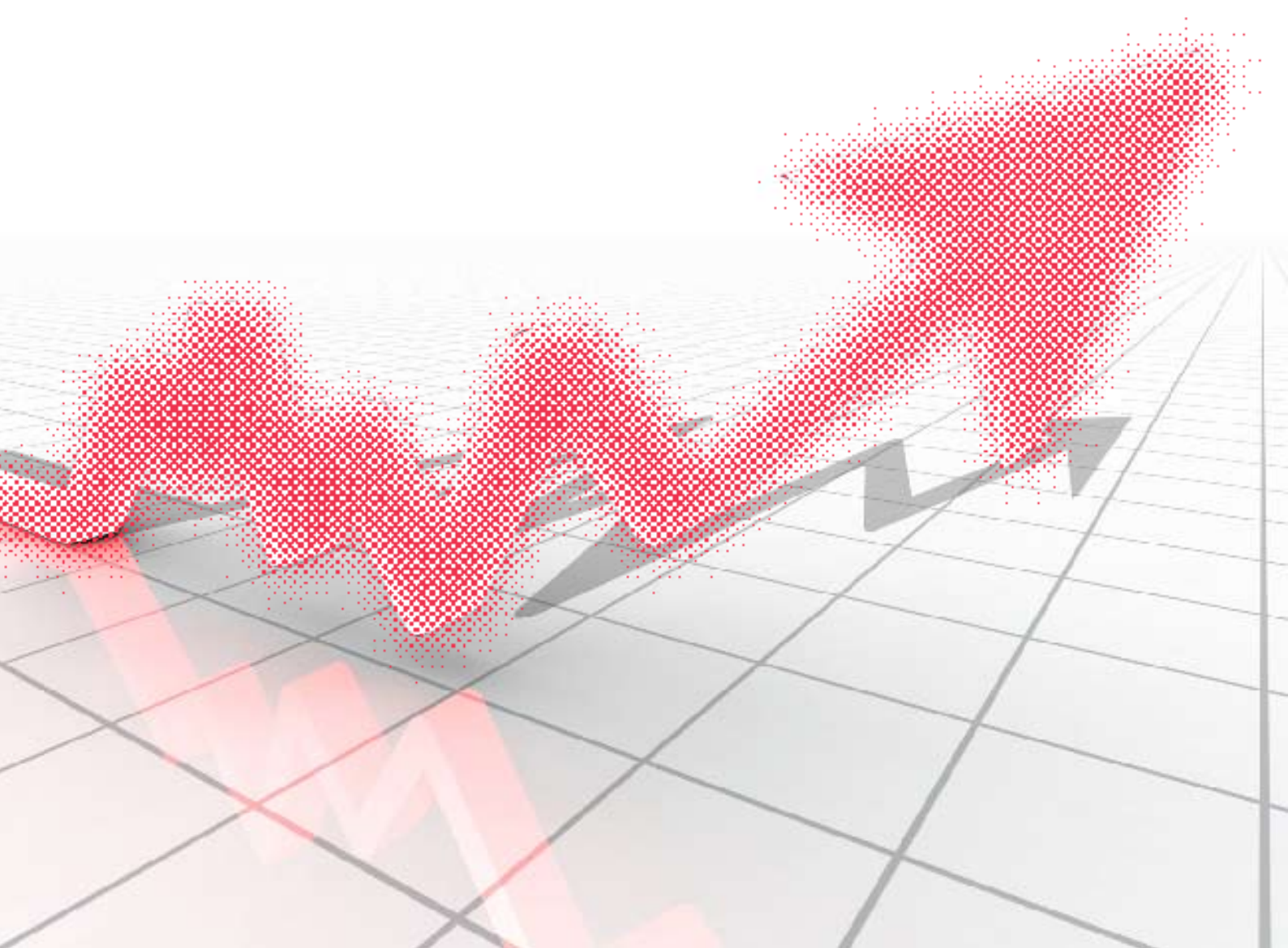




Statistics Report 2010



International Association Meetings Market



# The Association Meetings Market 2010



## The International Association Meetings Market 2010

ICCA Statistics Report

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## **Brainpower: the new competitive differentiator?**

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

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

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



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

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

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

Martin Sirk  
CEO, ICCA

A handwritten signature in black ink, appearing to read "Martin Sirk". The signature is stylized and somewhat cursive.

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## ICCA, International Congress and Convention Association

### Introduction

ICCA, the International Congress and Convention Association, was founded in 1963 at a time when the meetings industry was beginning to expand rapidly. Now, with over 900 members in 86 countries worldwide, it is the most global association within the meetings industry and one of the most prominent organisations in the world of international events. ICCA membership comprises leading companies and organisations specialising in handling, transporting and accommodating events.

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

### The international meetings market

Since 1972, the research department has assembled information on international association meetings. The structure of the Association Database is designed to perfectly suit the marketing information needs of suppliers in the international meeting business. To be included, association meetings must meet the following criteria:

- be attended by at least 50 participants
- be organised on a regular basis (one-time events are not included/first time events are only included if future rotation is known)
- move between at least 3 different countries

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

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

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

### Association Database Online

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

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

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

### Meetings Statistics

With so much information at hand, ICCA is able to monitor and analyse trends in event planning, economic impact and attendance. A comprehensive international meetings market statistics report is published each June and distributed free to members.

### Destination Comparison Reports

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

# ICCA Products and Services

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

The ICCA Destination Comparison Report is the perfect tool for analysing your current position in the international meetings market and targeting your future marketing plans.

In this report you can compare your destination (city or country) with four of your destination's direct competitors of your choice. The Destination Comparison Reports compare the following characteristics of the five destinations over the last ten years:

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

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

## Tailor-made selection of 150 International Organisations

A Tailor-made selection is a selection from the ICCA Association Database of either series of meetings organised by an international organisation or particular editions of a meeting (events). The selection is based on your personal requirements, the selection criteria. Because the selection is based upon your own criteria, meetings or events in which you are not interested are automatically excluded.

## ICCA Data Workshops

ICCA staff run workshops organised on the initiative of local members, to familiarise their marketing staff in the use of the ICCA

Data products. ICCA also organises in-house workshops at Head Office in spring and autumn.

## ICCA Public Relations Kit

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

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

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

## Digital Clipping Service

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

## ICCA Online

More information on all items for ICCA members mentioned in this summary can be found by accessing the ICCA website on [www.iccaworld.com](http://www.iccaworld.com).

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# The International Meetings Market

## Segmentation

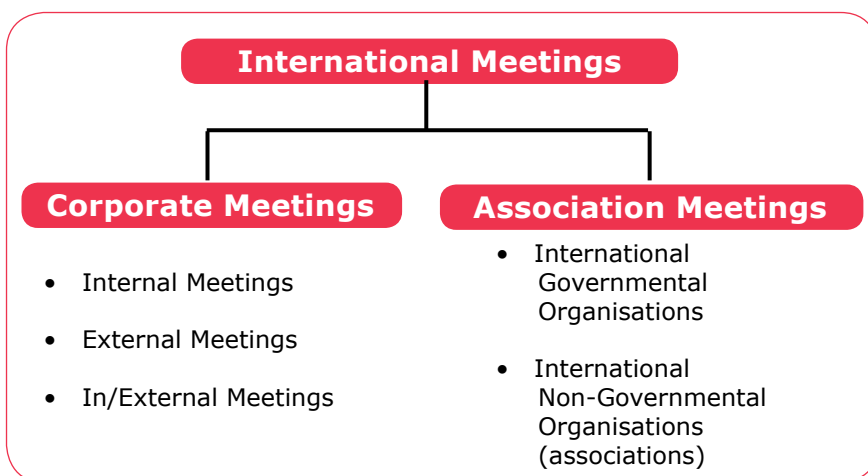
The international meetings market can be segmented in many different ways. It can be segmented by the size of the meetings, by the kind of people who visit the meetings, by the purpose of the meetings and by many more criteria.

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

## Characteristics of the association market

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

- Almost every 'specialty' has an association which holds one or more meetings.
- Most associations have meetings that are repeated at regular intervals. These can be annual, biennial etc.
- The destinations rotate. They rarely return to the same destination within a very short time-span.



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

- The initiative to host a meeting often comes from the local counterpart, e.g. the national association. If that body is difficult to motivate to organise the meeting, the chances are high that the meeting will be scheduled elsewhere.
- Association meetings have a very long lead-time; it is not unusual to find lead times of 5 years or more.
- It is estimated that a growing minority of about 25-30% of the decision-making processes no longer include an official bidding procedure, but have a "central initiator" who selects the location and venues based on pre-determined and strict criteria.

# The International Meetings Market

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

## International association meetings: bidding and decision-making

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

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

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

## Other sources of information on international meetings

The international meetings market is also analysed by the UIA (Union of International Associations). However, the criteria of the UIA meetings differ from the criteria ICCA uses.

### UIA

For the purpose of its annual statistics, "international meetings" are defined by the UIA to include either one or both of the following criteria:

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

At least 40 percent of the participants are from countries other than the host country and at least 5 nationalities are represented

and  
Lasting at least 3 days, or unknown duration

and  
With either a concurrent exhibition or at least 300 participants

C) Meetings not organised or sponsored by "International Organisations" but nonetheless of significant international character, notably those organised by national organisations and national branches of international organisations

and  
At least 40 percent of the participants are from countries other than the host country and at least 5 nationalities are represented

and  
Lasting at least 2 days, or unknown duration

and  
With either a concurrent exhibition or at least 250 participants

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

Excluded from UIA figures are:

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

Whilst there is a considerable overlap between the events considered by ICCA and UIA for their statistics, the most important difference from a marketing point of view is that UIA's events include those which are held in a fixed location, whereas all of ICCA's events **must** rotate between at least three countries.

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

## Scope of this report

This Statistics Report, covering the International Association Meetings Market of 2010 is the first report published in 2010. The statistics report covering 2001-2010 will be published early August 2011. These reports are your guide for any future decisions and a must-have if you are a supplier or client in the meetings industry.

The ICCA Statistics Reports are based on the ICCA Association Database, which means the figures cover meetings organised by international associations which take place on a regular basis and which rotate between a minimum of three countries. ICCA's Association Database is designed as a sales and marketing resource for its members to target future international association meetings, which is why it does not include one-off events or those which do not move between locations.

Readers should note that this report is a "snapshot" of qualifying events in the ICCA Association Database as sampled on 9 May 2011, and that future statistics may be amended as ICCA becomes aware of additional qualifying events. All data on meetings in 2010 sent in by ICCA Members before the deadline of 1 February 2011 is included in this report.

This year the ICCA Data researchers have identified 9,120 events which took place in 2010, 826 events more than were identified last year and an all-time record! Partly this reflects the strength of the association meetings market despite the recent economic downturn; partly it is thanks to a record number of ICCA members sending us their calendar information to help identify new events.

This report can be downloaded for free by ICCA members from the My ICCA section on [www.iccaworld.com](http://www.iccaworld.com). "The International Association Meetings Market 2010" is also sent to over 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.

## Rotation areas of meetings

Around 46% of the meetings in the ICCA Association Database rotated worldwide in 2010, which is a slight decrease compared to 2009. Over the last few years the trend indicates a declining tendency of all meetings that rotate worldwide. The market shares of the other rotation areas of international association meetings in 2010 stayed roughly the same as in 2009. There were some small shifts but these were less than 1% point.

## Headquarters of international organisations

As in the previous years, most of the headquarters of associations which organised meetings in 2010 are based in Europe, followed by North America. The headquarter figures for the other regions have not significantly changed in comparison to 2009.

## Number of meetings per continent

Even though Europe remained the most popular region attracting the highest number of meetings per region, the percentage of meetings organised in Europe has marginally dropped since 2009 (from 54.4% to 54%). Asia & Middle East grew their market share by around 1% point reaching 19%. North America's and Latin America's market shares remained relatively stable at respectively 10.9% and 10.0%. Africa was able to hold the position ahead Oceania, but the relative difference in the number of meetings organised is less significant than in 2009.

## Number of meetings per country

As has been the case since 2004, U.S.A. and Germany are the number one and two countries respectively measured by the number of international meetings organised in 2010. The gap between the U.S.A. and Germany is shrinking from 137 to 81 meetings, compared to the 2009 figures. Spain, third country in the ranking since 2007, remains third. The United Kingdom and France both climb one place to respectively fourth and fifth at the cost of Italy, which now ranks sixth. Japan and China-P.R.

# The Association Meetings Market 2010

both also climb one place and Brazil drops two places and is now ninth. Switzerland is a newcomer in the top 10.

## Number of meetings per city

The top 5 cities are the same as in the 2009 ranking: For the sixth year in a row, Vienna is the most popular city, even though it organized 6 meetings less compared to 2009, which means other cities are gaining ground on Vienna. Like last year, Barcelona, Paris, Berlin and Singapore make up the top 5 cities. Remarkable climbers are Madrid (jumps from 13 to 6), Istanbul (from 17 to 7), Sydney (from 27 to 10) and Taipei (from 25 to 11). Copenhagen and Stockholm dropped out of the top 10 and Bangkok dropped out of the top 20. For Bangkok political unrest can clearly be appointed as a cause for this drop. When creating a city ranking measured by total number of participants hosted at all meetings in 2010, Stockholm is third, which means it has hosted less but bigger meetings.

## Participant numbers

Despite the fact that the average number of participants per meeting in 2010 is lower than in 2009, the estimated total number of participants of all meetings in 2010 has risen by around 146,600 participants. This is due to the increased number of events identified in 2010.

In 2010 the average number of participants of all meetings in the ICCA Association Database amounted to 571, which is a drop of 38 compared to last year. In general we can observe the continuation of a decreasing trend of average participant figures. The average participants numbers decreased in the following regions: North America, Africa, Latin America and Europe, compared to 2009, whilst the average participants numbers have increased in Oceania and Asia. As in the years before, the average number of participants per event was highest in North America, with 872 participants. Oceania is now 2nd with the average of 683 participants per event and Asia is 3rd with 582 participants per event.

As in previous years, the U.S.A. is the number one country measured by the estimated total number of participants per country, with 549,440 participants in 2010. In second place this year is Italy, which has regained the place held in 2008. Apart from the Netherlands (9) and Australia (10), who are now new to the top 10, at the cost of Austria and Brazil, there were no other substantial changes in the top of the estimated total number of participants per country. The biggest event has been hosted by Sweden with 27,400 participants. Moreover Australia and Spain managed to attract more than 20,000 participants to one event. All other events attracted less than 20,000 participants.

Barcelona is the number one city measured by a number of participants in 2010 and took over 1st place from Vienna, which is now 2nd. The biggest event has been hosted by Stockholm with 27,400 participants. Moreover Sydney and Barcelona managed to attract more than 20,000 participants to one event. While top 10 is mostly made up by the same cities as last year, Beijing, Montreal and Sydney moved in to the top 10, at the expense of Copenhagen, Istanbul and Milan.

## Favourite months and frequency

With 16% of all the meetings organised, September remained the most popular month for organising international meetings, followed by June (1,290) and October (1,205). This year May was also a popular month when 1,040 events were organised (12%).

More than 57% of all international association meetings in 2010 were annual meetings, which is a small decrease of over 1% point compared to last year. Almost 23% of all international association meetings in 2010 were biennial (meetings take place every 2 years), which is an increase of approximately 1% point compared to 2009. The other frequency categories, with small shifts, have remained relatively stable with the biggest upturn in the '1-2 years' frequency category (from 2.4% in 2009 to 3% in 2010) and downturn in the 'more than twice a year' frequency category (from 2.1% in 2009 to 1.6% in 2010).

## **Venues used**

Over the last decade the usage of Meeting facilities in Hotels has been gradually increasing at the expense of the Conference/Exhibition Centres and has taken over the first place as most popular type of venue since 2005. Like in recent years the usage of Meeting Facilities in Hotels consolidated its first place in 2010 with about 43%. The second place of most popular venues is still the Conference /Exhibition Centre, which usage has remained at a relatively similar level compared to last year (26,6 % in 2009). The use of Universities as a Congress Venue has risen about 1% point to 21.1% in 2010. Other venues include castles, boats, museums etc.

## **Subjects**

The share of Medical Science, the most occurring subject of international association meetings, has slightly increased compared to last year. As in 2009, Medical Science is followed by Technology, Science, Industry, Education and Social Sciences. Furthermore two changes can be noted where subjects Linguistics and Safety & Security have swapped places compared to last year, as have Literature and Historical Sciences.

## **Registration fees and total expenditure**

The average registration fee per delegate per meeting in 2010 was approximately USD 584.

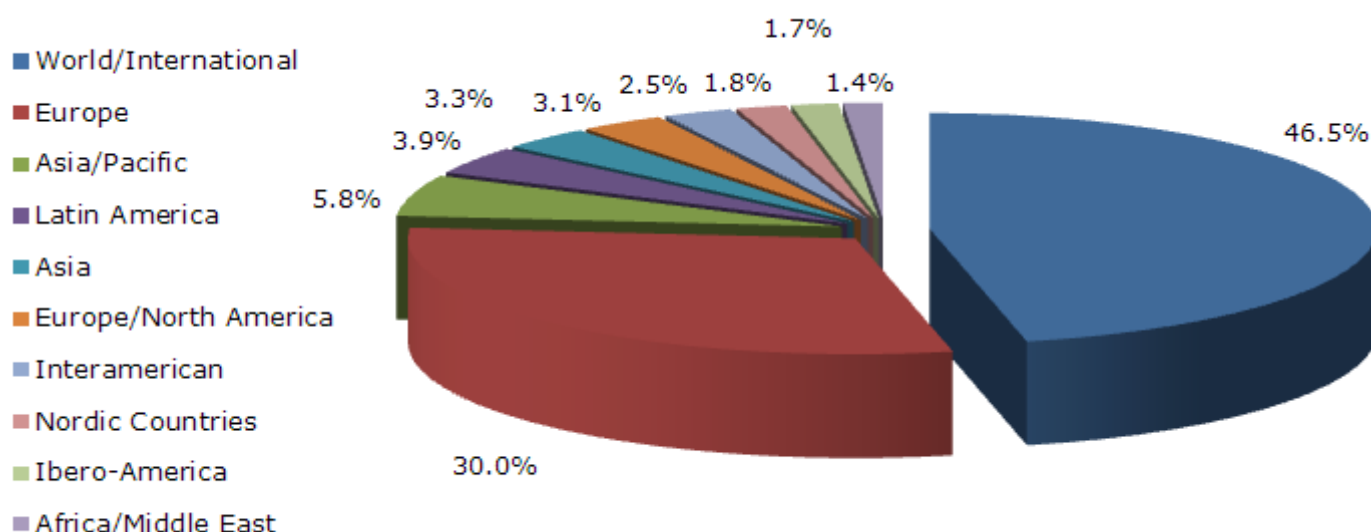
The estimated total income from registration fees on all meetings in the ICCA Association Database was above USD 3 billion in 2010, which is more than last year.

# The Association Meetings Market 2010

## 1. Rotation areas of meetings

Rotation area	# Events	%
World/International	4,208	46.5%
Europe	2,713	30.0%
Asia/Pacific	523	5.8%
Latin America	354	3.9%
Asia	296	3.3%
Europe/North America	278	3.1%
Interamerican	226	2.5%
Nordic Countries	167	1.8%
Ibero-America	154	1.7%
Africa/Middle East	129	1.4%
n=	9,048	100.0%

Graph 1.



Only association meetings of which the rotation areas are known by ICCA are included in this table and graph: n=9,048. As the total number of events taking place in 2010 is 9120 there are 72 events in 2010 of which the rotation area was unknown to ICCA at the time of creating of this report.

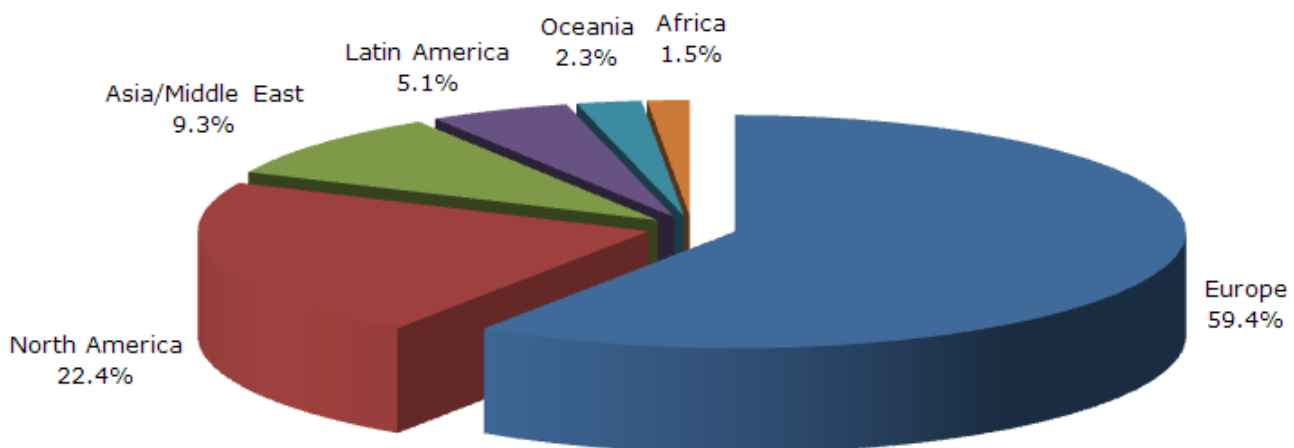
Around 46% of the meetings in the ICCA Association Database rotated worldwide in 2010, which is a slight decrease compared to 2009. Over the last few years the trend indicates a declining tendency of all meetings that rotate worldwide. The market shares of the other rotation areas of international association meetings in 2010 stayed roughly the same as in 2009. There were some small shifts but these were less than 1% point.

# The Association Meetings Market 2010

## 2. Headquarters of organisations

Region	# Events	%
Europe	4,186	59.4%
North America	1,581	22.4%
Asia/Middle East	653	9.3%
Latin America	357	5.1%
Oceania	165	2.3%
Africa	107	1.5%
n=	7,049	100%

Graph 2.



Only headquarters of international organisations which organised meetings in 2010 and whose address is known to ICCA are included in this table and graph (n=7,049).

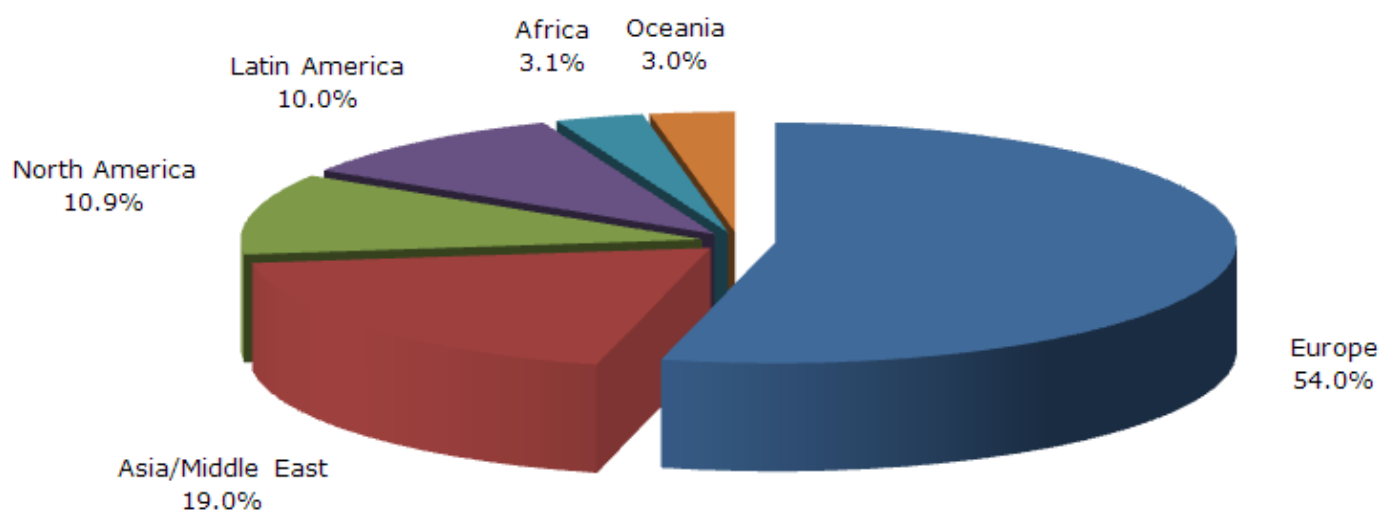
As in the previous years, most of the headquarters of associations which organised meetings in 2010 are based in Europe, followed by North America. The headquarter figures for the other regions have not significantly changed in comparison to 2009, however worth to mention is that though while in 2009 the difference between International Organisations based in Oceania and Africa amounted to around 0.1% point, in 2010 it increased to 0,8% point.

# The Association Meetings Market 2010

## 3. Number of meetings per continent

Region	# Events	%
Europe	4,921	54.0%
Asia/Middle East	1,737	19.0%
North America	995	10.9%
Latin America	913	10.0%
Africa	283	3.1%
Oceania	271	3.0%
n=	9,120	100%

Graph 3.



The table and graph include all events taking place in 2010 (n=9,120).

Even though Europe remained the most popular region attracting the highest number of meetings per region, the percentage of meetings organised in Europe has marginally dropped since 2009 (from 54.4% to 54%). Asia & Middle East grew their market share by around 1% point reaching 19%. North America's and Latin America's market shares remained relatively stable at respectively 10.9% and 10.0%. Africa was able to hold the position ahead Oceania, but the relative difference in the number of meetings organised is less significant than in 2009.

# The Association Meetings Market 2010

## 4. Number of meetings per country

Rank	Country	# Meetings
1	U.S.A.	623
2	Germany	542
	German Convention Bureau (GCB)	<a href="http://www.germany-meetings.com">www.germany-meetings.com</a>
3	Spain	451
4	United Kingdom	399
5	France	371
	France Meetings and Con - Atout France	<a href="http://www.franceguidepro.com">www.franceguidepro.com</a>
6	Italy	341
7	Japan	305
8	China-P.R.	282
9	Brazil	275
10	Switzerland	244
	Switzerland Convention & Incentive Bureau (SCIB)	<a href="http://www.MySwitzerland.com/meetings">www.MySwitzerland.com/meetings</a>
11	Australia	239
	Tourism Australia	<a href="http://www.businessevents.australia.com">www.businessevents.australia.com</a>
12	Canada	229
13	Netherlands	219
14	Austria	212
15	Portugal	194
16	Sweden	192
17	Republic of Korea	186
18	Argentina	172
19	Belgium	164
20	Turkey	160
21	Finland	150
22	Mexico	140
23	Chinese Taipei	138
	Bureau of Foreign Trade, Ministry of Economic Affairs	<a href="http://www.meettaiwan.com">www.meettaiwan.com</a>
24	Denmark	136
	Singapore	136
26	Norway	125
27	Hungary	124
28	Greece	119
	Malaysia	119

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## Number of meetings per country (continued)

Rank	Country	# Meetings
30	Czech Republic	103
31	India	100
32	Poland	98
	Convention Bureau of Poland Polish Tourist Organisation	<a href="http://www.poland-convention.pl">www.poland-convention.pl</a>
33	Chile	97
34	Colombia	95
35	Thailand	88
36	South Africa	86
	South African Tourism: Convention Bureau	<a href="http://www.southafrica.net/meetings">www.southafrica.net/meetings</a>
37	Ireland	83
38	Hong Kong, China-P.R.	82
39	Indonesia	64
40	Croatia	50
41	Russia	48
	United Arab Emirates	48
43	Serbia	46
44	Peru	44
	Slovenia	44
46	Estonia	43
47	Uruguay	42
48	Romania	39
49	Lithuania	38
50	Egypt	35
51	Ecuador	30
52	Israel	29
	New Zealand	29
	Vietnam	29
55	Latvia	28
56	Iceland	27
	Kenya	27
	Philippines	27

# The Association Meetings Market 2010

17

## Number of meetings per country (continued)

Rank	Country	# Meetings
59	Morocco	25
60	Slovak Republic	22
61	Bulgaria	20
	Costa Rica	20
	Malta	20
64	Macao, China-P.R.	19
	Paraguay	19
66	Cyprus	17
	Dominican Republic	17
68	Panama	16
69	Guatemala	15
70	Luxembourg	14
71	Qatar	13
72	Tunisia	12
73	Cuba	11
	Sri Lanka	11
75	Venezuela	10
76	Ghana	9
77	Nigeria	9
	Puerto Rico	9
	Senegal	9
80	Ethiopia	8
81	Botswana	7
	Form.Yugosl.Rep.Macedonia	7
	Lebanon	7
	Uganda	7
	Ukraine	7
86	Bolivia	6
	Georgia	6
	Jamaica	6
	Monaco	6
	Nicaragua	6

# The Association Meetings Market 2010

## Number of meetings per country (continued)

Rank	Country	# Meetings
91	Albania	5
	Bangladesh	5
	El Salvador	5
-	Other:	129
	Total:	9,120

All other countries hosted less than 5 meetings in 2010.

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

As has been the case since 2004, U.S.A. and Germany are the number one and two countries respectively measured by the number of international meetings organised in 2010. The gap between the U.S.A. and Germany is shrinking from 137 to 81 meetings, compared to the 2009 figures. Spain, third country in the ranking since 2007, remains third. The United Kingdom and France both climb one place to respectively fourth and fifth at the cost of Italy, which now ranks sixth. Japan and China-P.R. both also climb one place and Brazil drops two places and is now ninth. Switzerland is a newcomer in the top 10.

# The Association Meetings Market 2010

## 5. Number of meetings per city

Rank	City	# Meetings
1	Vienna	154
	Messe Wien Exhibition & Congress Center	<a href="http://www.messecongress.at">www.messecongress.at</a>
	Vienna Convention Bureau	<a href="http://www.vienna.convention.at">www.vienna.convention.at</a>
2	Barcelona	148
	Barcelona Convention Bureau	<a href="http://www.barcelonaconventionbureau.com">www.barcelonaconventionbureau.com</a>
	Hotel Fira Palace	<a href="http://www.fira-palace.com">www.fira-palace.com</a>
3	Paris	147
	Paris Convention Bureau	<a href="http://www.convention.parisinfo.com">www.convention.parisinfo.com</a>
4	Berlin	138
	visitBerlin Berlin Convention Office	<a href="http://www.convention.visitBerlin.de">www.convention.visitBerlin.de</a>
5	Singapore	136
	Singapore Exhibition & Convention Bureau a Group of the Singapore Tourism Board	<a href="http://mice.yoursingapore.com">http://mice.yoursingapore.com</a>
6	Madrid	114
	Convenciones y Congresos IFEMA	<a href="http://www.convencionesycongresos.ifema.es">www.convencionesycongresos.ifema.es</a>
	Madrid Convention Bureau	<a href="http://www.esmadrid.com/mcb">www.esmadrid.com/mcb</a>
7	Istanbul	109
	Dekon Congress & Tourism	<a href="http://www.dekon.com.tr">www.dekon.com.tr</a>
	Istanbul Convention & Exhibition Centre -ICEC-	<a href="http://www.icec.org">www.icec.org</a>
	Istanbul Convention & Visitors Bureau	<a href="http://www.icvb.org">www.icvb.org</a>
8	Lisbon	106
	Abreu PCO	<a href="http://www.dmcportugal.abreu.pt">www.dmcportugal.abreu.pt</a>
	Turismo de Lisboa Visitors & Convention Bureau	<a href="http://www.visitlisboa.com/conteudos/convention-bureau.aspx">www.visitlisboa.com/conteudos/convention-bureau.aspx</a>
9	Amsterdam	104
	Amsterdam RAI	<a href="http://www.rai.nl/en/Pages/default.aspx">www.rai.nl/en/Pages/default.aspx</a>
	Amsterdam Tourism & Convention Board	<a href="http://www.iamsterdam.com/meeting">www.iamsterdam.com/meeting</a>
10	Sydney, NSW	102
	Business Events Sydney	<a href="http://www.businesseventssydney.com.au">www.businesseventssydney.com.au</a>
11	Taipei	99
	Bureau of Foreign Trade, Ministry of Economic Affairs	<a href="http://www.meettaiwan.com">www.meettaiwan.com</a>
12	Beijing	98
	China National Convention Center	<a href="http://www.cncchina.com">www.cncchina.com</a>
	Buenos Aires	98

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings
14	London	97
	London & Partners	<a href="http://www.londonandpartners.com/associations">www.londonandpartners.com/associations</a>
15	Copenhagen	92
	Wonderful Copenhagen Convention Bureau	<a href="http://www.meetincopenhagen.com">www.meetincopenhagen.com</a>
16	Seoul	91
17	Stockholm	89
	Stockholm Visitors Board	<a href="http://www.stockholmconventionbureau.com">www.stockholmconventionbureau.com</a>
18	Budapest	87
19	Prague	85
	CZECH-IN	<a href="http://www.czech-in.cz">www.czech-in.cz</a>
20	Hong Kong	82
21	Shanghai	81
	Shanghai Municipal Tourism Administration	<a href="http://www.meet-in-shanghai.net">www.meet-in-shanghai.net</a>
22	Brussels	80
23	Kuala Lumpur	79
24	Sao Paulo	75
25	Rome	72
26	Athens	69
27	Tokyo	68
28	Helsinki	67
	Finlandia Hall	<a href="http://www.finlandiahall.fi">www.finlandiahall.fi</a>
29	Edinburgh	66
	Munich	66
31	Rio de Janeiro	62
32	Dublin	60
	Conference Partners Ltd.	<a href="http://www.conferencepartners.ie">www.conferencepartners.ie</a>
	The Convention Centre Dublin	<a href="http://www.theccd.ie">www.theccd.ie</a>
33	Santiago de Chile	58
	Vancouver, BC	58

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings
35	Geneva	57
	CICG International Conference Centre Geneva	<a href="http://www.cicg.ch/en/">www.cicg.ch/en/</a>
	Montreal, QC	57
	Greater Montreal Convention & Tourism Bureau	<a href="http://www.tourism-montreal.org">www.tourism-montreal.org</a>
	Montréal Convention Centre	<a href="http://www.congresmtl.com">www.congresmtl.com</a>
	Valencia	57
	Valencia Conference Centre	<a href="http://www.palcongres-vlc.com">www.palcongres-vlc.com</a>
	Valencia Tourism & Convention Bureau	<a href="http://www.turisvalencia.es">www.turisvalencia.es</a>
38	Zurich	56
	Zurich Tourism Business Travel & Meetings	<a href="http://www.zuerich.com/meetings">www.zuerich.com/meetings</a>
39	Bangkok	55
40	Melbourne, VIC	49
	Melbourne Convention Exhibition Centre (MCEC)	<a href="http://www.mcec.com.au">www.mcec.com.au</a>
	Oslo	49
	VisitOSLO - Oslo Visitors and Convention Bureau	<a href="http://www.visitoslo.com/congress">www.visitoslo.com/congress</a>
42	Toronto, ON	44
	Tourism Toronto / Toronto Convention Bureau	<a href="http://www.seetorontonow.com">www.seetorontonow.com</a>
43	Boston, MA	43
	Greater Boston Convention & Visitors Bureau	<a href="http://www.bostonusa.com">www.bostonusa.com</a>
	Massachusetts Conv. Center Authority / Boston Convention & Exhibition Center	<a href="http://www.advantageBOSTON.com">www.advantageBOSTON.com</a>
	Mexico City	43
45	Kyoto	42
	Kyoto International Conference Center	<a href="http://www.icckyo.or.jp">www.icckyo.or.jp</a>
46	Cape Town	41
	Cape Town Convention Bureau	<a href="http://www.tourismcapetown.co.za">www.tourismcapetown.co.za</a>
	Cape Town International Convention Centre (CTICC)	<a href="http://www.capetownconvention.com">www.capetownconvention.com</a>
47	Bogota	38
	Bogota Convention Bureau	<a href="http://www.bogotacb.com">www.bogotacb.com</a>
48	Lima	37

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings
49	Hamburg	36
	CCH - Congress Center Hamburg	<a href="http://www.cch.de">www.cch.de</a>
	Washington, DC	36
51	Dubai	35
	New Delhi	35
	Vilnius	35
54	Göteborg	34
55	Belgrade	33
56	Chicago, IL	32
	Florence	32
	Porto	32
	Abreu PCO	<a href="http://www.dmcportugal.abreu.pt">www.dmcportugal.abreu.pt</a>
59	Cartagena	31
	Cracow	31
	Jeju	31
62	Gent	30
	Gent Convention Bureau	<a href="http://www.gentcongres.be">www.gentcongres.be</a>
	San Francisco, Ca	30
64	Glasgow	29
	Glasgow City Marketing Bureau	<a href="http://www.seeglasgow.com/conventions">www.seeglasgow.com/conventions</a>
65	Tallinn	28
	Warsaw	28
67	Bali	27
68	Dresden	26
	New York City, NY	26
70	Busan	25
	Milan	25
	Riga	25
	Yokohama	25
74	Brisbane, QLD	24
	Lyon	24
	Lyon Convention and Exhibitions Bureau	<a href="http://www.lyon-france.com">www.lyon-france.com</a>
	Nairobi	24
	Nice	24
	Reykjavik	24
	Iceland Congress	<a href="http://www.icelandcongress.is">www.icelandcongress.is</a>

# The Association Meetings Market 2010

23

## Number of meetings per city (continued)

Rank	City	# Meetings
79	Antalya	23
	Basel	23
	Basel Tourismus & Convention Bureau	<a href="http://www.baselconvention.ch">www.baselconvention.ch</a>
	Lausanne	23
	Zagreb	23
	Zagreb Tourist Board and Convention Bureau	<a href="http://www.zagreb-convention.hr">www.zagreb-convention.hr</a>
83	Bordeaux	22
	Montevideo	22
	Tampere	22
	Tampere Convention Bureau	<a href="http://www.tampereconventionbureau.fi">www.tampereconventionbureau.fi</a>
	Tampere Hall	<a href="http://www.tamperehall.fi/en">www.tamperehall.fi/en</a>
86	Antwerp	21
	Bucharest	21
	Cairo	21
	Manchester	21
	Philadelphia, Pa	21
	Rotterdam	21
	The Hague	21
93	Cancun, Qr.	20
	Leipzig	20
	Leipzig Tourismus und Marketing GmbH	<a href="http://www.do-it-at-leipzig.de">www.do-it-at-leipzig.de</a>
	Ljubljana	20
96	Bergen	19
	Macao	19
	Miami, FL	19
	Montpellier	19
	Moscow	19
	Quito	19
	Uppsala	19

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings
103	Cambridge	18
	Cologne	18
	Cologne Convention Bureau	<a href="http://www.conventioncologne.com">www.conventioncologne.com</a>
	Oxford	18
	Perth, WA	18
	Phuket	18
	San Diego, Ca	18
	Trondheim	18
110	Hanoi	17
	Vina del Mar	17
112	Asuncion	16
	Jakarta	16
	Osaka	16
	Panama City	16
	Pecs	16
	Portland, Or	16
	Sapporo	16
	St. Petersburg	16
120	Aalborg	15
	Bilbao	15
	Graz	15
	Kaohsiung	15
	Lille	15
	San Jose	15
	Tartu	15
	Tel Aviv	15
	Toulouse	15
129	Bologna	14
	Nuovo Polo Congressuale/ Bologna/Bologna Congressi Spa	<a href="http://www.bolognacongressi.it">www.bolognacongressi.it</a>
	Bonn	14
	Fukuoka	14
	Los Angeles, CA	14
	Manila	14
	Marrakech	14
	Medellin	14
	Punta del Este	14
	Québec City, QC	14
	Venice	14

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings	
139	Cairns, QLD	13	
	Doha	13	
	Dubrovnik	13	
	Gold Coast, Qld.	13	
	Kobe	13	
	Liverpool	13	
	Luxembourg	13	
146	Atlanta, GA	12	
	Birmingham	12	
	Brasilia, DF	12	
	Brugge	12	
	Cordoba (Argentina)	12	
	Florianopolis,Sc	12	
	Frankfurt am Main	12	
	Malmö	12	
	Merida	12	
	Seattle, Wa	12	
	Sofia	12	
	Torino	12	
	Turku	12	
	159	Belfast	11
		Colombo	11
Darmstadt		11	
Estoril		11	
Guadalajara		11	
Honolulu, HI		11	
Hyderabad		11	
Las Vegas, NV		11	
Limassol		11	
Lucerne		11	
Lund		11	
Mumbai		11	
Naples		11	
Pittsburgh, Pa		11	
Porto Alegre,Rs		11	
Salzburg		11	
Tromso		11	
Tsukuba	11		
Xi'an (Sian)	11		

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings
178	Abu Dhabi	10
	Bled	10
	Bratislava	10
	Durban	10
	Durban KwaZulu-Natal Convention Bureau	<a href="http://www.durbankzncb.co.za">www.durbankzncb.co.za</a>
	Espoo	10
	Foz Do Iguacu	10
	Hangzhou	10
	Havana	10
	Les Diablerets	10
	Leuven	10
	Maastricht	10
	Malaga	10
	Mar del Plata	10
	Pisa	10
	Portoroz	10
	Rosario	10
Stuttgart	10	
Thessaloniki	10	
196	Aarhus	9
	Belo Horizonte	9
	Dakar	9
	Duesseldorf	9
	Essen	9
	Freiburg (Im Breisgau)	9
	Granada (Spain)	9
	Groningen	9
	Guangzhou	9
	Innsbruck	9
	Johannesburg	9
	Johannesburg Tourism Company	<a href="http://www.joburgtourism.com">www.joburgtourism.com</a>
	Kuching	9
	Sarawak Convention Bureau	<a href="http://www.sarawakcb.com">www.sarawakcb.com</a>
	Nara	9
	Orlando, Fl	9
	Ottawa, ON	9
Padova	9	

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings
196*	Poznan	9
	Salvador (Bahia)	9
	Sevilla	9
215	Addis Ababa	8
	Adelaide, SA	8
	Auckland	8
	Banff, AB	8
	Bangalore	8
	Berne	8
	Braga	8
	Bremen	8
	Brighton, Sussex	8
	Brno	8
	Chengdu, Sc	8
	Chiba	8
	Galway	8
	Genova	8
	Guatemala City	8
	Halifax, NS	8
	Heidelberg	8
	Ho Chi Minh City	8
	Incheon	8
	Jyvaskyla	8
	La Plata	8
	Munster	8
	Nijmegen	8
	Novi Sad	8
	Penang	8
	Saint Malo	8
	San Juan (Puerto Rico)	8
	Santo Domingo	8
	Sendai	8
	Stralsund	8
	Valletta	8
	Valparaiso	8
	Wellington	8
	Wroclaw	8

\* shared ranking continued from previous page

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings
249	Acapulco	7
	Accra	7
	Austin, TX	7
	Beirut	7
	Caracas	7
	Crete	7
	Daejeon	7
	Dallas, Tx	7
	Dortmund	7
	Funchal, Madeira	7
	Gaborone	7
	Guayaquil	7
	Interlaken	7
	Kota Kinabalu, Sabah	7
	Long Beach, Ca	7
	Lugano, Ti	7
	Marseille	7
	Monterrey	7
	Nagoya	7
	Nantes	7
	New Orleans, LA	7
	Pattaya	7
	Phoenix, Az	7
	Potsdam	7
	Providence, Ri	7
	Puebla	7
	Recife, Pe	7
	Salamanca, SA	7
	San Antonio, Tx	7
	St. Andrews	7
	Stavanger	7
	Strasbourg	7
	Trento	7
	Utrecht	7
	Verona	7

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings
284	Abuja	6
	Alexandria	6
	Antigua	6
	Canberra, ACT	6
	Cardiff	6
	Cascais	6
	Cebu City	6
	Chongqing	6
	Coimbra	6
	Delft	6
	Denver, CO	6
	Heraklion, Crete	6
	Hualien	6
	Izmir	6
	Jerusalem	6
	Kampala	6
	Lake Como	6
	Liege	6
	Linz	6
	Monte Carlo	6
	Oulu	6
	Palermo	6
	Pretoria	6
	Santiago de Compostela	6
	St. Julians	6
309	Aachen	5
	Albuquerque, NM	5
	Bandung	5
	Bariloche	5
	Cali	5
	Cannes	5
	Charleston, Sc	5
	Chennai	5
	Cluj-Napoca	5
	Daegu	5
	Dhaka	5
	Enschede	5
	Grenoble	5

# The Association Meetings Market 2010

## Number of meetings per city (continued)

Rank	City	# Meetings
309*	Hammamet	5
	Hiroshima	5
	Hsinchu	5
	Karlsruhe	5
	Kiev	5
	Leeds	5
	Leiden	5
	Madison, Wi	5
	Minneapolis, MN	5
	Nancy	5
	NewcastleGateshead	5
	Nuremberg	5
	Ohrid	5
	Parma	5
	Passau	5
	Punta Cana	5
	Raleigh, Nc	5
	Reading, Berks.	5
	Rhodes	5
	Rostock	5
	Salta	5
	St. Gallen	5
	Wuhan	5
	York	5
	Zaragoza	5
-	Other:	1,763
	Total:**	9,170

All other countries hosted less than 5 meetings in 2010.

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

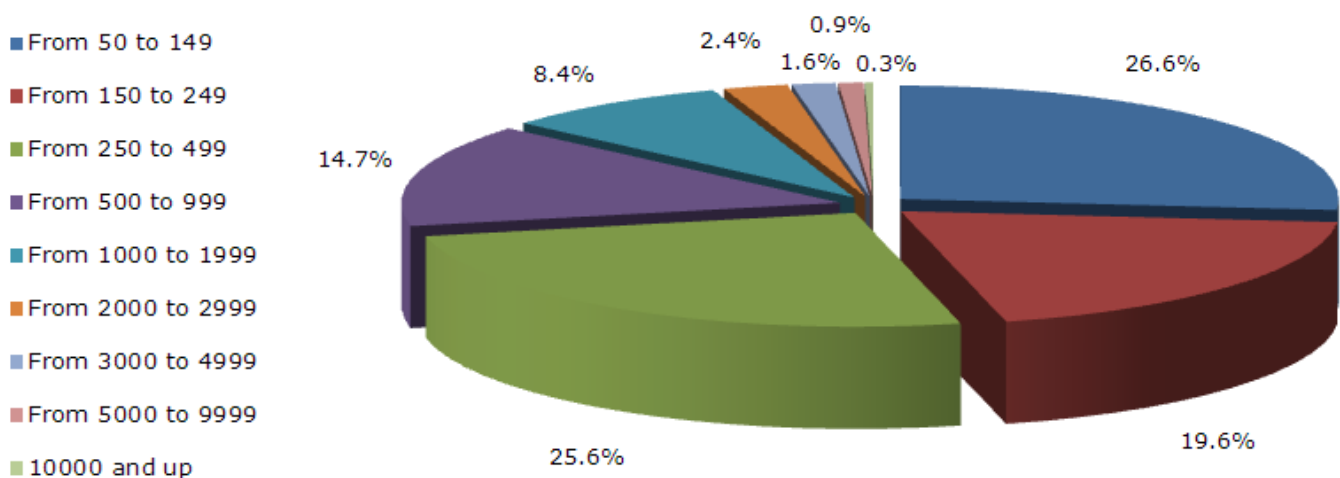
The top 5 cities are the same as in the 2009 ranking: For the sixth year in a row, Vienna is the most popular city, even though it organized 6 meetings less compared to 2009, which means other cities are gaining ground on Vienna. Like last year, Barcelona, Paris, Berlin and Singapore make up the top 5 cities. Remarkable climbers are Madrid (jumps from 13 to 6), Istanbul (from 17 to 7), Sydney (from 27 to 10) and Taipei (from 25 to 11). Copenhagen and Stockholm dropped out of the top 10 and Bangkok dropped out of the top 20. For Bangkok political unrest can clearly be appointed as a cause for this drop. When creating a city ranking measured by total number of participants hosted at all meetings in 2010, Stockholm is third, which means it has hosted less but bigger meetings.

\* shared ranking continued from previous page

## 6. Number of participants

Category	# Meetings	%
From 50 to 149	1,239	26.6%
From 150 to 249	914	19.6%
From 250 to 499	1,193	25.6%
From 500 to 999	684	14.7%
From 1000 to 1999	392	8.4%
From 2000 to 2999	111	2.4%
From 3000 to 4999	75	1.6%
From 5000 to 9999	43	0.9%
10000 and up	15	0.3%
n=	4,666	100.0%

Graph 4.



Only meetings of which the participant numbers are stored in the ICCA Association Database are included in the above graph and table (n=4,666).

In order to make the analysis as broad as possible, average participant numbers have been added to 363 annual events that took place in 2010. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years.

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

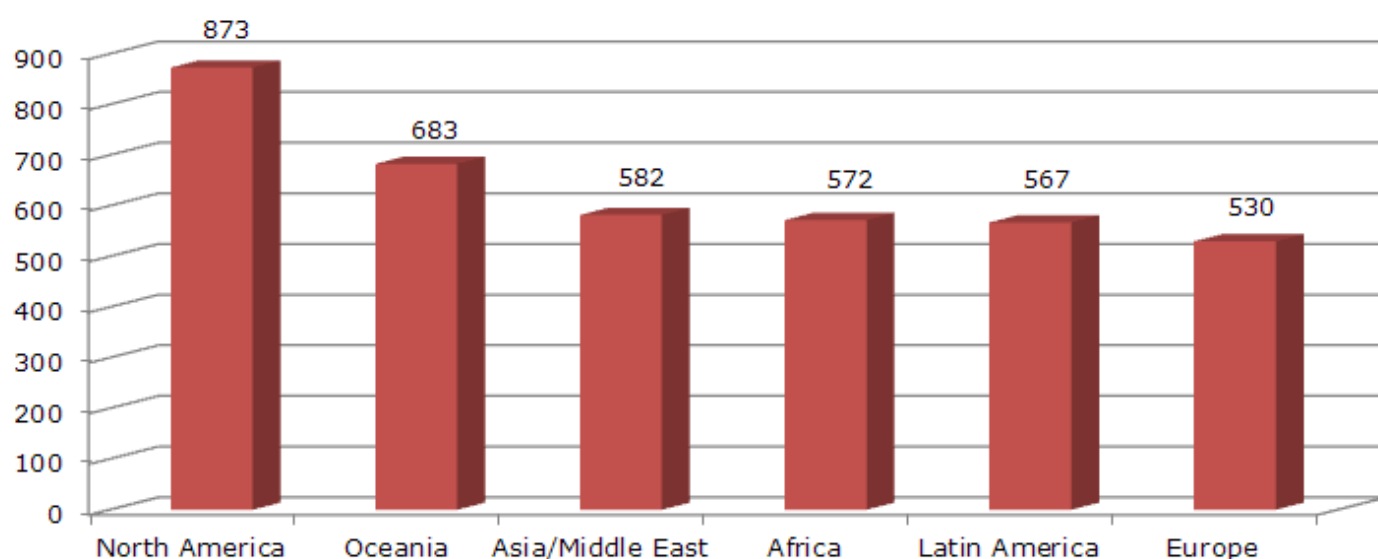
1,239 of the meetings attracted between 50 and 149 participants. This smallest meeting size category maintained the position of the largest category from last year. The gap between the categories: from 50 to 149 and from 250 to 499 (the second biggest one) has been reduced from 2.4% points to 1% point. Besides the categories of meetings that attracted 500 to 999 and 5000 to 9999 participants, which both slightly decreased, and the category 1000 to 1999 participants, which increased a little, the market shares of the other size categories remained relatively stable, compared to 2009.

# The Association Meetings Market 2010

## 7. Average number of participants per region

Region	Average
North America	873
Oceania	683
Asia/Middle East	582
Africa	572
Latin America	567
Europe	530

Graph 5.



Only meetings of which the participant numbers are stored in the Association Database are included in the above graph and table (n=4,666).

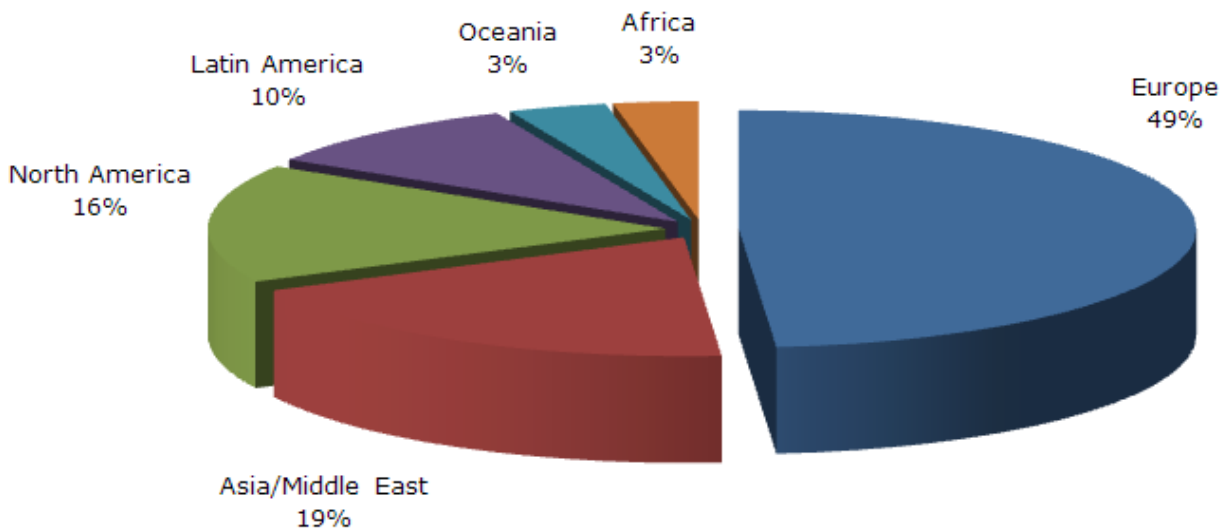
In order to make the analysis as broad as possible, average participant numbers have been added to 363 annual events that took place in 2010. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years.

In 2010 the average number of participants of all meetings in the ICCA Association Database amounted to 571, which is a drop of 38 compared to last year. In general we can observe the continuation of a decreasing trend of average participant figures. The average participants numbers decreased in the following regions: North America, Africa, Latin America and Europe, compared to 2009, whilst the average participants numbers have increased in Oceania and Asia. As in the years before, the average number of participants per event was highest in North America, with 872 participants. Oceania is now 2nd with the average of 683 participants per event and Asia is 3rd with 582 participants per event.

## 8. Estimated total number of participants per region

Rank	Region	# Participants	%
1	Europe	2,615,433	49%
2	Asia/Middle East	1,017,473	19%
3	North America	869,655	16%
4	Latin America	520,667	10%
5	Oceania	187,128	3%
6	Africa	161,432	3%
	Total	5,371,787	100%

Graph 6.



Only meetings of which the participant numbers are stored in the Association Database are included in the above graph and table (n=4,666).

In order to make the analysis as broad as possible, average participant numbers have been added to 363 annual events that took place in 2010. These average numbers are calculated from at least 3 known participant numbers of annual events within the preceding 4 consecutive years.

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

Despite the fact that the average number of participants per meeting in 2010 is lower than in 2009, the estimated total number of participants of all meetings in 2010 has risen by around 146,600 participants. This is due to the increased number of events identified in 2010.

# The Association Meetings Market 2010

## 9. Estimated total number of participants per country

Rank	Country	# Participants
1	U.S.A.	549,440
2	Italy	352,953
3	Spain	337,580
4	Germany	320,150
5	Canada	222,911
6	France	191,085
7	China-P.R.	186,138
8	United Kingdom	185,113
9	Netherlands	169,967
10	Australia	169,403
11	Sweden	168,558
12	Japan	149,880
13	Brazil	145,265
14	Chinese Taipei	139,717
15	Argentina	120,341
16	India	116,905
17	Austria	111,732
18	Mexico	94,824
19	Switzerland	93,674
20	Republic of Korea	93,520
21	Malaysia	89,888
22	Portugal	80,627
23	Turkey	79,014
24	Czech Republic	77,054
25	Belgium	75,913
26	Colombia	73,560
27	Singapore	70,513
28	Denmark	65,572
29	Chile	51,836
30	South Africa	50,285
31	Greece	49,683
32	Thailand	48,401
33	Hong Kong, China-P.R.	43,886
34	Norway	42,987
35	Poland	41,356
36	Finland	41,233
37	Hungary	36,742
38	Ireland	31,973

# The Association Meetings Market 2010

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

Rank	Country	# Participants
39	Russia	31,360
40	Indonesia	30,793
41	United Arab Emirates	23,561
42	Israel	21,837
43	Peru	19,030
44	Vietnam	18,444
45	Egypt	18,138
46	Uruguay	17,363
47	Croatia	17,134
48	Dominican Republic	16,426
49	Kenya	15,934
50	Slovenia	14,958
51	Morocco	13,090
52	New Zealand	12,813
53	Philippines	11,217
54	Ecuador	11,134
55	Costa Rica	11,130
56	Uganda	10,500
57	Malta	10,014

All other countries had estimated total participant numbers in 2010 lower than 10,000.

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

As in previous years, the U.S.A. is the number one country measured by the estimated total number of participants per country, with 549,440 participants in 2010. In second place this year is Italy, which has regained the place held in 2008. Apart from the Netherlands (9) and Australia (10), who are now new to the top 10, at the cost of Austria and Brazil, there were no other substantial changes in the top of the estimated total number of participants per country. The biggest event has been hosted by Sweden with 27,400 participants. Moreover Australia and Spain managed to attract more than 20,000 participants to one event. All other events attracted less than 20,000 participants.

# The Association Meetings Market 2010

## 10. Number of participants per city

Rank	City	# Participants	Ratio
1	Barcelona	133,830	69.6%
2	Vienna	87,345	93.5%
3	Stockholm	76,584	82.0%
4	Berlin	73,087	81.2%
5	Amsterdam	69,123	63.5%
6	Paris	56,761	83.7%
7	Montreal, QC	54,509	70.2%
8	Sydney, NSW	51,739	53.9%
9	Beijing	49,532	37.8%
10	Singapore	46,663	66.2%
11	Istanbul	46,374	83.5%
	Seoul	46,374	86.8%
13	Lisbon	41,645	90.6%
14	Geneva	39,561	91.2%
15	Buenos Aires	38,244	37.8%
16	Copenhagen	36,089	68.5%
17	Taipei	33,629	27.3%
18	Göteborg	32,155	67.6%
19	Munich	31,542	69.7%
20	Vancouver, BC	31,348	56.9%
21	Madrid	31,158	86.0%
22	Hong Kong	30,506	69.5%
23	Prague	30,357	45.9%
24	Rome	30,242	23.6%
25	Valencia	28,775	77.2%
26	Santiago de Chile	27,253	75.9%
27	London	27,168	34.0%
28	Kuala Lumpur	27,008	36.7%
29	Glasgow	25,351	93.1%
30	Melbourne, VIC	24,597	65.3%
31	Brussels	24,588	58.8%
32	Nice	23,618	70.8%
33	Toronto, ON	22,696	75.0%
34	Boston, MA	21,492	32.6%
35	Mexico City	21,062	88.4%
36	Hamburg	20,598	44.4%

## Number of participants per city (continued)

For all other cities the total number of participants for 2010 was smaller than 20,000.

Please note that the formula to create this ranking is different than the one used to calculate the estimated total number of participants per region and country. This ranking is calculated by taking the sum of all the participant numbers per city stored in ICCA Association Database, making it a low estimate, since meetings without stored participants numbers are left out of the calculation. The ratio column represents the percentage of the total number of events in a city of which the participant numbers are stored in the Association Database.

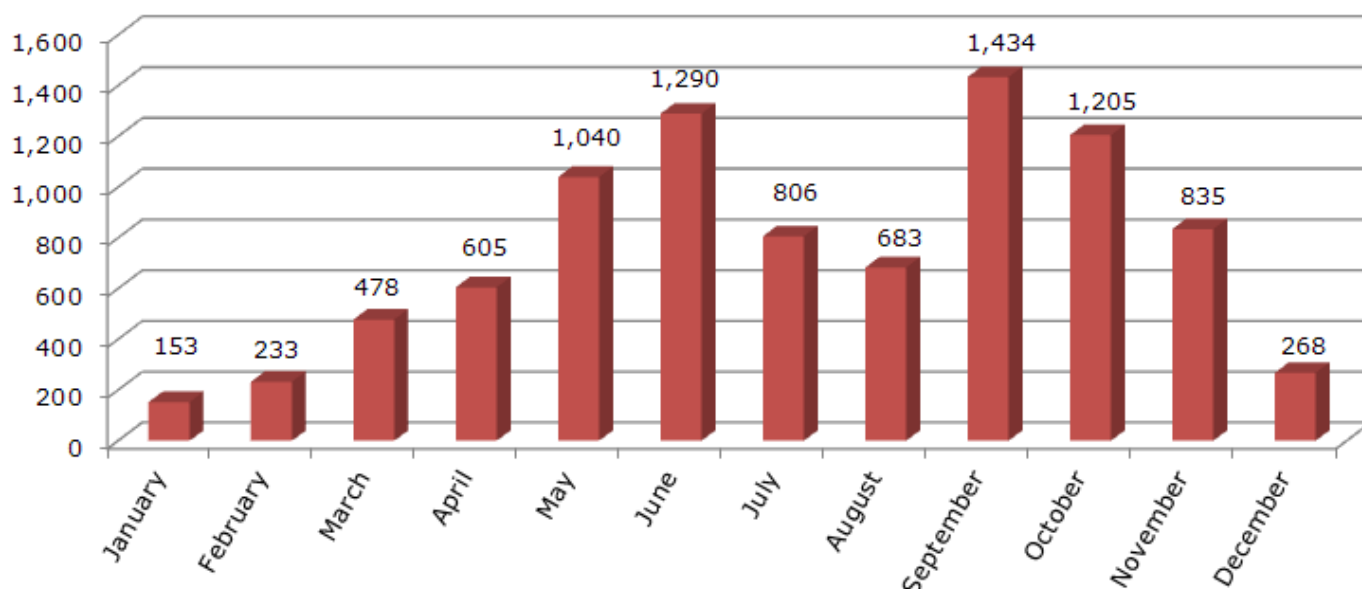
Barcelona is the number one city measured by a number of participants in 2010 and took over 1st place from Vienna, which is now 2nd. The biggest event has been hosted by Stockholm with 27,400 participants. Moreover Sydney and Barcelona managed to attract more than 20,000 participants to one event. While top 10 is mostly made up by the same cities as last year, Beijing, Montreal and Sydney moved in to the top 10, at the expense of Copenhagen, Istanbul and Milan.

# The Association Meetings Market 2010

## 11. Number of meetings per month

Month	# Meetings	%
January	153	2%
February	233	3%
March	478	5%
April	605	7%
May	1,040	12%
June	1,290	14%
July	806	9%
August	683	8%
September	1,434	16%
October	1,205	13%
November	835	9%
December	268	3%
Total	9,030	100%

Graph 7.



Only meetings whose exact dates (and thus duration) are stored in the ICCA Association Database are included in these figures (n=9,030).

With 16% of all the meetings organised, September remained the most popular month for organising international meetings, followed by June (1,290) and October (1,205). This year May was also a popular month when 1,040 events were organised (12%).

## 12. Frequency of meetings

Frequency	# Events	%
Annual	5,108	57.1%
Biennial	2,043	22.8%
Triennial	473	5.3%
4 Years	198	2.2%
5 Years	43	0.5%
1-2 Years	267	3.0%
2-3 Years	188	2.1%
3-4 Years	76	0.8%
4-5 Years	13	0.1%
Every 6 or more years	4	0.0%
1 Or 2 Per Year	67	0.7%
Biannual	221	2.5%
More than twice a year	142	1.6%
Irregular	102	1.1%
Total	8,945	100.0%

These figures include all events organised in 2010 of which the frequency is stored in the ICCA Association Database (n=8,945).

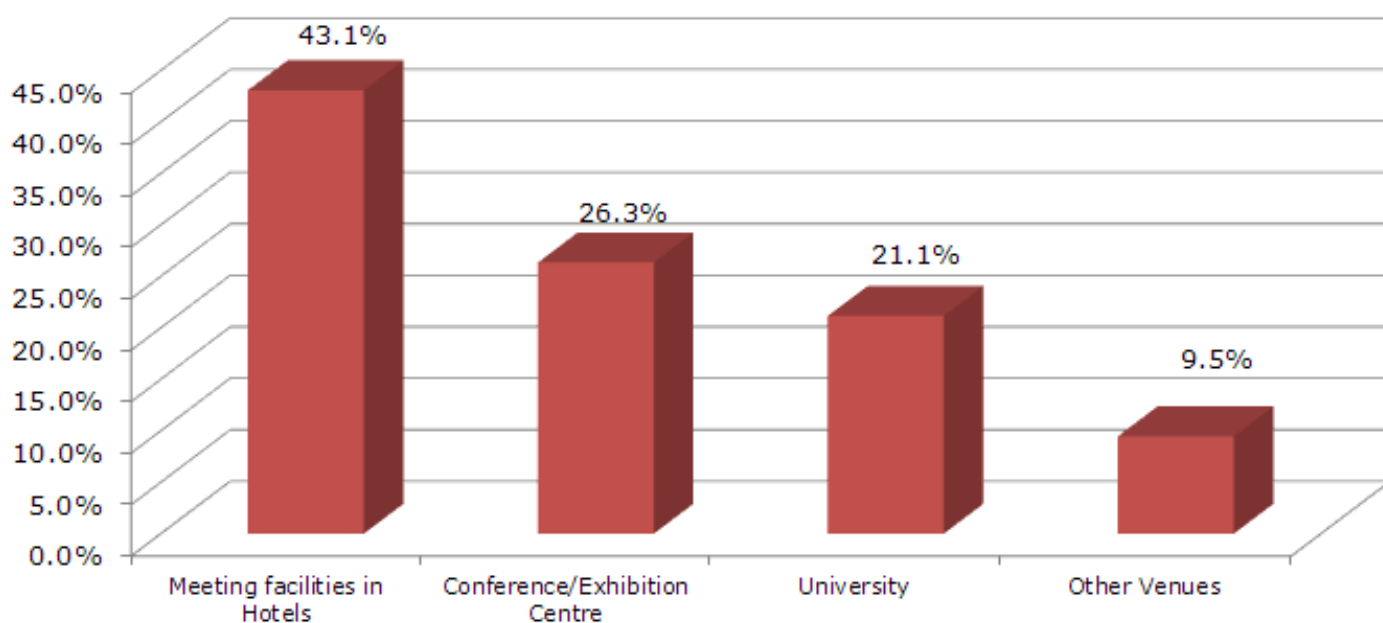
More than 57% of all international association meetings in 2010 were annual meetings, which is a small decrease of over 1% point compared to last year. Almost 23% of all international association meetings in 2010 were biennial (meetings take place every 2 years), which is an increase of approximately 1% point compared to 2009. The other frequency categories, with small shifts, have remained relatively stable with the biggest upturn in the '1-2 years' frequency category (from 2.4% in 2009 to 3% in 2010) and downturn in the 'more than twice a year' frequency category (from 2.1% in 2009 to 1.6% in 2010).

# The Association Meetings Market 2010

## 13. Congress venues used

Type of Congress Venue	# Meetings	%
Meeting facilities in Hotels	2,236	43.1%
Conference/Exhibition Centre	1,367	26.3%
University	1,098	21.1%
Other Venues	491	9.5%
Total	5,192	100.0%

Graph 8.



These figures include all international association events organised in 2010 of which the type(s) of suppliers which were used to organise the event is/are stored in the Association Database (n=5,192).

Over the last decade the usage of Meeting facilities in Hotels has been gradually increasing at the expense of the Conference/Exhibition Centres and has taken over the first place as most popular type of venue since 2005. Like in recent years the usage of Meeting Facilities in Hotels consolidated its first place in 2010 with about 43%. The second place of most popular venues is still the Conference /Exhibition Centre, which usage has remained at a relatively similar level compared to last year (26,6 % in 2009). The use of Universities as a Congress Venue has risen about 1% point to 21.1% in 2010. Other venues include castles, boats, museums etc.

## 14. Subjects

Rank	Subject	# Meetings	%
1	Medical Sciences	2,026	18.1%
2	Technology	1,626	14.5%
3	Science	1,498	13.4%
4	Industry	769	6.9%
5	Education	649	5.8%
6	Social Sciences	597	5.3%
7	Economics	449	4.0%
8	Management	414	3.7%
9	Transport & Communication	390	3.5%
10	Commerce	346	3.1%
11	Culture & Ideas	324	2.9%
12	Agriculture	313	2.8%
13	Law	259	2.3%
14	Ecology & Environment	235	2.1%
15	Sports & Leisure	195	1.7%
16	Arts	182	1.6%
17	Linguistics	161	1.4%
18	Safety & Security	151	1.3%
19	Mathematics & Statistics	149	1.3%
20	Library & Information	128	1.1%
21	Architecture	106	0.9%
22	Literature	94	0.8%
23	Historical Sciences	88	0.8%
24	Geography	40	0.4%
25	General	17	0.2%
	Total	11,206	100.0%

These figures include all events organised in 2010 of which the subject matter(s) is/are stored in the ICCA Association Database (n=11,206). Please note that an event often has more than one subject matter, which is the reason why the total number of meetings in the Subjects table is much higher than the total number of meetings organised in 2010.

The share of Medical Science, the most occurring subject of international association meetings, has slightly increased compared to last year. As in 2009, Medical Science is followed by Technology, Science, Industry, Education and Social Sciences. Furthermore two changes can be noted where subjects Linguistics and Safety & Security have swapped places compared to last year, as have Literature and Historical Sciences.

A number of meetings under the Law subject matter in our previous reports was overrated due to an incorrect formula. This year Law is reported to hold 13th position.

# The Association Meetings Market 2010

## 15. Registration fees and total expenditure

Average registration fee (USD) per delegate per meeting	584
Average total expenditure (USD) per delegate per meeting	2,655

The average fee per delegate per meeting is calculated by converting all registration fees into USD (source: <http://www.xe.com> on 11 May 2011) and by calculating the average of all meetings of which the registration fees are stored in the Association Database per year (which was the case for 2144 meetings in 2010: n=2144. This is the biggest number ever used to calculate the average fees).

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

The average registration fee per delegate per meeting in 2010 was approximately USD 584.

Average registration fee (USD) per delegate per day	162
Average total expenditure (USD) per delegate per day	736

The average registration fee & expenditure per delegate per day is calculated by first calculating the registration fee per day per meeting and then the average of these fees is calculated for 2010.

Average income (USD) from registration fees per meeting	333,617
Average total expenditure (USD) by delegates per meeting	1,516,442

The following formula is used to calculate the average income from registration fees per meeting: Average registration fee per delegate per meeting \* average number of participants per meeting.

Estimated total income (USD) from registration fees on all meetings	3,042,588,790
Estimated total expenditure (USD) by delegates on all meetings	13,829,949,043

The following formula is used to calculate the average income from registration fees from all meetings: Average income from registration fees per meeting \* total number of international meetings.

The estimated total income from registration fees on all meetings in the ICCA Association Database was above USD 3 billion in 2010, which is more than last year.

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

# The Association Meetings Market 2010

## 16. Africa: Number of meetings per country

Rank	Country	# Meetings
1	South Africa	86
	South African Tourism: Convention Bureau	<a href="http://www.southafrica.net/meetings">www.southafrica.net/meetings</a>
2	Egypt	35
3	Kenya	27
4	Morocco	25
5	Tunisia	12
6	Ghana	9
	Nigeria	9
	Senegal	9
9	Ethiopia	8
10	Botswana	7
	Uganda	7
12	Algeria	4
	Burkina Faso	4
	Ivory Coast	4
	Mali	4
	Mozambique	4
17	Libya	3
	Tanzania	3
	Zambia	3
20	Angola	2
	Cameroon	2
	Congo Republic	2
	Gambia	2
	Madagascar	2
	Mauritius	2
	Namibia	2
27	Chad	1
	Congo	1
	Equatorial Guinea	1
	Gabon	1
	Lesotho	1
	Malawi	1
	Total:	283

# The Association Meetings Market 2010

## 17. Africa: Number of meetings per city

Rank	City	# Meetings
1	Cape Town	41
	Cape Town International Convention Centre (CTICC)	<a href="http://www.capetownconvention.com">www.capetownconvention.com</a>
2	Nairobi	24
3	Cairo	21
4	Marrakech	14
5	Durban	10
6	Dakar	9
	Johannesburg	9
8	Addis Ababa	8
9	Accra	7
	Gaborone	7
11	Abuja	6
	Alexandria	6
	Kampala	6
	Pretoria	6
15	Hammamet	5
16	Algiers	4
	Bamako	4
	Maputo	4
	Ouagadougou	4
	Stellenbosch	4
	Tunis	4
22	Agadir	3
	Casablanca	3
	Luxor	3
	Mombasa	3
	Sharm el Sheikh	3
-	Other:	67
	Total:**	285

\*\* 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.

# The Association Meetings Market 2010

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## 18. Asia Pacific & Middle East: Number of meetings per country

Rank	Country	# Meetings
1	Japan	305
2	China-P.R.	282
3	Australia	239
4	Republic of Korea	186
5	Chinese Taipei	138
	Bureau of Foreign Trade, Ministry of Economic Affairs	<a href="http://www.meettaiwan.com">www.meettaiwan.com</a>
6	Singapore	136
7	Malaysia	119
8	India	100
9	Thailand	88
10	Hong Kong, China-P.R.	82
11	Indonesia	64
12	United Arab Emirates	48
13	Israel	29
	New Zealand	29
	Vietnam	29
16	Philippines	27
17	Macao, China-P.R.	19
18	Qatar	13
19	Sri Lanka	11
20	Lebanon	7
21	Bangladesh	5
22	Armenia	4
	Brunei Darussalam	4
	Jordan	4
	Syrian Arab Republic	4
26	Azerbaijan	3
	Bahrain	3
	Iran	3
	Kazakhstan	3
	Nepal	3
	Pakistan	3
	Uzbekistan	3
-	Other:	15
	Total:	2,008

# The Association Meetings Market 2010

## 19. Asia Pacific & Middle East: Number of meetings per city

Rank	City	# Meetings
1	Singapore	136
	Singapore Exhibition & Convention Bureau a Group of the Singapore Tourism Board	<a href="http://mice.yoursingapore.com">http://mice.yoursingapore.com</a>
2	Sydney, NSW	102
	Business Events Sydney	<a href="http://www.businesseventssydney.com.au">www.businesseventssydney.com.au</a>
3	Taipei	99
	Bureau of Foreign Trade, Ministry of Economic Affairs	<a href="http://www.meettaiwan.com">www.meettaiwan.com</a>
4	Beijing	98
5	Seoul	91
6	Hong Kong	82
7	Shanghai	81
8	Kuala Lumpur	79
9	Tokyo	68
10	Bangkok	55
11	Melbourne, VIC	49
	Melbourne Convention Exhibition Centre (MCEC)	<a href="http://www.mcec.com.au">www.mcec.com.au</a>
12	Kyoto	42
	Kyoto International Conference Center	<a href="http://www.icckyoto.or.jp">www.icckyoto.or.jp</a>
13	Dubai	35
	New Delhi	35
15	Jeju	31
16	Bali	27
17	Busan	25
	Yokohama	25
19	Brisbane, QLD	24
20	Macao	19
21	Perth, WA	18
	Phuket	18
23	Hanoi	17
24	Jakarta	16
	Osaka	16
	Osaka International Convention Center	<a href="http://www.gco.co.jp/en/">www.gco.co.jp/en/</a>
	Sapporo	16

# The Association Meetings Market 2010

## 19. Asia Pacific & Middle East: Number of meetings per city (continued)

Rank	City	# Meetings
27	Kaohsiung	15
	Tel Aviv	15
29	Fukuoka	14
	Manila	14
31	Cairns, QLD	13
	Doha	13
	Gold Coast, Qld.	13
	Kobe	13
35	Colombo	11
	Hyderabad	11
	Mumbai	11
	Tsukuba	11
	Xi'an (Sian)	11
40	Abu Dhabi	10
	Hangzhou	10
42	Guangzhou	9
	Kuching	9
	<b>Sarawak Convention Bureau</b>	<a href="http://www.sarawakcb.com">www.sarawakcb.com</a>
	Nara	9
45	Adelaide, SA	8
	Auckland	8
	Bangalore	8
	Chengdu, Sc	8
	Chiba	8
	Ho Chi Minh City	8
	Incheon	8
	Penang	8
	Sendai	8
	Wellington	8

# The Association Meetings Market 2010

## 19. Asia Pacific & Middle East: Number of meetings per city (continued)

Rank	City	# Meetings
55	Beirut	7
	Daejeon	7
	Kota Kinabalu, Sabah	7
	Nagoya	7
	Pattaya	7
60	Canberra, ACT	6
	Cebu City	6
	Chongqing	6
	Hualien	6
	Jerusalem	6
65	Bandung	5
	Chennai	5
	Daegu	5
	Dhaka	5
	Hiroshima	5
	Hsinchu	5
	Wuhan	5
-	Other:	328
	Total:**	2,024

# The Association Meetings Market 2010

## 20. Europe: Number of meetings per country

Rank	Country	# Meetings
1	Germany	542
2	Spain	451
3	United Kingdom	399
4	France	371
	France Meetings and Con - Atout France	<a href="http://www.franceguidepro.com">www.franceguidepro.com</a>
5	Italy	341
6	Switzerland	244
7	Netherlands	219
8	Austria	212
9	Portugal	194
10	Sweden	192
11	Belgium	164
12	Turkey	160
13	Finland	150
14	Denmark	136
15	Norway	125
16	Hungary	124
17	Greece	119
18	Czech Republic	103
19	Poland	98
20	Ireland	83
21	Croatia	50
22	Russia	48
23	Serbia	46
24	Slovenia	44
25	Estonia	43
26	Romania	39
27	Lithuania	38
28	Latvia	28
29	Iceland	27
30	Slovak Republic	22
31	Bulgaria	20
	Malta	20

# The Association Meetings Market 2010

## 20. Europe: Number of meetings per country (cont.)

<b>Rank</b>	<b>Country</b>	<b># Meetings</b>
33	Cyprus	17
34	Luxembourg	14
35	Form.Yugosl.Rep.Macedonia	7
	Ukraine	7
-	Other:	24
	<b>Total:</b>	<b>4,921</b>

# The Association Meetings Market 2010

## 21. Europe: Number of meetings per city

Rank	City	# Meetings
1	Vienna	154
	Messe Wien Exhibition & Congress Center	<a href="http://www.messecongress.at">www.messecongress.at</a>
2	Barcelona	148
	Hotel Fira Palace	<a href="http://www.fira-palace.com">www.fira-palace.com</a>
3	Paris	147
	Paris Convention Bureau	<a href="http://www.convention.parisinfo.com">www.convention.parisinfo.com</a>
4	Berlin	138
	visitBerlin Berlin Convention Office	<a href="http://www.convention.visitBerlin.de">www.convention.visitBerlin.de</a>
5	Madrid	114
	Madrid Convention Bureau	<a href="http://www.esmadrid.com/mcb">www.esmadrid.com/mcb</a>
6	Istanbul	109
	Dekon Congress & Tourism	<a href="http://www.dekon.com.tr">www.dekon.com.tr</a>
	Istanbul Convention & Exhibition Centre -ICEC-	<a href="http://www.icec.org">www.icec.org</a>
7	Lisbon	106
8	Amsterdam	104
9	London	97
10	Copenhagen	92
	Wonderful Copenhagen Convention Bureau	<a href="http://www.meetincopenhagen.com">www.meetincopenhagen.com</a>
11	Stockholm	89
	Stockholm Visitors Board	<a href="http://www.stockholmconventionbureau.com">www.stockholmconventionbureau.com</a>
12	Budapest	87
13	Prague	85
	CZECH-IN	<a href="http://www.czech-in.cz">www.czech-in.cz</a>
14	Brussels	80
15	Rome	72
16	Athens	69
17	Helsinki	67
	Finlandia Hall	<a href="http://www.finlandiahall.fi">www.finlandiahall.fi</a>
18	Edinburgh	66
	Munich	66
20	Dublin	60
	Conference Partners Ltd.	<a href="http://www.conferencepartners.ie">www.conferencepartners.ie</a>

# The Association Meetings Market 2010

## 21. Europe: Number of meetings per city (cont.)

Rank	City	# Meetings
21	Geneva	57
	CICG International Conference Centre Geneva	<a href="http://www.cicg.ch/en/">www.cicg.ch/en/</a>
	Valencia	57
	Valencia Conference Centre	<a href="http://www.palcongres-vlc.com">www.palcongres-vlc.com</a>
	Valencia Tourism & Convention Bureau	<a href="http://www.turisvalencia.es">www.turisvalencia.es</a>
23	Zurich	56
	Zurich Tourism Business Travel & Meetings	<a href="http://www.zuerich.com/meetings">www.zuerich.com/meetings</a>
24	Oslo	49
	VisitOSLO - Oslo Visitors and Convention Bureau	<a href="http://www.visitoslo.com/congress">www.visitoslo.com/congress</a>
25	Hamburg	36
	CCH - Congress Center Hamburg	<a href="http://www.cch.de">www.cch.de</a>
26	Vilnius	35
27	Göteborg	34
	The Swedish Exhibition & Congress Centre, Göteborg	<a href="http://www.svenskamassan.se">www.svenskamassan.se</a>
28	Belgrade	33
29	Florence	32
	Porto	32
31	Cracow	31
32	Gent	30
	Gent Convention Bureau	<a href="http://www.gentcongres.be">www.gentcongres.be</a>
33	Glasgow	29
	Glasgow City Marketing Bureau	<a href="http://www.seeglasgow.com/conventions">www.seeglasgow.com/conventions</a>
34	Tallinn	28
	Warsaw	28
36	Dresden	26
37	Milan	25
	Riga	25
39	Lyon	24
	Nice	24
	Reykjavik	24
	Iceland Congress	<a href="http://www.icelandcongress.is">www.icelandcongress.is</a>

# The Association Meetings Market 2010

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## 21. Europe: Number of meetings per city (cont.)

Rank	City	# Meetings
42	Antalya	23
	Basel	23
	Basel Tourismus & Convention Bureau	<a href="http://www.baselconvention.ch">www.baselconvention.ch</a>
	Lausanne	23
	Zagreb	23
	Zagreb Tourist Board and Convention Bureau	<a href="http://www.zagreb-convention.hr">www.zagreb-convention.hr</a>
46	Bordeaux	22
	Bordeaux Gironde Convention Bureau	<a href="http://www.bgcb.com">www.bgcb.com</a>
	Tampere	22
48	Antwerp	21
	Bucharest	21
	Manchester	21
	Rotterdam	21
	The Hague	21
	World Forum Convention Center	<a href="http://www.worldforum.nl/wfcc/en/factsfigures_uk">www.worldforum.nl/wfcc/en/factsfigures_uk</a>
53	Leipzig	20
	Leipzig Tourismus und Marketing GmbH	<a href="http://www.do-it-at-leipzig.de">www.do-it-at-leipzig.de</a>
	Ljubljana	20
55	Bergen	19
	Montpellier	19
	Enjoy Montpellier-Le Corum	<a href="http://www.enjoy-montpellier.com">www.enjoy-montpellier.com</a>
	Moscow	19
	Uppsala	19
59	Cambridge	18
	Cologne	18
	Cologne Convention Bureau	<a href="http://www.conventioncologne.com">www.conventioncologne.com</a>
	Oxford	18
	Trondheim	18
63	Pecs	16
	St. Petersburg	16
65	Aalborg	15
	Bilbao	15
	Graz	15
	Lille	15
	Tartu	15
	Toulouse	15

# The Association Meetings Market 2010

## 21. Europe: Number of meetings per city (cont.)

Rank	City	# Meetings
71	Bologna	14
	Nuovo Polo Congressuale/ Bologna/Bologna Congressi Spa	<a href="http://www.bolognacongressi.it">www.bolognacongressi.it</a>
	Bonn	14
	Venice	14
74	Dubrovnik	13
	Liverpool	13
	Luxembourg	13
77	Birmingham	12
	Brugge	12
	Frankfurt am Main	12
	Malmö	12
	Sofia	12
	Torino	12
	Turku	12
84	Belfast	11
	Darmstadt	11
	Estoril	11
	Limassol	11
	Lucerne	11
	Lund	11
	Naples	11
	Salzburg	11
	Tromso	11
93	Bled	10
	Bratislava	10
	Espoo	10
	Les Diablerets	10
	Leuven	10
	Maastricht	10
	Malaga	10
	Pisa	10
	Portoroz	10
	Stuttgart	10
	Thessaloniki	10

# The Association Meetings Market 2010

## 21. Europe: Number of meetings per city (cont.)

Rank	City	# Meetings
104	Aarhus	9
	Duesseldorf	9
	Essen	9
	Freiburg (Im Breisgau)	9
	Granada	9
	Groningen	9
	Innsbruck	9
	Padova	9
	Poznan	9
	Sevilla	9
114	Berne	8
	Braga	8
	Bremen	8
	Brighton, Sussex	8
	Brno	8
	Galway	8
	Genova	8
	Heidelberg	8
	Jyvaskyla	8
	Munster	8
	Nijmegen	8
	Novi Sad	8
	Saint Malo	8
	Stralsund	8
	Valletta	8
	Wroclaw	8

# The Association Meetings Market 2010

## 21. Europe: Number of meetings per city (cont.)

Rank	City	# Meetings
130	Crete	7
	Dortmund	7
	Funchal, Madeira	7
	Interlaken	7
	Lugano,Ti	7
	Marseille	7
	Nantes	7
	Potsdam	7
	Salamanca, SA	7
	St. Andrews	7
	Stavanger	7
	Strasbourg	7
	Trento	7
	Utrecht	7
	Verona	7
145	Cardiff	6
	Cascais	6
	Coimbra	6
	Delft	6
	Heraklion, Crete	6
	Izmir	6
	Lake Como	6
	Liege	6
	Linz	6
	Monte Carlo	6
	Oulu	6
	Palermo	6
	Santiago de Compostela	6
	St. Julians	6

# The Association Meetings Market 2010

## 21. Europe: Number of meetings per city (cont.)

Rank	City	# Meetings
159	Aachen	5
	Cannes	5
	Cluj-Napoca	5
	Enschede	5
	Grenoble	5
	Karlsruhe	5
	Kiev	5
	Leeds	5
	Leiden	5
	Nancy	5
	NewcastleGateshead	5
	Nuremberg	5
	Ohrid	5
	Parma	5
	Passau	5
	Reading, Berks.	5
	Rhodes	5
	Rostock	5
	St. Gallen	5
	York	5
	Zaragoza	5
-	Other:	843
	Total:**	4,945

\*\* 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.

# The Association Meetings Market 2010

## 22. North- & Latin America: Number of meetings per country

Rank	Country	# Meetings
1	U.S.A.	623
2	Brazil	275
3	Canada	229
4	Argentina	172
5	Mexico	140
6	Chile	97
7	Colombia	95
8	Peru	44
9	Uruguay	42
10	Ecuador	30
11	Costa Rica	20
12	Paraguay	19
13	Dominican Republic	17
14	Panama	16
15	Guatemala	15
16	Cuba	11
17	Venezuela	10
18	Puerto Rico	9
19	Bolivia	6
	Jamaica	6
	Nicaragua	6
22	El Salvador	5
23	Bahamas	4
	Netherlands Antilles	4
25	Barbados	3
	Bermuda	3
27	Honduras	2
28	Aruba	1
	French Guiana	1
	Grenada	1
	Guyana	1
	Virgin Islands (U.S.)	1
	Total:	1,908

# The Association Meetings Market 2010

## 23. North- & Latin America: Number of meetings per city

Rank	City	# Meetings
1	Buenos Aires	98
2	Sao Paulo	75
3	Rio de Janeiro	62
4	Santiago de Chile	58
	Vancouver, BC	58
6	Montreal, QC	57
	Greater Montreal Convention & Tourism Bureau	<a href="http://www.tourism-montreal.org">www.tourism-montreal.org</a>
7	Toronto, ON	44
8	Boston, MA	43
	Massachusetts Conv. Center Authority / Boston Convention & Exhibition Center	<a href="http://www.advantageBOSTON.com">www.advantageBOSTON.com</a>
	Mexico City	43
10	Bogota	38
	Bogota Convention Bureau	<a href="http://www.bogotacb.com">www.bogotacb.com</a>
11	Lima	37
12	Washington, DC	36
13	Chicago, IL	32
14	Cartagena	31
15	San Francisco, Ca	30
16	New York City, NY	26
17	Montevideo	22
18	Philadelphia, Pa	21
19	Cancun, Qr.	20
20	Miami, FL	19
	Quito	19
22	San Diego, Ca	18
23	Vina del Mar	17
24	Asuncion	16
	Panama City	16
	Portland, Or	16
27	San Jose	15
28	Los Angeles, CA	14
	Medellin	14
	Punta del Este	14
	Québec City, QC	14

# The Association Meetings Market 2010

## 23. North- & Latin America: Number of meetings per city (continued)

Rank	City	# Meetings
32	Atlanta, GA	12
	Brasilia, DF	12
	Cordoba	12
	Florianopolis,Sc	12
	Merida	12
	Seattle, Wa	12
38	Guadalajara	11
	Honolulu, HI	11
	Las Vegas, NV	11
	Pittsburgh, Pa	11
	Porto Alegre,Rs	11
	Foz Do Iguacu	10
43	Havana	10
	Mar del Plata	10
	Rosario	10
	Belo Horizonte	9
	Orlando, Fl	9
47	Ottawa, ON	9
	Salvador (Bahia)	9
	Banff, AB	8
	Guatemala City	8
	Halifax, NS	8
51	La Plata	8
	San Juan	8
	Santo Domingo	8
	Valparaiso	8

# The Association Meetings Market 2010

## 23. North- & Latin America: Number of meetings per city (continued)

Rank	City	# Meetings
58	Acapulco	7
	Austin, TX	7
	Caracas	7
	Dallas, Tx	7
	Guayaquil	7
	Long Beach, Ca	7
	Monterrey	7
	Monterrey Mexico Convention & Visitors Bureau	<a href="http://www.ocvmtty.com.mx">www.ocvmtty.com.mx</a>
	New Orleans, LA	7
	Phoenix, Az	7
	Providence, Ri	7
	Puebla	7
	Recife, Pe	7
	San Antonio, Tx	7
71	Antigua	6
	Denver, CO	6
-	Other:	531
	Total:**	1,916

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

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