

# Trends in the Meetings Industry

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**International Congress & Convention Association**

# What we are...



## Mission:

"ICCA is the global community for the meetings industry, enabling its members to generate and maintain significant competitive advantage."



# What we are NOT...







- Since 1972 ICCA Assambles information about Intl. Meetings
- Associations Database is formed by Association meetings that must meet the following criteria



# Association Database Criteria

## Our leads in the database must:

- have at least 50 participants
- be organised on a regular basis
- move between at least 3 countries



# ICCA Association Database

- Not corporate
- Not intergovernmental
- Not sports
- Not entertainment



# International Associations

## International meetings

```
graph TD; A[International meetings] --> B[Association Meetings]; A --> C[Corporate meetings:]; B --> B1[• Governmental]; B --> B2[• Non governmental]; C --> C1[• Internal]; C --> C2[• External]; C --> C3[• Internal/External];
```

### Association Meetings

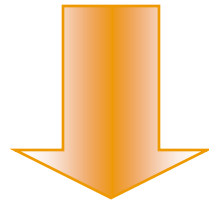
- Governmental
- Non governmental

### Corporate meetings:

- Internal
- External
- Internal/External

# Intl. meetings market :

**International Associations**



**International Congress &  
Conventions**



# The International Meetings Market



# Association characteristics

- Long-term business
- Rotating between different countries (no repeat business)
- Long lead time
- Almost every interest has an association
- By invitation from local counterpart



# The trends:

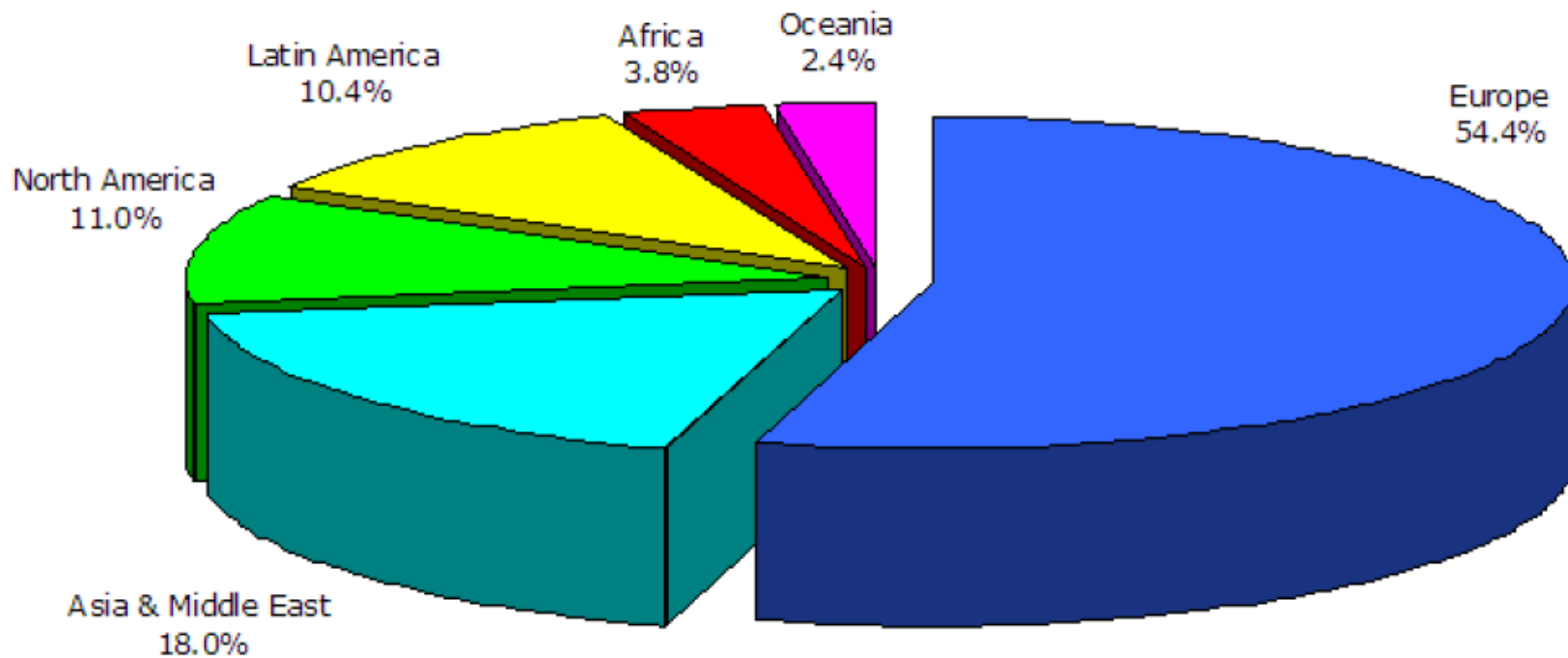


# Number of events constantly growing

- 2000 – 5.186 events
- 2001 – 5.187 events
- 2002 – 5.979 events
- 2003 – 6.198 events
- 2004 – 7.274 events
- 2005 – 7.634 events
- 2006 – 8.094 events
- 2007 – 8.586 events
- 2008 – 8.715 events
- 2009 – 8.294 events



# WHERE?



The table and graph include all events taking place in 2009 (n=8,294).

# Where in Latin America?

Brazil	293	Costa Rica-Cuba	15
Argentina	145	Puerto Rico-Venezuela	15
Chile	74	Guatemala	14
Colombia	71	Paraguay	11
Uruguay	42	Bolivia-Honduras	9
Peru	41	Dominican Republic	7
Ecuador	26	El Salvador	6
Panama	16		

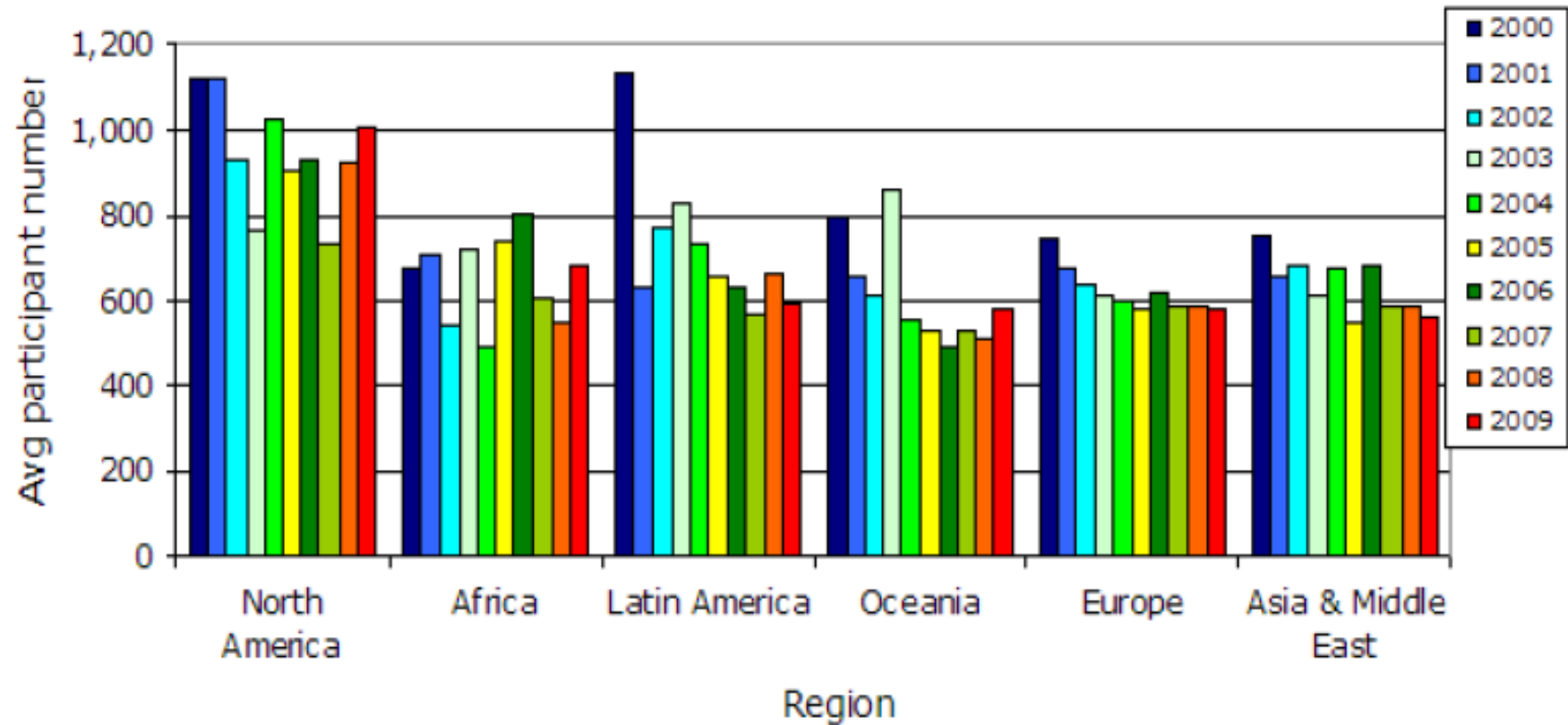


# Our piece of the market:

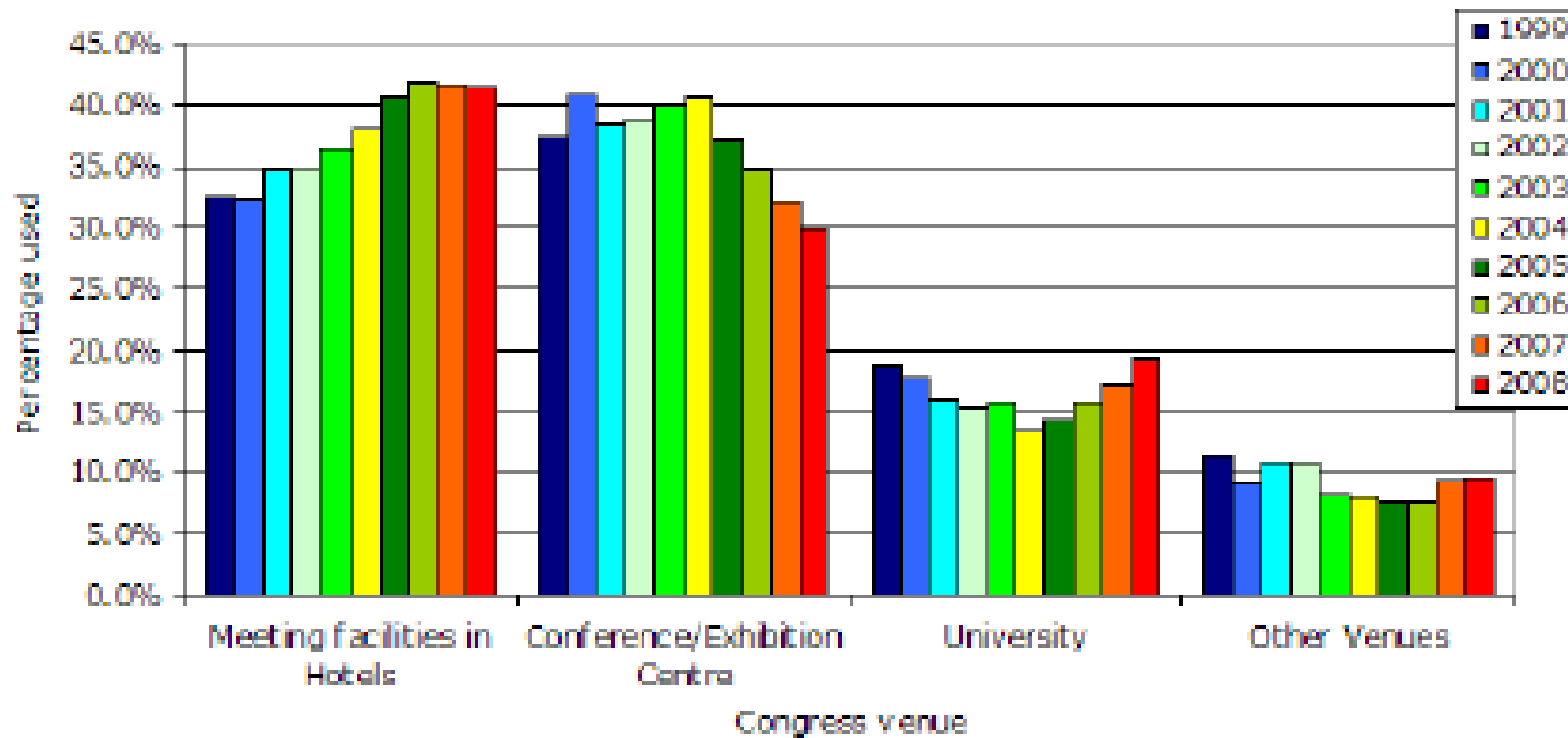
Rotation Area	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
World/International	2,836	2,708	3,125	3,120	3,663	3,762	3,880	3,969	4,125	<b>3,861</b>
Europe	1,364	1,436	1,665	1,818	2,061	2,188	2,377	2,535	2,602	<b>2,459</b>
Asia/Pacific	257	265	312	292	396	413	478	515	494	<b>462</b>
Latin America	132	143	148	184	198	263	259	293	289	<b>292</b>
Asia	121	153	165	169	236	240	272	307	292	<b>277</b>
Europe/North America	125	125	144	157	183	188	212	231	233	<b>231</b>
Interamerican	99	103	111	147	148	159	173	186	189	<b>185</b>
Nordic Countries*	116	113	136	132	164	156	160	154	160	<b>161</b>
Ibero-America	83	87	102	110	120	126	136	140	136	<b>143</b>
Africa/Middle East	32	39	47	50	71	84	80	123	127	<b>134</b>
Totals	5,165	5,172	5,955	6,179	7,240	7,579	8,027	8,453	8,647	<b>8,205</b>



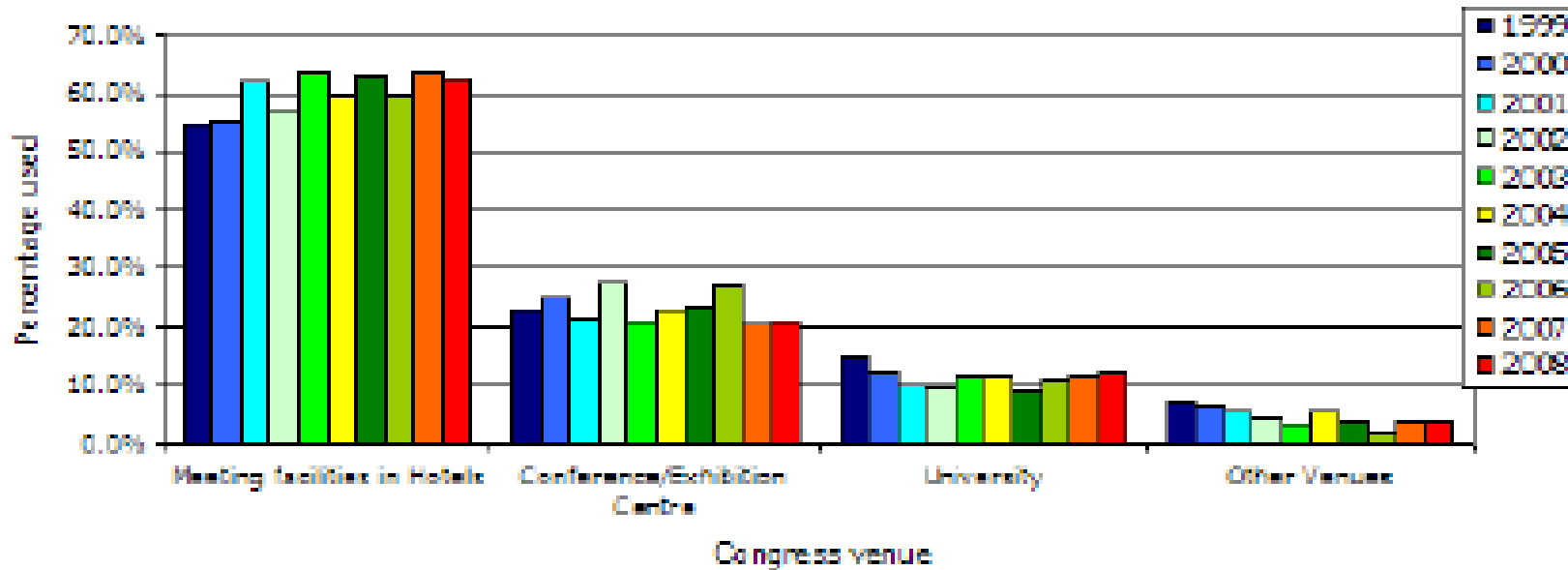
# Average number of participants per region



# Venues used worldwide



# Venues used in the Americas



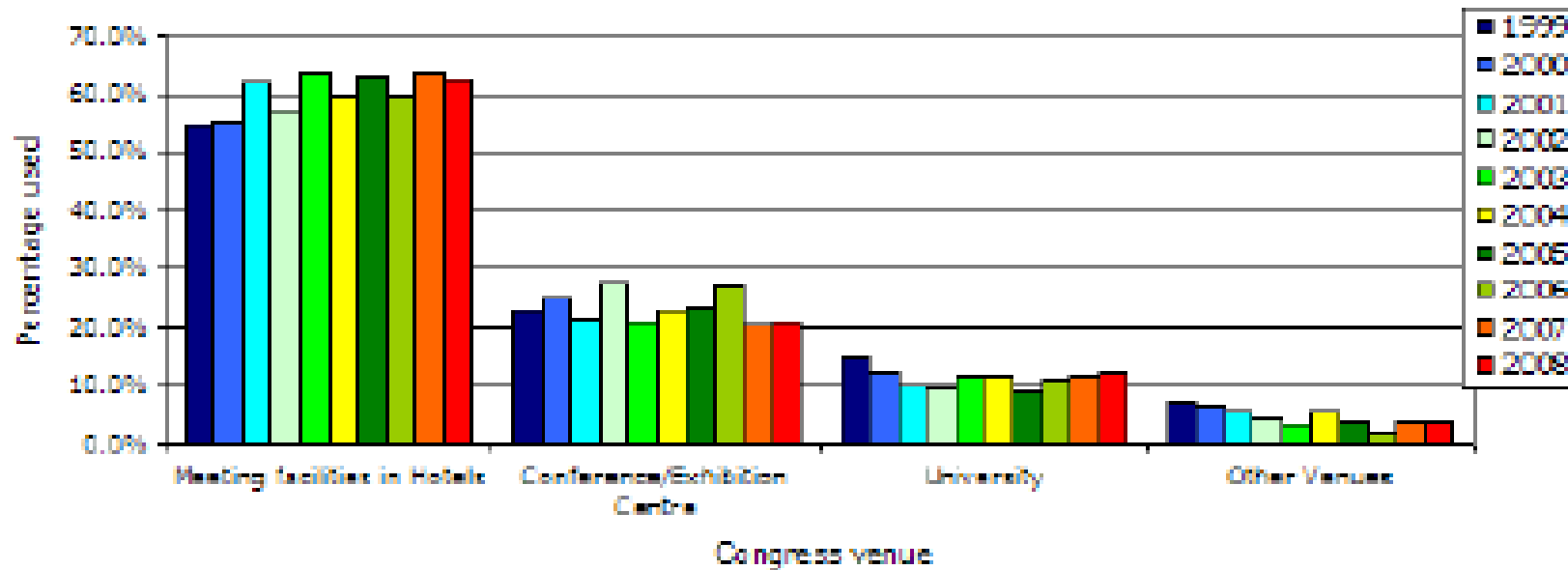
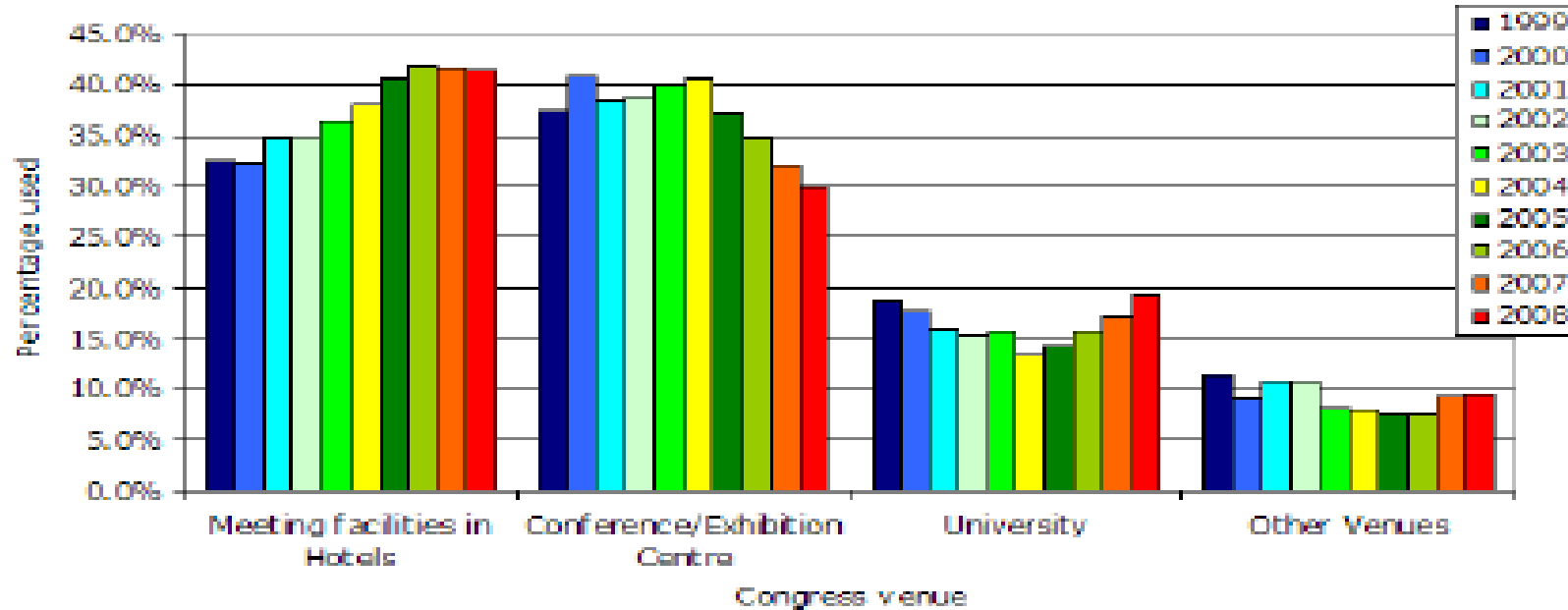
# Meetings per country

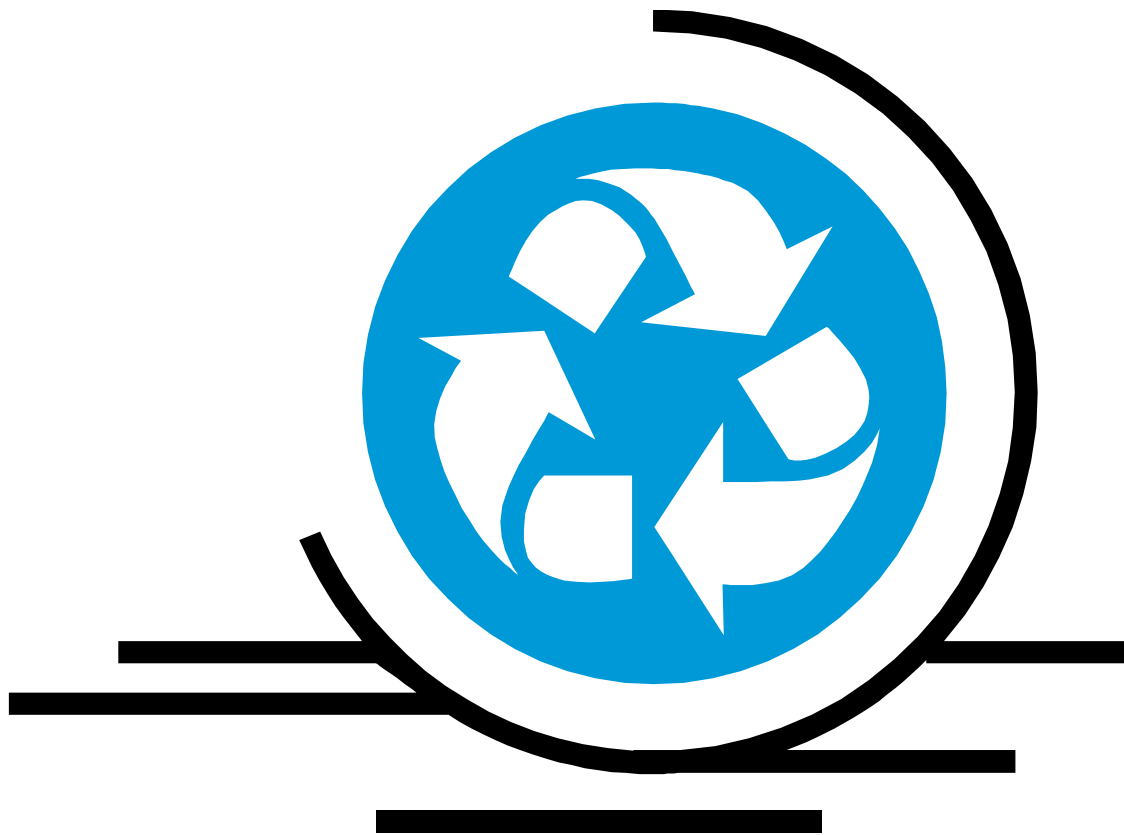
Rank	Country	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
1	U.S.A.	538	468	571	587	620	648	645	651	637	595
2	Brazil	124	105	107	128	161	186	231	223	255	293
3	Canada	168	156	190	168	204	199	209	247	270	213
4	Argentina	67	73	53	55	84	93	90	120	136	145
5	Mexico	67	69	104	115	134	102	120	131	145	107
6	Chile	32	34	44	57	64	83	72	79	74	74
7	Colombia	16	18	15	21	21	51	50	54	61	71
8	Uruguay	22	29	20	24	18	41	39	46	39	42
9	Peru	17	13	25	29	32	32	32	31	42	41
10	Ecuador	4	8	11	17	21	16	21	25	27	26
11	Panama	16	6	8	16	9	20	21	20	19	16
12	Costa Rica	12	18	15	15	20	14	17	18	24	15
	Cuba	20	24	19	35	24	33	23	22	16	15
	Puerto Rico	8	10	11	11	14	11	14	14	11	15
	Venezuela	14	19	19	12	15	18	19	24	18	15
16	Guatemala	6	11	12	14	16	9	18	12	12	14
17	Paraguay	7	5	8	9	6	11	13	12	12	11
18	Bolivia	3	9	17	11	7	7	15	17	2	9
	Honduras	1	3	1	1	4	3	2	3	6	9
20	Dominican Republic	5	8	7	16	15	10	18	24	12	7
21	El Salvador	4	4	4	5	5	6	6	9	8	6
	Trinidad & Tobago, W.I.	3	2	3	2	1	3	2	2	5	6
23	Barbados	2	1	2	1	0	3	3	3	3	5
	Other	16	15	17	31	25	23	26	17	29	26
	<b>Total</b>	<b>1,172</b>	<b>1,108</b>	<b>1,283</b>	<b>1,380</b>	<b>1,520</b>	<b>1,622</b>	<b>1,706</b>	<b>1,804</b>	<b>1,863</b>	<b>1,776</b>



# The challenges:









**Find profitable pieces of business**

A close-up photograph of two hands shaking in a firm grip. The hands are positioned in the upper center of the frame. The person on the left is wearing a dark suit jacket and a white shirt cuff. The person on the right is wearing a brown suit jacket and a white shirt cuff. The background is a clear, bright blue sky. In the lower half of the image, a large, metallic, wireframe globe is visible, slightly out of focus. The globe's grid lines are clearly defined, and it appears to be a stylized representation of the Earth. The overall composition suggests a global business agreement or partnership.

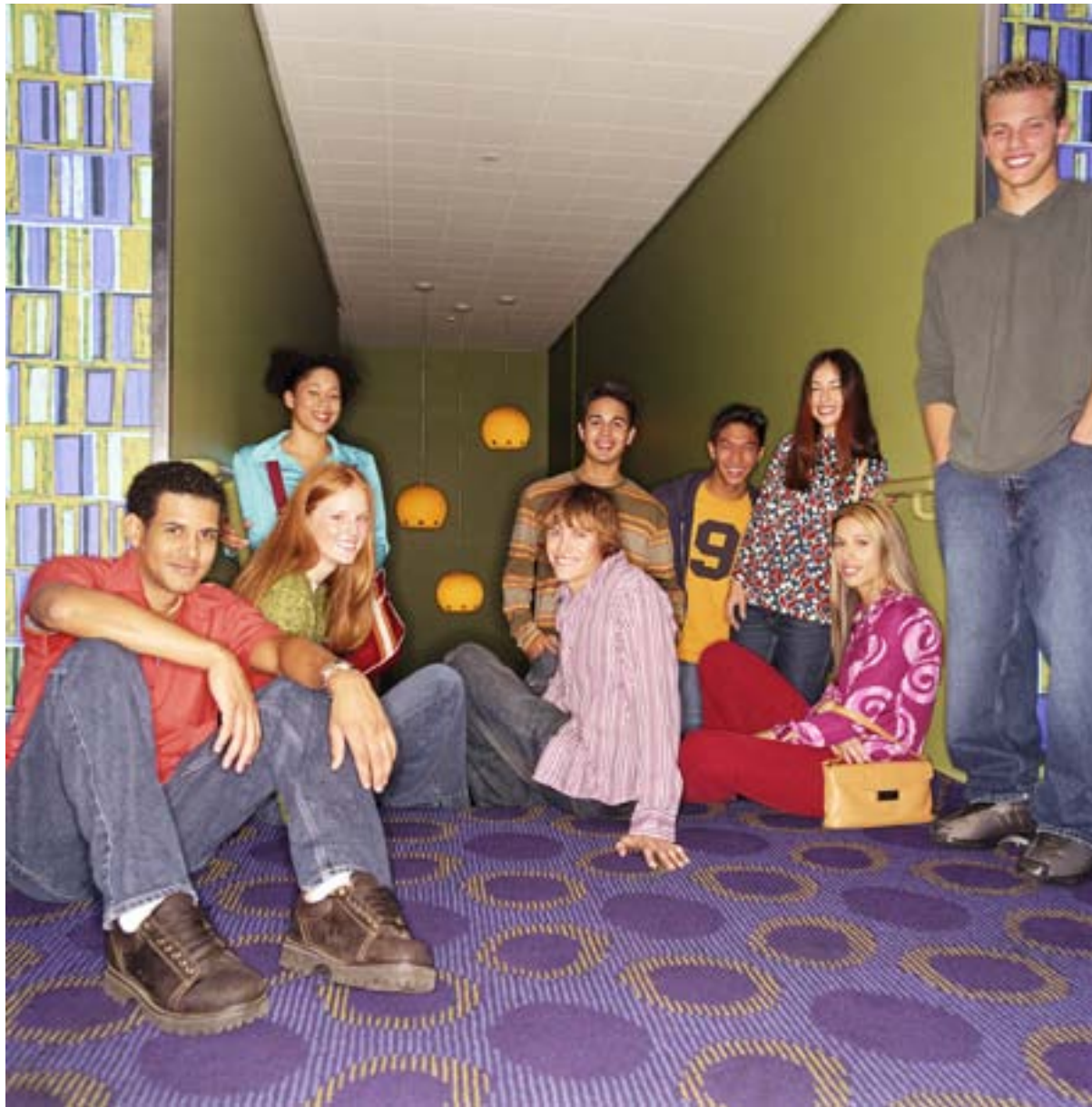
**...build long-term relations...**

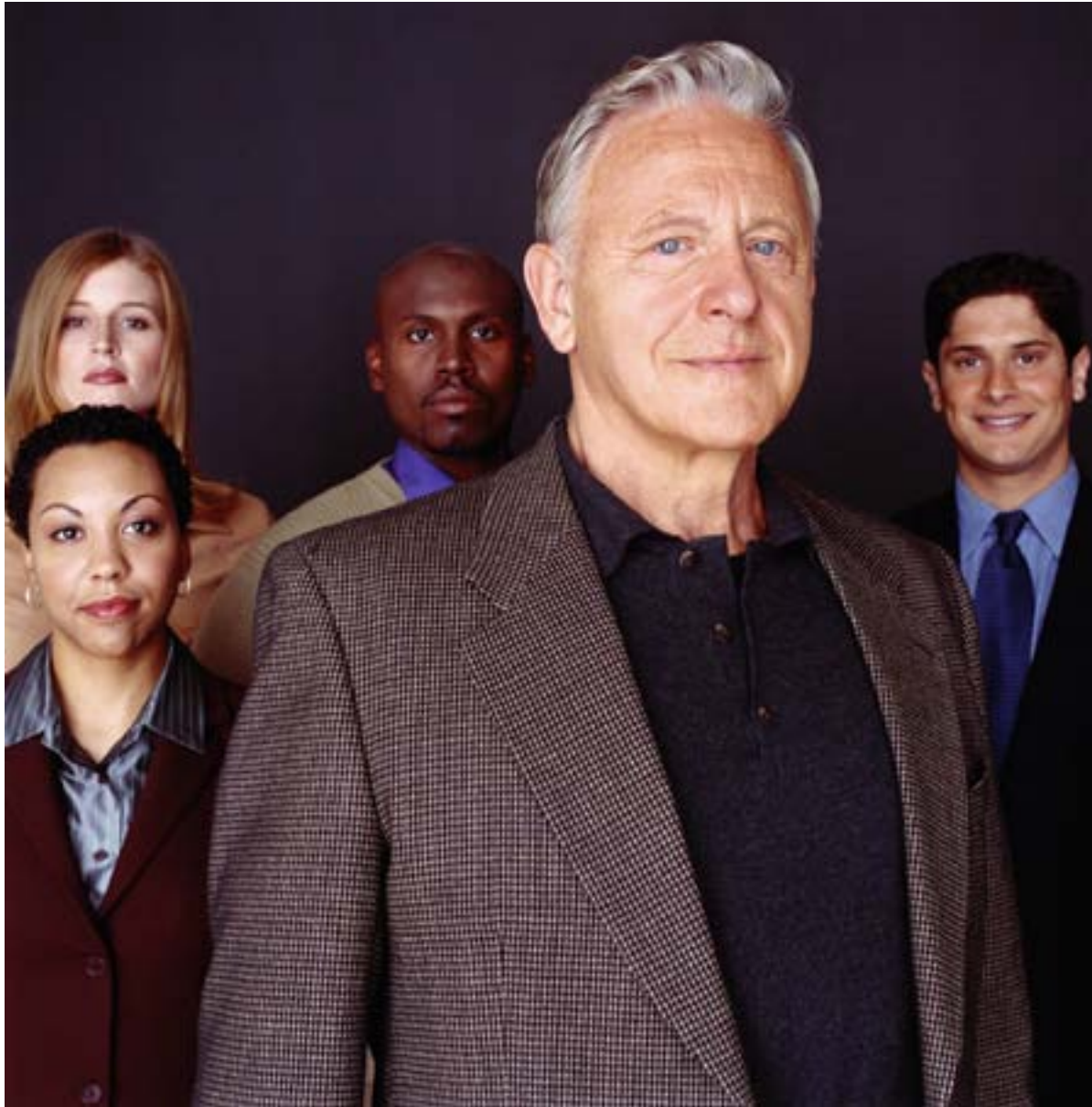


...be patient...

# The future:

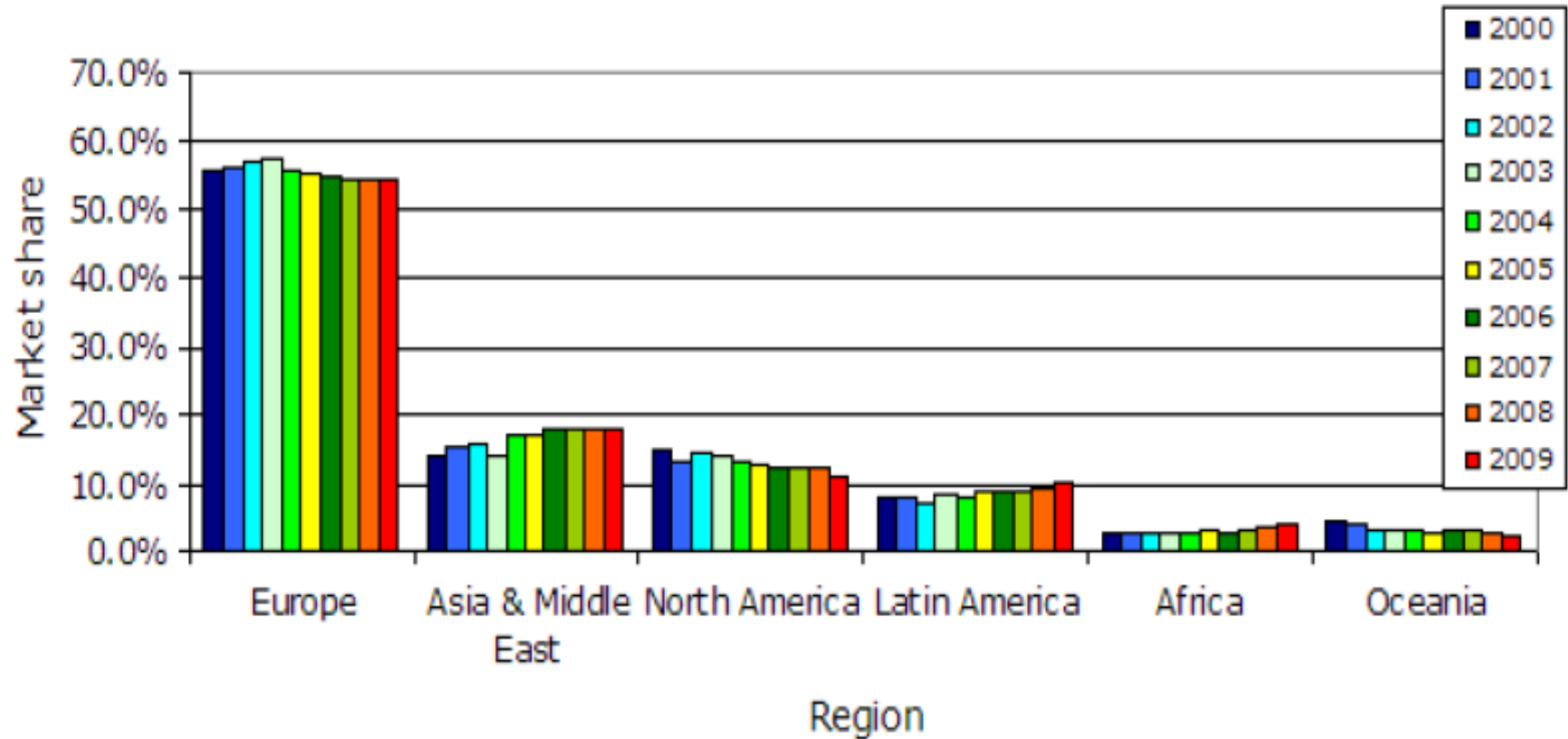








# Is there room for improvement?



**Go ahead and make it happen!!!**



# THANK YOU

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