



Tourism and Beyond: An evolving value proposition for the meetings industry

www.iccaworld.com

International Congress and Convention Association
www.iccaworld.com | icca.mobi

Tracking international association meetings



International Congress and Convention Association
www.iccaworld.com | icca.mobi



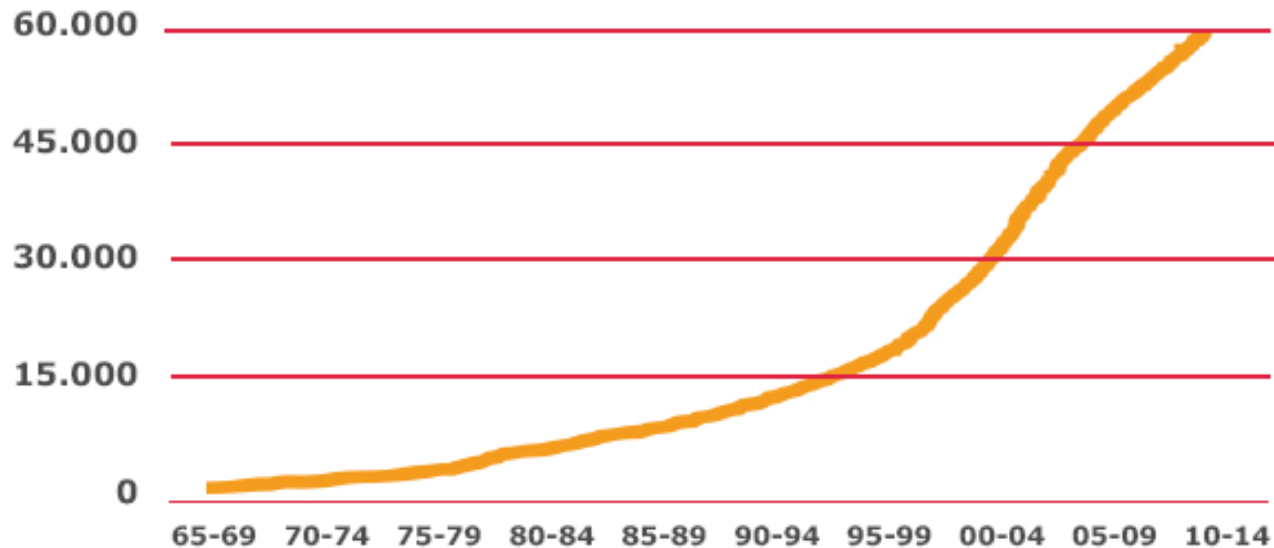
Vision: Shaping the future and value of the international association meetings

- ICCA tracks almost **20,000** international association meetings, be it regional or international rotation.
- ICCA tracks more than **10,500** international associations from around the world.



An exponential growth

50-year growth pattern in the number of international association meetings



Joint Meeting Industry Council's Perspectives

"The future of the Meetings Industry is being driven by a growing realization that meetings, conventions and exhibitions are major drivers of economic, academic, professional and social development – and can be used to strategic advantage by a destination to achieve key policy goals."



Joint Meeting Industry Council's Members

- The active member associations who comprise JMIC today are:



Destination Marketing
Association International



MEETING
QUALITY



Europäischer Verband
der Veranstaltungs-Centren e.V.



EUROPEAN FEDERATION
OF THE ASSOCIATIONS OF
PROFESSIONAL CONGRESS ORGANISERS

International Congress and Convention Association
www.iccaworld.com | icca.mobi



Joint Meeting Industry Council's Members



International Congress and Convention Association
www.iccaworld.com | icca.mobi



Meetings = High Tourism Value

- Meetings
- Incentive travel
- Convention
- Exhibition



Major driver

- Economic & academic development
- Professional and societal development
 - Destination policy

Impact of the meetings industry



International Congress and Convention Association
www.iccaworld.com | icca.mobi



The difference between leisure tourism and meetings



International Congress and Convention Association
www.iccaworld.com | icca.mobi



Pharma code



Code of Ethics



3 levels of meeting benefits

- Direct revenues from delegates
- Broader economic impacts & new tax revenues
- Long term economic, professional and societal benefits



Meetings as city's economic strategy



International Congress and Convention Association
www.iccaworld.com | icca.mobi



South Africa hosted the 13th International Aids Conference in 2000



- South Africa held the [13th international AIDS conference in Durban](#) from the 9th to the 14th July 2000.
- The conference themed “Breaking the Silence” was the first ever to be held in a developing country and had a strong African character as evidenced by the participation of more than 4000 African delegates out of a total of about 12300. The conference theme focused on the staggering impact of the epidemic in sub-Saharan Africa and on the inequity in treatment access between the developed and the developing world.
- The conference was marked by some controversy when the then South African [President Thabo Mbeki](#) declares that he doubts AIDS occurred in South Africa and that, if so, it is caused not by HIV but by poverty.
- The same sentiments were shared by the late minister of Health, [Manto Tshabalala-Msimang](#) and forbid the use of antiretrovirals to prevent mother-to-child transmission.

International Congress and Convention Association

www.iccaworld.com | icca.mobi



South Africa hosted the 21st International AIDS Conference 2016



21st International AIDS Conference 2016



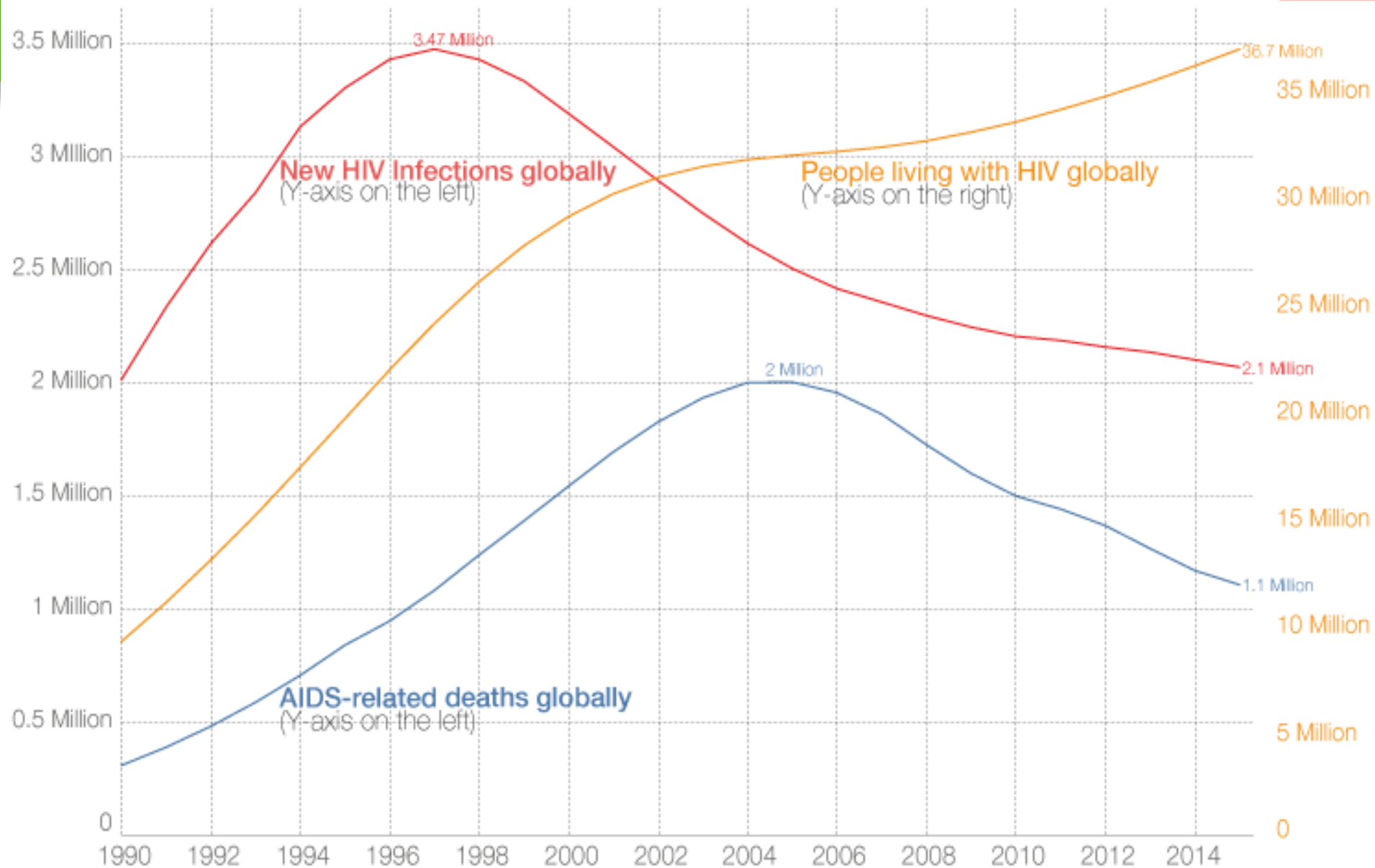
- Today, South Africa is seen by the global community as having a model AIDS response.
- The national AIDS response has been a strong demonstration of political will and leadership to address the massive HIV epidemic.
- In 2010–11, it successfully implemented a mass HIV Counselling and Testing (HCT) campaign, which saw 20 million people tested for HIV in 20 months.
- The country now has nearly 3.2 million people on HIV treatment—the biggest HIV treatment programme in the world. As a result, HIV related deaths decreased from 330,000 in 2010 to 140,000 in 2014. The evidence-based, multi-pronged approach adopted for prevention of mother-to-child transmission programme in South Africa has seen the rate of babies born with HIV decrease significantly from 8% in 2008 to 2.6% in 2013. The number of 0–14 years children living with HIV and on antiretroviral treatment, while still lagging behind, has also increased fourfold—from 42,000 in 2009 to 166,000 in 2014

International Congress and Convention Association

www.iccaworld.com | icca.mobi



Global number of AIDS-related deaths, new HIV Infections, and People living with HIV (1990-2015)



South Africa hosted the 26th World Congress of the World Society of Cardiothoracic Surgeons



**26TH WORLD CONGRESS
OF THE WSCTS**
8-11 SEPTEMBER 2016
CAPE TOWN, SOUTH AFRICA



International Congress and Convention Association
www.iccaworld.com | icca.mobi

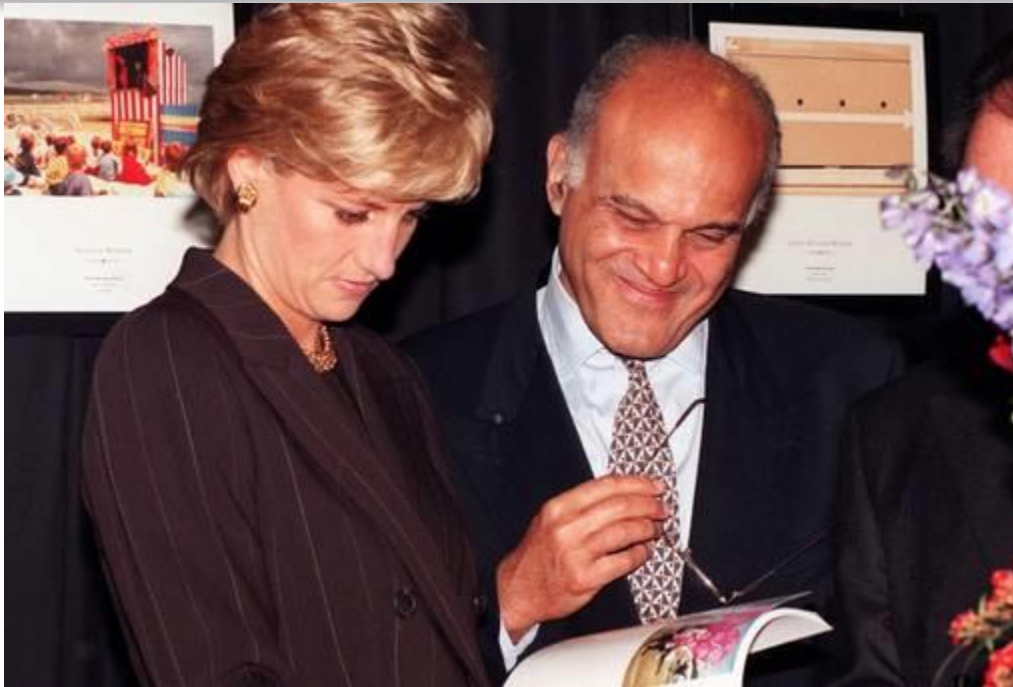


Keynote Speaker at WSCTS 2016 – Sir Prof Magdi Yacoub

"His nature is so constituted that his intellectual power and his character cannot be separated. So tireless and energetic is he that one might think he needed no sleep at all: many is the time that he has operated all day and then spent the night teaching aspirant surgeons or discussing their work with fellow researchers... I venture to say that if we were to cut open his own heart, we should find goodwill and compassion inside it. For where there is need, there he may be found"

Oxford Times

Living Legend – Sir Professor Magdi Yacoub



Receiving the Order of Merit from
Her Majesty the Queen

International Congress and Convention Association
www.iccaworld.com | icca.mobi



(CHAIN OF HOPE

mending little hearts



International Congress and Convention Association
www.iccaworld.com | icca.mobi

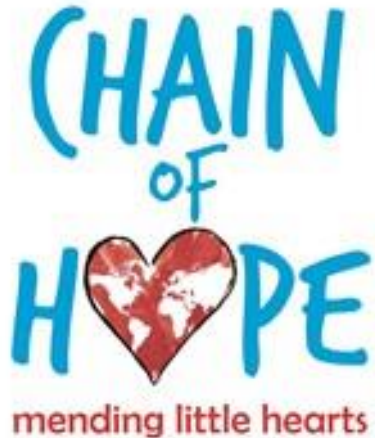


Global Reach of Chain of Hope



International Congress and Convention Association
www.iccaworld.com | icca.mobi

The Chain of Hope Project



It is estimated that as many as 15 million children die or remain severely ill every year through potentially treatable or preventable cardiac diseases.

Since 1995, Chain of Hope has been working towards our long-term goal that all children, wherever they are born, have access to quality cardiac care in their own countries

International Congress and Convention Association

www.iccaworld.com | icca.mobi



Magdi Yacoub Heart Foundation & Aswan Heart Centre



***I feel privileged to be a link in the chain that helps these children
Professor Sir Magdi Yacoub - President and Founder Chain of Hope***

The blend of meeting & tourism

- Spread business into the off-season
- Spending is more diversified (event services)
- Expose high-end travelers to the destination
- These are visitors that might not otherwise come
- Delegates generally spend much more per diem
- They often produce pre & post conference tours
- They can result in accompanying and return visits



Meetings complement and support the tourism sector

Thank you

Nina Fresyen-Pretorius
President, ICCA

Email: nina@confco.co.za

