Singapore and Stockholm, with having been in the top ten at least several times in the last 10 years.

Frequency, favourite months and length

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 reaching the highest point in 2009. The relative number of biennial meetings (meaning they take place every 2 years) over the years is gradually diminishing. 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.

The period from May until November has always been the most popular time to organise meetings. September remains the most favourite month for associations to organise their international meetings, followed by June, October and May.

Throughout the last decade the average length in days of meetings has been gradually declining. The average in 2010 was 3.85 days.

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. The usage of meeting facilities in Hotels consolidated its first place in 2010 with approximately 43%, compared to 34.9% 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 37.4% to 26.3%.

Subjects

Generally speaking, the order of the top 10 most popular subjects has been quite stable all over the decade. 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 17.5% of all meetings in 2007. A similar trend could be seen for third favourite subject: Science. Second preferred subject over the past ten years has been Technology, which went up in popularity over the decade.

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, even though 2009 was an exception, leading up to 584 USD per delegate per meeting in 2010, which is the highest average registration fee of at least the last 10 years.

Generally speaking the average total expenditure of all meetings in the ICCA Association Database show an ongoing increase over the past 10 years, with the exception of 2005 and 2009 which is mostly due to the low numbers of participants per meeting in these years. The increase has led to an average total expenditure of all meetings in 2010 of 13,829,949,043 USD, which are the second highest (after 2008) they have been over the past decade.

The Association Meetings Market 2001-2010

1. Rotation areas of meetings

Absolute figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
World/International	2,733	3,166	3,152	3,754	3,840	4,064	4,153	4,447	4,229	4,208
Europe	1,440	1,688	1,823	2,111	2,234	2,494	2,665	2,895	2,793	2,713
Asia/Pacific	277	321	311	419	428	500	550	550	536	523
Latin America	162	160	203	229	283	299	323	342	342	354
Asia	150	169	164	234	238	284	315	330	302	296
Europe/North America	126	144	161	194	194	236	252	267	264	278
Interamerican	110	120	154	160	165	191	207	212	207	226
Nordic Countries	111	135	134	170	159	172	163	176	177	167
Ibero-America	93	110	115	130	136	150	156	167	167	154
Africa/Middle East	47	55	60	82	97	99	140	150	159	129
Totals	5,249	6,068	6,277	7,483	7,774	8,489	8,924	9,536	9,176	9,048

Relative figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
World/International	52.1%	52.2%	50.2%	50.2%	49.4%	47.9%	46.5%	46.6%	46.1%	46.5%
Europe	27.4%	27.8%	29.0%	28.2%	28.7%	29.4%	29.9%	30.4%	30.4%	30.0%
Asia/Pacific	5.3%	5.3%	5.0%	5.6%	5.5%	5.9%	6.2%	5.8%	5.8%	5.8%
Latin America	3.1%	2.6%	3.2%	3.1%	3.6%	3.5%	3.6%	3.6%	3.7%	3.9%
Asia	2.9%	2.8%	2.6%	3.1%	3.1%	3.3%	3.5%	3.5%	3.3%	3.3%
Europe/North America	2.4%	2.4%	2.6%	2.6%	2.5%	2.8%	2.8%	2.8%	2.9%	3.1%
Interamerican	2.1%	2.0%	2.5%	2.1%	2.1%	2.2%	2.3%	2.2%	2.3%	2.5%
Nordic Countries	2.1%	2.2%	2.1%	2.3%	2.0%	2.0%	1.8%	1.8%	1.9%	1.8%
Ibero-America	1.8%	1.8%	1.8%	1.7%	1.7%	1.8%	1.7%	1.8%	1.8%	1.7%
Africa/Middle East	0.9%	0.9%	1.0%	1.1%	1.2%	1.2%	1.6%	1.6%	1.7%	1.4%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Generally speaking the absolute numbers of meetings have increased in all rotation areas over the past decade. There have been some changes in the relative numbers of meetings in the ICCA Association Database echoing shifts in market shares.

Although World/International still is the biggest rotation area in numbers of meetings, the relative number of international association meetings that rotate worldwide has been decreasing over the past 15 years, reaching an all-time low in 2009. Europe is still the second biggest rotation area in numbers of international association meetings; it has been relatively stable over the decade.

The relative decrease of the worldwide sector is the result of the bigger expansion of numbers of meetings in almost all remaining activity areas over the past years except for Nordic Countries and Ibero-America. At the end of the decade Asia/Pacific, Latin America, Europe/North America and Interamerican show an increasing or stable trend while Asia and Africa/Middle East indicate a slight drop.

The Association Meetings Market 2001-2010

2. Headquarters of organisations

Absolute figures:

Region	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Europe	2,592	2,964	3,056	3,562	3,675	3,979	4,156	4,440	4,219	4,186
North America	972	1,081	1,114	1,336	1,391	1,510	1,594	1,653	1,606	1,581
Asia/Middle East	405	478	481	580	613	646	673	698	660	653
Latin America	200	223	255	288	301	335	353	365	370	357
Oceania	95	121	126	145	150	162	161	168	147	165
Africa	61	65	70	84	95	88	125	116	123	107
Totals	4,325	4,932	5,102	5,995	6,225	6,720	7,062	7,440	7,125	7,049

Relative figures:

Region	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Europe	59.9%	60.1%	59.9%	59.4%	59.0%	59.2%	58.9%	59.7%	59.2%	59.4%
North America	22.5%	21.9%	21.8%	22.3%	22.3%	22.5%	22.6%	22.2%	22.5%	22.4%
Asia/Middle East	9.4%	9.7%	9.4%	9.7%	9.8%	9.6%	9.5%	9.4%	9.3%	9.3%
Latin America	4.6%	4.5%	5.0%	4.8%	4.8%	5.0%	5.0%	4.9%	5.2%	5.1%
Oceania	2.2%	2.5%	2.5%	2.4%	2.4%	2.4%	2.3%	2.3%	2.1%	2.3%
Africa	1.4%	1.3%	1.4%	1.4%	1.5%	1.3%	1.8%	1.6%	1.7%	1.5%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Only headquarters of international organisations who organised meetings in that specific year and whose address is known by ICCA are included in these tables.

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

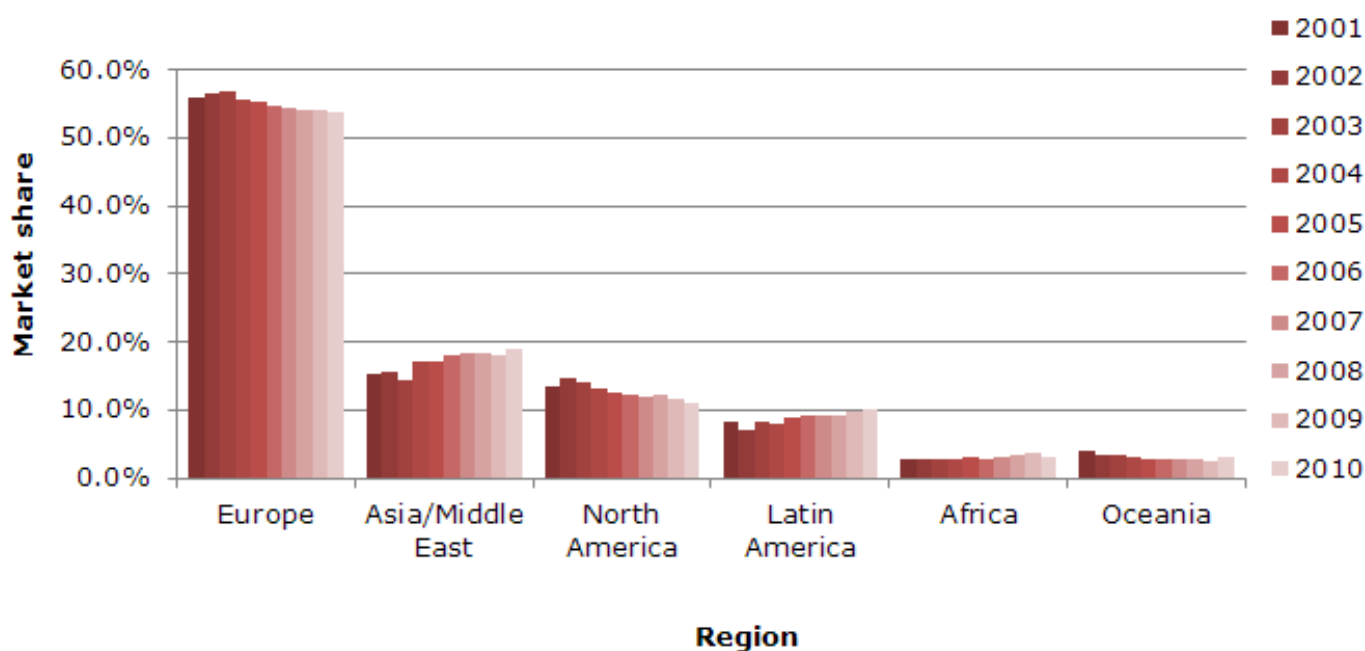
Europe has remained stable at the position of being the biggest home region for association headquarters with the majority of around 59% of the headquarters being based there over the past 10 years.

The stability of the distribution of headquarters over regions throughout the decade is noteworthy.

The Association Meetings Market 2001-2010

3. Number of meetings per region (continued)

Graph 1. Market share per region by number of meetings per year



The total numbers of meetings per region held in 2010 add up to 9,120. Events that have taken place in two or more cities or even countries, have been counted in each of these destinations.

Generally speaking ICCA has identified more meetings for most regions over the years. The absolute number of meetings identified has increased for all regions except for Africa, whose figure, after an increase in 2009, has dropped in 2010.

Europe is still the most popular destination with the majority of 54% of the meetings being hosted there in 2010. However Europe's market share has been decreasing over the past 10 years and so has the relative popularity of North America, due to an increase in attractiveness of Asia/Middle East mostly and Latin America. Africa and Oceania have stayed rather stable over the years, at the comparable level of meetings organised with the biggest shift in 2009, when Africa surpassed Oceania in the ranking. Africa was able to hold the position ahead of Oceania in 2010, but the difference in the number of meetings organised (expressed in percentage points) is less than in 2009.

The Association Meetings Market 2001-2010

4. Number of meetings per country

Rank	Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	U.S.A.	478	584	594	650	680	684	704	714	727	623
2	Germany	301	322	347	423	430	473	549	495	524	542
3	Spain	223	299	305	396	360	334	386	424	385	451
4	United Kingdom	237	316	324	322	406	417	386	424	378	399
5	France	279	291	290	385	360	393	376	450	384	371
6	Italy	277	298	320	351	328	349	376	399	408	341
7	Japan	217	214	204	218	236	263	289	309	278	305
8	China-P.R.	84	136	85	235	231	274	279	294	284	282
9	Brazil	113	110	133	174	187	231	224	256	297	275
10	Switzerland	117	158	170	170	200	200	206	217	227	244
11	Australia	165	171	173	188	187	207	219	208	183	239
12	Canada	155	194	173	214	202	219	252	291	230	229
13	Netherlands	188	171	189	236	234	233	245	277	271	219
14	Austria	104	113	156	168	194	245	248	228	241	212
15	Portugal	90	114	136	149	155	156	206	198	188	194
16	Sweden	147	143	145	165	159	181	162	190	207	192
17	Republic of Korea	106	118	93	157	139	175	155	212	188	186
18	Argentina	78	53	57	93	99	106	130	138	155	172
19	Belgium	91	117	99	127	149	154	163	171	154	164
20	Turkey	53	56	64	82	98	109	125	125	132	160
21	Finland	114	115	126	124	115	141	138	161	135	150
22	Mexico	71	111	120	138	110	138	134	160	124	140
23	Chinese Taipei	43	63	47	65	69	77	108	93	102	138
24	Denmark	112	131	102	111	110	132	123	137	167	136
	Singapore	49	66	76	99	114	130	135	131	123	136
26	Norway	73	92	99	101	89	90	112	122	134	125
27	Hungary	61	92	85	109	113	124	124	126	117	124
28	Greece	84	116	96	115	126	166	162	163	128	119
	Malaysia	54	66	64	80	65	102	109	109	108	119
30	Czech Republic	67	80	109	102	105	119	120	124	114	103
31	India	39	51	58	68	80	104	124	114	101	100
32	Poland	82	66	64	101	118	114	122	134	124	98
33	Chile	37	45	58	67	85	77	87	81	79	97
34	Colombia	18	17	21	25	55	54	60	68	78	95
35	Thailand	47	72	88	110	101	103	118	112	114	88
36	South Africa	64	64	68	86	80	90	75	100	102	86
37	Ireland	43	50	77	78	84	68	100	102	80	83
38	Hong Kong, China-P.R.	59	46	37	94	92	76	84	74	76	82
39	Indonesia	24	30	22	27	41	49	51	51	37	64
40	Croatia	23	30	29	36	37	38	57	58	42	50

The Association Meetings Market 2001-2010

Number of meetings per country (continued)

Rank	Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
41	Russia	29	43	43	43	52	57	60	58	58	48
	United Arab Emirates	0	3	12	18	22	24	33	39	42	48
43	Serbia	1	0	5	15	12	14	15	25	30	46
44	Peru	14	26	37	34	32	38	36	55	47	44
	Slovenia	22	39	30	48	43	44	56	58	47	44
46	Estonia	7	15	22	27	28	32	36	42	48	43
47	Uruguay	30	20	25	23	43	41	49	42	44	42
48	Romania	17	25	16	24	21	30	35	46	42	39
49	Lithuania	6	15	13	15	24	35	34	38	37	38
50	Egypt	16	25	20	20	23	32	30	35	43	35
51	Ecuador	8	12	17	20	17	25	28	28	30	30
52	Israel	17	9	3	6	4	9	17	19	23	29
	New Zealand	37	22	35	43	31	37	38	49	31	29
	Vietnam	11	9	16	18	29	28	32	42	34	29
55	Latvia	12	15	14	15	16	45	33	25	22	28
56	Iceland	12	25	28	26	34	24	23	29	35	27
	Kenya	6	3	13	9	19	7	23	10	20	27
	Philippines	31	23	38	22	33	44	39	42	36	27
59	Morocco	10	12	20	15	18	20	15	36	35	25
60	Slovak Republic	14	17	12	22	21	24	23	23	23	22
61	Bulgaria	5	14	7	15	13	31	26	34	19	20
	Costa Rica	18	16	15	21	13	15	22	31	21	20
	Malta	14	12	13	20	25	24	23	16	27	20
64	Macao, China-P.R.	1	5	6	3	7	14	14	16	19	19
	Paraguay	6	9	9	6	11	13	13	16	14	19
66	Cyprus	15	22	11	20	29	26	22	25	23	17
	Dominican Republic	7	7	17	16	11	17	29	13	11	17
68	Panama	6	9	16	10	22	24	23	22	17	16
69	Guatemala	12	12	14	17	11	20	14	15	14	15
70	Luxembourg	8	8	7	15	19	15	13	15	16	14
71	Qatar	1	1	1	6	4	4	3	8	13	13
72	Tunisia	6	9	11	12	18	13	13	24	16	12
73	Cuba	26	20	33	23	33	23	21	14	16	11
	Sri Lanka	3	6	7	8	9	11	11	9	7	11
75	Venezuela	22	21	12	16	19	24	25	23	22	10
76	Ghana	0	4	4	9	7	10	11	15	13	9
	Nigeria	4	4	4	6	6	7	5	16	15	9
	Puerto Rico	10	12	12	13	11	16	14	12	14	9
	Senegal	5	5	4	5	10	8	7	6	13	9

The Association Meetings Market 2001-2010

Number of meetings per country (continued)

Rank	Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
80	Ethiopia	0	4	2		5	7	6	13	4	8
81	Botswana	1		1	2	2	0	2	5	2	7
	Form. Yugosl. Rep. Macedonia	0	3	0	4	3	1	2	5	8	7
	Lebanon	5	6	5	5	3	2	2	1	11	7
	Uganda	4	3	4	8	10	5	9	5	12	7
	Ukraine	4	3	8	3	9	13	14	15	7	7
86	Bolivia	8	18	14	9	7	15	18	9	8	6
	Georgia	1	2	1	0	0	0	1	3	2	6
	Jamaica	4	3	8	5	5	6	2	5	4	6
	Monaco	8	10	10	9	12	16	14	10	13	6
	Nicaragua	5	3	4	4	2	3	2	11	3	6
91	Albania	1	1	1	1	1	2	0	3	1	5
	Bangladesh	2	2	6	4	1	3	1	6	3	5
	El Salvador	5	5	5	6	8	6	9	9	9	5
	Other	78	92	100	121	134	150	167	199	205	129
	Total	5,262	6,090	6,294	7,524	7,825	8,549	9,036	9,610	9,255	9,120

All other countries hosted less than 5 meetings in 2010.

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

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

As we can see in this snapshot of all data available on 9th May 2011, 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. Germany is narrowing its gap with the U.S.A.

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. Besides the U.S.A. and Germany there are a few countries: France, Italy, Spain, the UK (in alphabetical order) that always hold places in the top 10 over the decade.

The Association Meetings Market 2001-2010

5. Number of meetings per city

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Vienna	64	76	101	113	144	163	179	150	159	154
2	Barcelona	70	102	89	135	135	104	122	151	144	148
3	Paris	94	93	96	138	132	173	153	167	141	147
4	Berlin	63	74	98	119	106	124	145	116	135	138
5	Singapore	49	66	76	99	114	130	135	131	123	136
6	Madrid	53	52	63	70	69	75	98	81	92	114
7	Istanbul	35	36	47	52	60	80	80	92	93	109
8	Lisbon	47	62	76	81	86	81	108	97	106	106
9	Amsterdam	57	67	64	81	103	89	105	115	114	104
10	Sydney, NSW	57	59	51	44	57	58	71	72	62	102
11	Taipei	37	44	33	48	56	52	81	61	70	99
12	Beijing	43	57	32	112	100	105	112	99	114	98
	Buenos Aires	48	33	31	66	61	79	90	87	96	98
14	London	61	70	72	77	104	109	100	105	96	97
15	Copenhagen	70	90	60	80	83	85	84	96	114	92
16	Seoul	69	72	51	101	83	104	88	111	97	91
17	Stockholm	67	72	59	74	72	77	73	95	111	89
18	Budapest	51	70	69	89	94	98	98	108	92	87
19	Prague	58	63	92	84	87	106	103	100	96	85
20	Hong Kong	59	46	37	94	92	75	84	74	76	82
21	Shanghai	18	37	18	52	54	55	59	70	61	81
22	Brussels	44	53	40	60	70	78	87	90	88	80
23	Kuala Lumpur	34	46	37	55	50	73	82	78	80	79
24	Sao Paulo	13	21	15	34	30	57	55	65	78	75
25	Rome	59	61	72	72	72	62	70	83	89	72
26	Athens	32	43	39	54	56	80	77	88	69	69
27	Tokyo	46	37	35	49	68	57	75	92	65	68
28	Helsinki	60	45	67	56	44	55	53	75	66	67
29	Edinburgh	34	46	41	39	58	48	42	55	45	66
	Munich	33	38	23	33	56	36	53	48	55	66
31	Rio de Janeiro	36	33	35	43	43	50	43	45	63	62
32	Dublin	36	34	58	56	62	48	76	69	52	60
33	Santiago de Chile	22	32	40	42	54	51	55	53	44	58
	Vancouver, BC	30	33	27	46	39	59	52	59	47	58
35	Geneva	23	45	45	47	64	54	53	52	46	57
	Montreal, QC	30	43	42	45	47	42	63	60	59	57
	Valencia	14	12	21	27	23	23	29	39	31	57
38	Zurich	16	21	28	20	32	40	48	39	61	56
39	Bangkok	36	50	62	76	69	76	91	82	81	55
40	Melbourne, VIC	35	34	44	40	52	52	40	45	35	49
	Oslo	24	40	42	50	30	34	50	43	60	49

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
42	Toronto, ON	19	35	20	38	28	36	42	48	38	44
43	Boston, MA	13	29	25	33	30	33	29	43	41	43
	Mexico City	18	28	36	34	35	47	32	45	37	43
45	Kyoto	24	32	27	27	25	33	36	36	36	42
46	Cape Town	17	25	19	44	35	52	43	47	54	41
47	Bogota	6	5	5	7	16	21	23	27	26	38
48	Lima	11	21	32	26	26	29	25	38	37	37
49	Hamburg	9	12	18	15	17	20	32	35	34	36
	Washington, DC	29	36	32	37	33	33	31	46	41	36
51	Dubai	0	3	8	14	16	15	26	35	29	35
	New Delhi	10	22	19	23	35	35	43	39	26	35
	Vilnius	6	10	9	11	20	27	28	31	31	35
54	Göteborg	22	23	30	25	28	33	28	32	34	34
55	Belgrade	1	0	4	10	11	9	12	17	25	33
56	Chicago, IL	15	18	22	41	33	32	28	29	28	32
	Florence	17	30	25	28	24	23	34	37	31	32
	Porto	17	17	17	22	17	23	30	42	30	32
59	Cartagena	8	10	13	17	21	20	21	28	28	31
	Cracow	28	14	18	28	27	29	30	32	34	31
	Jeju	10	17	12	22	22	22	25	28	28	31
62	Gent	9	11	11	12	18	22	26	24	21	30
	San Francisco, Ca	24	15	30	19	26	25	22	23	34	30
64	Glasgow	23	20	34	33	36	31	31	35	32	29
65	Tallinn	3	9	17	18	21	22	22	30	37	28
	Warsaw	26	32	25	29	38	37	43	51	39	28
67	Bali	15	13	9	9	20	17	20	22	19	27
68	Dresden	10	11	20	17	20	25	24	27	29	26
	New York City, NY	21	25	24	36	39	38	41	29	32	26
70	Busan	7	10	13	11	10	25	14	31	15	25
	Milan	12	11	20	12	19	24	21	33	48	25
	Riga	11	12	12	13	14	39	33	22	19	25
	Yokohama	10	14	9	17	17	22	19	24	25	25
74	Brisbane, QLD	24	15	17	36	15	23	22	21	27	24
	Lyon	17	17	24	27	34	24	26	44	24	24
	Nairobi	4	3	10	9	14	4	21	8	15	24
	Nice	13	19	18	22	18	23	27	28	28	24
	Reykjavik	12	25	23	24	31	22	21	26	32	24
79	Antalya	11	10	8	9	13	13	22	18	24	23
	Basel	7	16	12	14	18	24	22	17	19	23
	Lausanne	13	15	12	13	14	19	14	22	16	23
	Zagreb	6	10	11	10	14	8	16	15	11	23

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	
83	Bordeaux	14	8	11	7	10	5	8	15	21	22	
	Montevideo	20	13	17	15	30	27	32	35	30	22	
	Tampere	17	15	9	15	13	22	14	21	10	22	
86	Antwerp	7	13	12	13	20	13	23	18	11	21	
	Bucharest	7	10	10	12	16	13	12	24	23	21	
	Cairo	13	21	10	13	17	25	18	27	30	21	
	Manchester	8	19	11	17	24	17	18	24	22	21	
	Philadelphia, Pa	7	11	9	12	16	11	10	13	11	21	
	Rotterdam	22	11	12	23	16	10	21	27	27	21	
93	The Hague	12	15	15	20	16	26	24	21	16	21	
	Cancun, Qr.	18	20	22	24	16	21	27	31	16	20	
	Leipzig	8	7	5	11	12	11	17	10	11	20	
	Ljubljana	9	18	19	25	19	27	23	29	28	20	
	96	Bergen	16	20	18	16	17	16	15	22	20	19
		Macao	1	4	5	3	6	14	14	16	19	19
103	Miami, FL	4	11	13	13	17	10	19	15	27	19	
	Montpellier	14	17	9	18	8	20	13	12	9	19	
	Moscow	16	22	18	19	22	23	23	25	22	19	
	Quito	6	7	9	17	10	17	16	22	18	19	
	Uppsala	9	10	12	24	18	22	18	18	16	19	
	110	Cambridge	11	22	18	25	12	23	12	11	18	18
		Cologne	7	7	6	8	11	11	16	10	25	18
Oxford		7	22	14	12	14	21	20	17	12	18	
Perth, WA		9	14	10	14	13	19	23	13	12	18	
Phuket		3	3	1	9	6	5	2	7	9	18	
San Diego, Ca		19	26	30	16	23	25	34	21	19	18	
Trondheim		7	14	18	10	13	15	15	19	21	18	
112	Hanoi	9	7	11	15	21	21	17	25	20	17	
	Vina del Mar	2	3	5	4	6	3	12	9	11	17	
112	Asuncion	4	7	8	5	9	12	12	13	14	16	
	Jakarta	3	3	6	8	11	20	17	10	7	16	
	Osaka	16	21	15	15	7	17	19	13	17	16	
	Panama City	6	9	15	10	21	23	23	20	17	16	
	Pecs	1	1	1	2	0	4	5	4	1	16	
	Portland, Or	7	5	8	8	6	9	10	7	8	16	
	Sapporo	7	7	14	8	8	6	6	20	12	16	
	St. Petersburg	10	15	20	18	16	24	19	24	27	16	

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
120	Aalborg	8	6	4	6	10	4	7	7	16	15
	Bilbao	7	6	9	9	18	8	11	14	13	15
	Graz	5	6	18	13	12	17	16	21	25	15
	Kaohsiung	1	5	4	6	4	15	9	13	16	15
	Lille	7	8	6	9	7	6	6	5	11	15
	San Jose	16	11	13	20	10	14	21	26	18	15
	Tartu	3	4	3	5	5	6	8	7	10	15
	Tel Aviv	4	1	1	1	1	3	5	5	9	15
	Toulouse	13	19	18	27	12	13	11	21	20	15
129	Bologna	5	13	9	15	17	17	10	18	17	14
	Bonn	10	5	17	9	20	17	20	14	14	14
	Fukuoka	6	9	7	11	8	9	11	9	11	14
	Los Angeles, CA	12	9	11	7	17	13	8	9	19	14
	Manila	26	15	26	15	25	28	24	26	22	14
	Marrakech	5	9	14	8	13	13	13	22	20	14
	Medellin	0	0	1	0	4	4	10	4	15	14
	Punta del Este	9	6	8	5	8	8	10	5	8	14
	Québec City, QC	20	17	17	10	15	18	11	42	19	14
	Venice	20	11	14	28	8	25	22	23	25	14
139	Cairns, QLD	7	12	12	14	17	13	20	12	18	13
	Doha	1	1	1	6	4	4	3	8	13	13
	Dubrovnik	8	15	8	12	12	17	20	15	21	13
	Gold Coast, Qld.	2	7	3	6	9	5	14	9	11	13
	Kobe	8	7	7	7	11	12	11	12	11	13
	Liverpool		2	4	4	7	12	10	26	12	13
	Luxembourg	5	7	6	12	18	15	12	12	13	13
146	Atlanta, GA	9	12	5	11	7	9	12	11	11	12
	Birmingham	9	8	13	11	12	8	5	10	9	12
	Brasilia, DF	4	8	4	6	6	10	3	13	9	12
	Brugge	7	16	7	7	9	6	9	9	9	12
	Cordoba (Argentina)	6	1	3	2	8	1	8	4	7	12
	Florianopolis, Sc	6	2	8	7	6	8	8	8	13	12
	Frankfurt am Main	5	8	14	7	19	9	19	13	20	12
	Malmö	13	7	6	9	6	12	8	11	7	12
	Merida	2	7	11	9	11	12	11	10	7	12
	Seattle, Wa	18	17	19	12	12	25	19	12	16	12
	Sofia	3	6	2	8	10	15	18	15	14	12
	Torino	13	13	14	11	20	28	15	28	19	12
	Turku	7	13	10	15	16	12	21	18	13	12

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
159	Belfast	5	3	10	5	13	14	8	16	9	11
	Colombo	3	4	6	5	9	8	9	7	5	11
	Darmstadt	7	5	5	0	0	5	2	8	4	11
	Estoril	2	4	7	3	2	5	6	7	3	11
	Guadalajara	5	9	6	15	9	7	9	9	17	11
	Honolulu, HI	13	15	14	16	10	10	14	13	15	11
	Hyderabad	0	1	2	5	4	7	12	15	14	11
	Las Vegas, NV	7	10	10	14	16	10	10	14	15	11
	Limassol	6	8	4	8	10	9	5	6	9	11
	Lucerne	12	16	14	13	7	7	7	11	9	11
	Lund	10	6	4	7	6	10	10	6	5	11
	Mumbai	6	6	7	13	13	13	15	11	13	11
	Naples	13	12	9	7	9	14	20	12	10	11
	Pittsburgh, Pa	2	9	8	4	10	9	8	12	11	11
	Porto Alegre, Rs	8	10	7	13	9	8	11	14	5	11
	Salzburg	7	7	13	11	10	17	14	11	16	11
	Tromso	4	5	3	4	7	7	4	7	5	11
	Tsukuba	11	9	9	8	10	11	12	9	11	11
	Xi'an (Sian)	2	5	2	5	4	9	8	9	14	11
	178	Abu Dhabi	0	0	1	2	4	6	6	4	11
Bled		4	6	4	9	10	4	11	6	5	10
Bratislava		13	12	4	17	13	16	9	10	14	10
Durban		14	12	16	11	13	9	9	12	9	10
Espoo		9	7	11	11	8	9	14	11	11	10
Foz Do Iguacu		1	5	6	9	11	5	7	15	9	10
Hangzhou		1	1	3	6	12	16	7	13	4	10
Havana		21	19	30	21	28	20	18	13	16	10
Les Diablerets		0	0	2	0	2	3	5	1	6	10
Leuven		6	13	12	18	18	19	10	17	17	10
Maastricht		16	12	9	16	16	19	13	22	17	10
Malaga		2	4	3	7	2	8	6	7	12	10
Mar del Plata		9	4	3	5	11	2	11	14	9	10
Pisa		3	7	9	8	9	9	11	6	10	10
Portoroz		4	10	5	5	9	6	14	12	5	10
Rosario		3	2	4	3	3	3	3	5	5	10
Stuttgart		2	2	10	11	9	13	13	9	8	10
Thessaloniki	10	10	12	15	14	15	20	13	15	10	

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
196	Aarhus	12	16	13	9	4	11	11	18	16	9
	Belo Horizonte	2	2	5	2	4	2	3	11	7	9
	Dakar	5	5	4	5	10	7	7	5	13	9
	Duesseldorf	6	4	9	5	4	11	8	11	13	9
	Essen	0	7	0	1	0	1	1	2	0	9
	Freiburg (Im Breisgau)	3	3	2	11	1	7	14	11	5	9
	Granada (Spain)	8	15	14	15	10	16	6	9	6	9
	Groningen	5	5	13	9	5	7	9	10	10	9
	Guangzhou	1	6	2	3	5	7	8	17	11	9
	Innsbruck	6	7	7	12	12	19	14	15	12	9
	Johannesburg	6	7	15	17	5	7	13	19	13	9
	Kuching	1	1	2	2	0	1	1	5	1	9
	Nara	5	7	7	5	8	5	7	8	4	9
	Orlando, Fl	12	24	21	16	16	16	18	16	13	9
	Ottawa, ON	10	16	15	22	14	11	12	9	14	9
	Padova	6	6	6	7	2	2	7	7	6	9
	Poznan	2	1	4	5	10	7	5	10	11	9
	Salvador (Bahia)	7	5	13	12	24	18	28	12	16	9
	Sevilla	15	28	26	26	27	17	35	18	17	9
215	Addis Ababa	0	4	2	0	5	7	6	13	4	8
	Adelaide, SA	14	15	9	12	8	18	13	17	9	8
	Auckland	15	6	11	15	16	16	11	22	13	8
	Banff, AB	6	10	15	13	11	6	10	4	8	8
	Bangalore	10	7	10	9	8	18	12	11	7	8
	Berne	8	7	10	13	15	8	13	15	9	8
	Braga	1	2	2	0	2	3	3	3	4	8
	Bremen	5	4	3	1	5	9	8	5	12	8
	Brighton, Sussex	5	4	1	7	4	5	10	4	7	8
	Brno	3	7	8	8	11	5	7	11	4	8
	Chengdu, Sc	0	1	1	4	3	8	7	5	4	8
	Chiba	6	3	6	6	4	10	3	9	2	8
	Galway	0	1	3	6	4	4	7	4	5	8
	Genova	4	13	11	15	7	8	10	12	10	8
	Guatemala City	7	2	9	8	7	15	12	10	9	8
	Halifax, NS	2	2	6	4	4	5	7	11	4	8
	Heidelberg	8	12	7	13	12	10	16	15	9	8
	Ho Chi Minh City	2	2	5	3	8	6	12	13	8	8
	Incheon	0	0	0	1	1	2	2	4	14	8
	Jyvaskyla	4	3	6	5	4	8	3	5	8	8
	La Plata	1	1	4	3	3	2	3	3	2	8

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	
215*	Munster	5	3	2	4	5	3	4	3	6	8	
	Nijmegen	4	6	1	6	3	5	4	3	3	8	
	Novi Sad	0	0	0	4	0	2	2	4	4	8	
	Penang	8	1	6	8	2	7	8	6	9	8	
	Saint Malo	1	2	10	6	1	0	4	6	6	8	
	San Juan (Puerto Rico)	5	8	10	11	8	12	9	10	12	8	
	Santo Domingo	7	4	10	12	8	11	21	8	7	8	
	Sendai	8	5	5	5	4	11	12	8	8	8	
	Stralsund	2	1	2	1	0	1	0	2	2	8	
	Valletta	3	1	0	2	3	3	3	2	6	8	
	Valparaiso	0	0	2	2	6	2	6	2	2	8	
	Wellington	4	5	2	9	6	5	4	10	7	8	
	Wroclaw	3	6	2	13	5	9	11	11	6	8	
	249	Acapulco	2	8	5	3	3	4	6	5	5	7
		Accra	0	3	4	7	7	9	9	14	10	7
Austin, TX		2	4	2	2	3	4	5	6	6	7	
Beirut		5	6	4	4	3	2	2	0	9	7	
Caracas		9	10	8	9	12	10	8	6	7	7	
Crete		2	13	13	5	12	5	10	14	9	7	
Daejeon		2	3	3	6	1	3	6	14	11	7	
Dallas, Tx		2	4	9	4	2	4	3	4	6	7	
Dortmund		0	7	2	3	1	1	4	1	3	7	
Funchal, Madeira		2	2	3	2	4	7	5	9	8	7	
Gaborone		0	0	1	2	1	0	2	4	2	7	
Guayaquil		1	3	6	0	3	8	5	4	7	7	
Interlaken		6	2	1	4	2	3	1	8	3	7	
Kota Kinabalu, Sabah		2	1	7	3	0	2	4	6	7	7	
Long Beach, Ca		1	1	1	2	2	4	4	4	1	7	
Lugano, Ti		2	5	9	2	3	3	7	3	4	7	
Marseille		4	5	9	13	13	5	11	29	16	7	
Monterrey		3	4	5	7	2	4	13	12	9	7	
Nagoya		14	12	9	6	13	8	9	12	9	7	
Nantes		3	4	4	1	6	10	5	5	8	7	
New Orleans, LA		11	17	11	15	16	7	9	15	12	7	
Pattaya		2	3	3	5	7	6	10	5	4	7	
Phoenix, Az		5	3	4	8	0	2	4	3	9	7	
Potsdam		5	7	3	10	6	15	11	8	8	7	
Providence, Ri		0	0	1	2	3	1	2	2	3	7	
Puebla	4	6	6	4	2	6	8	8	3	7		
Recife, Pe	3	2	1	3	3	1	3	8	8	7		
Salamanca, SA	2	3	6	5	4	4	2	5	3	7		

* shared ranking continued from previous page

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
249*	San Antonio, Tx	4	3	9	3	5	7	9	6	11	7
	St. Andrews	1	1	2	2	3	2	0	1	2	7
	Stavanger	5	5	4	6	2	3	6	11	7	7
	Strasbourg	9	9	5	5	10	10	15	16	14	7
	Trento	1	3	3	6	5	4	6	1	4	7
	Utrecht	8	4	12	11	10	11	6	14	17	7
	Verona	6	3	3	5	4	4	5	9	11	7
284	Abuja	2	3	3	4	5	6	4	11	11	6
	Alexandria	1	0	6	2	2	5	3	2	7	6
	Antigua	4	7	4	6	3	5	2	5	4	6
	Canberra, ACT	6	7	8	4	4	4	2	6	3	6
	Cardiff	6	11	5	8	11	12	14	8	12	6
	Cascais	2	3	0	1	2	5	4	1	3	6
	Cebu City	2	4	8	3	2	7	8	7	7	6
	Chongqing	1	1	1	2	5	1	1	3	1	6
	Coimbra	2	7	2	7	10	4	5	8	4	6
	Delft	10	7	7	9	8	7	12	10	11	6
	Denver, CO	5	7	4	5	7	5	4	12	12	6
	Heraklion, Crete	2	7	2	3	3	8	4	4	3	6
	Hualien	0	1	1	0	1	2	2	0	1	6
	Izmir	0	2	2	5	7	2	6	2	6	6
	Jerusalem	5	4	0	1	0	2	3	9	6	6
	Kampala	4	3	4	6	3	2	9	5	9	6
	Lake Como	5	1	6	5	5	3	7	4	5	6
	Liege	3	5	3	3	4	7	0	4	2	6
	Linz	4	2	3	3	0	3	4	9	12	6
	Monte Carlo	6	10	10	9	10	13	14	10	13	6
	Oulu	0	5	2	8	8	5	7	4	7	6
	Palermo	4	5	3	3	13	7	9	6	7	6
	Pretoria	4	4	8	3	7	8	2	6	7	6
	Santiago de Compostela	5	0	4	7	4	5	4	5	11	6
	St. Julians	5	4	7	8	7	9	10	7	13	6
309	Aachen	3	6	10	9	4	3	7	8	8	5
	Albuquerque, NM	5	4	1	3	3	1	3	0	5	5
	Bandung	2	4	1	0	0	4	1	2	3	5
	Bariloche	1	3	0	0	3	6	1	2	2	5
	Cali	0	1	0	0	6	1	2	1	4	5
	Cannes	6	7	5	4	5	9	2	9	5	5
	Charleston, Sc	3	4	2	3	3	5	5	5	5	5
	Chennai	5	3	4	1	5	6	13	7	9	5
	Cluj-Napoca	2	0	1	3	1	5	5	4	5	5

* shared ranking continued from previous page

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
309*	Daegu	1	1	3	3	4	5	4	3	9	5
	Dhaka	2	2	6	4	1	3	1	5	3	5
	Enschede	5	4	2	9	6	5	8	1	6	5
	Grenoble	9	10	9	14	8	8	8	2	7	5
	Hammamet	1	3	1	2	8	6	4	9	4	5
	Hiroshima	3	3	0	3	2	3	7	2	4	5
	Hsinchu	0	3	2	3	1	2	6	4	2	5
	Karlsruhe	5	2	4	6	5	7	4	7	7	5
	Kiev	1	1	4	2	5	11	7	9	6	5
	Leeds	0	0	5	2	7	6	5	4	7	5
	Leiden	6	4	4	7	4	6	7	7	7	5
	Madison, Wi	6	5	3	7	8	7	5	4	5	5
	Minneapolis, MN	4	8	5	7	10	11	10	3	10	5
	Nancy	4	4	6	3	7	3	1	1	4	5
	NewcastleGateshead	2	1	3	5	10	5	9	9	4	5
	Nuremberg	3	0	0	6	8	2	7	3	3	5
	Ohrid	0	2	0	3	3	0	0	3	6	5
	Parma	3	3	5	3	6	1	4	5	2	5
	Passau	1	2	0	0	1	1	2	0	2	5
	Punta Cana	0	1	1	1	1	2	5	3	3	5
	Raleigh, Nc	0	1	2	0	2	4	1	1	3	5
	Reading, Berks.	1	1	3	1	3	3	3	1	1	5
	Rhodes	11	9	7	11	6	11	8	6	4	5
	Rostock	1	0	3	0	3	2	2	4	3	5
	Salta	0	0	0	0	0	2	0	2	2	5
	St. Gallen	3	3	2	0	2	1	6	4	4	5
	Wuhan	0	4	2	4	2	8	6	6	5	5
	York	4	7	4	2	3	7	6	2	6	5
	Zaragoza	2	3	2	6	5	3	4	5	5	5
	Other	1,403	1,542	1,604	1,864	1,872	2,079	2,129	2,287	2,061	1,763
	Total	5,279	6,115	6,321	7,563	7,854	8,583	9,077	9,649	9,283	9,170

All other cities hosted less than 5 meetings in 2010. Please note that the total of the city ranking is higher than the total of the country ranking, due to different calculation method: if an event takes place in more than one city then all cities involved are counted separately.

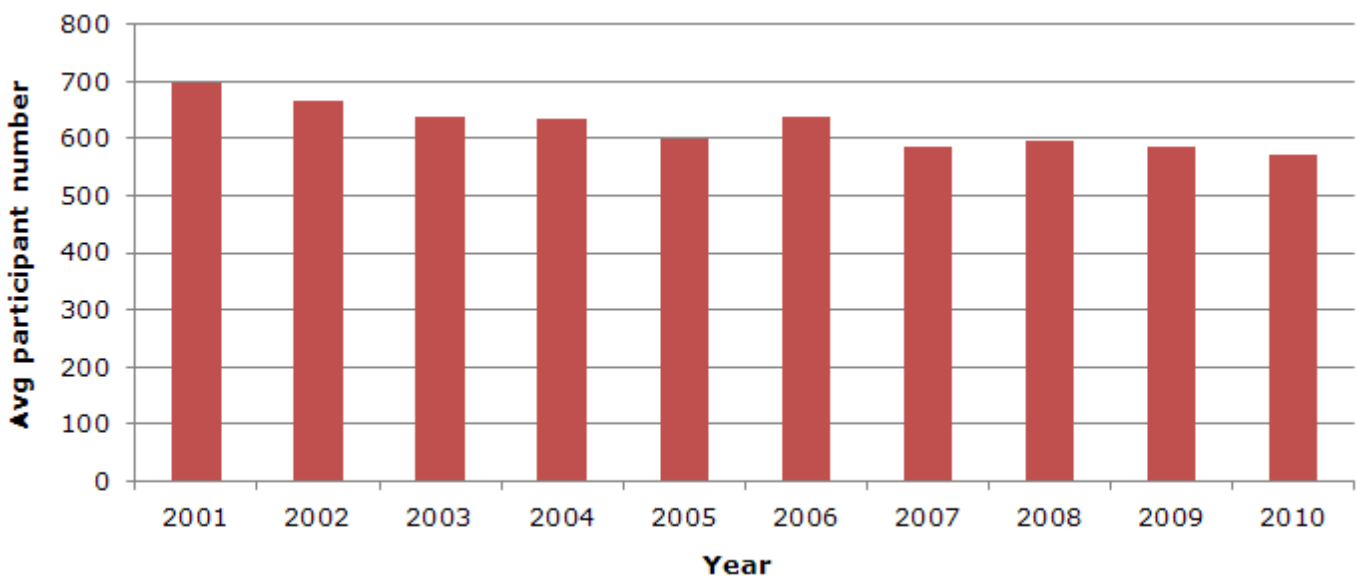
For the sixth year in a row Vienna is the most popular city. Even though 2010 reports a smaller number of events in Vienna compared to previous years, Vienna was able to keep the 1st rank. Over the decade Barcelona is another strong contender with slightly fluctuating results, but never lower than 5th place. Next to Vienna and Barcelona only Singapore has managed to attract a number of meetings that allowed it to be always among top 10 cities in this ranking. Moreover Berlin and Paris are the cities that since 2003 and 2004 respectively are included in the top 10, holding strong positions in the ranking. Although Lisbon has never exceeded 5th position, it has held stable place as well in the top 10, except for 2001 and 2005.

* shared ranking continued from previous page

The Association Meetings Market 2001-2010

6. Average no. of participants per event per year

Year	Average participant number
2001	696
2002	667
2003	636
2004	635
2005	598
2006	638
2007	585
2008	597
2009	585
2010	571



Graph 2. Average number of participants per event per year

Only meetings of which the participant numbers are stored in the Association Database, including added averages, are stored in the above table and graph. In order to make the above analysis as broad as possible, average participant numbers have been added to 2,470 annual events that took place from 2001 to 2010 where confirmed actual attendance data was lacking. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years.

The average number of participants per meeting reached its lowest point of the past decade in 2010 with 571 participants per international meeting. In the year 2001 the average number of participants per meeting was the highest over the past 10 years with an average of 696 participants per international meeting. Since 2001 the average number of participants per meeting dropped each year, until reaching an average of 598 participants in 2005. Since 2007 the average number of participants per event seems to be stabilizing, putting an end to the trend of international meetings getting smaller.

The Association Meetings Market 2001-2010

7. Number of participants (categories)

Absolute figures:

Category	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
From 50 to 149	362	451	563	689	853	823	1,030	1,141	1,314	1,239
From 150 to 249	350	435	478	551	668	685	771	891	900	914
From 250 to 499	554	659	609	782	848	957	1,088	1,181	1,127	1,193
From 500 to 999	440	434	451	569	606	616	649	738	691	684
From 1,000 to 1,999	228	245	235	282	289	303	348	377	330	392
From 2,000 to 2,999	68	58	62	85	78	80	101	97	115	111
From 3,000 to 4,999	52	55	56	66	68	74	73	76	79	75
From 5,000 to 9,999	14	28	28	30	42	41	37	53	51	43
10,000 and up	9	10	8	11	9	18	13	15	19	15
Totals	2,077	2,375	2,490	3,065	3,461	3,597	4,110	4,569	4,626	4,666

Relative figures:

Category	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
From 50 to 149	17.4%	19.0%	22.6%	22.5%	24.6%	22.9%	25.1%	25.0%	28.4%	26.6%
From 150 to 249	16.9%	18.3%	19.2%	18.0%	19.3%	19.0%	18.8%	19.5%	19.5%	19.6%
From 250 to 499	26.7%	27.7%	24.5%	25.5%	24.5%	26.6%	26.5%	25.8%	24.4%	25.6%
From 500 to 999	21.2%	18.3%	18.1%	18.6%	17.5%	17.1%	15.8%	16.2%	14.9%	14.7%
From 1,000 to 1,999	11.0%	10.3%	9.4%	9.2%	8.4%	8.4%	8.5%	8.3%	7.1%	8.4%
From 2,000 to 2,999	3.3%	2.4%	2.5%	2.8%	2.3%	2.2%	2.5%	2.1%	2.5%	2.4%
From 3,000 to 4,999	2.5%	2.3%	2.2%	2.2%	2.0%	2.1%	1.8%	1.7%	1.7%	1.6%
From 5,000 to 9,999	0.7%	1.2%	1.1%	1.0%	1.2%	1.1%	0.9%	1.2%	1.1%	0.9%
10,000 and up	0.4%	0.4%	0.3%	0.4%	0.3%	0.5%	0.3%	0.3%	0.4%	0.3%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Only meetings of which the participant numbers are stored in the Association Database are displayed in the above tables. In order to make the above analysis as broad as possible, average participant numbers have been added to 2,470 annual events that took place from 2001 to 2010 where confirmed actual attendance data was lacking. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years. The absolute numbers of meetings of all sizes have gone up over the decade.

Worth mentioning, the absolute numbers of smaller meetings have increased much faster than the numbers of bigger meetings, causing the smaller meetings to take over the market.

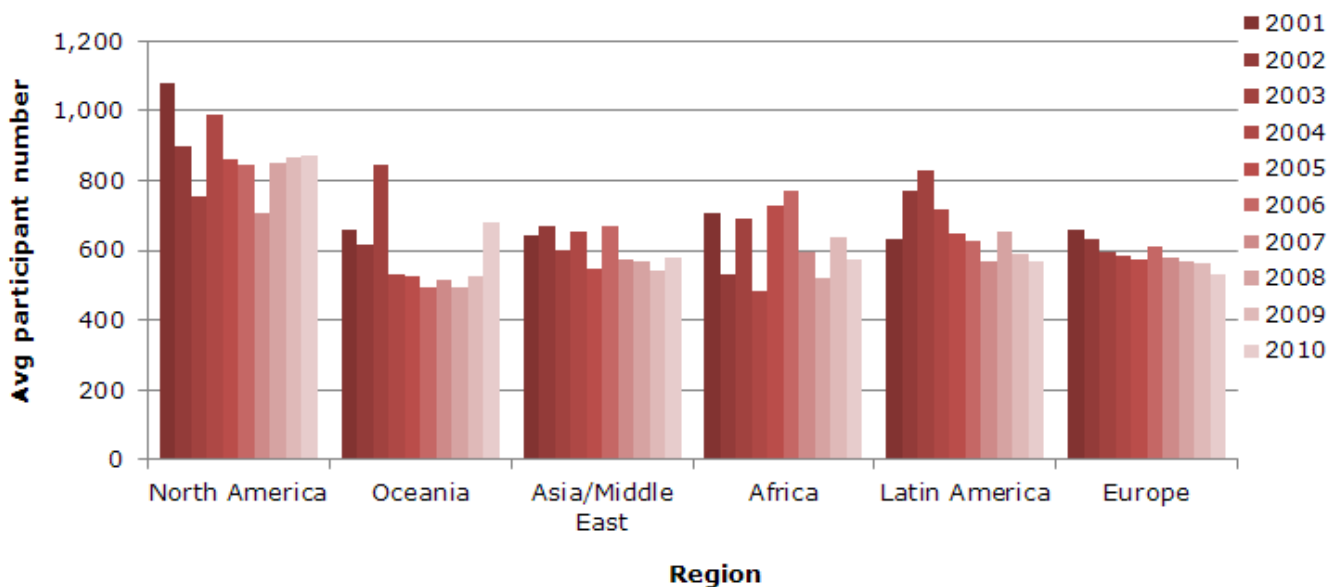
The relative numbers of these 10 years reflect this big expansion of the market share of the smallest meetings (50-149 and 150-249) at the cost of all meetings attracting over 500 participants. Small meetings doubled their market share over the last 10 years, making the smallest meetings the biggest category last year, for the first time.

26.6% of all the identified meetings that were organised in 2010 have attracted between 50 and 149 participants. This is a growth of approximately 9% points over the past decade.

The Association Meetings Market 2001-2010

8. Average number of participants per region

Region	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
North America	1,082	901	757	988	864	844	705	848	866	873
Oceania	659	616	845	532	529	492	516	494	528	683
Asia/Middle East	646	670	599	655	549	670	573	570	542	582
Africa	705	532	693	486	730	769	595	519	636	572
Latin America	631	772	828	716	650	629	570	654	589	567
Europe	658	630	593	586	573	609	581	570	564	530



Graph 3. Average number of participants per region

Only meetings of which the participant numbers are stored in the Association Database, including added averages, are stored in the above table and graph. In order to make the above analysis as broad as possible, average participant numbers have been added to 2,470 annual events that took place from 2001 to 2010 where confirmed actual attendance data was lacking. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years. Generally speaking,

North America has been the region with the largest average numbers of participants per meeting over the past decade. While Oceania had been the region with the lowest average numbers of participants in the middle of the decade, it has also been the region with growing average numbers of participants per meeting reaching the second position in 2010.

The average numbers of participants in most regions seem to fluctuate over the years in comparison to the more stable regions like Europe and Asia/Middle East. These fluctuations are somewhat due to the ratio of meetings stored in the Association Database. For example the database stores about 5 times as much meetings taking place in Europe as meetings in North or Latin America.

This graph also shows that the trend of dropping participant numbers seems to be stabilizing throughout the regions.

The Association Meetings Market 2001-2010

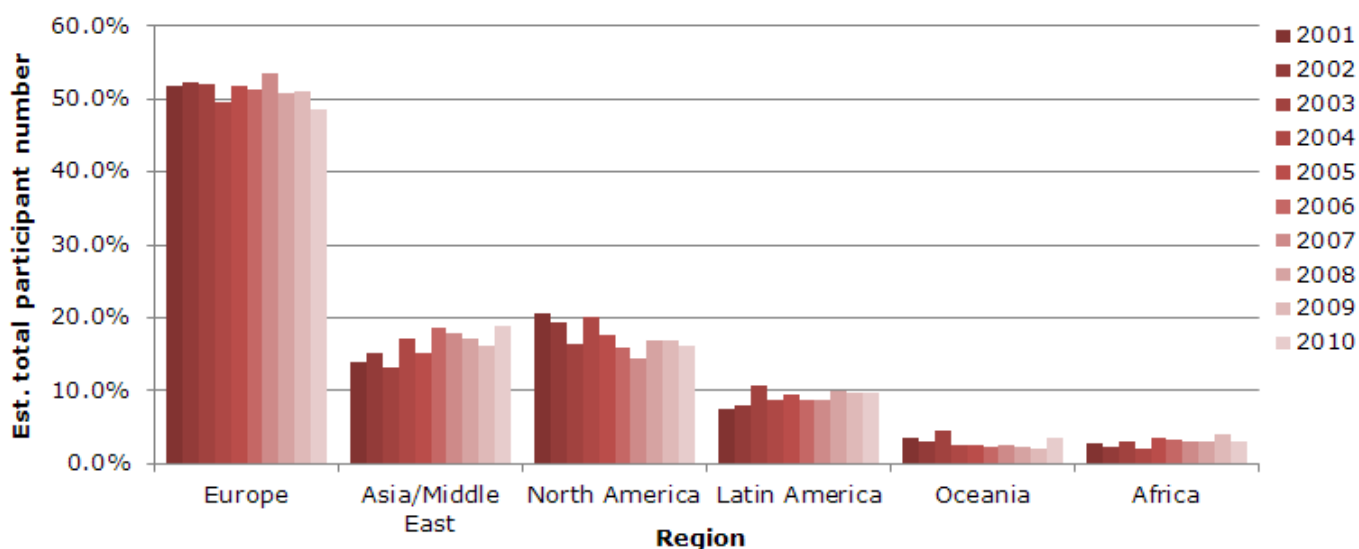
9. Estimated total number of participants per region

Absolute figures:

Region	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Europe	1,943,586	2,171,082	2,127,050	2,453,407	2,483,092	2,848,075	2,861,009	2,966,306	2,834,078	2,615,433
Asia/Middle East	521,846	634,735	536,514	843,538	731,600	1,033,533	949,803	999,622	900,490	1,017,473
North America	766,925	802,250	666,572	988,209	846,466	880,149	769,723	985,820	936,347	869,655
Latin America	277,009	334,146	440,671	428,558	448,370	490,114	470,995	578,405	542,060	520,667
Oceania	135,698	123,778	180,203	126,725	116,814	122,676	135,655	128,422	116,088	187,128
Africa	100,210	90,000	127,535	100,565	172,241	186,901	161,311	173,806	222,401	161,432
Totals	3,745,273	4,155,992	4,078,544	4,941,003	4,798,583	5,561,447	5,348,497	5,832,380	5,551,464	5,371,787

Relative figures:

Region	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Europe	51.9%	52.2%	52.2%	49.7%	51.7%	51.2%	53.5%	50.9%	51.1%	48.7%
Asia/Middle East	13.9%	15.3%	13.2%	17.1%	15.2%	18.6%	17.8%	17.1%	16.2%	18.9%
North America	20.5%	19.3%	16.3%	20.0%	17.6%	15.8%	14.4%	16.9%	16.9%	16.2%
Latin America	7.4%	8.0%	10.8%	8.7%	9.3%	8.8%	8.8%	9.9%	9.8%	9.7%
Oceania	3.6%	3.0%	4.4%	2.6%	2.4%	2.2%	2.5%	2.2%	2.1%	3.5%
Africa	2.7%	2.2%	3.1%	2.0%	3.6%	3.4%	3.0%	3.0%	4.0%	3.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Graph 4. Estimated total number of participants per region

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

The estimated total number of participants to all 2010 meetings is almost 5.4 million (5,371,787) people compared to almost 5.2 million people attending meetings in 2009 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. Over the decade we can observe a slight increase in total participant numbers in Asia/Middle East and Africa, at the expense of North America and Oceania.

The Association Meetings Market 2001-2010

10. Estimated total no. of participants per country

Rank	Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	U.S.A.	600,220	626,957	406,257	634,672	536,836	504,956	562,594	664,083	621,597	549,440
2	Italy	140,397	218,053	223,846	264,463	257,364	276,349	412,484	411,219	348,131	352,953
3	Spain	136,731	253,760	219,739	213,173	170,433	354,460	319,979	314,110	245,323	337,580
4	Germany	252,174	293,521	280,278	318,951	243,159	264,332	361,967	393,659	438,212	320,150
5	Canada	129,660	151,250	166,299	160,419	217,343	225,437	153,902	206,169	174,855	222,911
6	France	214,512	285,283	323,833	382,944	295,266	264,353	228,498	296,197	229,529	191,085
7	China-P.R.	69,604	100,818	22,392	136,441	114,378	237,334	152,688	139,008	178,485	186,138
8	United Kingdom	185,266	155,791	155,277	259,612	211,801	207,906	178,780	175,356	224,438	185,113
9	Netherlands	158,549	103,665	80,789	97,522	106,834	118,170	145,299	154,094	149,733	169,967
10	Australia	110,491	109,929	151,129	104,716	96,684	102,508	115,429	105,638	97,814	169,403
11	Sweden	125,760	108,528	62,004	73,552	102,550	124,863	92,124	137,162	126,358	168,558
12	Japan	112,411	180,767	169,327	246,364	118,484	220,554	172,245	129,621	123,565	149,880
13	Brazil	70,540	100,523	126,649	124,610	139,100	184,824	123,537	183,753	170,507	145,265
14	Chinese Taipei	33,897	35,556	29,892	19,119	27,455	46,174	56,207	32,790	33,482	139,717
15	Argentina	85,573	33,810	61,452	103,186	125,111	58,188	106,730	135,380	139,889	120,341
16	India	25,707	26,854	53,758	81,754	44,033	55,400	74,765	81,655	54,817	116,905
17	Austria	77,337	87,034	134,103	116,284	121,785	128,808	191,451	115,781	169,894	111,732
18	Mexico	58,062	48,368	78,312	212,011	78,822	118,481	85,572	152,188	133,439	94,824
19	Switzerland	101,655	88,206	57,746	86,107	89,790	131,616	96,119	86,799	63,188	93,674
20	Republic of Korea	87,643	72,526	38,845	77,530	104,062	143,187	90,904	141,595	102,101	93,520
21	Malaysia	34,867	36,621	31,176	40,364	51,853	59,782	56,405	78,304	44,201	89,888
22	Portugal	71,410	58,517	80,871	98,787	97,878	64,007	106,414	84,517	75,032	80,627
23	Turkey	63,653	37,774	64,594	66,594	134,155	106,880	96,121	114,199	148,222	79,014
24	Czech Republic	59,114	86,623	96,879	107,566	105,026	99,603	88,191	80,368	64,902	77,054
25	Belgium	40,368	50,894	37,337	44,727	40,923	51,090	64,216	99,328	53,677	75,913
26	Colombia	6,142	21,978	-	13,333	34,162	19,186	47,275	44,551	40,444	73,560
27	Singapore	22,869	19,182	51,486	39,275	51,269	67,464	61,380	68,440	62,908	70,513
28	Denmark	54,076	61,961	65,258	48,260	112,840	110,118	57,755	80,709	121,138	65,572
29	Chile	24,374	38,865	50,842	48,136	48,608	38,933	36,236	35,855	28,952	51,836
30	South Africa	61,837	30,401	44,590	47,703	55,434	79,836	64,973	65,469	78,583	50,285
31	Greece	51,801	41,697	51,348	66,476	99,466	122,742	98,021	100,659	74,190	49,683
32	Thailand	42,036	53,885	43,083	102,868	55,419	43,101	85,357	106,762	87,780	48,401
33	Hong Kong, China-P.R.	28,175	52,133	14,309	46,206	43,934	49,304	36,390	103,827	61,104	43,886
34	Norway	24,767	50,346	38,985	29,218	29,730	26,550	31,552	42,820	33,834	42,987
35	Poland	22,862	16,932	32,630	39,220	52,636	37,396	61,280	76,194	72,239	41,356
36	Finland	43,866	33,796	40,871	41,107	28,807	81,038	45,902	39,428	43,224	41,233
37	Hungary	25,919	50,485	22,220	41,921	37,980	36,598	48,820	36,851	44,353	36,742
38	Ireland	19,834	20,503	29,992	28,509	38,423	34,145	28,616	37,358	24,206	31,973
39	Russia	19,735	14,458	16,231	12,285	18,384	34,907	29,131	19,085	29,959	31,360
40	Indonesia	16,728	8,286	11,424	9,279	12,646	11,506	35,290	9,255	44,548	30,793

The Association Meetings Market 2001-2010

Est. total number of parts. per country (continued)

Rank	Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
41	United Arab Emirates	-	900	8,616	4,243	12,634	33,250	57,149	22,812	21,350	23,561
42	Israel	5,931	3,600	750	1,995	1,000	13,500	5,950	4,595	15,476	21,837
43	Peru	5,481	21,431	32,216	15,610	14,426	15,193	8,178	26,405	31,196	19,030
44	Vietnam	3,630	3,076	4,379	3,600	7,420	5,938	9,099	16,618	11,405	18,444
45	Egypt	3,008	22,682	8,988	4,704	36,081	30,743	6,750	19,005	27,864	18,138
46	Uruguay	13,948		14,375	9,890	16,629	12,291	23,610	21,263	25,228	17,363
47	Croatia	16,787	13,123	7,326	6,778	14,006	8,345	25,987	18,490	12,413	17,134
48	Dominican Republic	4,550	4,914	7,727	8,713	770	5,995	11,600	3,003	-	16,426
49	Kenya	1,887	404	3,380	1,125	5,173	9,759	19,006	2,780	15,208	15,934
50	Slovenia	7,331	11,466	16,611	29,797	10,132	16,771	18,193	20,971	13,393	14,958
51	Morocco	4,000	3,044	11,160	11,324	26,573	13,453	13,005	14,959	6,980	13,090
52	New Zealand	23,813	7,784	22,695	16,645	21,007	15,638	19,430	19,702	8,397	12,813
53	Philippines	20,512	7,029	37,628	31,235	22,917	25,155	15,463	6,371	18,729	11,217
54	Ecuador	1,600	-	17,344	41,614	10,767	13,921	20,063	19,044	13,186	11,134
55	Costa Rica	4,590	7,344	3,075	7,483	4,420	-	2,559	16,327	5,855	11,130
56	Uganda	-	7,500	-	1,000	3,067	500	3,201	3,750	4,290	10,500
57	Malta	4,156	1,722	8,320	3,000	5,107	6,952	8,160	7,174	4,986	10,014

All other countries have estimated total participant numbers in 2010 lower than 10,000. The estimated total number of participants to international meetings per country is calculated by multiplying the total number of meetings in a specific country with the average number of participants per meeting in the same country. This formula enables events where no accurate figures are known to be included in the estimated total. Please note that this table contains all information available to ICCA when the database was sampled on May 9th 2011. Since more information becomes available each year, records and rankings for previous years may have been altered.

One can see that over the past decade roughly the same countries dominated the ranking by estimated total number of participants per country. For the last ten years the U.S.A. has possessed a steady pole position with 549,440 participants in 2010, which is consistent with their ranking by number of meetings they have organised. The following 5 countries in the 2010 ranking are held by countries who over the decade have always been included in the top 10. Italy and Spain are 2nd and 3rd respectively. Over the decade Germany is another strong contender, followed by Canada. Even though the gap between Canada and Germany is significant, Canada over the past years has been able to hold a fairly steady place in the top 10. France started this decade relatively well but the second half turned to be rather challenging period in terms of attracting larger attendance. Furthermore China-P.R. has ranked in the top 10 four times in the last 5 years and is gaining relative strength at the expense of countries such as the Netherlands and Australia. In 2010 China is followed by the the UK who had a relatively better second half of the decade. Other strong performing countries over the past decade have been Japan and Brazil, both ranking in the top 10 several times in the past 10 years.

With the numbers of meetings going up we can see a trend in growing total numbers of participants over the past decade, despite the average meeting size getting smaller.

11. Number of participants per city

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Barcelona	31,553	82,693	44,810	57,889	41,312	87,715	98,723	88,768	103,011	133,830
2	Vienna	33,145	42,306	75,997	68,713	73,282	66,684	115,766	69,059	123,393	87,345
3	Stockholm	34,795	51,008	13,628	24,628	45,429	28,996	42,804	52,945	60,789	76,584
4	Berlin	42,474	52,576	57,640	42,688	41,903	39,890	78,397	101,849	92,473	73,087
5	Amsterdam	38,223	16,104	22,259	25,964	34,462	36,418	48,303	51,938	56,633	69,123
6	Paris	34,098	43,910	53,139	80,480	81,301	75,389	53,038	80,345	56,839	56,761
7	Montreal, QC	13,861	23,325	23,159	25,348	43,936	16,883	21,968	29,149	36,796	54,509
8	Sydney, NSW	26,065	28,696	33,393	16,297	29,853	25,353	31,551	21,038	21,218	51,739
9	Beijing	14,571	10,452	2,144	22,290	13,415	23,875	27,427	13,642	21,207	49,532
10	Singapore	9,801	11,335	35,905	30,944	39,126	57,085	45,012	60,081	49,099	46,663
11	Istanbul	23,070	16,092	21,732	17,426	47,971	45,880	30,496	55,431	75,987	46,374
	Seoul	41,649	29,799	12,837	24,153	45,700	66,445	43,490	53,185	36,691	46,374
13	Lisbon	27,068	23,793	35,943	34,649	44,116	26,357	35,334	34,778	37,489	41,645
14	Geneva	16,907	22,394	10,773	27,683	30,883	18,150	35,584	35,551	15,197	39,561
15	Buenos Aires	21,402	7,840	11,245	21,420	27,163	8,304	40,520	56,388	33,148	38,244
16	Copenhagen	22,554	33,331	31,278	28,232	53,150	59,036	30,263	45,216	70,159	36,089
17	Taipei	17,569	11,939	9,550	6,740	13,378	12,213	29,662	18,360	12,242	33,629
18	Göteborg	9,636	6,977	16,140	7,510	13,302	11,335	11,471	13,694	16,881	32,155
19	Munich	20,897	9,949	8,560	44,725	31,970	32,021	37,740	52,341	20,876	31,542
20	Vancouver, BC	16,180	10,082	9,913	19,262	12,812	20,146	20,562	24,551	13,185	31,348
21	Madrid	22,649	19,196	50,050	13,624	18,679	49,598	60,707	37,764	27,455	31,158
22	Hong Kong	18,624	23,800	10,055	37,358	39,159	29,193	13,863	39,286	21,708	30,506
23	Prague	22,512	24,652	36,042	36,508	31,510	45,453	28,691	24,361	23,977	30,357
24	Rome	11,323	5,283	11,858	14,086	15,637	16,933	21,306	27,115	10,595	30,242
25	Valencia	1,824	2,625	7,390	7,320	6,260	24,630	8,226	13,231	9,742	28,775
26	Santiago de Chile	4,720	7,525	17,365	14,486	20,314	18,278	13,084	17,599	13,271	27,253
27	London	24,971	9,716	8,798	38,635	29,694	28,117	11,768	16,214	32,472	27,168
28	Kuala Lumpur	13,357	17,152	14,406	17,699	14,936	28,501	30,885	36,127	30,483	27,008
29	Glasgow	26,239	10,610	16,531	27,170	24,445	23,270	22,443	23,185	12,531	25,351

All other cities had estimated total participant numbers in 2010 lower than 25,000. Please note that the formula to create this ranking is different than the one used to calculate the estimated total number of participants per region and country. This ranking is calculated by taking the sum of all the participant numbers per city stored in ICCA Association Database, making it a low estimate, since meetings without stored participants numbers are left out of the calculation.

Barcelona, for the first time in 2010, is the number one city measured by estimated total number of participants. Besides Barcelona cities like Vienna, Berlin and Paris usually attract high totals of participants and over the decade they have been leading in the ranking. Other strong contenders over the past decade (in alphabetical order) are Copenhagen, Istanbul, Seoul, Singapore and Stockholm, with having been in the top ten at least several times in the last 10 years.

With the numbers of meetings going up we can see a trend in growing total numbers of participants over the past decade, despite the average meeting size getting smaller.

The Association Meetings Market 2001-2010

12. Frequency of meetings

Absolute figures:

Frequency	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Annual	2,467	2,810	3,071	3,524	4,002	4,428	4,941	5,330	5,373	5,108
Biennial	1,349	1,717	1,546	1,968	1,793	2,091	1,887	2,185	1,838	2,043
Triennial	416	401	393	511	420	440	517	442	434	473
4 Years	169	219	154	240	184	215	159	235	183	198
5 Years	16	16	25	19	49	15	17	26	21	43
1-2 Years	178	184	209	247	268	296	307	274	267	267
2-3 Years	125	144	171	153	196	162	176	162	160	188
3-4 Years	64	56	64	101	60	62	85	72	56	76
4-5 Years	15	12	16	24	23	11	10	22	22	13
Every 6 or more years	3	5	13	9	6	9	3	10	6	4
1 Or 2 Per Year	38	46	56	61	72	78	84	80	84	67
Biannual	106	128	160	204	228	250	272	276	277	221
More than twice a year	36	51	63	69	84	98	122	139	171	142
Irregular	97	101	85	107	112	103	108	123	98	102
Totals	5,079	5,890	6,026	7,237	7,497	8,258	8,688	9,376	8,990	8,945

Relative figures:

Frequency	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Annual	48.6%	47.7%	51.0%	48.7%	53.4%	53.6%	56.9%	56.8%	59.8%	57.1%
Biennial	26.6%	29.2%	25.7%	27.2%	23.9%	25.3%	21.7%	23.3%	20.4%	22.8%
Triennial	8.2%	6.8%	6.5%	7.1%	5.6%	5.3%	6.0%	4.7%	4.8%	5.3%
4 Years	3.3%	3.7%	2.6%	3.3%	2.5%	2.6%	1.8%	2.5%	2.0%	2.2%
5 Years	0.3%	0.3%	0.4%	0.3%	0.7%	0.2%	0.2%	0.3%	0.2%	0.5%
1-2 Years	3.5%	3.1%	3.5%	3.4%	3.6%	3.6%	3.5%	2.9%	3.0%	3.0%
2-3 Years	2.5%	2.4%	2.8%	2.1%	2.6%	2.0%	2.0%	1.7%	1.8%	2.1%
3-4 Years	1.3%	1.0%	1.1%	1.4%	0.8%	0.8%	1.0%	0.8%	0.6%	0.8%
4-5 Years	0.3%	0.2%	0.3%	0.3%	0.3%	0.1%	0.1%	0.2%	0.2%	0.1%
Every 6 or more years	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%
1 Or 2 Per Year	0.7%	0.8%	0.9%	0.8%	1.0%	0.9%	1.0%	0.9%	0.9%	0.7%
Biannual	2.1%	2.2%	2.7%	2.8%	3.0%	3.0%	3.1%	2.9%	3.1%	2.5%
More than twice a year	0.7%	0.9%	1.0%	1.0%	1.1%	1.2%	1.4%	1.5%	1.9%	1.6%
Irregular	1.9%	1.7%	1.4%	1.5%	1.5%	1.2%	1.2%	1.3%	1.1%	1.1%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

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 reaching the highest point in 2009. The relative number of biennial meetings (meaning they take place every 2 years) over the years is gradually diminishing. 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.

The Association Meetings Market 2001-2010

13. Number of meetings per month

Absolute figures:

Month	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
January	75	83	99	116	129	138	174	192	185	153
February	72	102	130	164	160	189	206	260	235	233
March	167	208	239	354	330	415	477	435	517	478
April	247	305	271	401	485	487	498	642	555	605
May	468	544	572	693	802	880	946	1,028	984	1,040
June	530	631	695	901	933	1,012	1,150	1,268	1,272	1,290
July	432	492	463	588	596	726	764	818	741	806
August	320	447	421	565	555	633	630	654	697	683
September	757	853	917	1,113	1,257	1,323	1,390	1,514	1,420	1,434
October	487	648	683	840	834	1,046	1,113	1,240	1,258	1,205
November	310	354	430	537	654	686	800	851	863	835
December	101	142	197	184	213	230	283	289	293	268
Totals	3,966	4,809	5,117	6,456	6,948	7,765	8,431	9,191	9,020	9,030

Relative figures:

Month	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
January	1.9%	1.7%	1.9%	1.8%	1.9%	1.8%	2.1%	2.1%	2.1%	1.7%
February	1.8%	2.1%	2.5%	2.5%	2.3%	2.4%	2.4%	2.8%	2.6%	2.6%
March	4.2%	4.3%	4.7%	5.5%	4.7%	5.3%	5.7%	4.7%	5.7%	5.3%
April	6.2%	6.3%	5.3%	6.2%	7.0%	6.3%	5.9%	7.0%	6.2%	6.7%
May	11.8%	11.3%	11.2%	10.7%	11.5%	11.3%	11.2%	11.2%	10.9%	11.5%
June	13.4%	13.1%	13.6%	14.0%	13.4%	13.0%	13.6%	13.8%	14.1%	14.3%
July	10.9%	10.2%	9.0%	9.1%	8.6%	9.3%	9.1%	8.9%	8.2%	8.9%
August	8.1%	9.3%	8.2%	8.8%	8.0%	8.2%	7.5%	7.1%	7.7%	7.6%
September	19.1%	17.7%	17.9%	17.2%	18.1%	17.0%	16.5%	16.5%	15.7%	15.9%
October	12.3%	13.5%	13.3%	13.0%	12.0%	13.5%	13.2%	13.5%	13.9%	13.3%
November	7.8%	7.4%	8.4%	8.3%	9.4%	8.8%	9.5%	9.3%	9.6%	9.2%
December	2.5%	3.0%	3.8%	2.9%	3.1%	3.0%	3.4%	3.1%	3.2%	3.0%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

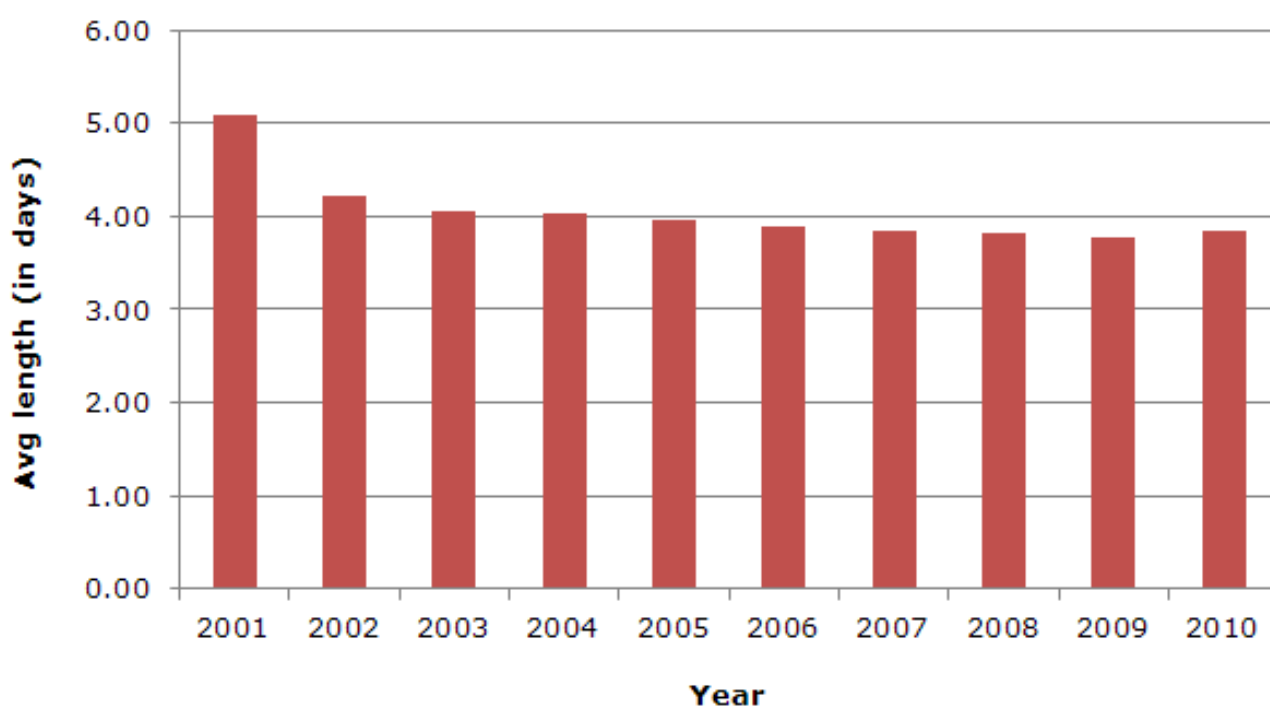
Only meetings whose exact dates are stored in the Association Database are included in these figures.

The period from May until November has always been the most popular time to organise meetings. Over the past 10 years, the popularity of April and November has been increasing, lengthening the meetings season at both ends. Although each year more meetings get organised in July and August, the relative popularity of these months 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, followed by June, October and May.

The Association Meetings Market 2001-2010

14. Average length of meetings

Year	Average length (in days)
2001	5.1
2002	4.2
2003	4.1
2004	4.0
2005	4.0
2006	3.9
2007	3.8
2008	3.8
2009	3.8
2010	3.9



Graph 5. Average length per meeting per year

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

Throughout the last decade the average length in days of meetings has been gradually declining. The average in 2010 was 3.85 days, which is comparable to the average figures of the previous years. Although the average duration figures look more stable since 2006 this is likely to partially be due to the fact that meetings that last longer have a longer lead-time and are therefore sooner obtained in the Association Database. This means we have to be cautious in exclaiming that the past decade's trend of international meetings becoming shorter.

The Association Meetings Market 2001-2010

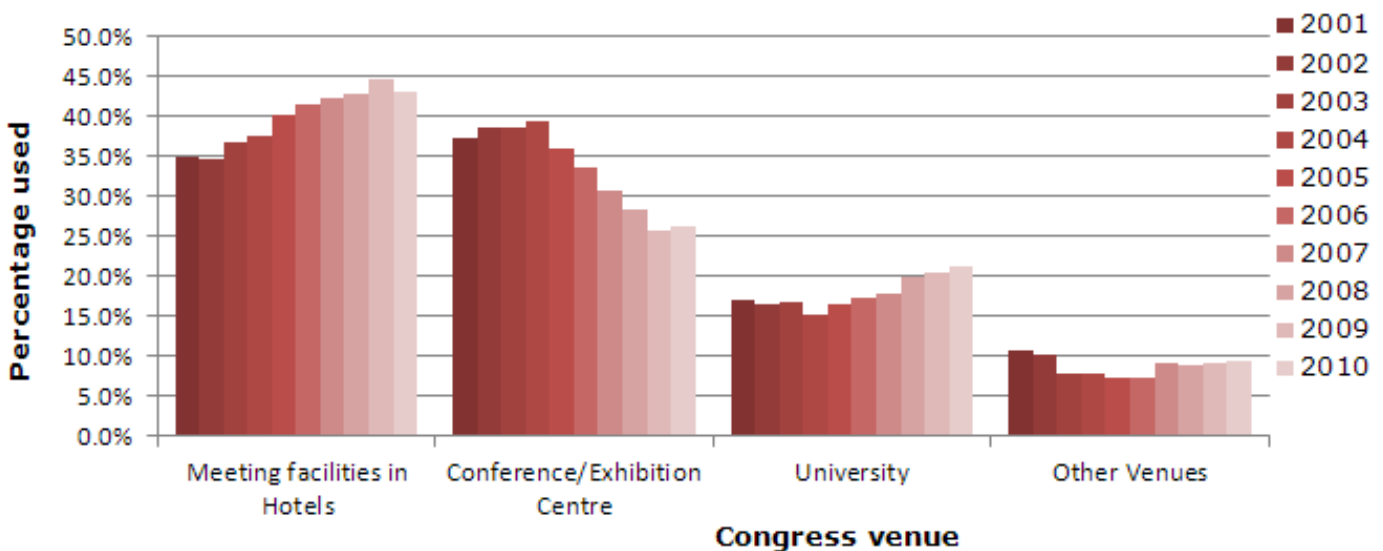
15. Congress venues used

Absolute figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	566	606	610	699	831	1,160	1,464	1,904	2,093	2,236
Conference/Exhibition Centre	608	673	642	735	741	943	1,062	1,262	1,203	1,367
University	275	289	277	286	339	487	617	889	966	1,098
Other Venues	175	176	132	146	153	206	313	400	433	491
Totals	1,624	1,744	1,661	1,866	2,064	2,796	3,456	4,455	4,695	5,192

Relative figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	34.9%	34.7%	36.7%	37.5%	40.3%	41.5%	42.4%	42.7%	44.6%	43.1%
Conference/Exhibition Centre	37.4%	38.6%	38.7%	39.4%	35.9%	33.7%	30.7%	28.3%	25.6%	26.3%
University	16.9%	16.6%	16.7%	15.3%	16.4%	17.4%	17.9%	20.0%	20.6%	21.1%
Other Venues	10.8%	10.1%	7.9%	7.8%	7.4%	7.4%	9.1%	9.0%	9.2%	9.5%
Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Graph 6. Congress venues used

These tables and this graph include all events organised from 2001 to 2010 of which the type of congress venue that was used is stored in the database.

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. The usage of meeting facilities in Hotels consolidated its first place in 2010 with approximately 43%, compared to 34.9% 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 37.4% to 26.3%. Other Venues include castles, boats, theatres, museums etc.

The Association Meetings Market 2000-2009

16. Subjects

Absolute figures:

Rank	Event Subject	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Medical Sciences	1,240	1,452	1,424	1,717	1,696	1,896	1,940	2,088	1,987	2,026
2	Technology	880	1,001	1,081	1,253	1,331	1,470	1,595	1,684	1,641	1,626
3	Science	953	1,094	1,089	1,299	1,337	1,388	1,505	1,542	1,471	1,498
4	Industry	444	525	551	650	712	775	813	842	789	769
5	Education	337	386	401	474	502	585	593	645	612	649
6	Social Sciences	336	385	411	497	495	530	544	594	555	597
7	Economics	241	289	323	369	421	454	490	504	492	449
8	Management	233	249	275	337	366	404	444	443	451	414
9	Transport & Communication	188	214	240	297	320	364	397	427	412	390
10	Commerce	208	228	245	278	297	328	350	363	344	346
11	Culture & Ideas	187	219	229	275	271	312	314	338	322	324
12	Agriculture	205	212	217	291	267	298	292	357	306	313
13	Law	124	159	164	202	207	250	259	280	269	259
14	Ecology & Environment	133	162	167	195	231	231	257	270	273	235
15	Sports & Leisure	138	149	153	149	175	180	187	204	217	195
16	Arts	105	138	123	150	141	175	184	192	189	182
17	Linguistics	103	113	111	147	142	158	155	180	158	161
18	Safety & Security	98	107	109	129	134	140	159	156	148	151
19	Mathematics & Statistics	81	112	99	128	130	130	145	151	146	149
20	Library & Information	77	94	97	100	118	127	126	144	135	128
21	Architecture	56	65	70	82	96	95	103	106	105	106
22	Literature	60	62	64	79	77	82	77	91	82	94
23	Historical Sciences	64	60	78	80	79	81	88	99	90	88
24	Geography	24	24	27	29	32	40	38	41	43	40
25	General	10	18	16	24	21	26	21	23	18	17
	Totals	6,525	7,517	7,764	9,231	9,598	10,519	11,076	11,764	11,255	11,206

The Association Meetings Market 2001-2010

Subjects (continued)

Relative figures:

Rank	Event Subject	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Medical Sciences	19.0%	19.3%	18.3%	18.6%	17.7%	18.0%	17.5%	17.7%	17.7%	18.1%
2	Technology	13.5%	13.3%	13.9%	13.6%	13.9%	14.0%	14.4%	14.3%	14.6%	14.5%
3	Science	14.6%	14.6%	14.0%	14.1%	13.9%	13.2%	13.6%	13.1%	13.1%	13.4%
4	Industry	6.8%	7.0%	7.1%	7.0%	7.4%	7.4%	7.3%	7.2%	7.0%	6.9%
5	Education	5.2%	5.1%	5.2%	5.1%	5.2%	5.6%	5.4%	5.5%	5.4%	5.8%
6	Social Sciences	5.1%	5.1%	5.3%	5.4%	5.2%	5.0%	4.9%	5.0%	4.9%	5.3%
7	Economics	3.7%	3.8%	4.2%	4.0%	4.4%	4.3%	4.4%	4.3%	4.4%	4.0%
8	Management	3.6%	3.3%	3.5%	3.7%	3.8%	3.8%	4.0%	3.8%	4.0%	3.7%
9	Transport & Communication	2.9%	2.8%	3.1%	3.2%	3.3%	3.5%	3.6%	3.6%	3.7%	3.5%
10	Commerce	3.2%	3.0%	3.2%	3.0%	3.1%	3.1%	3.2%	3.1%	3.1%	3.1%
11	Culture & Ideas	2.9%	2.9%	2.9%	3.0%	2.8%	3.0%	2.8%	2.9%	2.9%	2.9%
12	Agriculture	3.1%	2.8%	2.8%	3.2%	2.8%	2.8%	2.6%	3.0%	2.7%	2.8%
13	Law	1.9%	2.1%	2.1%	2.2%	2.2%	2.4%	2.3%	2.4%	2.4%	2.3%
14	Ecology & Environment	2.0%	2.2%	2.2%	2.1%	2.4%	2.2%	2.3%	2.3%	2.4%	2.1%
15	Sports & Leisure	2.1%	2.0%	2.0%	1.6%	1.8%	1.7%	1.7%	1.7%	1.9%	1.7%
16	Arts	1.6%	1.8%	1.6%	1.6%	1.5%	1.7%	1.7%	1.6%	1.7%	1.6%
17	Linguistics	1.6%	1.5%	1.4%	1.6%	1.5%	1.5%	1.4%	1.5%	1.4%	1.4%
18	Safety & Security	1.5%	1.4%	1.4%	1.4%	1.4%	1.3%	1.4%	1.3%	1.3%	1.3%
19	Mathematics & Statistics	1.2%	1.5%	1.3%	1.4%	1.4%	1.2%	1.3%	1.3%	1.3%	1.3%
20	Library & Information	1.2%	1.3%	1.2%	1.1%	1.2%	1.2%	1.1%	1.2%	1.2%	1.1%
21	Architecture	0.9%	0.9%	0.9%	0.9%	1.0%	0.9%	0.9%	0.9%	0.9%	0.9%
22	Literature	0.9%	0.8%	0.8%	0.9%	0.8%	0.8%	0.7%	0.8%	0.7%	0.8%
23	Historical Sciences	1.0%	0.8%	1.0%	0.9%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
24	Geography	0.4%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.4%
25	General	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
	Totals	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

All events of which the subject matter is stored in the ICCA Association Database are included in the above table.

Generally speaking, the order of the top 10 most popular subjects has been quite stable all over the decade. 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 17.5% of all meetings in 2007. A similar trend could be seen for third favourite subject: Science. Second preferred subject over the past ten years has been Technology, which went up in popularity over the decade.

A number of meetings under Law subject matter in our previous reports was overrated due to an incorrect formula. Even though Law was included inaccurately in the top 10 subject matters in the previous reports, in fact it should have shared the rank at the similar level as Ecology & Environment subject matter.

The Association Meetings Market 2000-2009

17. Registration fees and total expenditure

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

Year	Average fee per delegate per meeting	Average expenditure per delegate per meeting
2001	473	2,149
2002	486	2,211
2003	534	2,426
2004	541	2,459
2005	500	2,273
2006	512	2,329
2007	533	2,424
2008	576	2,616
2009	548	2,493
2010	584	2,655

The average fee per delegate per meeting is calculated by adding up all registration fees per delegate per meeting in a certain year and dividing them by the number of meetings, in this year, of which the registration fees are stored in the Association Database.

All registration fees are converted into USD before the average fee per delegate per meeting is calculated (source: "The Universal Currency Converter" <http://www.xe.com/ucc/> on 11 May 2011).

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

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 until 2008. In 2009 again average fee per delegate per meeting has been lower rated.

The Association Meetings Market 2001-2010

Registration fees and total expenditure (continued)

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

Year	Average fee per delegate per day	Average expenditure per delegate per day
2001	114	520
2002	114	520
2003	132	602
2004	139	630
2005	127	577
2006	139	633
2007	149	676
2008	160	729
2009	150	684
2010	162	736

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

The average total expenditure (USD) per delegate per day is calculated by dividing the outcome of the former calculation by 22% (0.22) assuming the registration fee makes up for 22% of the total expenditure.

The average registration fee and total expenditure per delegate per day have increased almost each year of the last 10 years, except for 2005 and 2009.

With an absolute increase in registration fees and expenditure per delegate per meeting, whilst meetings are getting shorter, the average registration fee and total expenditure per delegate per day are increasing relatively as well as absolutely.

The Association Meetings Market 2001-2010

Registration fees and total expenditure (continued)

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

Year	Average income from fees per meeting	Average total expenditure per meeting
2001	329,339	1,496,993
2002	324,313	1,474,149
2003	339,646	1,543,846
2004	343,704	1,562,290
2005	298,984	1,359,017
2006	326,954	1,486,156
2007	312,135	1,418,797
2008	343,430	1,561,046
2009	320,728	1,457,855
2010	333,617	1,516,442

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

Average total expenditure by delegates per international meeting is calculated by dividing the outcome of the former formula by 22%. (0.22)

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

Over the past 10 years one can see generally a fluctuating trend in average income (USD) from registration fees and average total expenditure by delegates, per international meeting. Reaching the lowest rate in 2005 and the highest in 2004 and 2008 the mentioned above amounts closed the decade at the level of 333,617 USD in terms of the average income from fees per meeting and 1,516,442 USD in terms of the average total expenditure per meeting.

Low values of averages presented in the table are mainly due to the low numbers of participants per meeting in these years.

The Association Meetings Market 2001-2010

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Registration fees and total expenditure (continued)

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

Year	Average income from fees all meetings	Average total expenditure all meetings
2001	1,732,979,515	7,877,179,613
2002	1,975,065,221	8,977,569,185
2003	2,137,732,357	9,716,965,258
2004	2,586,027,662	11,754,671,189
2005	2,339,548,474	10,634,311,247
2006	2,795,131,924	12,705,145,107
2007	2,820,454,695	12,820,248,614
2008	3,300,364,162	15,001,655,282
2009	2,968,339,532	13,492,452,416
2010	3,042,588,790	13,829,949,043

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

To calculate the average total expenditure by delegates on all international meetings the result of the former formula is divided by 22%. (0.22).

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

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

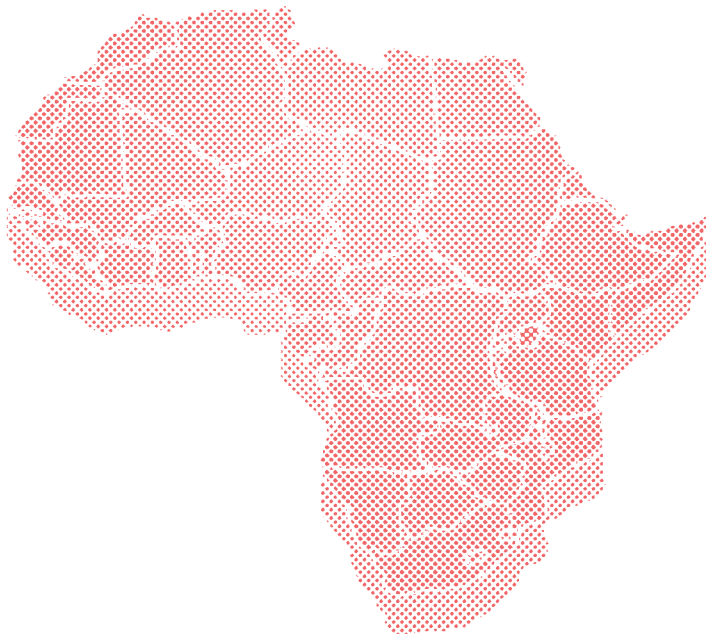
Generally speaking both of these figures show an ongoing increase over the past 10 years, with the exception of 2005 and 2009 which is mostly due to the low numbers of participants per meeting in these years. The increase has lead to an average income from fees of all meetings of 3,042,588,790 USD and an average total expenditure of all meetings of 13,829,949,043 USD in 2010, which are the second highest (after 2008) they have been over the past decade.



Statistics Report

The International Association Meetings Market

Africa 2001-2010



The Association Meetings Market 2001-2010

1. Number of meetings & rotation areas

Number of meetings per year in Africa

Year	# Events	Market share
2001	145	2.8%
2002	173	2.8%
2003	182	2.9%
2004	206	2.7%
2005	239	3.1%
2006	245	2.9%
2007	269	3.0%
2008	334	3.5%
2009	352	3.8%
2010	283	3.1%

Rotation areas of meetings organised in Africa

Absolute figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
World/International	97	116	120	131	156	155	138	195	197	160
Africa	35	43	46	65	74	71	113	113	123	96
Africa/Europe	2	1	2	2	4	5	5	3	8	6
Commonwealth	2	3	4	2	1	1	2	2	4	4
Mediterranean	4	3	1	1	3	4	5	7	3	2
French Speaking Countries	1	3	5	1	0	4	3	6	9	1
Total	141	169	178	202	238	240	266	326	344	269

Relative figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
World/International	68.8%	68.6%	67.4%	64.9%	65.5%	64.6%	51.9%	59.8%	57.3%	59.5%
Africa	24.8%	25.4%	25.8%	32.2%	31.1%	29.6%	42.5%	34.7%	35.8%	35.7%
French Speaking Countries	1.4%	0.6%	1.1%	1.0%	1.7%	2.1%	1.9%	0.9%	2.3%	2.2%
Africa/Europe	1.4%	1.8%	2.2%	1.0%	0.4%	0.4%	0.8%	0.6%	1.2%	1.5%
Commonwealth	2.8%	1.8%	0.6%	0.5%	1.3%	1.7%	1.9%	2.1%	0.9%	0.7%
Mediterranean	0.7%	1.8%	2.8%	0.5%	0.0%	1.7%	1.1%	1.8%	2.6%	0.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Only international association meetings taking place in the African region and of which the rotation areas are known by ICCA are included in these figures.

The Association Meetings Market 2001-2010

2. Number of meetings per country

Rank	Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	South Africa	64	64	68	86	80	90	75	100	102	86
2	Egypt	16	25	20	20	23	32	30	35	43	35
3	Kenya	6	3	13	9	19	7	23	10	20	27
4	Morocco	10	12	20	15	18	20	15	36	35	25
5	Tunisia	6	9	11	12	18	13	13	24	16	12
6	Ghana	0	4	4	9	7	10	11	15	13	9
	Nigeria	4	4	4	6	6	7	5	16	15	9
	Senegal	5	5	4	5	10	8	7	6	13	9
9	Ethiopia	0	4	2	0	5	7	6	13	4	8
10	Botswana	1	0	1	2	2	0	2	5	2	7
	Uganda	4	3	4	8	10	5	9	5	12	7
12	Algeria	2	1	1	1	3	4	5	3	5	4
	Burkina Faso	1	3	0	3	1	3	7	4	5	4
	Ivory Coast	2	2	1	2	2	0	1	0	5	4
	Mali	2	1	0	0	0	5	1	1	5	4
	Mozambique	0	2	0	4	1	4	5	7	3	4
17	Libya	1	2	0	0	0	1	2	0	1	3
	Tanzania	5	7	5	2	5	10	13	17	12	3
	Zambia	3	0	1	2	2	2	3	7	4	3
20	Angola	0	1	1	1	2	1	3	2	3	2
	Cameroon	5	4	3	4	5	1	5	4	6	2
	Congo Republic	0	1	0	0	0	0	0	0	4	2
	Gambia	1	1	1	3	3	2	0	2	2	2
	Madagascar	0	0	0	1	2	1	1	0	0	2
	Mauritius	2	3	4	1	4	2	4	4	1	2
	Namibia	0	3	1	1	1	1	3	3	2	2
27	Chad	0	0	0	0	0	0	0	0	0	1
	Congo	0	0	0	0	1	0	1	0	0	1
	Equatorial Guinea	0	1	0	0	1	0	0	0	0	1
	Gabon	0	2	0	0	0	2	1	1	0	1
	Lesotho	0	1	0	0	0	0	0	1	1	1
	Malawi	1	0	1	2	0	1	2	1	3	1
	Other	4	5	12	7	8	6	16	12	15	0
	Total	145	173	182	206	239	245	269	334	352	283

There are no other countries which organised meetings in Africa in 2010.

The Association Meetings Market 2001-2010

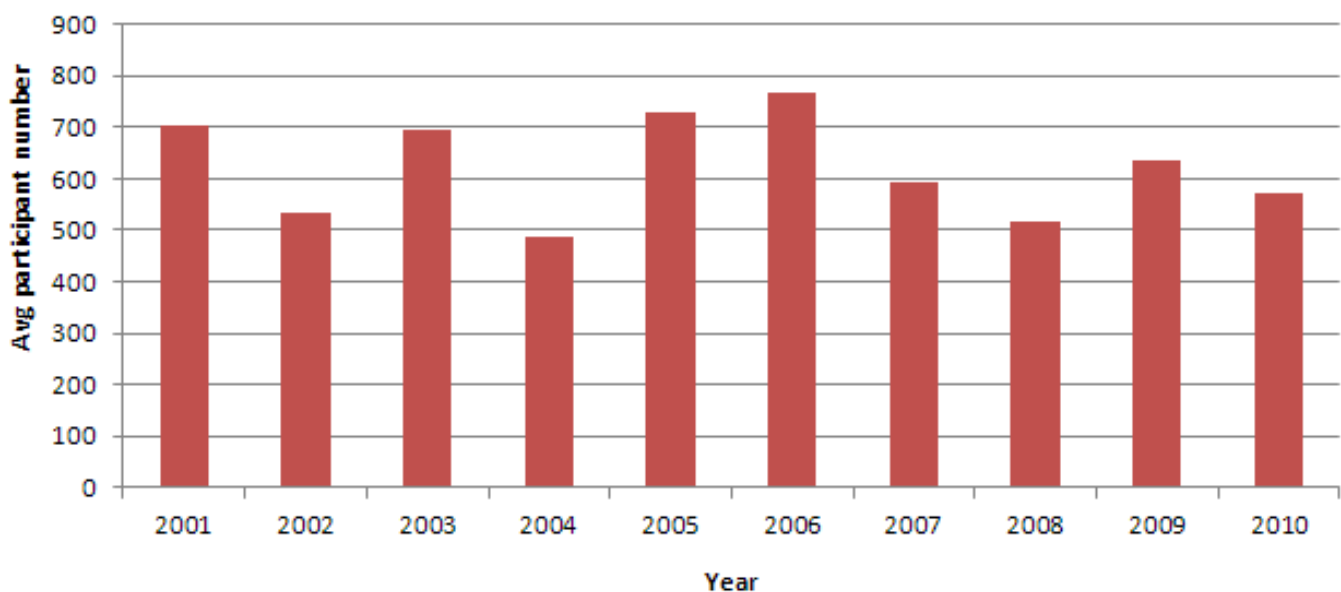
3. Number of meetings per city

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Cape Town	17	25	19	44	35	52	43	47	54	41
2	Nairobi	4	3	10	9	14	4	21	8	15	24
3	Cairo	13	21	10	13	17	25	18	27	30	21
4	Marrakech	5	9	14	8	13	13	13	22	20	14
5	Durban	14	12	16	11	13	9	9	12	9	10
6	Dakar	5	5	4	5	10	7	7	5	13	9
	Johannesburg	6	7	15	17	5	7	13	19	13	9
8	Addis Ababa	0	4	2	0	5	7	6	13	4	8
9	Accra	0	3	4	7	7	9	9	14	10	7
	Gaborone	0	0	1	2	1	0	2	4	2	7
11	Abuja	2	3	3	4	5	6	4	11	11	6
	Alexandria	1		6	2	2	5	3	2	7	6
	Kampala	4	3	4	6	3	2	9	5	9	6
	Pretoria	4	4	8	3	7	8	2	6	7	6
15	Hammamet	1	3	1	2	8	6	4	9	4	5
16	Algiers	2	0	1	1	3	4	5	2	4	4
	Bamako	2	1	0	0	0	5	1	1	5	4
	Maputo	0	1	0	4	1	4	4	7	3	4
	Ouagadougou	1	3	0	3	1	3	7	4	5	4
	Stellenbosch	3	3	2	2	3	7	1	4	5	4
	Tunis	3	4	6	7	7	5	5	11	8	4
22	Agadir	1	0	0	2	0	0	0	0	3	3
	Casablanca	1	1	3	1	0	4	1	5	1	3
	Luxor	0	0	2	1	1	1	1	0	1	3
	Mombasa	1	0	1	0	5	3	1	1	4	3
	Sharm el Sheikh	1	3	0	1	1	1	3	4	3	3
	Others	54	57	52	52	72	49	79	92	102	67
	Total	145	175	184	207	239	246	271	335	352	285

All other African cities organised 2, 1 or 0 international association meetings in 2010.

4. Average number of participants

Year	Average participant number
2001	705
2002	532
2003	693
2004	486
2005	730
2006	769
2007	595
2008	519
2009	636
2010	572



Graph 7. Average number of participants per meeting in Africa

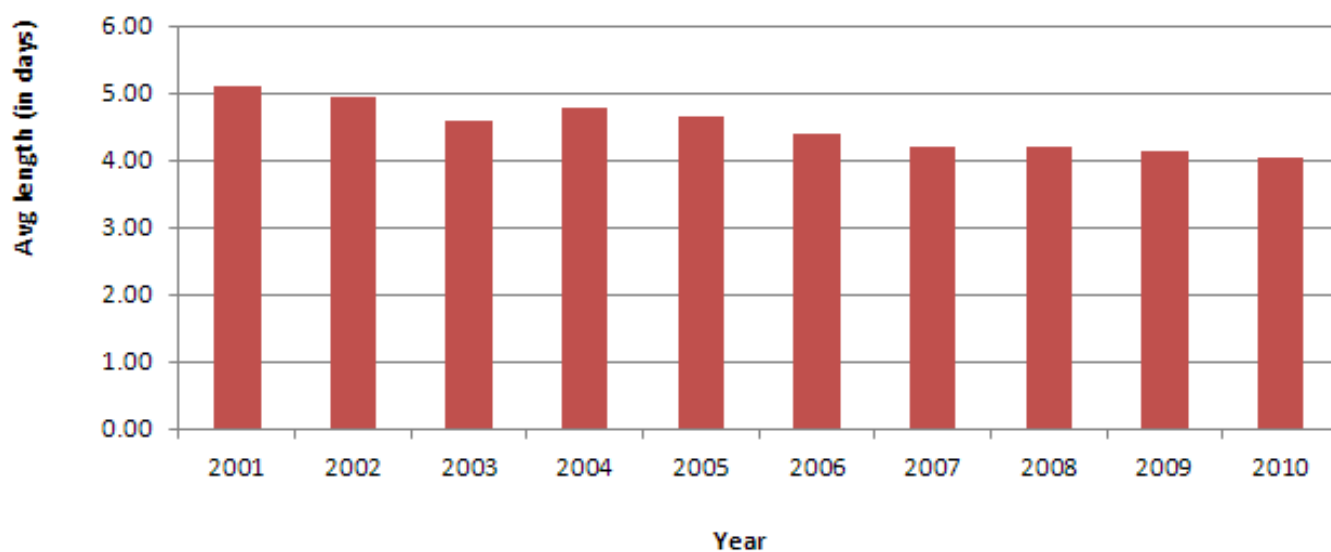
Only meetings of which the participant numbers are stored in the ICCA Association Database are included in the above figures.

In order to make the analysis as broad as possible, we have included estimated average participant numbers where confirmed actual attendance data was lacking. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years.

The Association Meetings Market 2001-2010

5. Average length

Year	Average length (in days)
2001	5.1
2002	5.0
2003	4.6
2004	4.8
2005	4.7
2006	4.4
2007	4.2
2008	4.2
2009	4.1
2010	4.1



Graph 8. Average length of per meeting in Africa

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

The Association Meetings Market 2001-2010

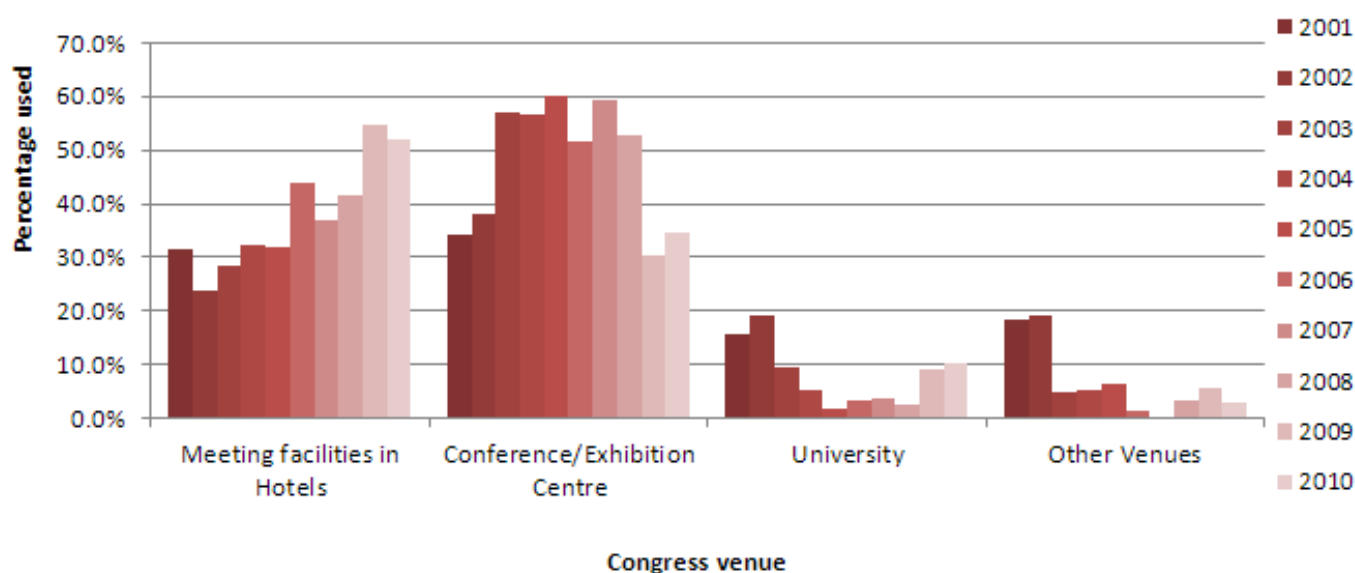
6. Congress venues used

Absolute figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	12	10	12	12	20	28	30	53	85	71
Conference/Exhibition Centre	13	16	24	21	38	33	48	67	47	47
University	6	8	4	2	1	2	3	3	14	14
Other Venues	7	8	2	2	4	1	0	4	9	4
Total	38	42	42	37	63	64	81	127	155	136

Relative figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	31.6%	23.8%	28.6%	32.4%	31.7%	43.8%	37.0%	41.7%	54.8%	52.2%
Conference/Exhibition Centre	34.2%	38.1%	57.1%	56.8%	60.3%	51.6%	59.3%	52.8%	30.3%	34.6%
University	15.8%	19.0%	9.5%	5.4%	1.6%	3.1%	3.7%	2.4%	9.0%	10.3%
Other Venues	18.4%	19.0%	4.8%	5.4%	6.3%	1.6%	0.0%	3.1%	5.8%	2.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Graph 9. Congress venues used for meetings in Africa

These tables and this graph include all events organised from 2001 to 2010 of which the type of congress venue that was used is stored in the database.

The Association Meetings Market 2001-2010

7. African countries included in this report

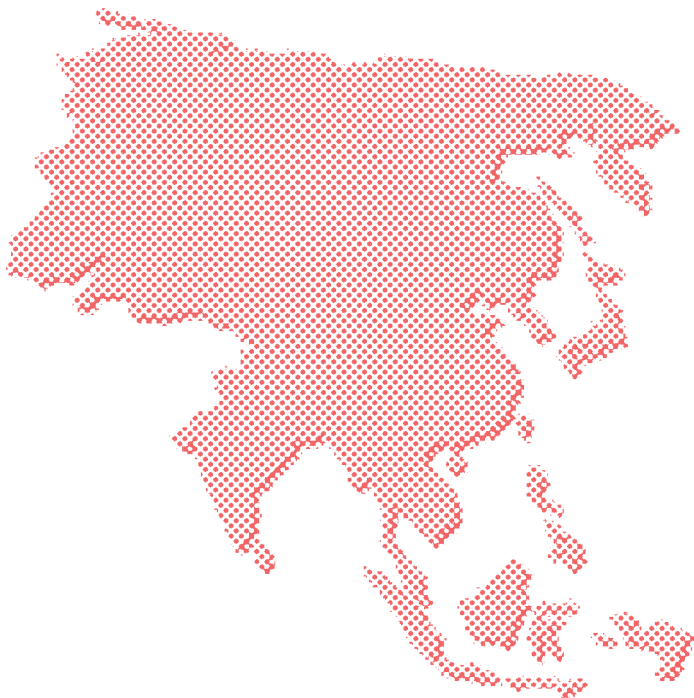
Algeria	Malawi
Angola	Mali
Benin	Mauritania
Botswana	Mauritius
Burkina Faso	Morocco
Burundi	Mozambique
Cameroon	Namibia
Cape Verde	Niger
Congo	Nigeria
Congo Republic	Rwanda
Djibouti	Senegal
Egypt	Sierra Leone
Equatorial Guinea	Somalia
Ethiopia	South Africa
Gabon	Sudan
Gambia	Swaziland
Ghana	Tanzania
Guinea	Togo
Ivory Coast	Tunisia
Kenya	Uganda
Lesotho	Zambia
Libya	Zimbabwe
Madagascar	



Statistics Report

The International Association Meetings Market

Asia Pacific & Middle East
2001-2010



The Association Meetings Market 2001-2010

1. Number of meetings & rotation areas

Number of meetings per year in Asia Pacific & Middle East

Year	# Events	Market share
2001	1,020	19.4%
2002	1,148	18.9%
2003	1,117	17.7%
2004	1,531	20.3%
2005	1,559	19.9%
2006	1,802	21.1%
2007	1,924	21.3%
2008	2,018	21.0%
2009	1,883	20.3%
2010	2,008	22.0%

Rotation areas of meetings organised in Asia Pacific & Middle East

Absolute figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
World/International	590	651	637	867	874	990	1025	1097	1001	1131
Asia/Pacific	230	282	270	369	381	447	497	502	485	472
Asia	135	146	142	205	214	250	292	294	283	271
Pacific Rim	47	39	41	50	47	53	53	48	51	51
Asia/Europe	7	4	13	16	17	20	14	28	19	29
Asean Countries	15	23	22	29	24	34	23	36	19	25
Middle East	0	3	1	3	2	4	6	8	10	8
Total	1,024	1,148	1,126	1,539	1,559	1,798	1,910	2,013	1,868	1,987

Relative figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
World/International	57.6%	56.7%	56.6%	56.3%	56.1%	55.1%	53.7%	54.5%	53.6%	56.9%
Asia/Pacific	22.5%	24.6%	24.0%	24.0%	24.4%	24.9%	26.0%	24.9%	26.0%	23.8%
Asia	13.2%	12.7%	12.6%	13.3%	13.7%	13.9%	15.3%	14.6%	15.1%	13.6%
Pacific Rim	4.6%	3.4%	3.6%	3.2%	3.0%	2.9%	2.8%	2.4%	2.7%	2.6%
Asia/Europe	0.7%	0.3%	1.2%	1.0%	1.1%	1.1%	0.7%	1.4%	1.0%	1.5%
Asean Countries	1.5%	2.0%	2.0%	1.9%	1.5%	1.9%	1.2%	1.8%	1.0%	1.3%
Middle East	0.0%	0.3%	0.1%	0.2%	0.1%	0.2%	0.3%	0.4%	0.5%	0.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Only international association meetings taking place in the Asia Pacific & Middle Eastern region and of which the rotation areas are known by ICCA are included in these figures.

The Association Meetings Market 2001-2010

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2. Number of meetings per country

Rank	Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Japan	217	214	204	218	236	263	289	309	278	305
2	China-P.R.	84	136	85	235	231	274	279	294	284	282
3	Australia	165	171	173	188	187	207	219	208	183	239
4	Republic of Korea	106	118	93	157	139	175	155	212	188	186
5	Chinese Taipei	43	63	47	65	69	77	108	93	102	138
6	Singapore	49	66	76	99	114	130	135	131	123	136
7	Malaysia	54	66	64	80	65	102	109	109	108	119
8	India	39	51	58	68	80	104	124	114	101	100
9	Thailand	47	72	88	110	101	103	118	112	114	88
10	Hong Kong, China-P.R.	59	46	37	94	92	76	84	74	76	82
11	Indonesia	24	30	22	27	41	49	51	51	37	64
12	United Arab Emirates	0	3	12	18	22	24	33	39	42	48
13	Israel	17	9	3	6	4	9	17	19	23	29
	New Zealand	37	22	35	43	31	37	38	49	31	29
	Vietnam	11	9	16	18	29	28	32	42	34	29
16	Philippines	31	23	38	22	33	44	39	42	36	27
17	Macao, China-P.R.	1	5	6	3	7	14	14	16	19	19
18	Qatar	1	1	1	6	4	4	3	8	13	13
19	Sri Lanka	3	6	7	8	9	11	11	9	7	11
20	Lebanon	5	6	5	5	3	2	2	1	11	7
21	Bangladesh	2	2	6	4	1	3	1	6	3	5
22	Armenia	0	1	1	1	2	0	1	3	2	4
	Brunei Darussalam	4	2	3	5	2	3	4	4	2	4
	Jordan	4	4	1	6	7	9	9	9	4	4
	Syrian Arab Republic	3	1	1	1	1	2	2	2	4	4
26	Azerbaijan	0	2	0	0	2	3	1	4	2	3
	Bahrain	1	2	3	3	3	5	5	5	8	3
	Iran	1	3	2	7	8	5	5	10	3	3
	Kazakhstan	1	0	2	3	2	1	2	1	6	3
	Nepal	0	2	3	3	2	1	5	2	5	3
	Pakistan	1	2	5	4	7	7	6	4	6	3
	Uzbekistan	0	0	2	0	0	0	0	2	0	3
33	Cambodia	3	2	3	3	1	2	3	5	4	2
	Kuwait	1	1	2	1	5	2	6	3	4	2
	Laos	0	0	1	2	1	1	1	3	2	2
	Oman	0	0	1	5	1	5	2	3	5	2
	Saudi Arabia	0	0	2	0	3	2	3	2	1	2
	Other	6	7	9	13	14	18	8	18	12	5
	Total	1,020	1,148	1,117	1,531	1,559	1,802	1,924	2,018	1,883	2,008

All other countries organised 1 or no meetings in Asia Pacific & Middle East in 2010.

The Association Meetings Market 2001-2010

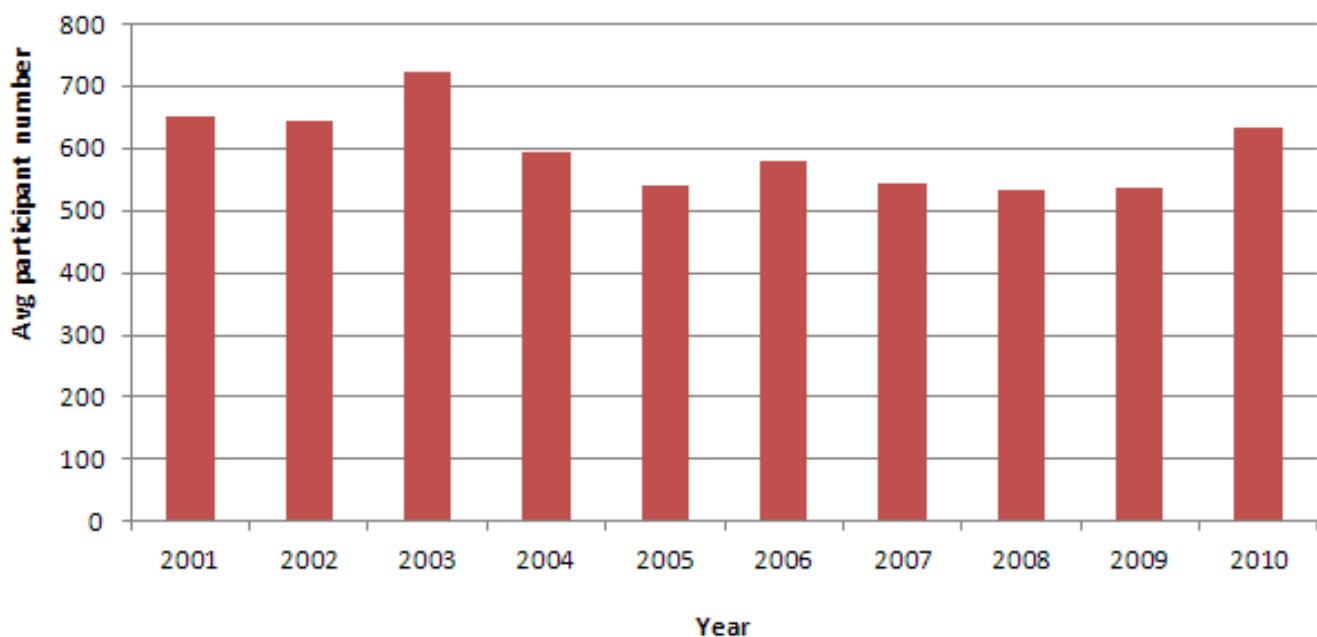
3. Number of meetings per city

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Singapore	49	66	76	99	114	130	135	131	123	136
2	Sydney, NSW	57	59	51	44	57	58	71	72	62	102
3	Taipei	37	44	33	48	56	52	81	61	70	99
4	Beijing	43	57	32	112	100	105	112	99	114	98
5	Seoul	69	72	51	101	83	104	88	111	97	91
6	Hong Kong	59	46	37	94	92	75	84	74	76	82
7	Shanghai	18	37	18	52	54	55	59	70	61	81
8	Kuala Lumpur	34	46	37	55	50	73	82	78	80	79
9	Tokyo	46	37	35	49	68	57	75	92	65	68
10	Bangkok	36	50	62	76	69	76	91	82	81	55
11	Melbourne, VIC	35	34	44	40	52	52	40	45	35	49
12	Kyoto	24	32	27	27	25	33	36	36	36	42
13	Dubai	0	3	8	14	16	15	26	35	29	35
	New Delhi	10	22	19	23	35	35	43	39	26	35
15	Jeju	10	17	12	22	22	22	25	28	28	31
16	Bali	15	13	9	9	20	17	20	22	19	27
17	Busan	7	10	13	11	10	25	14	31	15	25
	Yokohama	10	14	9	17	17	22	19	24	25	25
19	Brisbane, QLD	24	15	17	36	15	23	22	21	27	24
20	Macao	1	4	5	3	6	14	14	16	19	19
21	Perth, WA	9	14	10	14	13	19	23	13	12	18
	Phuket	3	3	1	9	6	5	2	7	9	18
23	Hanoi	9	7	11	15	21	21	17	25	20	17
24	Jakarta	3	3	6	8	11	20	17	10	7	16
	Osaka	16	21	15	15	7	17	19	13	17	16
	Sapporo	7	7	14	8	8	6	6	20	12	16
27	Kaohsiung	1	5	4	6	4	15	9	13	16	15
	Tel Aviv	4	1	1	1	1	3	5	5	9	15
29	Fukuoka	6	9	7	11	8	9	11	9	11	14
	Manila	26	15	26	15	25	28	24	26	22	14
31	Cairns, QLD	7	12	12	14	17	13	20	12	18	13
	Doha	1	1	1	6	4	4	3	8	13	13
	Gold Coast, Qld.	2	7	3	6	9	5	14	9	11	13
	Kobe	8	7	7	7	11	12	11	12	11	13
35	Colombo	3	4	6	5	9	8	9	7	5	11
	Hyderabad	0	1	2	5	4	7	12	15	14	11
	Mumbai	6	6	7	13	13	13	15	11	13	11
	Tsukuba	11	9	9	8	10	11	12	9	11	11
	Xi'an (Sian)	2	5	2	5	4	9	8	9	14	11
40	Abu Dhabi	0	0	1	2	4	6	6	4	11	10
	Hangzhou	1	1	3	6	12	16	7	13	4	10
	Other	313	335	378	432	403	515	545	606	540	535
	Total	1,022	1,151	1,121	1,543	1,565	1,805	1,932	2,023	1,888	2,024

The Association Meetings Market 2001-2010

4. Average number of participants

Year	Average participant number
2001	652
2002	643
2003	722
2004	594
2005	539
2006	581
2007	544
2008	532
2009	535
2010	632



Graph 10. Average number of participants per meeting in Asia Pacific & Middle East

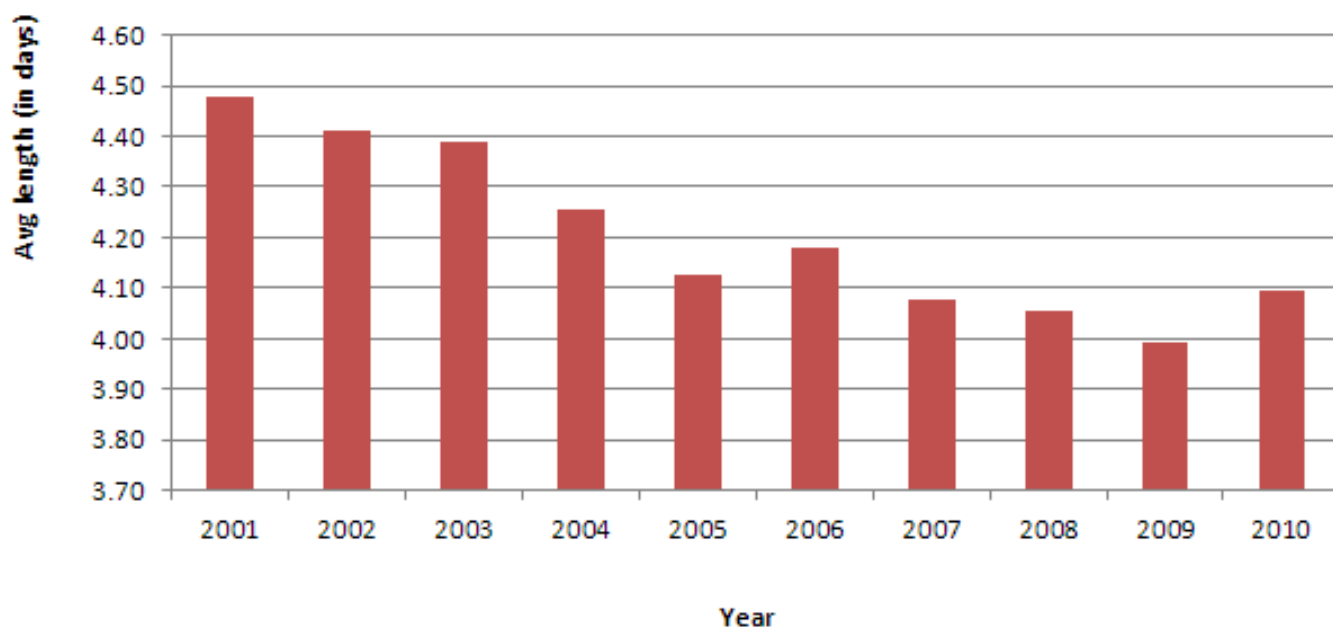
Only meetings of which the participant numbers are stored in the ICCA Association Database are included in the above figures.

In order to make the analysis as broad as possible, we have included estimated average participant numbers where confirmed actual attendance data was lacking. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years.

The Association Meetings Market 2001-2010

5. Average length

Year	Average length (in days)
2001	4.5
2002	4.4
2003	4.4
2004	4.3
2005	4.1
2006	4.2
2007	4.1
2008	4.1
2009	4.0
2010	4.1



Graph 11. Average length of per meeting in Asia Pacific & Middle East

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

The Association Meetings Market 2001-2010

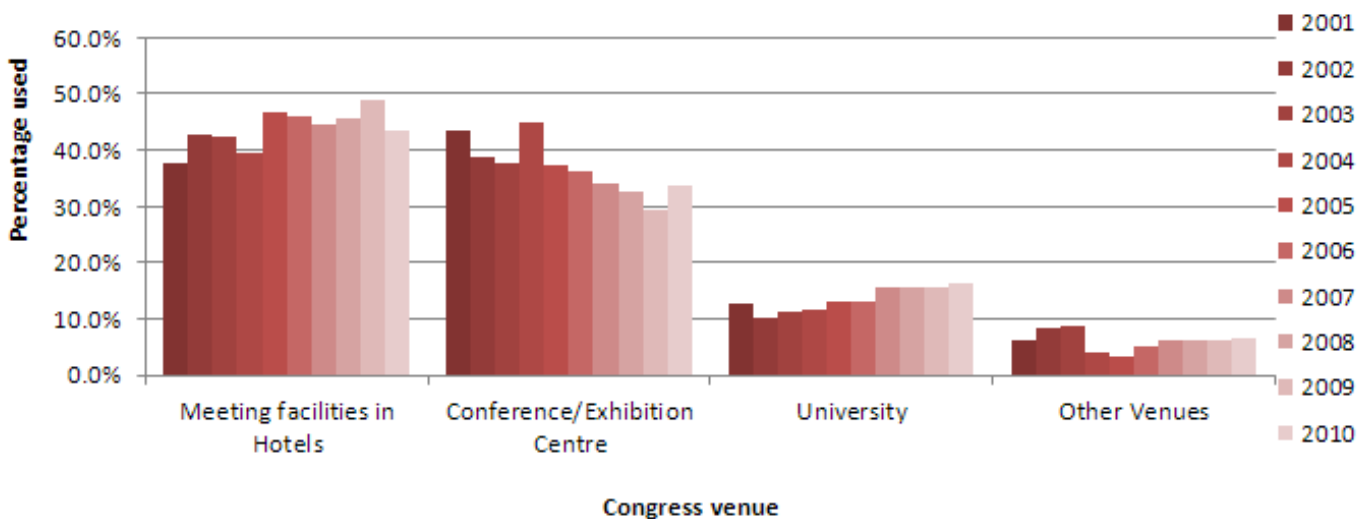
6. Congress venues used

Absolute figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	162	182	159	204	257	341	444	522	546	534
Conference/Exhibition Centre	186	166	142	232	205	268	339	375	327	415
University	54	43	42	59	72	96	154	179	175	198
Other Venues	27	36	33	20	18	37	60	69	67	80
Total	429	427	376	515	552	742	997	1,145	1,115	1,227

Relative figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	37.8%	42.6%	42.3%	39.6%	46.6%	46.0%	44.5%	45.6%	49.0%	43.5%
Conference/Exhibition Centre	43.4%	38.9%	37.8%	45.0%	37.1%	36.1%	34.0%	32.8%	29.3%	33.8%
University	12.6%	10.1%	11.2%	11.5%	13.0%	12.9%	15.4%	15.6%	15.7%	16.1%
Other Venues	6.3%	8.4%	8.8%	3.9%	3.3%	5.0%	6.0%	6.0%	6.0%	6.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Graph 12. Congress venues used for meetings in Asia Pacific & Middle East

These tables and this graph include all events organised from 2001 to 2010 of which the type of congress venue that was used is stored in the database.

The Association Meetings Market 2000-2009

7. Asia Pacific & Middle East countries included in this report

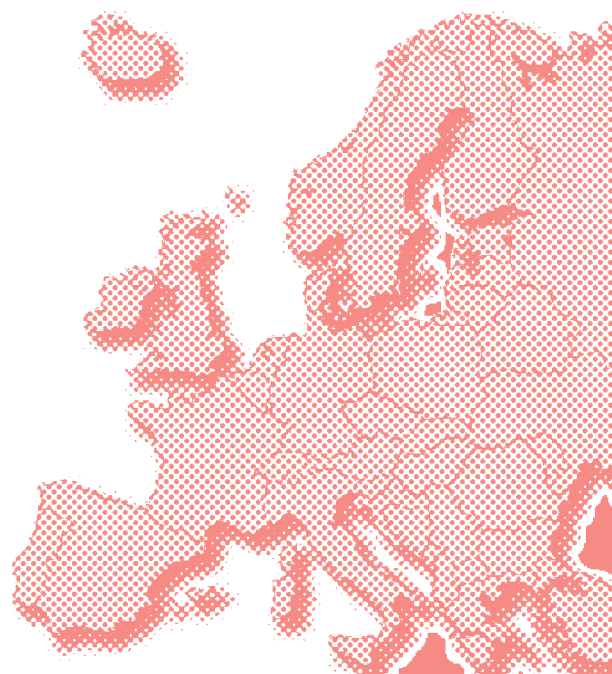
Armenia	New Caledonia
Australia	New Zealand
Azerbaijan	Niue
Bahrain	Norfolk Island
Bangladesh	Northern Mariana Islands
Bhutan	Oman
Brunei Darussalam	Pakistan
Cambodia	Palau
China-P.R.	Palestinian Territory, Oc
Chinese Taipei	Papua New Guinea
Cook Islands	Philippines
Fiji	Qatar
Guam	Republic of Korea
Hong Kong, China-P.R.	Reunion
India	Samoa
Indonesia	Saudi Arabia
Iran	Seychelles
Israel	Singapore
Japan	Solomon Islands
Jordan	Sri Lanka
Kazakhstan	Syrian Arab Republic
Kiribati	Tahiti
Kuwait	Tajikistan
Laos	Thailand
Lebanon	Tonga
Macao, China-P.R.	Turkmenistan
Malaysia	Tuvalu
Maldives	United Arab Emirates
Marshall Islands	Uzbekistan
Micronesia, Fed.States of	Vanuatu
Mongolia	Vietnam
Myanmar	Yemen
Nepal	



Statistics Report

The International Association Meetings Market

Europe 2001-2010



The Association Meetings Market 2001-2010

1. Number of meetings & rotation areas

Number of meetings per year in Europe

Year	# Events	Market share
2001	2,952	56.1%
2002	3,445	56.6%
2003	3,579	56.9%
2004	4,180	55.6%
2005	4,340	55.5%
2006	4,680	54.7%
2007	4,924	54.5%
2008	5,210	54.2%
2009	5,018	54.2%
2010	4,921	54.0%

Rotation areas of meetings organised in Europe

Absolute figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Europe	1,410	1,645	1,772	2,050	2,167	2,411	2,574	2,794	2,705	2,619
World/International	1,298	1,499	1,497	1,719	1,759	1,808	1,851	1,911	1,829	1,811
Nordic Countries	111	135	134	170	159	172	163	176	177	167
Europe/North America	75	82	81	106	121	128	127	147	148	164
German Speaking Countries	22	28	38	40	46	47	61	68	67	65
Mediterranean	15	13	16	21	22	20	24	21	22	31
Baltic Cntrs/Scandinavia	8	15	13	21	21	36	30	33	21	29
Ibero-America	14	30	18	32	24	29	33	35	31	23
Total	2,953	3,447	3,569	4,159	4,319	4,651	4,863	5,185	5,000	4,909

Relative figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Europe	47.7%	47.7%	49.6%	49.3%	50.2%	51.8%	52.9%	53.9%	54.1%	53.4%
World/International	44.0%	43.5%	41.9%	41.3%	40.7%	38.9%	38.1%	36.9%	36.6%	36.9%
Nordic Countries	3.8%	3.9%	3.8%	4.1%	3.7%	3.7%	3.4%	3.4%	3.5%	3.4%
Europe/North America	2.5%	2.4%	2.3%	2.5%	2.8%	2.8%	2.6%	2.8%	3.0%	3.3%
German Speaking Countries	0.7%	0.8%	1.1%	1.0%	1.1%	1.0%	1.3%	1.3%	1.3%	1.3%
Mediterranean	0.5%	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%	0.4%	0.4%	0.6%
Baltic Cntrs/Scandinavia	0.3%	0.4%	0.4%	0.5%	0.5%	0.8%	0.6%	0.6%	0.4%	0.6%
Ibero-America	0.5%	0.9%	0.5%	0.8%	0.6%	0.6%	0.7%	0.7%	0.6%	0.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

The Association Meetings Market 2001-2010

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2. Number of meetings per country

Rank	Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Germany	301	322	347	423	430	473	549	495	524	542
2	Spain	223	299	305	396	360	334	386	424	385	451
3	United Kingdom	237	316	324	322	406	417	386	424	378	399
4	France	279	291	290	385	360	393	376	450	384	371
5	Italy	277	298	320	351	328	349	376	399	408	341
6	Switzerland	117	158	170	170	200	200	206	217	227	244
7	Netherlands	188	171	189	236	234	233	245	277	271	219
8	Austria	104	113	156	168	194	245	248	228	241	212
9	Portugal	90	114	136	149	155	156	206	198	188	194
10	Sweden	147	143	145	165	159	181	162	190	207	192
11	Belgium	91	117	99	127	149	154	163	171	154	164
12	Turkey	53	56	64	82	98	109	125	125	132	160
13	Finland	114	115	126	124	115	141	138	161	135	150
14	Denmark	112	131	102	111	110	132	123	137	167	136
15	Norway	73	92	99	101	89	90	112	122	134	125
16	Hungary	61	92	85	109	113	124	124	126	117	124
17	Greece	84	116	96	115	126	166	162	163	128	119
18	Czech Republic	67	80	109	102	105	119	120	124	114	103
19	Poland	82	66	64	101	118	114	122	134	124	98
20	Ireland	43	50	77	78	84	68	100	102	80	83
21	Croatia	23	30	29	36	37	38	57	58	42	50
22	Russia	29	43	43	43	52	57	60	58	58	48
23	Serbia	1	0	5	15	12	14	15	25	30	46
24	Slovenia	22	39	30	48	43	44	56	58	47	44
25	Estonia	7	15	22	27	28	32	36	42	48	43
26	Romania	17	25	16	24	21	30	35	46	42	39
27	Lithuania	6	15	13	15	24	35	34	38	37	38
28	Latvia	12	15	14	15	16	45	33	25	22	28
29	Iceland	12	25	28	26	34	24	23	29	35	27
30	Slovak Republic	14	17	12	22	21	24	23	23	23	22
31	Bulgaria	5	14	7	15	13	31	26	34	19	20
	Malta	14	12	13	20	25	24	23	16	27	20
33	Cyprus	15	22	11	20	29	26	22	25	23	17
34	Luxembourg	8	8	7	15	19	15	13	15	16	14
35	Form. Yugosl. Rep. Macedonia	0	3	0	4	3	1	2	5	8	7
	Ukraine	4	3	8	3	9	13	14	15	7	7
37	Georgia	1	2	1	0	0	0	1	3	2	6
	Monaco	8	10	10	9	12	16	14	10	13	6
39	Albania	1	1	1	1	1	2	0	3	1	5
	Other	10	6	6	7	8	11	8	15	20	7
	Total	2,952	3,445	3,579	4,180	4,340	4,680	4,924	5,210	5,018	4,921

All other countries organised less than 5 meetings in Europe in 2010.

The Association Meetings Market 2001-2010

3. Number of meetings per city

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Vienna	64	76	101	113	144	163	179	150	159	154
2	Barcelona	70	102	89	135	135	104	122	151	144	148
3	Paris	94	93	96	138	132	173	153	167	141	147
4	Berlin	63	74	98	119	106	124	145	116	135	138
5	Madrid	53	52	63	70	69	75	98	81	92	114
6	Istanbul	35	36	47	52	60	80	80	92	93	109
7	Lisbon	47	62	76	81	86	81	108	97	106	106
8	Amsterdam	57	67	64	81	103	89	105	115	114	104
9	London	61	70	72	77	104	109	100	105	96	97
10	Copenhagen	70	90	60	80	83	85	84	96	114	92
11	Stockholm	67	72	59	74	72	77	73	95	111	89
12	Budapest	51	70	69	89	94	98	98	108	92	87
13	Prague	58	63	92	84	87	106	103	100	96	85
14	Brussels	44	53	40	60	70	78	87	90	88	80
15	Rome	59	61	72	72	72	62	70	83	89	72
16	Athens	32	43	39	54	56	80	77	88	69	69
17	Helsinki	60	45	67	56	44	55	53	75	66	67
18	Edinburgh	34	46	41	39	58	48	42	55	45	66
	Munich	33	38	23	33	56	36	53	48	55	66
20	Dublin	36	34	58	56	62	48	76	69	52	60
21	Geneva	23	45	45	47	64	54	53	52	46	57
	Valencia	14	12	21	27	23	23	29	39	31	57
23	Zurich	16	21	28	20	32	40	48	39	61	56
24	Oslo	24	40	42	50	30	34	50	43	60	49
25	Hamburg	9	12	18	15	17	20	32	35	34	36
26	Vilnius	6	10	9	11	20	27	28	31	31	35
27	Göteborg	22	23	30	25	28	33	28	32	34	34
28	Belgrade	1		4	10	11	9	12	17	25	33
29	Florence	17	30	25	28	24	23	34	37	31	32
	Porto	17	17	17	22	17	23	30	42	30	32
31	Cracow	28	14	18	28	27	29	30	32	34	31
32	Gent	9	11	11	12	18	22	26	24	21	30
33	Glasgow	23	20	34	33	36	31	31	35	32	29
34	Tallinn	3	9	17	18	21	22	22	30	37	28
	Warsaw	26	32	25	29	38	37	43	51	39	28
36	Dresden	10	11	20	17	20	25	24	27	29	26
37	Milan	12	11	20	12	19	24	21	33	48	25
	Riga	11	12	12	13	14	39	33	22	19	25
39	Lyon	17	17	24	27	34	24	26	44	24	24
	Nice	13	19	18	22	18	23	27	28	28	24
	Reykjavik	12	25	23	24	31	22	21	26	32	24

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
42	Antalya	11	10	8	9	13	13	22	18	24	23
	Basel	7	16	12	14	18	24	22	17	19	23
	Lausanne	13	15	12	13	14	19	14	22	16	23
	Zagreb	6	10	11	10	14	8	16	15	11	23
46	Bordeaux	14	8	11	7	10	5	8	15	21	22
	Tampere	17	15	9	15	13	22	14	21	10	22
48	Antwerp	7	13	12	13	20	13	23	18	11	21
	Bucharest	7	10	10	12	16	13	12	24	23	21
	Manchester	8	19	11	17	24	17	18	24	22	21
	Rotterdam	22	11	12	23	16	10	21	27	27	21
	The Hague	12	15	15	20	16	26	24	21	16	21
53	Leipzig	8	7	5	11	12	11	17	10	11	20
	Ljubljana	9	18	19	25	19	27	23	29	28	20
55	Bergen	16	20	18	16	17	16	15	22	20	19
	Montpellier	14	17	9	18	8	20	13	12	9	19
	Moscow	16	22	18	19	22	23	23	25	22	19
	Uppsala	9	10	12	24	18	22	18	18	16	19
59	Cambridge	11	22	18	25	12	23	12	11	18	18
	Cologne	7	7	6	8	11	11	16	10	25	18
	Oxford	7	22	14	12	14	21	20	17	12	18
	Trondheim	7	14	18	10	13	15	15	19	21	18
63	Pecs	1	1	1	2		4	5	4	1	16
	St. Petersburg	10	15	20	18	16	24	19	24	27	16
65	Aalborg	8	6	4	6	10	4	7	7	16	15
	Bilbao	7	6	9	9	18	8	11	14	13	15
	Graz	5	6	18	13	12	17	16	21	25	15
	Lille	7	8	6	9	7	6	6	5	11	15
	Tartu	3	4	3	5	5	6	8	7	10	15
	Toulouse	13	19	18	27	12	13	11	21	20	15
71	Bologna	5	13	9	15	17	17	10	18	17	14
	Bonn	10	5	17	9	20	17	20	14	14	14
	Venice	20	11	14	28	8	25	22	23	25	14
74	Dubrovnik	8	15	8	12	12	17	20	15	21	13
	Liverpool	0	2	4	4	7	12	10	26	12	13
	Luxembourg	5	7	6	12	18	15	12	12	13	13

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

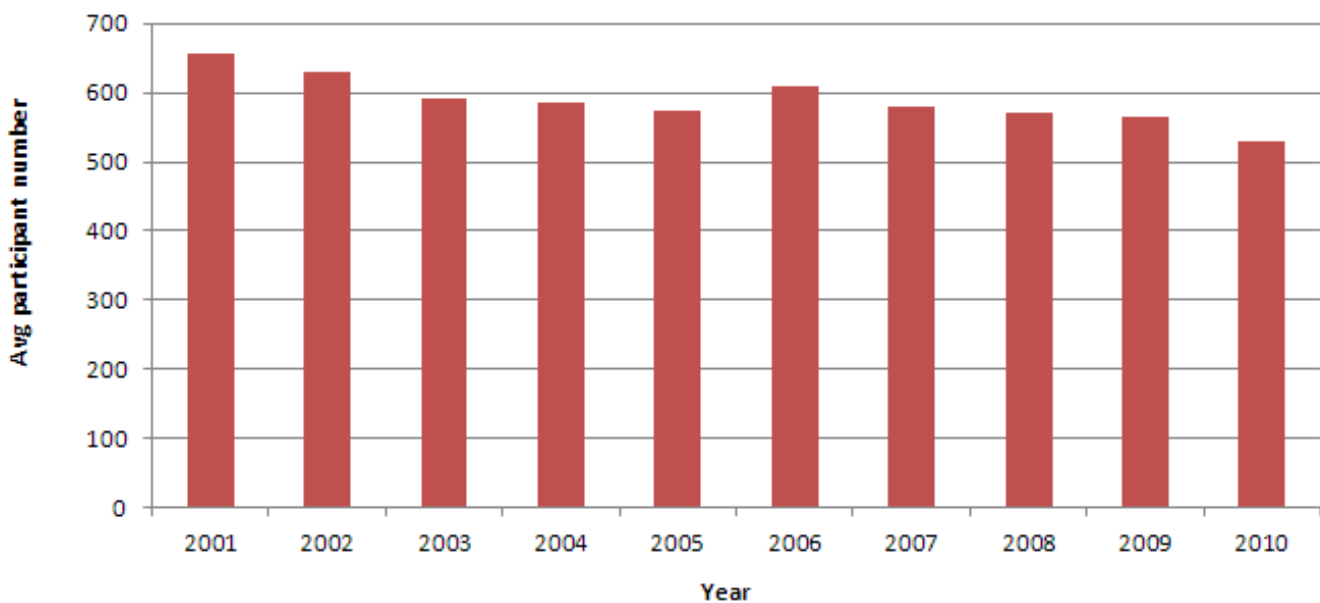
Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
77	Birmingham	9	8	13	11	12	8	5	10	9	12
	Brugge	7	16	7	7	9	6	9	9	9	12
	Frankfurt am Main	5	8	14	7	19	9	19	13	20	12
	Malmö	13	7	6	9	6	12	8	11	7	12
	Sofia	3	6	2	8	10	15	18	15	14	12
	Torino	13	13	14	11	20	28	15	28	19	12
	Turku	7	13	10	15	16	12	21	18	13	12
84	Belfast	5	3	10	5	13	14	8	16	9	11
	Darmstadt	7	5	5	0	0	5	2	8	4	11
	Estoril	2	4	7	3	2	5	6	7	3	11
	Limassol	6	8	4	8	10	9	5	6	9	11
	Lucerne	12	16	14	13	7	7	7	11	9	11
	Lund	10	6	4	7	6	10	10	6	5	11
	Naples	13	12	9	7	9	14	20	12	10	11
	Salzburg	7	7	13	11	10	17	14	11	16	11
	Tromso	4	5	3	4	7	7	4	7	5	11
	93	Bled	4	6	4	9	10	4	11	6	5
Bratislava		13	12	4	17	13	16	9	10	14	10
Espoo		9	7	11	11	8	9	14	11	11	10
Les Diablerets		0	0	2	0	2	3	5	1	6	10
Leuven		6	13	12	18	18	19	10	17	17	10
Maastricht		16	12	9	16	16	19	13	22	17	10
Malaga		2	4	3	7	2	8	6	7	12	10
Pisa		3	7	9	8	9	9	11	6	10	10
Portoroz		4	10	5	5	9	6	14	12	5	10
Stuttgart		2	2	10	11	9	13	13	9	8	10
Thessaloniki		10	10	12	15	14	15	20	13	15	10
Other		1,041	1,185	1,196	1,415	1,375	1,503	1,553	1,631	1,466	1,355
Total		2,964	3,462	3,596	4,201	4,358	4,701	4,947	5,239	5,037	4,945

All other European cities organised less than 10 international association meetings in 2010.

The Association Meetings Market 2001-2010

4. Average number of participants

Year	Average participant number
2001	658
2002	630
2003	593
2004	586
2005	573
2006	609
2007	581
2008	570
2009	564
2010	530



Graph 13. Average number of participants per meeting in Europe

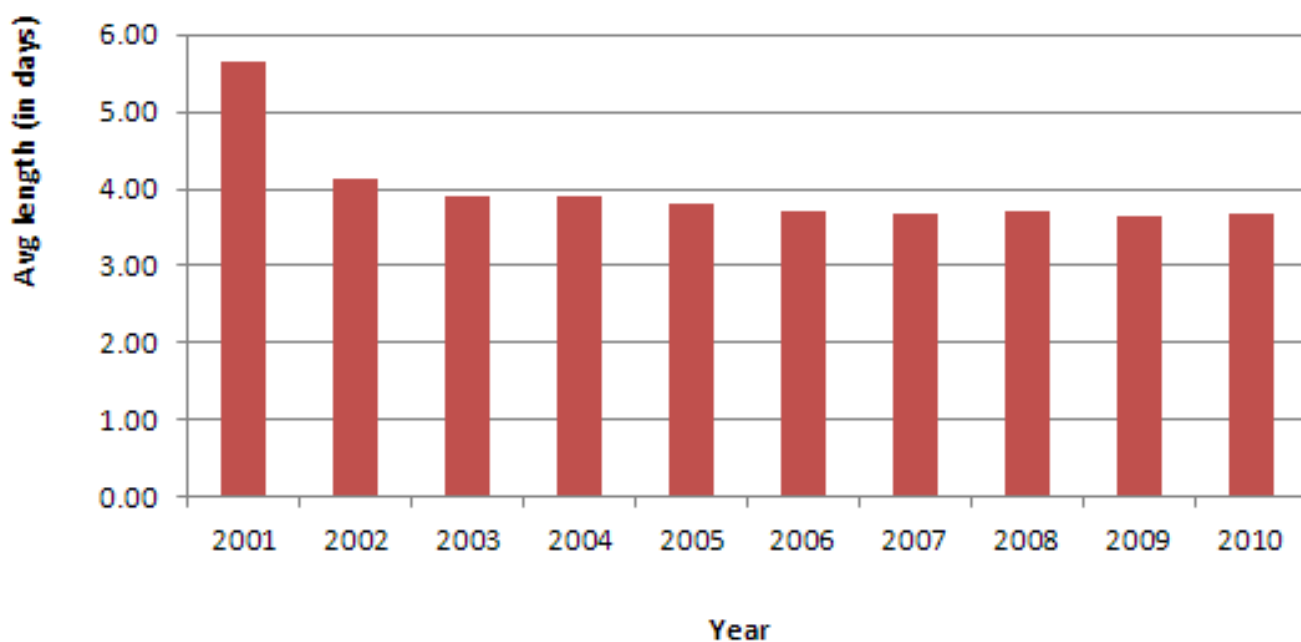
Only meetings of which the participant numbers are stored in the ICCA Association Database are included in the above figures.

In order to make the analysis as broad as possible, we have included estimated average participant numbers where confirmed actual attendance data was lacking. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years.

The Association Meetings Market 2001-2010

5. Average length

Year	Average length (in days)
2001	5.7
2002	4.1
2003	3.9
2004	3.9
2005	3.8
2006	3.7
2007	3.7
2008	3.7
2009	3.6
2010	3.7



Graph 14. Average length of per meeting in Europe

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

The Association Meetings Market 2001-2010

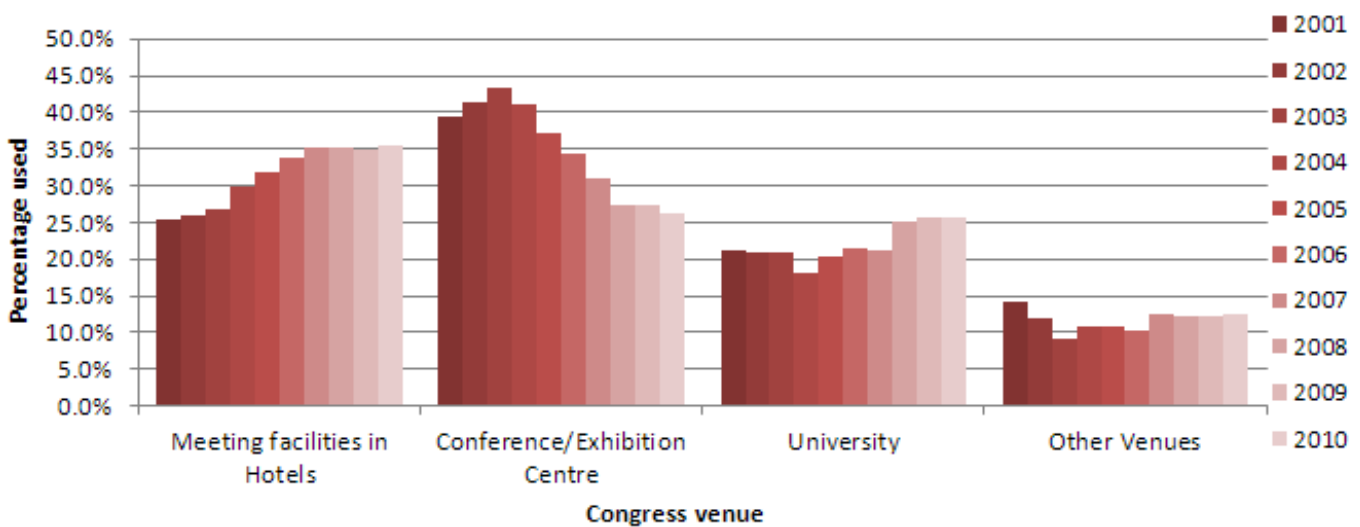
6. Congress venues used

Absolute figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	226	258	260	301	363	522	652	857	884	1010
Conference/Exhibition Centre	352	412	418	413	427	528	576	666	689	744
University	189	209	201	183	233	332	392	610	649	733
Other Venues	126	119	88	109	122	158	231	298	308	354
Total	893	998	967	1,006	1,145	1,540	1,851	2,431	2,530	2,841

Relative figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	25.3%	25.9%	26.9%	29.9%	31.7%	33.9%	35.2%	35.3%	34.9%	35.6%
Conference/Exhibition Centre	39.4%	41.3%	43.2%	41.1%	37.3%	34.3%	31.1%	27.4%	27.2%	26.2%
University	21.2%	20.9%	20.8%	18.2%	20.3%	21.6%	21.2%	25.1%	25.7%	25.8%
Other Venues	14.1%	11.9%	9.1%	10.8%	10.7%	10.3%	12.5%	12.3%	12.2%	12.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Graph 15. Congress venues used for meetings in Europe

These tables and this graph include all events organised from 2001 to 2010 of which the type of congress venue that was used is stored in the database.

The Association Meetings Market 2001-2010

7. European countries included in this report

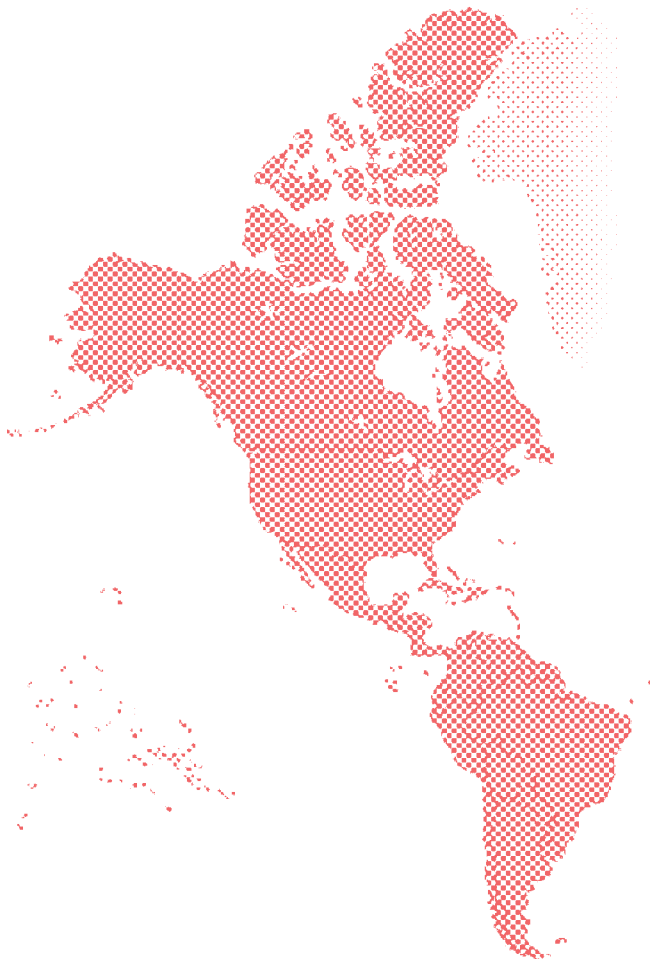
Albania	Latvia
Andorra	Liechtenstein
Austria	Lithuania
Belarus	Luxembourg
Belgium	Malta
Bosnia-Hercegovina	Moldova-Rep.
Bulgaria	Monaco
Croatia	Montenegro
Cyprus	Netherlands
Czech Republic	Norway
Denmark	Poland
Estonia	Portugal
Faroe Islands	Romania
Finland	Russia
Form.Yugosl.Rep.Macedonia	San Marino
France	Serbia
Georgia	Slovak Republic
Germany	Slovenia
Gibraltar	Spain
Greece	Sweden
Greenland	Switzerland
Hungary	Turkey
Iceland	Ukraine
Ireland	United Kingdom
Italy	Vatican



Statistics Report

The International Association Meetings Market

Latin- and North America 2001-2010



The Association Meetings Market 2001-2010

1. Number of meetings & rotation areas

Number of meetings per year in Latin- & North America

Year	# Events	Market share
2001	1,145	21.8%
2002	1,324	21.7%
2003	1,416	22.5%
2004	1,607	21.4%
2005	1,687	21.6%
2006	1,822	21.3%
2007	1,919	21.2%
2008	2,048	21.3%
2009	2,002	21.6%
2010	1,908	20.9%

Rotation areas of meetings organised in Latin- & North America

Absolute figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
World/International	729	882	870	1,008	1,025	1,081	1,107	1,206	1,163	1,058
Latin America	162	160	203	229	283	299	323	342	342	354
Interamerican	79	90	111	121	120	144	145	149	145	162
Ibero-America	79	80	97	98	112	121	123	132	136	131
Europe/North America	51	62	80	88	73	108	125	120	116	114
Latin America/Caribbean	31	30	43	39	45	47	62	63	62	64
Total	1,131	1,304	1,404	1,583	1,658	1,800	1,885	2,012	1,964	1,883

Relative figures:

Rotation Area	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
World/International	64.5%	67.6%	62.0%	63.7%	61.8%	60.1%	58.7%	59.9%	59.2%	56.2%
Latin America	14.3%	12.3%	14.5%	14.5%	17.1%	16.6%	17.1%	17.0%	17.4%	18.8%
Interamerican	7.0%	6.9%	7.9%	7.6%	7.2%	8.0%	7.7%	7.4%	7.4%	8.6%
Ibero-America	7.0%	6.1%	6.9%	6.2%	6.8%	6.7%	6.5%	6.6%	6.9%	7.0%
Europe/North America	4.5%	4.8%	5.7%	5.6%	4.4%	6.0%	6.6%	6.0%	5.9%	6.1%
Latin America/Caribbean	2.7%	2.3%	3.1%	2.5%	2.7%	2.6%	3.3%	3.1%	3.2%	3.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Only international association meetings taking place in Latin- & North America and of which the rotation areas are known by ICCA are included in these figures.

The Association Meetings Market 2001-2010

2. Number of meetings per country

Rank	Country	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	U.S.A.	478	584	594	650	680	684	704	714	727	623
2	Brazil	113	110	133	174	187	231	224	256	297	275
3	Canada	155	194	173	214	202	219	252	291	230	229
4	Argentina	78	53	57	93	99	106	130	138	155	172
5	Mexico	71	111	120	138	110	138	134	160	124	140
6	Chile	37	45	58	67	85	77	87	81	79	97
7	Colombia	18	17	21	25	55	54	60	68	78	95
8	Peru	14	26	37	34	32	38	36	55	47	44
9	Uruguay	30	20	25	23	43	41	49	42	44	42
10	Ecuador	8	12	17	20	17	25	28	28	30	30
11	Costa Rica	18	16	15	21	13	15	22	31	21	20
12	Paraguay	6	9	9	6	11	13	13	16	14	19
13	Dominican Republic	7	7	17	16	11	17	29	13	11	17
14	Panama	6	9	16	10	22	24	23	22	17	16
15	Guatemala	12	12	14	17	11	20	14	15	14	15
16	Cuba	26	20	33	23	33	23	21	14	16	11
17	Venezuela	22	21	12	16	19	24	25	23	22	10
18	Puerto Rico	10	12	12	13	11	16	14	12	14	9
19	Bolivia	8	18	14	9	7	15	18	9	8	6
	Jamaica	4	3	8	5	5	6	2	5	4	6
	Nicaragua	5	3	4	4	2	3	2	11	3	6
22	El Salvador	5	5	5	6	8	6	9	9	9	5
23	Bahamas	1	5	3	4	1	3	2	6	2	4
	Netherlands Antilles	0	1	2	4	1	3	0	2	1	4
25	Barbados	2	1	1	0	2	2	4	2	5	3
	Bermuda	2	4	1	1	0	1	2	2	1	3
	Other	9	6	15	14	20	18	15	23	29	7
	Total	1,145	1,324	1,416	1,607	1,687	1,822	1,919	2,048	2,002	1,908

All other countries organised 2, 1 or no meetings in Latin- & North America in 2010.

The Association Meetings Market 2001-2010

3. Number of meetings per city

Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1	Buenos Aires	48	33	31	66	61	79	90	87	96	98
2	Sao Paulo	13	21	15	34	30	57	55	65	78	75
3	Rio de Janeiro	36	33	35	43	43	50	43	45	63	62
4	Santiago de Chile	22	32	40	42	54	51	55	53	44	58
	Vancouver, BC	30	33	27	46	39	59	52	59	47	58
6	Montreal, QC	30	43	42	45	47	42	63	60	59	57
7	Toronto, ON	19	35	20	38	28	36	42	48	38	44
8	Boston, MA	13	29	25	33	30	33	29	43	41	43
	Mexico City	18	28	36	34	35	47	32	45	37	43
10	Bogota	6	5	5	7	16	21	23	27	26	38
11	Lima	11	21	32	26	26	29	25	38	37	37
12	Washington, DC	29	36	32	37	33	33	31	46	41	36
13	Chicago, IL	15	18	22	41	33	32	28	29	28	32
14	Cartagena	8	10	13	17	21	20	21	28	28	31
15	San Francisco, Ca	24	15	30	19	26	25	22	23	34	30
16	New York City, NY	21	25	24	36	39	38	41	29	32	26
17	Montevideo	20	13	17	15	30	27	32	35	30	22
18	Philadelphia, Pa	7	11	9	12	16	11	10	13	11	21
19	Cancun, Qr.	18	20	22	24	16	21	27	31	16	20
20	Miami, FL	4	11	13	13	17	10	19	15	27	19
	Quito	6	7	9	17	10	17	16	22	18	19
22	San Diego, Ca	19	26	30	16	23	25	34	21	19	18
23	Vina del Mar	2	3	5	4	6	3	12	9	11	17
24	Asuncion	4	7	8	5	9	12	12	13	14	16
	Panama City	6	9	15	10	21	23	23	20	17	16
	Portland, Or	7	5	8	8	6	9	10	7	8	16
27	San Jose	16	11	13	20	10	14	21	26	18	15
28	Los Angeles, CA	12	9	11	7	17	13	8	9	19	14
	Medellin	0	0	1	0	4	4	10	4	15	14
	Punta del Este	9	6	8	5	8	8	10	5	8	14
	Québec City, QC	20	17	17	10	15	18	11	42	19	14
32	Atlanta, GA	9	12	5	11	7	9	12	11	11	12
	Brasilia, DF	4	8	4	6	6	10	3	13	9	12
	Cordoba	6	1	3	2	8	1	8	4	7	12
	Florianopolis,Sc	6	2	8	7	6	8	8	8	13	12
	Merida	2	7	11	9	11	12	11	10	7	12
	Seattle, Wa	18	17	19	12	12	25	19	12	16	12

The Association Meetings Market 2001-2010

Number of meetings per city (continued)

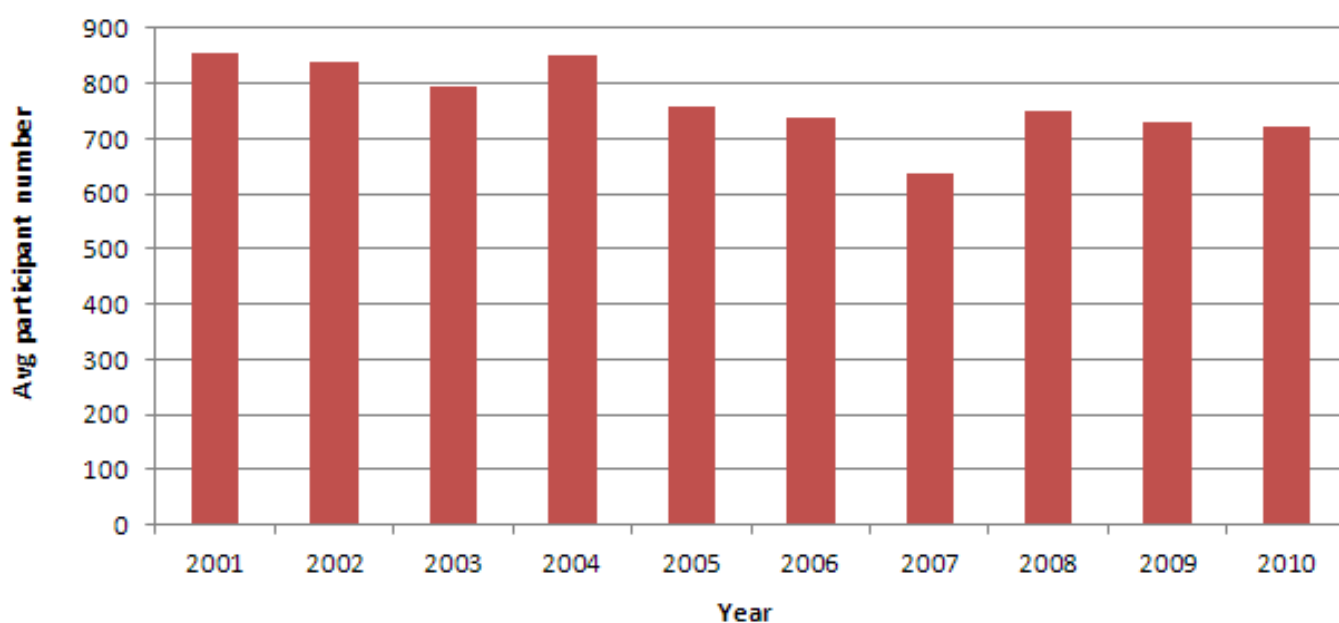
Rank	City	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
38	Guadalajara	5	9	6	15	9	7	9	9	17	11
	Honolulu, HI	13	15	14	16	10	10	14	13	15	11
	Las Vegas, NV	7	10	10	14	16	10	10	14	15	11
	Pittsburgh, Pa	2	9	8	4	10	9	8	12	11	11
	Porto Alegre, Rs	8	10	7	13	9	8	11	14	5	11
43	Foz Do Iguacu	1	5	6	9	11	5	7	15	9	10
	Havana	21	19	30	21	28	20	18	13	16	10
	Mar del Plata	9	4	3	5	11	2	11	14	9	10
	Rosario	3	2	4	3	3	3	3	5	5	10
	Other	541	625	667	735	766	825	868	888	862	726
	Total	1,148	1,327	1,420	1,612	1,692	1,831	1,927	2,052	2,006	1,916

All other cities in Latin- & North America organised less than 10 international association meetings in 2010.

The Association Meetings Market 2001-2010

4. Average number of participants

Year	Average participant number
2001	856
2002	836
2003	793
2004	852
2005	757
2006	736
2007	638
2008	751
2009	728
2010	720



Graph 16. Average number of participants per meeting in Latin- & North America

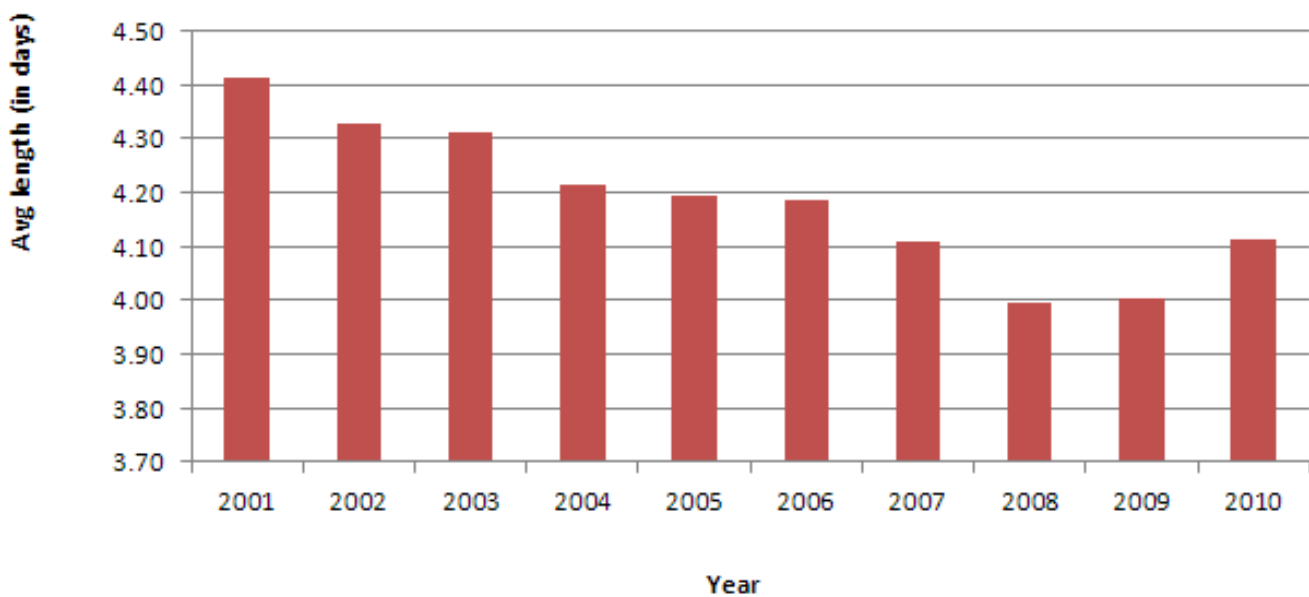
Only meetings of which the participant numbers are stored in the ICCA Association Database are included in the above figures.

In order to make the analysis as broad as possible, we have included estimated average participant numbers where confirmed actual attendance data was lacking. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years.

The Association Meetings Market 2001-2010

5. Average length

Year	Average length (in days)
2001	4.4
2002	4.3
2003	4.3
2004	4.2
2005	4.2
2006	4.2
2007	4.1
2008	4.0
2009	4.0
2010	4.1



Graph 17. Average length of per meeting in Latin- & North America

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

The Association Meetings Market 2001-2010

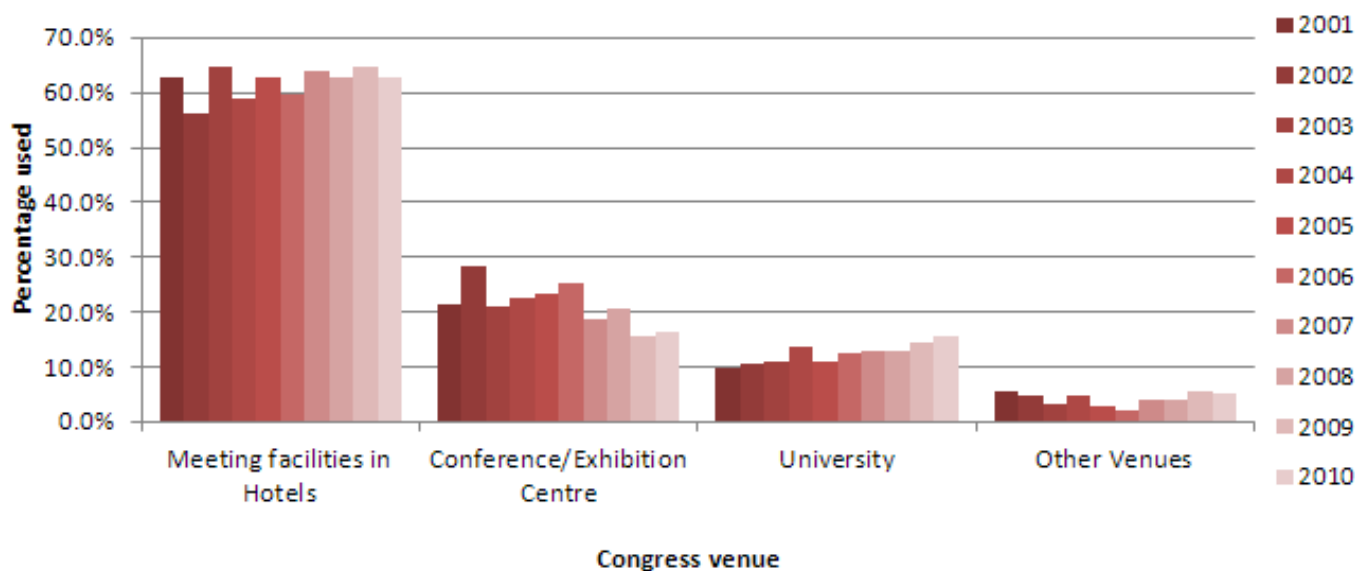
6. Congress venues used

Absolute figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	166	156	179	182	191	269	338	472	578	621
Conference/Exhibition Centre	57	79	58	69	71	114	99	154	140	161
University	26	29	30	42	33	57	68	97	128	153
Other Venues	15	13	9	15	9	10	22	29	49	53
Total	264	277	276	308	304	450	527	752	895	988

Relative figures:

Type of congress venue	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Meeting facilities in Hotels	62.9%	56.3%	64.9%	59.1%	62.8%	59.8%	64.1%	62.8%	64.6%	62.9%
Conference/Exhibition Centre	21.6%	28.5%	21.0%	22.4%	23.4%	25.3%	18.8%	20.5%	15.6%	16.3%
University	9.8%	10.5%	10.9%	13.6%	10.9%	12.7%	12.9%	12.9%	14.3%	15.5%
Other Venues	5.7%	4.7%	3.3%	4.9%	3.0%	2.2%	4.2%	3.9%	5.5%	5.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Graph 18. Congress venues used for meetings in Latin- & North America

These tables and this graph include all events organised from 2001 to 2010 of which the type of congress venue that was used is stored in the database.

7. Latin- & North American countries included in this report

Anguilla	Guatemala
Antigua and Barbuda	Guyana
Argentina	Haiti
Aruba	Honduras
Bahamas	Jamaica
Barbados	Martinique, W.I.
Belize	Mexico
Bermuda	Netherlands Antilles
Bolivia	Nicaragua
Brazil	Panama
Canada	Paraguay
Cayman Islands	Peru
Chile	Puerto Rico
Colombia	Saint Kitts and Nevis
Costa Rica	Saint Lucia
Cuba	Surinam
Dominica	Trinidad & Tobago, W.I.
Dominican Republic	Turks and Caicos Islands
Ecuador	U.S.A.
El Salvador	Uruguay
French Guiana	Venezuela
Grenada	Virgin Islands (U.S.)
Guadeloupe	Guadeloupe

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