

UIA INTERNATIONAL MEETINGS STATISTICS FOR 2007

STATS ARE NO LONGER STATIC!

EACH YEAR, THE UNION OF INTERNATIONAL ASSOCIATIONS (UIA), PUBLISHES A NICE ANALYSIS WITH ALL THE DATA OF THEIR STATISTICS. THIS YEAR THEY DIDN'T CLARIFY THEIR NUMBERS AND WE UNDERSTAND THAT BECAUSE IT'S A BIG JOB. THE GOOD THING IS, WE ORGANISE AN ACADEMIC MEETINGS INDUSTRY SESSION IN COOPERATION WITH UIA IN THE ROYAL BELGIAN INSTITUTE OF NATURAL SCIENCES ON OCTOBER 6, WHERE WE'LL GO INTO THE STATS AND READERS WILL BE ABLE TO ASK QUESTIONS TO JOEL FISCHER, HEAD OF UIA CONGRESS DEPARTMENT, ABOUT THE 2007 STATS AND COMPARE THOSE TO PREVIOUS YEARS.

TEXT MARCEL A.M. VISSERS (WITH STEVEN KINS)



Joel Fisher

In my blog (marcelsmeetingmemories.blogspot.com) I've already revealed the big news: Singapore is the new number one, Paris has dropped to the number two spot and London has lost several places. These are major changes! We thought it was necessary to start an academic session about these developments and we'll repeat this initiative for the years to

come, so we can set some major steps forward just by discussing statistics. **HQ wants to be a pioneer in this project.**

NEW THIS EDITION

There are some elements in this edition of the report that need some explanation. For starters, this year all selections - for all years included in this report - have been made on the basis of 'at least' 50 participants in the case of meetings of international organizations, and 'at least' 300 participants for other international meetings. In previous reports it has not always been clear if selections were made on the basis of 'at least' 50 (or 300) participants, or 'more than' 50 (or 300) participants.

In previous reports it was the intention to exclude meetings of intergovernmental bodies if the title of the meeting contained the words 'ministerial' or 'summit'. Unfortunately, this criterion was not always strictly applied: some

such meetings were excluded, others were included. In this year's report - and for all years included in this report - this criterion has been abandoned. Meetings of intergovernmental bodies are included if they meet the standard criteria. The number of meetings concerned is, for the most part, negligible. However, the above does not mean that UIA criteria have changed; rather, it clarifies the logic used to query the Calendar database for the statistics report.

MAKING YOUR OWN ANALYSIS

If you want to distillate your own analysis, UIA gives you some pointers. To begin with, you should bear in mind that data for the current year are underestimated by around 11 percent on average. When comparing consecutive years in flux, it should be remembered that both years' totals can be expected to change over time, the latest slightly more rapidly than the older. The number of meetings for the current

COMPARED TO 2006, SINGAPORE IS THE NEW NUMBER ONE, PARIS HAS DROPPED TO THE NUMBER TWO SPOT AND LONDON HAS LOST SEVERAL PLACES

reporting year (2007) is expected to be around 87 to 90 percent of that extracted from the database three or four years hence, by which time data stability is expected to be more or less reached for 2007.

If strictly comparable data are required - for example, the situation for a given city at exactly the same time each year for a number of years - it is advisable to use UIA's data to compile a time series.

The UIA has used the same sources and same editorial practices for many years so, while the database may not be comprehensive, it is reliably consistent in terms of methodology. This publication updates historical trends of international meetings since 1950. It also updates the more detailed numerical trends in meetings and market share by country. There are five-year trends for major meeting countries and cities. Readers are reminded that these tables use completely revised data which will be different from previous annual reviews because of changes made to the database.

www.uia.be

Have a look at our website www.hqmagazine.eu for the complete UIA list in November!

Top international meeting countries in 2007 (minimum of 45 international meetings)		
	Country	# of meetings
1	U.S.A.*	1114
2	France*	598
3	Germany	523
4	Singapore*	466
5	Japan	448
6	Netherlands	423
7	Italy	414
8	Spain	393
9	Austria	366
10	UK	327
11	Belgium	307
12	Switzerland	284
13	Canada	275
14	Australia*	272
15	South Korea	268
16	China, HK & Macau	255
17	Finland	200
18	Portugal	188
19	Sweden	183
20	Norway	132
Total meetings (87,55% of all meetings)		9033

Top international meeting cities in 2007 (minimum of 20 international meetings)		
	Country	# of meetings
1	Singapore*	465
2	Paris	315
3	Wien *	298
4	Brussels	229
5	Geneva	170
6	Barcelona	161
7	New York NY*	128
8	Tokyo	126
9	Seoul	121
10	Amsterdam	120
11	Berlin	115
12	Lisboa	104
13	London	103
14	Stockholm	93
15	Montréal	90
15	Sydney*	90
17	Beijing	88
18	Maastricht	87
19	Praha	83
20	Helsinki	79
Total (58,92% of all meetings)		6079

* Top city in its continent

THIS YEAR ALL SELECTIONS - FOR ALL YEARS INCLUDED IN THIS REPORT - HAVE BEEN MADE ON THE BASIS OF 'AT LEAST' 50 PARTICIPANTS IN THE CASE OF MEETINGS OF INTERNATIONAL ORGANIZATIONS, AND 'AT LEAST' 300 PARTICIPANTS FOR OTHER INTERNATIONAL MEETINGS

SEPTEMBER IS THE MONTH FOR STATS

AS EVERY YEAR, HEADQUARTERS MAGAZINE PUBLISHES THE UIA AND ICCA STATS, TWO VALUABLE SOURCES THAT DIFFER SUBSTANTIALLY, IF IT WERE ONLY BECAUSE THEY USE DIFFERENT CRITERIA. AND IT'S EXACTLY THIS ASPECT WE'LL DISCUSS FIRST.

TEXT **MARCEL A.M. VISSERS** AND **STEVEN KINS**

I used to think Pinocchio made the statistics. When I saw him near numbers, his nose grew at once. But now I recognize the importance of statistics for the meetings industry. It's a subject that gets more and more important. To learn to understand these stats, you need to have some prior knowledge. UIA and ICCA published their stats and people took those numbers for granted. That's exactly where the shoe pinches. You need more foreknowledge about those sources, what they're based on, and on which definitions they're founded.

Are these the only sources that are available in our industry? The coordinating organisations JMIC and WTO are also working on global stats for the industry. We asked **Didier Scaillet**, Vice-President of Global Development of MPI, what this would entail: *'We have a steering group (ICCA, RTE, MPI and UNWTO) that actively works on the development of a model for economic impact measurement of the industry. It will be different from ICCA and UIA statistics as these rank destinations in terms of business they attract. What we work on is an economic impact model. The first concrete application of this model was launched just recently with a Canadian Economic Impact Study, executed thanks to the support of the MPI Foundation Canada (MPIFC). You will find more information on this on www.mpiweb.org.'*

According to the study, the meetings sector in Canada generated \$32.2 billion in direct spending in 2006, with 70.2 million total participants, and 235,500 full-year jobs. While

57 percent of meeting participants were local residents, 39 percent were Canadians from outside the local area, and nearly 4 percent - over 2.4 million - came from the United States or other countries. Of all participants, 45 percent attended meetings in purpose-built venues like convention centres, 46 percent in hotels and resorts, and 7 percent in special event venues. These summary figures are but a small portion of the detailed results, which illustrate the sector's direct, indirect, and induced contributions to: gross domestic product (GDP); wages; jobs; and tax revenues to municipal, provincial, and federal governments.

This is the first study to utilize the United Nations World Tourism Organization's (UNWTO) measurement model, which permits quick and accurate comparisons of meetings industry performance against other industries and the economy as a whole. Coherent definition of the 'meetings sector' will lead to greater recognition of meetings and events as an economic driver.

THE MAIN DIFFERENCE

UIA and ICCA follow different criteria. One major starting point is that the stats concern congresses organised by associations. Their approach differs as well. UIA doesn't work with members but calls to all associations to send in their data, and they've been doing that successfully for years now. So, they have a very scientific approach. ICCA is membership based, so they depend on what their members send in.

DIFFERENT CRITERIA FOR UIA AND ICCA STATS

UIA:

Meetings counted under the heading 'Meeting of international organizations' are:

- + meetings organized or sponsored by 'international organizations'
- + with at least 50 participants, or number of participants unknown

Meetings counted under the heading 'Other international meetings' are:

- + meetings not organized or sponsored by 'international organizations' but nonetheless of significant international character, notably those organized by national organizations and national branches of international organizations
- + at least 40 percent of the participants are from countries other than the host country and at least 5 nationalities are represented
- + lasting at least 3 days, or of unknown duration
- + with either a concurrent exhibition or at least 300 participants

Excluded from the UIA figures are:

- + purely national meetings, as well as those of an essentially religious, didactic, political, commercial or sporting nature
- + meetings with strictly limited participation
- + corporate and incentive meetings

ICCA:

The ICCA Association Database includes only events which:

- + occur regularly
- + rotate between at least three countries
- + are organised by associations
- + attract at least 50 participants.

It does not attempt to include:

- + all association events, many of which are one-off or tied to a single destination
- + inter-governmental meetings
- + the corporate meetings market

THE FIRST ACADEMIC SESSION ORGANIZED BY UIA AND HQ MAGAZINE

IN OUR INDUSTRY AN ACADEMIC MEETINGS INDUSTRY SESSION IS A RARE THING, PARTICULARLY IF WE STRESS THE WORD 'ACADEMIC'. THE NEW PARTNERSHIP BETWEEN HEADQUARTERS MAGAZINE AND UIA (UNION OF INTERNATIONAL ASSOCIATIONS) HAS OPENED THE POSSIBILITY FOR THE MAGAZINE TO PUBLISH MORE SCIENTIFIC RESEARCH IN THE MEETINGS INDUSTRY. HQ ALREADY HAS A PARTNERSHIP WITH ESAE FOR A FEW YEARS NOW WHICH ENSURED WE COULD OFFER OUR READERS A STRONG CONTENT-DRIVEN PROFILE, WITH AN OFFER OF ARTICLES FROM ALL OVER THE WORLD IN THE ESAE SECTION OF THE MAGAZINE, ANSWERING THE NEEDS OF EVERY READER. THIS STRONG DOUBLE COOPERATION MADE IT POSSIBLE TO ORGANISE THIS ACADEMIC SESSION FOR A BROAD INTERNATIONAL AUDIENCE. WE WILL CONTINUE THIS SESSION EVERY YEAR DURING UIA'S ANNUAL ASSOCIATE MEMBERS MEETING IN OCTOBER. ON THE RIGHT PAGE YOU CAN FIND THE SAME INVITATION WE SENT OUT TO OUR GUESTS, AMONG WHICH MANY BRUSSELS-BASED AND EUROPEAN ASSOCIATION EXECUTIVES. INTRODUCTION **MARCEL A.M. VISSERS**

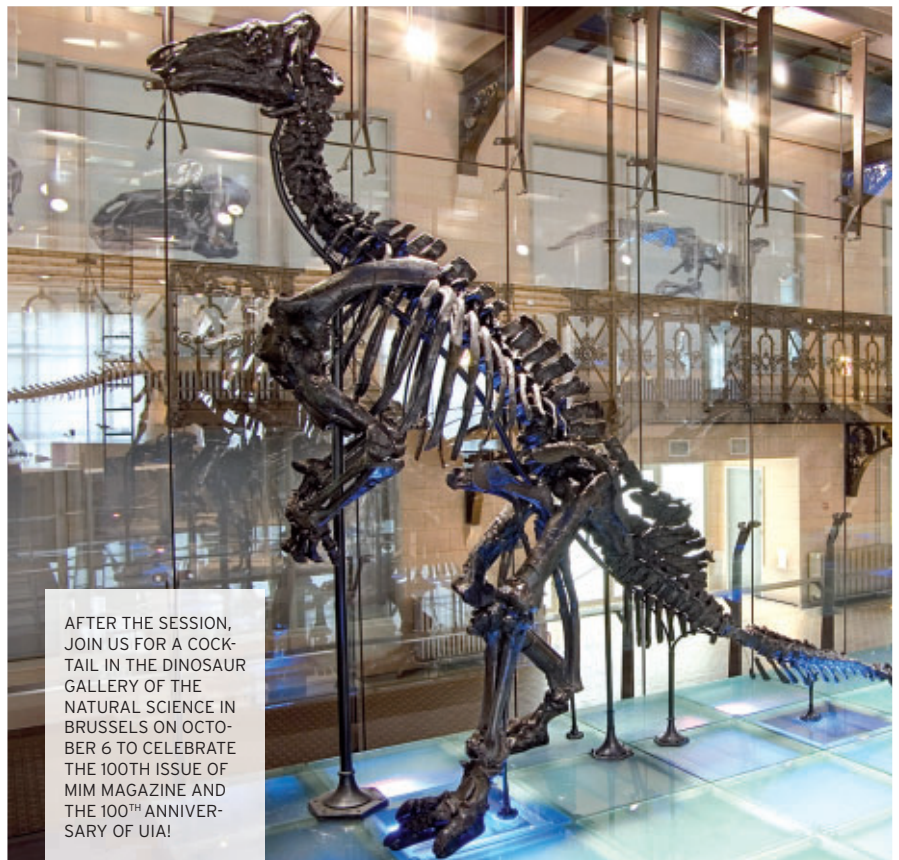
THE WORD OF THE SECRETARY GENERAL BY JACQUES DE MÉVIUS

Founded in 1907 by Paul Otlet and Henry Lafontaine, the Union of International Associations is an independent, non-governmental and not for profit body whose key activities include consolidating data and statistics on international organizations and their international meetings.

The 'success' of the UIA has to a large extent depended on small groups of dedicated and quietly passionate people who have been diligently discovering, documenting and disseminating information on international associations and their activities. This success has also depended on the patient routine work over decades (using consistent methods and criteria), on the use of often relevant information, on development of new ideas and on partnerships.

Today, 100 years later, the adventure continues and the Academic Meetings Industry Session will launch the HeadQuarters magazine/UIA partnership.

www.uia.org



AFTER THE SESSION, JOIN US FOR A COCKTAIL IN THE DINOSAUR GALLERY OF THE NATURAL SCIENCE IN BRUSSELS ON OCTOBER 6 TO CELEBRATE THE 100TH ISSUE OF MIM MAGAZINE AND THE 100TH ANNIVERSARY OF UIA!

REGISTER NOW ON THE NEW HEADQUARTERS MAGAZINE WEBSITE! WWW.HQMAGAZINE.EU

**UIA/HQ SPECIAL EVENT:
JOIN US IN OCTOBER!**

Join us in October for a unique occasion as we present the annual international meetings statistics report from the Union of International Associations (UIA).

The UIA is a nonprofit research institute currently celebrating 100 years of activity. The UIA's annual report on international meetings statistics is based on its work in preparing and publishing the International Congress Calendar -- a quarterly guide to approximately 10,000 upcoming international meetings organized by international associations and organizations.

The UIA's work on the International Congress Calendar and the related statistics report will soon celebrate their 60th anniversary. These two activities stem directly from the UIA's editorial work on its **Yearbook of International Organizations** -- a six volume guide to the international community of organizations and associations.

With its experienced staff and a worldwide network of association and meetings industry contacts the UIA is uniquely placed to be a neutral observer and reporter on the dynamics of the international meetings market.

During the academic session we will elaborate and explore the trends and challenges facing association meetings in a dynamic global environment. We will present our methodology, which will allow you to better understand how the report is compiled and what it does and does not cover.

HeadQuarters magazine and UIA along with meetings industry representatives and association executives will come together to see the trends evident in the more than ten thousand international events which took place in 2007. Data from preceding years will illuminate trends and changes; interviews with destination representatives will highlight the realities and challenges behind the numbers and graphs. A special case study on transnational association life in Brussels will add a further dimension to the information and discussions.



Join
**the Academic Session on
International Meetings Statistics**
Brussels October 6th 2008

Organized by HeadQuarters magazine and the Union of International Associations
Monday, October 6, 2008 at 4 PM - Auditorium, Natural Science Museum,
29 rue Vautier, 1000 Brussels

ACADEMIC PROGRAMME

- 4.00** Introduction
Mr. Tim Casswell, UIA Vice President, and Mr. Marcel A.M. Vissers
- 4.15** What do you know about UIA statistics?
Presentation of the new edited UIA statistics report
Mr. Joel Fischer, UIA Head of Congress Department
- 4.45** Question time
- 5.00** What did Singapore do to get to the 1st place?
Mr. Aloysius Arlando of Singapore Convention Bureau interviewed
by Mr. Marcel A.M. Vissers
- 5.30** Introduction to the UIA Yearbook and results of the survey on the Brussels based international associations
Mr. Tim Casswell, UIA Vice President
- 5.45** What can such a survey do for you?
Mrs. Ana Baptista of Invest in Brussels interviewed by Mr. Marcel A.M. Vissers
- 6.00-7.30** Cocktail in the Dinosaur Gallery of the Museum offered by MIM & HeadQuarters magazines to celebrate the 100 th issue of MIM magazine and the 100th anniversary of UIA

To register please go to www.hqmagazine.eu > events
Registration fee: 65 euro // Fee included in the general registration fee for UIA members

Mr. Jacques de Mevius
UIA Secretary General



Mr. Marcel A.M. Vissers
Director - editor in chief of HQ and MIM magazines

