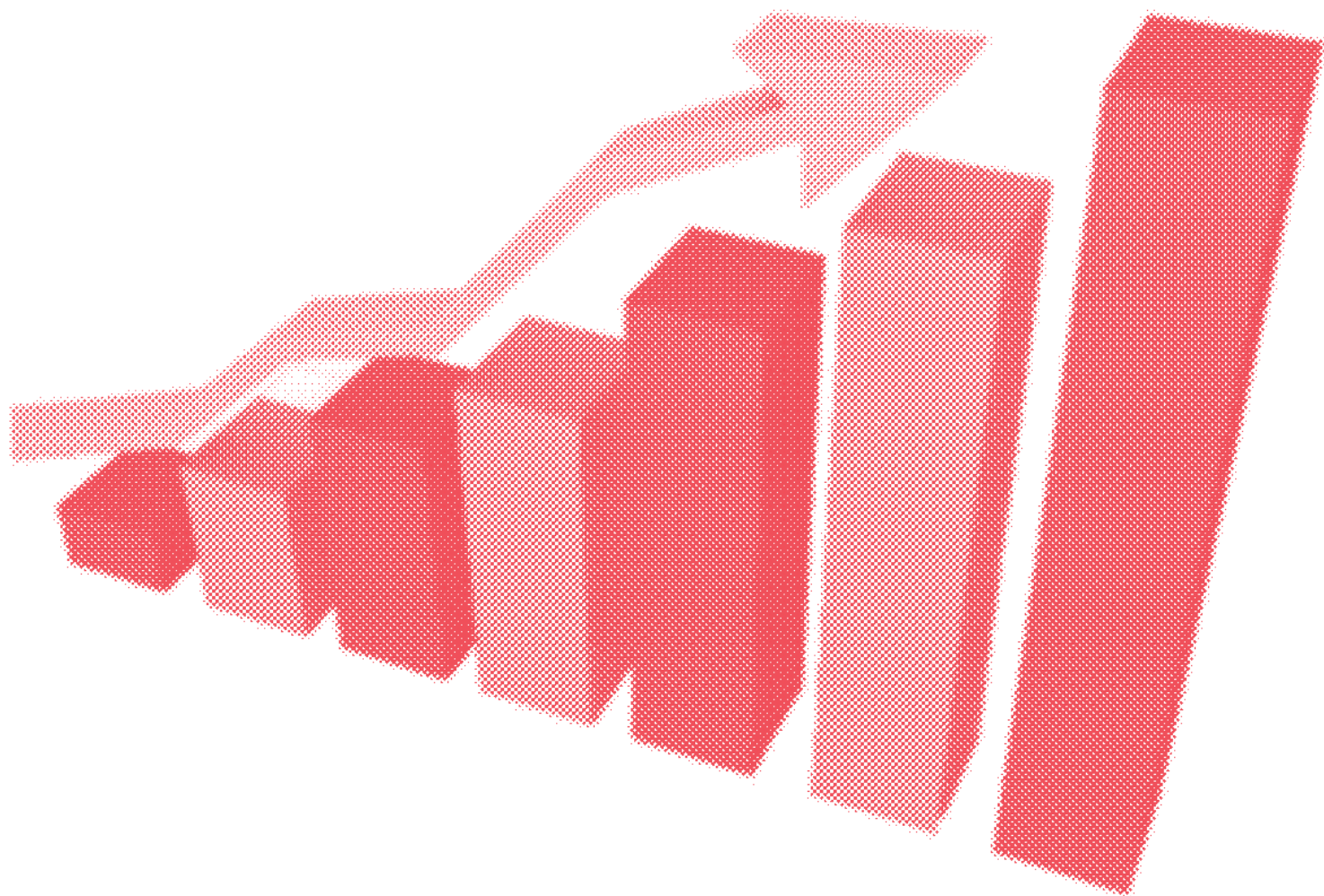


Abstract for international associations, press, universities, students and consultants

Statistics Report 2002-2011



International Association Meetings Market





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The Association Meetings Market 2002-2011

03



The International Association Meetings Market 2002-2011

Abstract for international associations, press, universities, students and consultants

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

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Preface

What value lies beneath the waterline?

I've commented in past editions of this report about the partial nature of ICCA's statistics on international association meetings, highlighting the fact that we only cover the market segment that is of most practical marketing value to ICCA members, which is regularly occurring congresses which rotate between countries. As well as not covering corporate or inter-governmental meetings, our figures don't include association meetings which don't move, or which occur as a one-off event. For this reason, ICCA statistics can be viewed as the tip of the iceberg in regard to a destination's overall meetings performance, and we always advise that our figures should be read in conjunction with more comprehensive local reports that examine all market segments.

But there is another and far more important sense in which our report provides an incomplete picture, and this relates to the all-encompassing value generated by association meetings. Our data can help estimate the value of the direct economic impact of these events, the amount of money spent by delegates and organisers, but sadly, where we and every other study fall short is in capturing what these events generate beyond this obvious expenditure.

So far, there exists no standard methodology to calculate the economic impact of knowledge transfer, nor to identify each new inward investment project. No-one appears able to estimate the value of the new business connections that are generated between suppliers and buyers, between consultants and clients, or between scientists and manufacturers. We don't measure the impact of the number of doctors learning new techniques, nor the innovation that is generated by linking Indian and German engineers, or mixing Swedish academics with American entrepreneurs. And sadly we don't measure the economic and societal benefit of lives saved when a meeting changes government thinking about how to address a chronic disease or social problem.

In fact, we struggle to even begin to comprehend just how powerful international



association meetings are as a force for good in the world, let alone calculate and communicate their impact.

But slowly, new studies are being commissioned that look seriously below the waterline at these virtually invisible, incredibly valuable but challenging to measure concepts. Hopefully in our next report ICCA will be able to announce pilot studies which track the broader value that specific international association meetings generate over time, in addition to the visible money spent by delegates and organisers over the few short days of the actual meeting.

For international associations to successfully pursue their advocacy goals of reducing disease, improving trade or professional standards, lifting societies out of poverty, raising awareness about sustainability, and to effectively serve the needs of their members and stakeholders, ICCA believes that associations need to recognise and utilise the potential power of their meetings. The better we are able to communicate the full complexity of value that is generated by international meetings, the greater will be the influence of the global association community. It's time we all started to focus serious attention on what is hidden below the waterline!

Martin Sirk
CEO, ICCA

Contents

<i>Page</i>	<i>Content</i>
06	ICCA introduction
10	ICCA membership and business benefits
14	The International Meetings Market
16	The Association Meetings Market 2002-2011: Conclusions
20	Worldwide rankings: Number of meetings per country
25	Worldwide rankings: Number of meetings per city
41	Africa rankings: Number of meetings per country
42	Africa rankings: Number of meetings per city
44	Asia Pacific & Middle East rankings: Number of meetings per country
46	Asia Pacific & Middle East rankings: Number of meetings per city
49	Europe rankings: Number of meetings per country
52	Europe rankings: Number of meetings per city
59	Latin- & North America rankings: Number of meetings per country
61	Latin- & North America rankings: Number of meetings per city

ICCA introduction

ICCA, International Congress and Convention Association

Introduction

ICCA, the International Congress and Convention Association, was founded in 1963 at a time when the meetings industry was beginning to expand rapidly. Now, with **over 900 member companies and organisations in 87 countries worldwide**, it is the most global association within the meetings industry and one of the most prominent organisations in the world of international events. ICCA membership comprises leading companies and organisations specialising in handling, transporting and accommodating events.

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

ICCA Statistics Report for non-members

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

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

Associations

ICCA, International Congress and Convention Association is the ONE-STOP-SHOP for Association Executives who are responsible for organising international meetings

Do you represent an association that organises meetings which rotate on a regular basis, attract a minimum of 50 participants and rotate between at least 3 countries? Submit your meeting information to ICCA and benefit from what ICCA has to offer to you!

Contact with association executives

Do you want first-hand advice from a fellow colleague? ICCA can put you in touch with other Association Executives who have organised their annual congress in a destination where you are planning to go to. Just let us know what your criteria are in terms of destination, size of meeting and/or subject/branch you are involved in and we will forward you the matching contacts.

ICCA Association Meetings Resources

ICCA has produced a set of publications to help Association Executives in running successful events, such as:

- International Association Meetings: bidding and decision-making
- Negotiating with Hotels
- Working with Airlines and Ground Transport Operators
- Working with Convention Bureaux
- Contracting with major congress and convention venues

Information on the latest trends and top international suppliers:

- Membership Directory: an essential global resource for international associations
- ICCA Statistics Report on the most popular meetings destinations
- Pocket Calendar 2012-2023

All these publications are mailed to associations, available online in PDF format at www.iccaworld.com and distributed at major tradeshows in hardcopy.

Access to your meetings profile

Check and update your meetings profile in the ICCA database to ensure you receive tailored bids from ICCA member suppliers meeting your specific needs.

Review your bid manual

A bid manual describes the decision procedures and requirements and conditions for future meetings. Do you already have a bid manual, however would like somebody to have a look at it? ICCA is happy to review it and make suggestions where and if needed.

ICCA introduction

Invitation to the Forum for Young Professionals at EIBTM

A free-of-charge event designed especially for your younger staff below 30 of age and with a maximum of 3 years' experience in the meetings industry.

Invitation to the Association Expert Seminar at IMEX

This 3 day seminar brings together 20 international association executives and 40 international suppliers to share information and experiences, and to update themselves on the latest trends and ideas relating to international association conferences.

Hosted Buyer invitations

Attend some of the most prominent international meetings tradeshows like EIBTM and IMEX and join the Hosted Buyer Programme, which provide association delegates with a great opportunity to share experiences while also meeting recognised suppliers to the association industry.

Invitation to Client/Supplier Business workshops

An ICCA convention bureau or venue member can host you at these small-scale business workshops. 10-15 clients and 10-15 ICCA members exchange detailed background information on your meeting in return for excellent feedback on the services ICCA members can provide to you. This information is shared via one-on-one meetings.

For more information on any of the above benefits please visit the ICCA website: www.iccaworld.com or contact Ksenija Polla at ksenija@icca.nl.

Press

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

Please note that we would appreciate it if you could send us a copy of the article in which ICCA is mentioned for our PR records.

Please do not hesitate to contact Mr. Mathijs Vleeming at ICCA Head Office for more information on ICCA or the ICCA Statistics: mathijs@icca.nl.

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

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

Students and Universities

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

Please do send us a copy of your research regardless of whether you have used ICCA statistics or not, as ICCA is always interested in collecting all current research on the international meetings market and showcasing it during its annual Congress.

You can request access to the full report by contacting Mr. Sebastian Sew at ICCA Head Office: sebastian@icca.nl.

ICCA is committed to educating young professionals in the meeting industry via the ICCA Education Fund. We have therefore developed a special scholarship programme for ICCA member universities, giving the ICCA University members the opportunity to create new competitive advantages over their non-ICCA-member universities. In general terms the deal helps the university to build relationships with the industry through their ICCA membership.

ICCA introduction

ICCA offers:

- A limited number of subsidized registrations to the annual Congress for students of ICCA member Universities only
- New potential benefit for the best students, which can be highlighted in promotions for their courses.
- New links with our industry (possible internships).
- Potential job opportunities for the best students
- Gives each Member university the opportunity to offer 2 full scholarships as outlined below.
- Funding of internationally relevant research done by ICCA member Universities.

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

- Complimentary registration to the ICCA Annual Congress - gives entry to all education and networking events
- Full coverage of travel (economy class) and accommodation costs (university and/or students must cover any additional expenditure)
- "Behind the scenes" briefings with ICCA Congress-organising staff, to understand how the congress runs and what ICCA aims to achieve
- Customised briefing on how to get the best out of the Congress
- Personalised mentoring during the Congress by industry professionals
- Opportunity to post research papers on the ICCA Congress website
- Opportunity to post CV on the ICCA Congress website
- Place CV at Student Scholarship Corner during Congress
- Join LinkedIn group specifically designed for scholarship students, where various information like potential job offers etc. are regularly given
- Speaking opportunity at the ICCA Congress during one of the education sessions

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

Consultants and other potential ICCA members

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

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

1. Join ICCA

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

2. Sub-contract work to or partner with ICCA member consultants

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

ICCA introduction

ICCA Consultants and Research Companies

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

Australia:

- GainingEdge;
gary@gainingedge.com
- Global Research & Intelligence Network;
scampbell@researchandintelligence.com
- PG International Consulting Pty Ltd;
gkieseker@pginternational.com.au
- School of International Business;
leonie.lockstone@vu.edu.au

Germany:

- Hochschule Osnabrueck University of Applied Sciences
h.schwaegermann@hs-osnabrueck.de
- tmf dialogmarketing GmbH;
j.fischer@tmf-gmbh.de
- Vevention GmbH;
info@vevention.com

Japan

- Nomura Research Institute -NRI-;
a2-okamura@nri.co.jp

Peru

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

United Kingdom:

- Fast Future Research
rohit@fastfuture.com
- Filippo Ciampini, Marketing Specialist
anthony.miller@activenetwork.com
- Harry Fine Associates;
harry@harryfine.com
- The Janet Sealy Partnership;
simon@janetsealypartnership.com
- The Right Solution Ltd;
info@rightsolution.co.uk
- Watterston Associates Ltd.
julie@watterston.com

U.S.A.:

- International Conference Research, Inc.
nikiclarke@icr-research.com
- Marketing Challenges International Inc;
mcouturier@mcintl.com

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

There are **over 900 member companies and organisations in 87 countries worldwide**, representing all the leading players in the international meetings field. It is probable that one or more are already key stakeholders in the projects you are working on. If this is the case, they will be able to provide access to the reports, on either a complimentary or paid-for basis. You can search for members in the public sections of the ICCA website, www.iccaworld.com, or we can provide advice on who to contact if you give us more information on your project, client, and partners.

ICCA membership and business benefits

ICCA membership and business benefits

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

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

ICCA plays an international role in developing new markets by:

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

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

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

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

Why ICCA membership?

- If the international association meetings market is an important part of your current business mix, or if you're planning to enter this market in the near future, there is simply no better nor more cost-effective way to win business from this sector!

- If you're looking to join an effective, global, business networking platform which brings together the top directors and thought-leaders from all regions of the world and all sectors of the meetings industry, look no further: ICCA is where they link up and do business.
- If you want to encounter unique, stimulating, forward-thinking, strategic-level education and debate, join us at the annual ICCA Congress. If you want your research, sales and marketing teams to win more business, ICCA has great educational opportunities for them as well.
- If your organisation is genuinely committed long-term to the international meetings industry, we believe you have a place in our global business community. And ICCA membership is the clearest possible way to tell the market about your commitment and professionalism.
- If you want to belong to a trade association that aims to deliver creative solutions for each member's unique meetings-related objectives, ICCA is your answer.

Why ICCA membership in times of global economic turbulence?

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

ICCA membership and business benefits

ICCA's Structure

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

- There are 5 Sectors which cover ALL the different professional meeting suppliers:
- **Destination Marketing** (includes national tourist offices; convention bureaux; tourist offices etc.)
- **Meetings Management** (includes PCO's, DMC's; AMC's; event organising companies etc.)
- **Meetings Support** (includes Media; IT/software company; AV & production companies etc.)
- **Transport** (airline alliance; airline; train-, car-hire companies etc)
- **Venues** (specialist meetings hotels; convention centres; exhibition centres etc.)

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

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

The Essential Benefits of ICCA

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

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

Marketing Research Data and Information

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

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

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

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

Business Leads

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

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

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

ICCA membership and business benefits

Promotion and marketing opportunities

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

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

ICCA promotes its Members, their products and services. It does this in many ways: promoting its members at industry tradeshows, creating sponsorship and promotional opportunities and, through face to face client/supplier business workshops it enhances sales opportunities. ICCA also promotes its members actively to all the top buyers in the international meetings arena. Its Directory of all ICCA Members is circulated to the client database, so potential clients will know where to find meeting professionals in a given area.

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

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

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

Just to mention a few of the marketing opportunities:

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

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

Education

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

ICCA runs a series of **ICCA Data Workshops** to instruct those responsible for dealing with marketing information on how to use the ICCA database to build their individual databases of events. These Data Workshops are held at Head Office, tradeshows, regionally and on request in specific locations around the world. The **ICCA Research, Sales & Marketing Programme** is a unique training programme which focuses on research and marketing in the meetings industry. By means of informal and interactive sessions, the Programme teaches new, better and easier ways to research and identify clients who organise meetings in different countries.

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

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

ICCA membership and business benefits

Networking

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

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

Organisations belong to ICCA:

- To win more international business
- To improve their professional standards
- To enjoy excellent industry networking
- To learn from their peer group and
- To gain credibility

The Next Step is up to you !

If you wish to be part of this growing professional body, to improve your chances of increasing your business, or learn more about the industry you are in, then you should visit the ICCA Website: www.iccaworld.com or immediately apply for the full Member Information Pack from Head Office.

You will be sure to find an enthusiastic welcome and an answer to any questions you may have.

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

What some members said about their membership in ICCA

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

"Because ICCA is a leader in the industry, ICCA helps us to reach our business objectives."
Jurriaen Sleijster; MCI Group; Switzerland

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

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

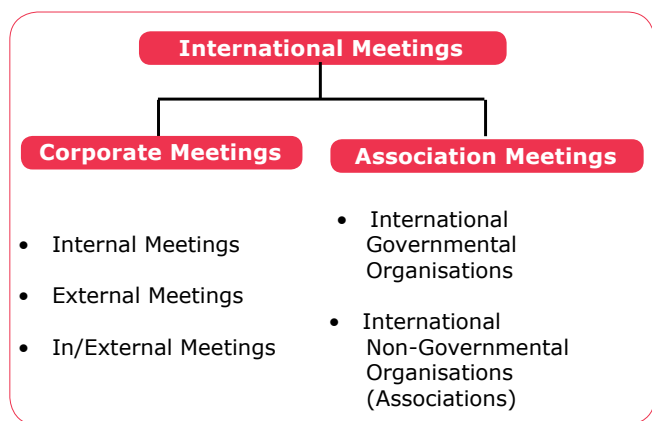
The International Meetings Market

The International Meetings Market

Segmentation

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

However, the main criterion a supplier uses to segment the market is by the initiator of the meeting. The initiator determines what kind of meeting is organised and the kind of supplier services needed. When segmenting the international meetings market by initiator, two primary markets can be defined: the corporate market and the non-corporate market. The latter consists of international governmental organisations and international non-governmental organisations or associations.



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

Characteristics of the association market

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

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

It is estimated that there are approximately 21,000 different association meetings organised on a regular basis. The ICCA Association Database has collected information on approximately 80% of them.

The International Meetings Market

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. UIA category "A" also includes intergovernmental and transnational meetings (eg. EU and UN institutions).

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

The Association Meetings Market 2002-2011

Scope of this report

This Statistics Report, covering the International Association Meetings Market from 2002 until 2011 is the second report published in 2011. The statistics report covering the 2011 country and city rankings was published half May of 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 May 8th 2012, and that future statistics may be amended as ICCA becomes aware of additional qualifying events. All data on meetings in 2011 sent in by ICCA Members before the deadline of 1 February 2012 are included in this report.

All data presented in the tables in this report is sorted by the rankings of 2011. 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. A public non-member version, which contains abstracts from this report, 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 by 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, partly it is thanks to increased research investment, and partly because of underlying growth in the market.

Year	# Events
2002	6,155
2003	6,405
2004	7,642
2005	8,121
2006	8,745
2007	9,536
2008	10,149
2009	10,346
2010	10,406
2011	10,070

Conclusions

Rotation areas of meetings

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

Although World/International is still the biggest rotation area in numbers of meetings, the numbers of meetings that rotate worldwide has been decreasing over the past 16 years, reaching an all-time low the past year. The Europe Rotation area is still the second biggest and its market share shows a slow but steady increase throughout the decade as does Europe/North America's.

The Africa/Middle East rotation area has seen an increase in numbers of meetings throughout the decade and the number of events which rotate within Latin America shows a steady increase since 2006. The number of events which rotate within Asia and Asia/Pacific both seem to be stabilising over the past 4 years around 6.1% and 2.9% respectively.

Headquarters of international organisations

In general ICCA has identified more headquarter addresses for all regions each year. As in the previous years, Europe is still the home region to most of the headquarters of associations which organise meetings that are included in the ICCA Association Database, with approx. 59% of the headquarters based in Europe over the past 10 years. Europe is followed by North America where we are identifying increasingly more headquarters, at the cost of the market share of the third biggest home region Asia /Middle East. Despite these small relative changes the distribution of headquarters over regions throughout the decade remained stable.

Number of meetings per region

The allocation of meetings over the regions has been fairly stable. With the majority of 55% of the meetings in 2011, Europe attracted the highest number of meetings per continent. Together with North America, Europe gained in popularity, putting an end to the trend of decrease in their market shares ever since 2003. Latin America has also gained in relative popularity with its market share steadily increasing throughout the decade. Despite ups and downs Asia/Middle East has seen a rise in relative popularity over the past decade almost being a counter mirror for Europe and North America. Africa and Oceania have stayed rather stable over the years.

Number of meetings per country

The 2011 country top 10 showed little change, with the top six repeating their rankings, led by the USA, Germany and Spain. The Netherlands and Austria appeared at 9th and 10th respectively, taking the place of Switzerland, which dropped from 10th to 12th, and Japan, which in the aftermath of cancellations due to the earthquake and tsunami, understandably dropped from 7th to 13th. The USA saw by far the biggest jump in the number of events held, up by 136 to a new record of 759 meetings. This jump in number of events now brings the gap with Germany to 218 events, compared to previously published gaps of 81 events in 2010, a gap of 137 in 2009 and a gap of 32

events in 2008 the gap seems to widen one year and narrow the next.

Number of meetings per city

Vienna managed to retain its number one status ever since 2005 with an increase of 27 meetings over 2010. Apart from Paris overtaking Barcelona in the 2nd and 3rd place duel the top 6 is unchanged. Followed by London being the biggest climber in the top 20, with the 2012 Olympics effect pulling them up from 14th to 7th position. A feat only matched by Budapest jumping from 18th to 11th position. Other Climbers in the top 20 were Prague, Seoul, Beijing and Amsterdam. Newcomers in the top 20 were Brussels and Rome.

Participant numbers

The average number of participants per meeting reached its lowest point of the past decade in 2011 with 535 participants per international meeting, which is a drop of 36 participants per meeting compared to last year. In the year 2002 the average number of participants per meeting was the highest over the past 10 years with an average of 662 participants per international meeting. Since the beginning of the decade the average number of participants per meeting dropped each year, with exception of the small revivals in 2006 and 2008, continuing 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. Since 2009 the smallest meeting size is the biggest category; 30.2% of all the identified meetings that were organised in 2011 have attracted between 50 and 149 participants. This is a growth of approximately 11.1% over the past decade.

The Association Meetings Market 2002-2011

North America has been the region with the largest average numbers of participants per meeting over the past decade, with an average 732 participants per meeting in 2011, followed by Latin America. However, both their averages have decreased throughout the decade. The average numbers of participants per meetings in all other regions have gone up in 2011.

The estimated total number of participants to all 2011 meetings is over 5.5 million almost (5.520.722) people, compared to the almost 5.4 million (5.371.787) people attending meetings in 2010 as reported last year.

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. For the last ten years the U.S.A. has claimed a steady pole position with 563,830 participants in 2011 which is consistent with their ranking by numbers of meetings organised.

Roughly the same cities have dominated the estimated total number of participants per city rankings over the past decade: Vienna, Paris, Barcelona and on one occasion in 2008, Berlin, have been taking turns on being in first position in attracting the biggest numbers of total participants. When ranking the countries by averaging all their participants' totals throughout the decade Vienna has on average attracted the biggest total numbers of participants over the decade, followed by Barcelona, Paris, Berlin, Stockholm, Singapore, Amsterdam, Copenhagen, Istanbul, and finally Seoul.

Frequency, favourite months and length

By far the largest number of international association meetings over the past 10 years were annual meetings (59,8% in 2011). The relative number of annual meetings has increased over the past 10 years. The relative number of biennial meetings (meaning they take place every 2 years) is gradually dropping over the years (22, 8 % in 2010 to 21,5% in 2011).

With 16,3% of all meetings organised, September not only remains the most favorite month for associations to organise their international meetings, it has even expanded its market share. Over the decade September is followed in order of popularity by June, October and May.

The average in 2011 was 3.78 days, which is slightly higher than the average figures of the previous years.

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. Ever since Hotels first took over first place as most popular venue in 2005 they have retained this first position with almost 45.4% market share in 2011 compared to 34,9% at the beginning of the past decade. Despite the decrease in popularity over the past decade, the Conference/Exhibition Centre is still the second most favourite venue, however Universities are rapidly closing the gap from 20,9% point at the beginning of the past decade to only 1,1% point in 2011.

Subjects

The most popular subject by far is still Medical Science. Although the absolute numbers of meetings organised on this subject increased almost each year over the past ten years, the relative popularity went down over the decade to an all-time low of 17.3% of all meetings in 2009. Second preferred subject over the past ten years has been Technology, which went up in popularity over the decade.

Registration fees and total expenditure

The average fee per delegate per meeting in 2011 is USD 561.34. Over the first few years of the decade the average registration fee per delegate per meeting increased until 2005. A short-lived increase in 2006 was followed by a decrease lasting until 2009. The last two years showed a slight increase again.

The average total expenditure of all meetings included in the ICCA Association Database was USD 13,747,787,985 in 2011.

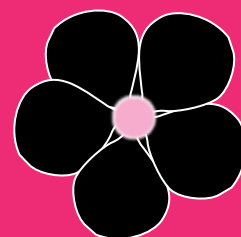
Connect



Build and activate the links at the heart of your association. **Anticipate** your future development. Breathe life into your projects. **Exploit** synergies between our strategic expertise and our project implementation and production skills. **Develop** tailor-made solutions spanning strategy development, community building and the successful organisation of your key events. These are the skills and beliefs that have made us one of the leaders in Association, Communications and Congress Management with a global team of over 700 professionals and a long experience working with national and international organisations. **Together**, let's forge the relationships that will make your association stronger, more unified and more dynamic.

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The Association Meetings Market 2011

Worldwide rankings: Number of meetings per country

Rank	Country	# Meetings 2011
1	U.S.A.	759
2	Germany	577
	German Convention Bureau (GCB)	www.germany-meetings.com
3	Spain	463
4	United Kingdom	434
5	France	428
6	Italy	363
	Italian Convention Bureau	www.conventionbureau-italia.it
7	Brazil	304
8	China-P.R.	302
9	Netherlands	291
10	Austria	267
11	Canada	255
12	Switzerland	240
	Switzerland Convention & Incentive Bureau (SCIB)	www.MySwitzerland.com/meetings
13	Japan	233
14	Portugal	228
15	Republic of Korea	207
16	Australia	204
	Tourism Australia	www.businessevents.australia.com/associations
17	Sweden	195
18	Argentina	186
19	Belgium	179
20	Mexico	175
21	Poland	165
	Poland Convention Bureau	www.poland-convention.pl
22	Finland	163
23	Turkey	159
24	Singapore	142
25	Denmark	140
26	Norway	138
27	Chinese Taipei	131
28	Greece	127
29	Malaysia	126
30	Hungary	125

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per country

Rank	Country	# Meetings 2011
31	Czech Republic	122
	Czech Tourism - Czech Convention Bureau	www.czechconvention.com
32	Colombia	113
33	India	105
	Ireland	105
35	Thailand	101
36	Chile	87
37	South Africa	84
	South African Tourism: Convention Bureau	www.southafrica.net/meetings
38	Hong Kong, China-P.R.	79
39	Croatia	72
40	Russia	69
41	Estonia	61
42	Peru	55
	Serbia	55
44	Slovenia	54
45	Romania	53
46	Indonesia	51
47	Uruguay	46
48	New Zealand	44
49	United Arab Emirates	43
50	Iceland	37
51	Lithuania	36
52	Cyprus	34
	Paraguay	34
54	Philippines	33
55	Panama	32
56	Ecuador	30
	Kenya	30
	Latvia	30
	Puerto Rico	30
60	Vietnam	29
61	Malta	28
62	Israel	27
63	Dominican Republic	24
64	Morocco	23

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per country (continued)

Rank	Country	# Meetings 2011
65	Costa Rica	22
	Egypt	22
67	Bulgaria	21
68	Luxembourg	19
69	Guatemala	17
70	Ukraine	16
71	Ghana	15
	Slovak Republic	15
	Tanzania	15
74	Qatar	13
75	Nigeria	12
	Senegal	12
77	Cuba	11
	Jordan	11
	Macao, China-P.R.	11
	Venezuela	11
81	Ethiopia	10
	Sri Lanka	10
83	Bolivia	9
	Iran	9
85	Bosnia-Hercegovina	8
	Form.Yugosl.Rep.Macedonia	8
	Mauritius	8
	Tunisia	8
	Uganda	8
90	El Salvador	7
	Kazakhstan	7
	Lebanon	7
	Namibia	7
94	Honduras	6
	Mongolia	6
	Zambia	6

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per country

Rank	Country	# Meetings 2011
97	Albania	5
	Armenia	5
	Botswana	5
	Jamaica	5
	Monaco	5
	Mozambique	5
	Nicaragua	5
	Other	106
	Total	10,070

All other countries hosted less than 5 meetings in 2011.

The 2011 country top 10 showed little change, with the top six repeating their rankings, led by the USA, Germany and Spain. The Netherlands and Austria appeared at 9th and 10th respectively, taking the place of Switzerland, which dropped from 10th to 12th, and Japan, which in the aftermath of cancellations due to the earthquake and tsunami, understandably dropped from 7th to 13th. The USA saw by far the biggest jump in the number of events held, up by 136 to a new record of 759 meetings. This jump in number of events now brings the gap with Germany to 218 events, compared to previously published gaps of 81 events in 2010, a gap of 137 in 2009 and a gap of 32 events in 2008 the gap seems to widen one year and narrow the next.

As we can see with hindsight in this snapshot of all data available on May 8th 2012; The U.S.A. and Germany have been the number one and two over the past ten years and over the decade Germany has been narrowing the gap with the U.S.A. This is also shown more clearly in the relative figures; Germany retained its piece of the pie whereas the USA market share has decreased over the decade. Besides the U.S.A. and Germany there are a few countries that always held places in the top 10 over the decade: France, Italy, Spain, the UK (in alphabetical order).



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The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city

Rank	City	# Meetings 2011
1	Vienna	181
	Kuoni Congress Europe	www.kuoni-congress.com
	Vienna Convention Bureau	www.vienna.convention.at
2	Paris	174
	Kuoni Congress Europe	www.kuoni-congress.com
	Paris Convention Bureau	http://convention.parisinfo.com
3	Barcelona	150
	Barcelona Convention Bureau	www.barcelonac.com
	Hotel Fira Palace	www.fira-palace.com
	Kuoni Congress Europe	www.kuoni-congress.com
4	Berlin	147
	visitBerlin Berlin Convention Office	www.convention.visitBerlin.de
	Kuoni Congress Europe	www.kuoni-congress.com
5	Singapore	142
6	Madrid	130
	Convenciones y Congresos IFEMA	www.convencionesycongresos.ifema.es
7	London	115
	Kuoni Congress Europe	www.kuoni-congress.com
	London & Partners	www.londonandpartners.com/convention-bureau
8	Amsterdam	114
	Amsterdam RAI	www.rai.nl
	Beurs van Berlage Conference Centre Amsterdam	www.beursvanberlage.nl/welcome
9	Istanbul	113
	Halic Congress Center	www.haliccc.com
	Dekon Congress & Tourism	www.dekon.com.tr
	Istanbul Congress Center	www.iccistanbul.com
	Istanbul Convention & Visitors Bureau -ICVB-	www.icvb.org
10	Beijing	111
	China National Convention Center	www.cncchina.com

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
11	Budapest	108
12	Lisbon	107
	Turismo de Lisboa Visitors & Convention Bureau	www.visitlisboa.com/conteudos/convention-bureau.aspx
13	Seoul	99
14	Copenhagen	98
	Wonderful Copenhagen Convention Bureau	www.meetincopenhagen.com
	Prague	98
	CZECH-IN	www.czech-in.cz
	Kuoni Congress Europe	www.kuoni-congress.com
	Prague Convention Bureau	www.pragueconvention.cz
16	Buenos Aires	94
17	Brussels	93
	Stockholm	93
	Stockholm Visitors Board/ Stockholm Convention Bureau	www.stockholmconventionbureau.com
19	Rome	92
	Triumph Group	www.triumphgroup.it
20	Taipei	83
21	Kuala Lumpur	78
22	Hong Kong	77
23	Dublin	76
24	Shanghai	72
25	Helsinki	71
26	Bangkok	70
27	Rio de Janeiro	69
28	Warsaw	65
29	Geneva	63
	Kuoni Congress Europe	www.kuoni-congress.com
	Zurich	63
	Zürich Tourism	www.zuerich.com/meetings

CENTARA GRAND

& BANGKOK
CONVENTION CENTRE
AT CENTRALWORLD



Guestrooms	505 rooms	Cocktail up to	5,000
Banquet up to	3,000	Theatre up to	6,000

- Centara Grand & Bangkok Convention Centre at CentralWorld is located within the central business district, and is the only fully integrated world-class convention venue, hotel, and retail and leisure complex in the heart of Bangkok.
- The convention centre can accommodate up to 5,000 delegates in a single pillar-less environment, while smaller groups can use the flexible 15 Lotus Suites to create their ideal events space.
- Centara Grand is a five-star hotel with 505 guestrooms and suites. The hotel has nine innovative restaurants and bars, providing plenty of opportunities for delegates to gather during and after the event.
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Contact: Mr. Ferry Tjahjono **T:** +66 (0) 2 100 1234 **F:** +66 (0) 2 100 1235 **Email:** ferrytj@chr.co.th

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city

Rank	City	# Meetings 2011
31	Melbourne, VIC	62
32	Oslo	61
33	Sao Paulo	60
34	Sydney, NSW	57
35	Athens	55
	Munich	55
	Vancouver, BC	55
38	Edinburgh	52
39	Mexico City	51
	Washington, DC	51
41	Montreal, QC	50
	Greater Montreal Convention & Tourism Bureau	www.tourisme-montreal.org
	Tokyo	50
43	Santiago de Chile	49
	Tallinn	49
45	Bogota	44
	Boston, MA	44
	Massachusetts Conv. Center Authority /Boston Convention & Exhibition Center	www.AdvantageBOSTON.com
	Lima	44
	Toronto, ON	44
	Tourism Toronto / Toronto Convention Bureau	www.seetorontonow.com
49	Belgrade	42
50	Cracow	40
	Hamburg	40
	Ljubljana	40

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
53	Valencia	39
	Valencia Tourism & Convention Bureau	www.turisvalencia.es
54	Cape Town	38
	Porto	38
56	Jeju	37
	New Delhi	37
58	Cartagena	36
	Glasgow	36
	Glasgow City Marketing Bureau	www.seeglasgow.com/conventions
60	Dubai	34
61	Reykjavik	33
	Iceland Congress	www.icelandcongress.is
62	Milan	32
	New York City, NY	32
	San Francisco, Ca	32
65	Panama City	31
	San Diego, Ca	31
	Vilnius	31
68	Asuncion	30
69	Cancun, Qr.	29
	Kyoto	29
	Rotterdam	29
	The Hague	29
73	Bergen	28
	Chicago, IL	28
	Göteborg	28
76	Busan	27
	Montevideo	27
	Moscow	27

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
79	Bordeaux	26
	Manchester	26
	Riga	26
	St. Petersburg	26
83	Dresden	25
	Lyon	25
	Nice	25
	San Juan	25
87	Brisbane, QLD	24
	Dubrovnik	24
	Gent	24
	Gent Convention Bureau	www.gentcongres.be
	Las Vegas, NV	24
	Zagreb	24
	Zagreb Tourist Board and Convention Bureau	www.zagreb-convention.hr
92	Antalya	23
	Bali	23
	Basel	23
	Basel Tourismus & Convention Bureau	http://meeting.basel.com/en
	Bucharest	23
	Gdansk	23
	Quito	23
	Toulouse	23
99	Auckland	22
	Manila	22
	Miami, FL	22
	Turku	22
	Venice	22
104	Nairobi	21
105	Florence	20
	Graz	20
	Salzburg	20
	Seattle, Wa	20

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
109	Bilbao	19
	Frankfurt am Main	19
	Fukuoka	19
	Orlando, Fl	19
	Osaka	19
	Torino	19
115	Bonn	18
	Kaohsiung	18
	Luxembourg	18
	Montpellier	18
	Enjoy Montpellier-Le Corum	www.enjoy-montpellier.com
	Uppsala	18
120	Aachen	17
	Berne	17
	Chiang Mai	17
	Guadalajara	17
	Innsbruck	17
	Marrakech	17
	Marseille	17
	Medellin	17
	Salvador (Bahia)	17
	San Jose	17
	Tampere	17
	Thessaloniki	17
132	Granada	16
	Maastricht	16
	Mendoza	16
	Perth, WA	16
	Québec City, QC	16
	Sevilla	16
	Trondheim	16
	Yokohama	16

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
140	Accra	15
	Cambridge	15
	Hangzhou	15
	Heidelberg	15
	Lucerne	15
	Malmö	15
	Merida	15
	Ottawa, ON	15
	Punta del Este	15
	Xi'an (Sian)	15
150	Antwerp	14
	Belfast	14
	Birmingham	14
	Cologne	14
	Cologne Convention Bureau	www.conventioncologne.com
	Delft	14
	Funchal, Madeira	14
	Hyderabad	14
	Kobe	14
	Leuven	14
160	Mar del Plata	14
	Banff, AB	13
	Brasilia, DF	13
	Doha	13
	Duesseldorf	13
	Espoo	13
	Florianopolis,Sc	13
	Houston, TX	13
	Lausanne	13
	New Orleans, LA	13
Oxford	13	
Portland, Or	13	
Santo Domingo	13	

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
172	Adelaide, SA	12
	Atlanta, GA	12
	Bologna	12
	Durban	12
	Groningen	12
	Ho Chi Minh City	12
	Jakarta	12
	Leipzig	12
	Leipzig Tourismus und Marketing GmbH	www.do-it-at-leipzig.de
	Lund	12
	NewcastleGateshead	12
	NewcastleGateshead Convention Bureau	www.NewcastleGateshead.com.bureau
	Penang	12
	Porto Alegre, Rs	12
	Strasbourg	12
	Utrecht	12
186	Aarhus	11
	Brugge	11
	Cairns, QLD	11
	Cairo	11
	Cordoba	11
	Halifax, NS	11
	Macao	11
	Philadelphia, Pa	11
	San Jose, Ca	11
	Sofia	11
	Vina del Mar	11
197	Addis Ababa	10
	Chengdu, Sc	10
	Daegu	10
	Daejeon	10
	Dakar	10
	Eindhoven	10
	Estoril	10
	Hannover	10
	Havana	10

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
197*	Jyvaskyla	10
	Kota Kinabalu, Sabah	10
	Liverpool	10
	Nicosia	10
	Recife, Pe	10
	Wroclaw	10
212	Aalborg	9
	Alicante	9
	Austin, TX	9
	Bangalore	9
	Bratislava	9
	Colombo	9
	Curitiba, Pr	9
	Denver, CO	9
	Freiburg (Im Breisgau)	9
	Guatemala City	9
	Hanoi	9
	Honolulu, HI	9
	Lake Como	9
	Malaga	9
	Mumbai	9
	Palermo	9
	Paphos	9
	Pittsburgh, Pa	9
	Rosario	9
	St. Julians	9
	Tartu	9
	York	9
234	Aberdeen	8
	Abu Dhabi	8
	Amman	8
	King Hussein Bin Talal Convention Center	www.hiltonkinghusseinconventioncentre.com
	Brighton, Sussex	8
	Cannes	8
	Cluj-Napoca	8
	Corfu	8
	Dalian	8

* shared ranking continued from previous page

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
	Foz Do Iguacu	8
	Galway	8
	Johannesburg	8
	Kampala	8
	La Plata	8
	Leeds	8
	Leiden	8
	Liege	8
	Limassol	8
	Limerick	8
	Linz	8
	Los Angeles, CA	8
	Mombasa	8
	Nancy	8
	Naples	8
	Noordwijk	8
	Opatija	8
	Oulu	8
	Ouro Preto	8
	Palma de Mallorca	8
	Poznan	8
	Puebla	8
	Puerto Vallarta,JI	8
	San Antonio, Tx	8
	Shenzhen	8
	St. Gallen	8
	Stavanger	8
	Stuttgart	8
	Tianjin	8
	Tromso	8
	Valletta	8

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
273	Abuja	7
	Ankara	7
	Antigua	7
	Beirut	7
	Calgary, AB	7
	Campinas,Sao Paulo	7
	Cardiff	7
	Cascais	7
	Cebu City	7
	Chennai	7
	Chongqing	7
	Coimbra	7
	Dar-Es-Salaam	7
	Darmstadt	7
	Genova	7
	Grenoble	7
	Hobart, TAS	7
	Kiev	7
	Lugano,Ti	7
	Madison, Wi	7
	Montreux	7
	Nottingham	7
	Padova	7
	Parma	7
	Pattaya	7
	Pilar	7
	Playa del Carmen	7
	Porto de Galinhas	7
	Rovaniemi	7
	Saarbrucken	7
	San Salvador	7
	San Sebastian	7
	Santa Cruz	7
	Sapporo	7
	Sarajevo	7
	Sun City	7
	Tainan	7
	Varna	7
	Wellington	7

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
312	Baltimore, MD	6
	Belo Horizonte	6
	Braunschweig	6
	Caracas	6
	Catania, Sicily	6
	Crete	6
	Dallas, Tx	6
	Faro	6
	Gold Coast, Qld.	6
	Guayaquil	6
	Incheon	6
	Indianapolis, IN	6
	Klagenfurt	6
	Lille	6
	Munster	6
	Nanjing	6
	Nara	6
	Natal, Rn	6
	Odense	6
	Okinawa	6
	Potsdam	6
	Punta Cana	6
	Rennes	6
	Sibiu	6
	Taichung	6
	Taormina	6
	Tel Aviv	6
	Trento	6
	Ulan Bator	6
	Veracruz	6
	Verona	6
	Windhoek	6
	Zaragoza	6

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
345	Ann Arbor, MI	5
	Astana	5
	Awaji	5
	Berkeley, CA	5
	Bled	5
	Bloomington, IN.	5
	Boulder, CO	5
	Braga	5
	Bristol	5
	Brno	5
	Buzios	5
	Canberra, ACT	5
	Cavtat	5
	Changsha	5
	Chania (Crete)	5
	Concepcion	5
	Cork	5
	Edmonton, AB	5
	Exeter	5
	Fortaleza,Ce	5
	Gaborone	5
	Goa	5
	Haifa	5
	Jerusalem	5
	Kita-Kyushu	5
	Kolkata	5
	Long Beach, Ca	5
	Managua	5
	Maputo	5
	Melaka	5
	Monte Carlo	5
	Nantes	5
	Nijmegen	5
	Novi Sad	5
	Oldenburg	5
	Pisa	5
	Pretoria	5
	Pucon	5

The Association Meetings Market 2011

Worldwide rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
345*	Rhodes	5
	Rotorua	5
	Santa Barbara, Ca	5
	Santa Fe	5
	Sicily	5
	Skopje	5
	St. Louis, Mo	5
	Tampa, FL	5
	Teheran	5
	Timisoara	5
	Tirana	5
	Trieste	5
	Tsukuba	5
	Tuebingen	5
	Udine	5
	Weimar	5
	Whistler, Bc	5
	Würzburg	5
	Yerevan	5
	Yogyakarta	5
	Others	1,762
	Total**	10,119

* Shared ranking continued from previous page

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

All other cities hosted less than 5 meetings in 2011.

Vienna managed to retain its number one status ever since 2005 with an increase of 27 meetings over 2010. Apart from Paris overtaking Barcelona in the 2nd and 3rd place duel the top 6 is unchanged. Followed by London being the biggest climber in the top 20, with the 2012 Olympics effect pulling them up from 14th to 7th position. A feat only matched by Budapest jumping from 18th to 11th position Other Climbers in the top 20 were Prague, Seoul, Beijing and Amsterdam. Newcomers in the top 20 were Brussels and Rome.

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 a stable place in the top 10, except for 2001 and 2005.

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The Association Meetings Market 2011

Africa rankings: Number of meetings per country

Rank	Country	# Meetings 2011
1	South Africa	84
2	Kenya	30
3	Morocco	23
4	Egypt	22
5	Ghana	15
	Tanzania	15
7	Nigeria	12
8	Senegal	12
9	Ethiopia	10
10	Mauritius	8
	Tunisia	8
	Uganda	8
13	Namibia	7
14	Zambia	6
15	Botswana	5
	Mozambique	5
17	Malawi	4
	Mali	4
19	Burkina Faso	3
	Sudan	3
	Zimbabwe	3
22	Algeria	2
	Angola	2
	Cameroon	2
	Gabon	2
	Ivory Coast	2
	Rwanda	2
28	Gambia	1
	Niger	1
	Swaziland	1
	Total	302

The Association Meetings Market 2011

Africa rankings: Number of meetings per city

Rank	City	# Meetings 2011
1	Cape Town	38
2	Nairobi	21
3	Marrakech	17
4	Accra	15
5	Durban	12
6	Cairo	11
7	Addis Ababa	10
	Dakar	10
9	Johannesburg	8
	Johannesburg Tourism Company	http://business.joburgtourism.com
	Kampala	8
	Mombasa	8
12	Abuja	7
	Dar-Es-Salaam	7
	Sun City	7
15	Windhoek	6
16	Gaborone	5
	Maputo	5
	Pretoria	5
19	Arusha	4
	Bamako	4
	Livingstone	4
	Zanzibar	4
23	Alexandria	3
	Balacava	3
	Hammamet	3
	Khartoum	3
	Lilongwe	3
	Ouagadougou	3
	Sharm el Sheikh	3
	Victoria Falls	3

The Association Meetings Market 2011

Africa rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
31	Agadir	2
	Casablanca	2
	Grahamstown	2
	Kigali	2
	Lagos	2
	Libreville	2
	Luanda	2
	Lusaka	2
	Mpumalanga	2
	Ota	2
	Stellenbosch	2
	Tunis	2
	Yaounde	2
	Others	36
	Total	302

The Association Meetings Market 2011

Asia Pacific & Middle East rankings: Number of meetings per country

Rank	Country	# Meetings 2011
1	China-P.R.	302
2	Japan	233
3	Republic of Korea	207
4	Australia	204
5	Singapore	142
6	Chinese Taipei	131
7	Malaysia	126
8	India	105
9	Thailand	101
10	Hong Kong, China-P.R.	79
11	Indonesia	51
12	New Zealand	44
13	United Arab Emirates	43
14	Philippines	33
15	Vietnam	29
16	Israel	27
17	Qatar	13
18	Jordan	11
	Macao, China-P.R.	11
20	Sri Lanka	10
21	Iran	9
22	Kazakhstan	7
	Lebanon	7
24	Mongolia	6
25	Armenia	5
26	Brunei Darussalam	4
	Cambodia	4
	Nepal	4
29	Bahrain	3
	Bangladesh	3
	Oman	3
	Saudi Arabia	3
33	Azerbaijan	2
	Kuwait	2
	Samoa	2
	Syrian Arab Republic	2
	Other	8
	Total	1,976

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The Association Meetings Market 2011

Asia Pacific & Middle East rankings: Number of meetings per city

Rank	City	# Meetings 2011
1	Singapore	142
2	Beijing	111
3	Seoul	99
4	Taipei	83
5	Kuala Lumpur	78
6	Hong Kong	77
7	Shanghai	72
8	Bangkok	70
9	Melbourne, VIC	62
10	Sydney, NSW	57
11	Tokyo	50
12	Jeju	37
	New Delhi	37
14	Dubai	34
15	Kyoto	29
16	Busan	27
17	Brisbane, QLD	24
18	Bali	23
19	Auckland	22
	Manila	22
21	Fukuoka	19
	Osaka	19
23	Kaohsiung	18
24	Chiang Mai	17
25	Perth, WA	16
	Yokohama	16
27	Hangzhou	15
	Xi'an (Sian)	15
29	Hyderabad	14
	Kobe	14
31	Doha	13
32	Adelaide, SA	12
	Ho Chi Minh City	12
	Jakarta	12
	Penang	12
36	Cairns, QLD	11
	Macao	11

The Association Meetings Market 2011

Asia Pacific & Middle East rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
38	Chengdu, Sc	10
	Daegu	10
	Daejeon	10
	Kota Kinabalu, Sabah	10
42	Bangalore	9
	Colombo	9
	Hanoi	9
	Mumbai	9
46	Abu Dhabi	8
	Amman	8
	King Hussein Bin Talal Convention Center	www.hiltonkinghusseinconventioncentre.com
	Dalian	8
	Shenzhen	8
	Tianjin	8
51	Beirut	7
	Cebu City	7
	Chennai	7
	Chongqing	7
	Hobart, TAS	7
	Pattaya	7
	Sapporo	7
	Tainan	7
	Wellington	7
60	Gold Coast, Qld.	6
	Incheon	6
	Nanjing	6
	Nara	6
	Okinawa	6
	Taichung	6
	Tel Aviv	6
	Ulan Bator	6

The Association Meetings Market 2011

Asia Pacific & Middle East rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
68	Astana	5
	Awaji	5
	Canberra, ACT	5
	Changsha	5
	Goa	5
	Haifa	5
	Jerusalem	5
	Kita-Kyushu	5
	Kolkata	5
	Melaka	5
	Rotorua	5
	Teheran	5
	Tsukuba	5
	Yerevan	5
	Yogyakarta	5
	Other	281
	Total	1,985

The Association Meetings Market 2011

Europe rankings: Number of meetings per country

Rank	Country	# Meetings 2011
1	Germany	577
2	Spain	463
3	United Kingdom	434
4	France	428
5	Italy	363
	Italian Convention Bureau	www.conventionbureau-italia.it
6	Netherlands	291
7	Austria	267
8	Switzerland	240
9	Portugal	228
10	Sweden	195
11	Belgium	179
12	Poland	165
13	Finland	163
14	Turkey	159
15	Denmark	140
16	Norway	138
17	Greece	127
18	Hungary	125
19	Czech Republic	122
	Czech Tourism - Czech Convention Bureau	www.czechconvention.com
20	Ireland	105
21	Croatia	72
22	Russia	69
23	Estonia	61
24	Serbia	55
25	Slovenia	54
26	Romania	53
27	Iceland	37
28	Lithuania	36
29	Cyprus	34
30	Latvia	30
31	Malta	28
32	Bulgaria	21
33	Luxembourg	19
34	Ukraine	16
35	Slovak Republic	15

The Association Meetings Market 2011

Europe rankings: Number of meetings per country (continued)

Rank	Country	# Meetings 2011
36	Bosnia-Hercegovina	8
	Form.Yugosl.Rep.Macedonia	8
38	Albania	5
	Monaco	5
40	Georgia	2
	Montenegro	2
42	Andorra	1
	Greenland	1
	Total	5,541



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The Association Meetings Market 2011

Europe rankings: Number of meetings per city

Rank	City	# Meetings 2011
1	Vienna	181
2	Paris	174
	Paris Convention Bureau	http://convention.parisinfo.com
3	Barcelona	150
	Hotel Fira Palace	www.fira-palace.com
4	Berlin	147
	visitBerlin Berlin Convention Office	www.convention.visitBerlin.de
5	Madrid	130
6	London	115
7	Amsterdam	114
	Amsterdam RAI	www.rai.nl
	Beurs van Berlage Conference Centre Amsterdam	www.beursvanberlage.nl/welcome
8	Istanbul	113
	Dekon Congress & Tourism	www.dekon.com.tr
	Istanbul Congress Center	www.iccistanbul.com
9	Budapest	108
10	Lisbon	107
	Turismo de Lisboa Visitors & Convention Bureau	www.visitlisboa.com/conteudos/convention-bureau.aspx
11	Copenhagen	98
	Wonderful Copenhagen Convention Bureau	www.meetincopenhagen.com
	Prague	98
	CZECH-IN	www.czech-in.cz
	Prague Convention Bureau	www.pragueconvention.cz
13	Brussels	93
	Stockholm	93
	Stockholm Visitors Board/ Stockholm Convention Bureau	www.stockholmconventionbureau.com
15	Rome	92
	Triumph Group	www.triumphgroup.it
16	Dublin	76
17	Helsinki	71
18	Warsaw	65

The Association Meetings Market 2011

Europe rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
19	Geneva	63
	Zurich	63
	Zürich Tourism	www.zuerich.com/meetings
21	Oslo	61
22	Athens	55
	Munich	55
24	Edinburgh	52
25	Tallinn	49
26	Belgrade	42
27	Cracow	40
	Hamburg	40
	Ljubljana	40
30	Valencia	39
	Valencia Tourism & Convention Bureau	www.turisvalencia.es
31	Porto	38
32	Glasgow	36
	Glasgow City Marketing Bureau	www.seeglasgow.com/conventions
33	Reykjavik	33
	Iceland Congress	www.icelandcongress.is
34	Milan	32
35	Vilnius	31
36	Rotterdam	29
	The Hague	29
38	Bergen	28
	Göteborg	28
40	Moscow	27
41	Bordeaux	26
	Manchester	26
	Riga	26
	St. Petersburg	26
45	Dresden	25
	Lyon	25
	Nice	25
48	Dubrovnik	24
	Gent	24
	Gent Convention Bureau	www.gentcongres.be
	Zagreb	24

The Association Meetings Market 2011

Europe rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
51	Antalya	23
	Basel	23
	Basel Tourismus & Convention Bureau	http://meeting.basel.com/en
	Bucharest	23
	Gdansk	23
	Toulouse	23
56	Turku	22
	Venice	22
58	Florence	20
	Graz	20
60	Salzburg	20
61	Bilbao	19
	Frankfurt am Main	19
	Torino	19
64	Bonn	18
	Luxembourg	18
	Montpellier	18
	Uppsala	18
68	Aachen	17
	Berne	17
	Innsbruck	17
	Marseille	17
	Tampere	17
	Thessaloniki	17
74	Granada	16
	Maastricht	16
	Sevilla	16
	Trondheim	16
78	Cambridge	15
	Heidelberg	15
	Lucerne	15
	Malmö	15

The Association Meetings Market 2011

Europe rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
82	Antwerp	14
	Belfast	14
	Birmingham	14
	Cologne	14
	Delft	14
	Funchal, Madeira	14
	Leuven	14
89	Duesseldorf	13
	Espoo	13
	Lausanne	13
	Oxford	13
93	Bologna	12
	Groningen	12
	Leipzig	12
	Leipzig Tourismus und Marketing GmbH	www.do-it-at-leipzig.de
	Lund	12
	NewcastleGateshead	12
	NewcastleGateshead Convention Bureau	www.NewcastleGateshead.com/bureau
	Strasbourg	12
	Utrecht	12
	Aarhus	11
	Brugge	11
	Sofia	11
103	Eindhoven	10
	Estoril	10
	Hannover	10
	Jyvaskyla	10
	Liverpool	10
	Nicosia	10
	Wroclaw	10

The Association Meetings Market 2011

Europe rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
110	Aalborg	9
	Alicante	9
	Bratislava	9
	Freiburg (Im Breisgau)	9
	Lake Como	9
	Malaga	9
	Palermo	9
	Paphos	9
	St. Julians	9
	Tartu	9
	York	9
121	Aberdeen	8
	Brighton, Sussex	8
	Cannes	8
	Cluj-Napoca	8
	Corfu	8
	Galway	8
	Leeds	8
	Leiden	8
	Liege	8
	Limassol	8
	Limerick	8
	Linz	8
	Nancy	8
	Naples	8
	Noordwijk	8
	Opatija	8
	Oulu	8
	Palma de Mallorca	8
	Poznan	8
	St. Gallen	8
	Stavanger	8
	Stuttgart	8
	Tromso	8
	Valletta	8

The Association Meetings Market 2011

Europe rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
145	Ankara	7
	Cardiff	7
	Cascais	7
	Coimbra	7
	Darmstadt	7
	Genova	7
	Grenoble	7
	Kiev	7
	Lugano,Ti	7
	Montreux	7
	Nottingham	7
	Padova	7
	Parma	7
	Rovaniemi	7
	Saarbrucken	7
	San Sebastian	7
	Sarajevo	7
	Varna	7
163	Braunschweig	6
	Catania, Sicily	6
	Crete	6
	Faro	6
	Klagenfurt	6
	Lille	6
	Munster	6
	Odense	6
	Potsdam	6
	Rennes	6
	Sibiu	6
	Taormina	6
	Trento	6
	Verona	6
	Zaragoza	6

The Association Meetings Market 2011

Europe rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
178	Bled	5
	Braga	5
	Bristol	5
	Brno	5
	Cavtat	5
	Chania (Crete)	5
	Cork	5
	Exeter	5
	Monte Carlo	5
	Nantes	5
	Nijmegen	5
	Novi Sad	5
	Oldenburg	5
	Pisa	5
	Rhodes	5
	Sicily	5
	Skopje	5
	Timisoara	5
	Tirana	5
	Trieste	5
	Tuebingen	5
	Udine	5
	Weimar	5
	Würzburg	5
	Other	843
	Total	5,567

The Association Meetings Market 2011

Latin- & North America rankings: Number of meetings per country

Rank	Country	# Meetings 2011
1	U.S.A.	759
2	Brazil	304
3	Canada	255
4	Argentina	186
5	Mexico	175
6	Colombia	113
7	Chile	87
8	Peru	55
9	Uruguay	46
10	Paraguay	34
11	Panama	32
12	Ecuador	30
	Puerto Rico	30
14	Dominican Republic	24
15	Costa Rica	22
16	Guatemala	17
17	Cuba	11
	Venezuela	11
19	Bolivia	9
20	El Salvador	7
21	Honduras	6
22	Jamaica	5
	Nicaragua	5
24	Barbados	4
	Trinidad & Tobago, W.I.	4
26	Bahamas	3
	Surinam	3
28	Bermuda	2
	Martinique, W.I.	2
	Netherlands Antilles	2
	Virgin Islands (U.S.)	2
32	Antigua and Barbuda	1
	Aruba	1
	Belize	1
	Guadeloupe	1
	Saint Lucia	1
	Virgin Islands (British)	1
	Total	2,251



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The Association Meetings Market 2011

Latin- & North America rankings: Number of meetings per city

Rank	City	# Meetings 2011
1	Buenos Aires	94
2	Rio de Janeiro	69
3	Sao Paulo	60
4	Vancouver, BC	55
5	Mexico City	51
	Washington, DC	51
7	Montreal, QC	50
	Greater Montreal Convention & Tourism Bureau	www.tourisme-montreal.org
8	Santiago de Chile	49
9	Bogota	44
	Boston, MA	44
	Massachusetts Conv. Center Authority / Boston Convention & Exhibition Center	www.AdvantageBOSTON.com
	Lima	44
	Toronto, ON	44
13	Cartagena	36
14	New York City, NY	32
	San Francisco, Ca	32
16	Panama City	31
	San Diego, Ca	31
18	Asuncion	30
19	Cancun, Qr.	29
20	Chicago, IL	28
21	Montevideo	27
22	San Juan	25
23	Las Vegas, NV	24
24	Quito	23
25	Miami, FL	22
26	Seattle, Wa	20
27	Orlando, Fl	19
28	Guadalajara	17
	Medellin	17
	Salvador (Bahia)	17
	San Jose	17
32	Mendoza	16
	Québec City, QC	16

The Association Meetings Market 2011

Latin- & North America rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
34	Merida	15
	Ottawa, ON	15
	Punta del Este	15
37	Mar del Plata	14
38	Banff, AB	13
	Brasilia, DF	13
	Florianopolis,Sc	13
	Houston, TX	13
	New Orleans, LA	13
	Portland, Or	13
	Santo Domingo	13
45	Atlanta, GA	12
	Porto Alegre,Rs	12
47	Cordoba	11
	Halifax, NS	11
	Philadelphia, Pa	11
	San Jose, Ca	11
	Vina del Mar	11
52	Havana	10
	Recife, Pe	10
54	Austin, TX	9
	Curitiba,Pr	9
	Denver, CO	9
	Guatemala City	9
	Honolulu, HI	9
	Pittsburgh, Pa	9
	Rosario	9
61	Foz Do Iguacu	8
	La Plata	8
	Los Angeles, CA	8
	Ouro Preto	8
	Puebla	8
	Puerto Vallarta,JI	8
	San Antonio, Tx	8

The Association Meetings Market 2011

Latin- & North America rankings: Number of meetings per city (continued)

Rank	City	# Meetings 2011
68	Antigua	7
	Calgary, AB	7
	Campinas,Sao Paulo	7
	Madison, Wi	7
	Pilar	7
	Playa del Carmen	7
	Porto de Galinhas	7
	San Salvador	7
	Santa Cruz	7
77	Baltimore, MD	6
	Belo Horizonte	6
	Caracas	6
	Dallas, Tx	6
	Guayaquil	6
	Indianapolis, IN	6
	Natal, Rn	6
	Punta Cana	6
	Veracruz	6
86	Ann Arbor, MI	5
	Berkeley, CA	5
	Bloomington, IN.	5
	Boulder, CO	5
	Buzios	5
	Concepcion	5
	Edmonton, AB	5
	Fortaleza,Ce	5
	Long Beach, Ca	5
	Managua	5
	Pucon	5
	Santa Barbara, Ca	5
	Santa Fe	5
	St. Louis, Mo	5
	Tampa, FL	5
	Whistler, Bc	5
	Other	534
	Total	2,263

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