Measuring the Economic Importance of the Meetings Industry

A study on the further development of the Tourism Satellite Accounts
The Partners:

• ICCA
• MPI
• Reed Travel Exhibitions
• WTO Business Council

• WTO sections: Marketing Intelligence and Statistics and Macroeconomic Analysis of Tourism

Research Team:

• STCRC
Purpose

To ensure that the size and importance of the meetings industry is properly reflected in official statistics

To elaborate a proposal on the further development of the TSA to identify the economic importance of the different segments and of the whole of the meetings industry
International Tourist Arrivals by Purpose of Visit, 2003*

Tourism for the purpose of Business and professional (both traditional and meetings):
- 126 million arrivals worldwide
- 18% of total
International Tourism by Purpose of Visit, 2003*

International Tourist Arrivals

Europe
- 87mn
  - Business and professional
  - Not specified
  - VFR, health, religion, other
  - Leisure, recreation and holidays

Asia and the Pacific
- 19mn
  - Business and professional
  - Not specified
  - VFR, health, religion, other
  - Leisure, recreation and holidays

Americas
- 13mn
  - Business and professional
  - Not specified
  - VFR, health, religion, other
  - Leisure, recreation and holidays

Africa
- 5mn
  - Business and professional
  - Not specified
  - VFR, health, religion, other
  - Leisure, recreation and holidays

Middle East
- 3mn
  - Business and professional
  - Not specified
  - VFR, health, religion, other
  - Leisure, recreation and holidays
Business travel tends to grow at a faster pace, but has been more affected in past years.

**Trend in International Tourist Arrivals**

**Average annual growth 1990-2000:**
- Business and professional: 5.5% a year
- Total tourism: 4.1% a year

**Average annual growth 2000-2003***:
- Business and professional: -1.1% a year
- Total tourism: 0.3% a year

% change

- All arrivals
- Business and professional

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The study

Part 1: The international Meetings industry at a glance:

• An overview of the Meetings Industry
• Collection and analysis of data from the various components of the meetings industry
• Estimation of the size of the sector
• Structural characteristics
• Organization of international promotion
• Trends and outlook
Part 2: The economic importance of the Meetings Industry

- Overview of how the economic importance is measured around the world
- Deduce the main trends of measurement
- Describe collection of statistics
Part 3: Proposals for the improvement of national statistics and the TSA to better reflect the economic importance of the Meetings Industry

- Identification of what should be the basic data units for collection of statistics
- Adaptation of existing statistics
- Nomenclature of this segment of tourism
- Prototype questionnaire/survey to capture expenditure and costs
Part 3 (cont)

• Identify the indicators/variables to be used for quarterly measurement of the performance of the meetings industry

• Guidelines for the collection of statistics adapted to the functioning of national bureau of statistics

• Roadmap - including the roles of the stakeholders in the process to ensure credibility
WTO Tourism Market Trends:
The International Meetings Industry, 2004

Some Key Points:

• Not many very large events
• Domestic still dominant
• International meetings visitors are high spenders
• Length of stay is a plus
Conclusions weaknesses

- Muddled & inadequate statistics
- Confusion over definitions
- Wide variety of structures
- Weak Government role in mature MICE markets
- Limited Government involvement in MICE marketing
- Tendency to supply/demand mismatch
Conclusions opportunities

• Need for research & marketing leadership/guidance
• Widespread Government appreciation of economic benefits of international meetings
• Broader appreciation of synergy between MICE and country branding
Timetable:

EIBTM 2004  WTO Tourism Market Trends:
The International Meetings Industry

March 2005  Start of study:
The Economic Importance of the Meetings Industry

April 2005  Steering Committee Workshop:
First Proposal on improved classifications
to the UN Statistical Division

EIBTM 2005  Presentation of final report, results

2006  Working together to disseminate and implement recommendations