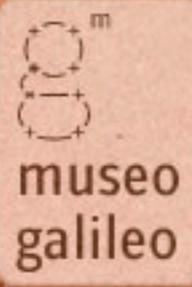


Un po' di storia...





N.°

DECIMO CONGRESSO DEGLI SCIENZIATI ITALIANI

Biglietto di presenza

ISTITUTO DI FISICA
UNIVERSITA' DI
FIRENZE

INV. N. 21446

MSS. 25

Sig. _____ presentat da tre
membri della Classe di _____ è ammess come
alle Adunanze delle Classi.

Per la Presidenza Generale

Mercato in costante crescita

Ogni 10 anni dagli anni 60 il numero degli eventi associativo-congressuali raddoppia



1993-1997

USD 18,8 bilioni

2008-2012

USD 56,4 bilioni

54.844 eventi - 22 milioni di partecipanti

ICCA: "A Modern History of International Association Meetings. 1963-2012"

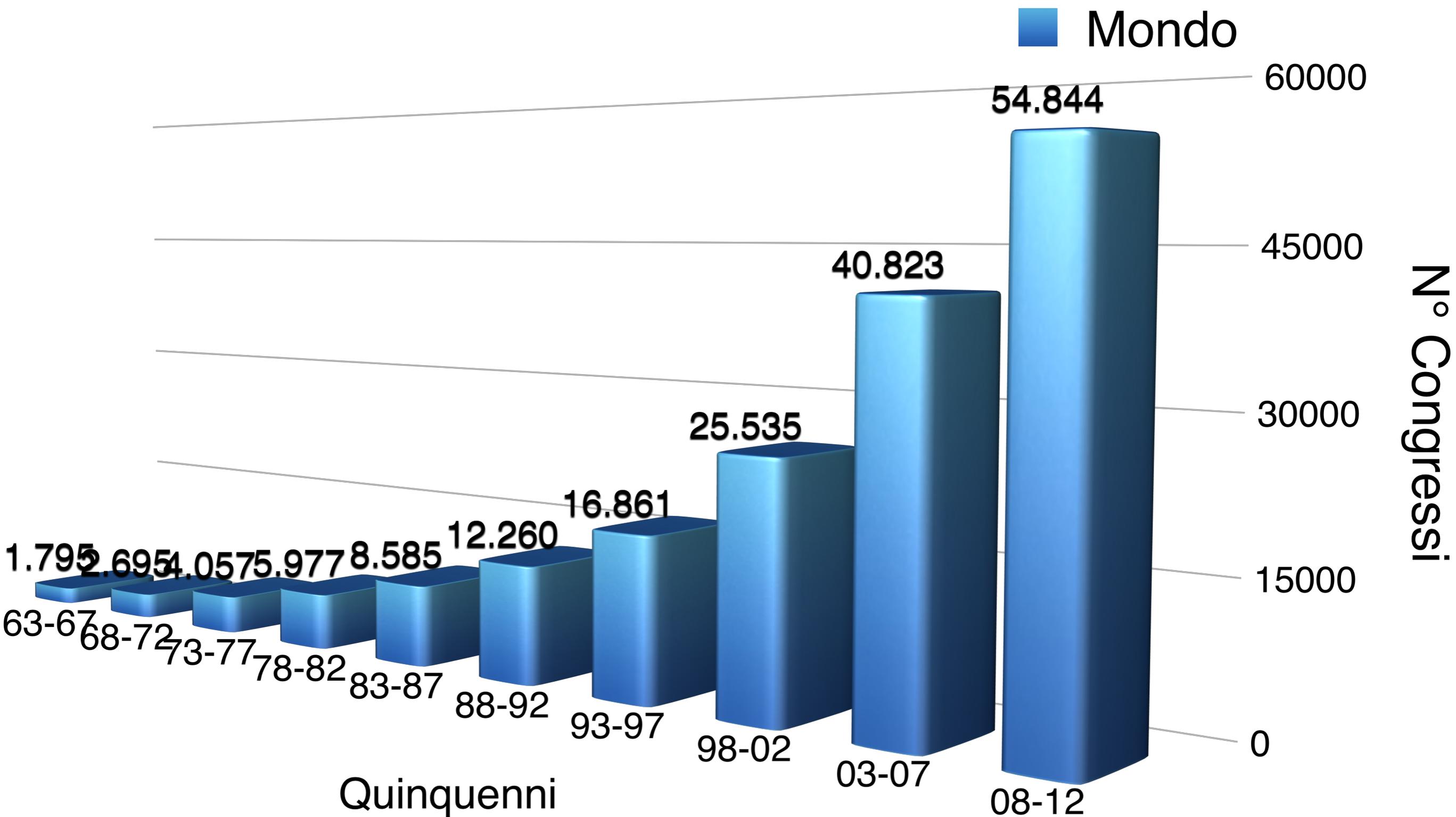
Previsioni di costante aumento almeno fino al 2020

Indagine IMEX - ICCA 2014

Tendenza di lieve calo gli eventi istituzionali

Fonte: Indagine eureka mice 2013

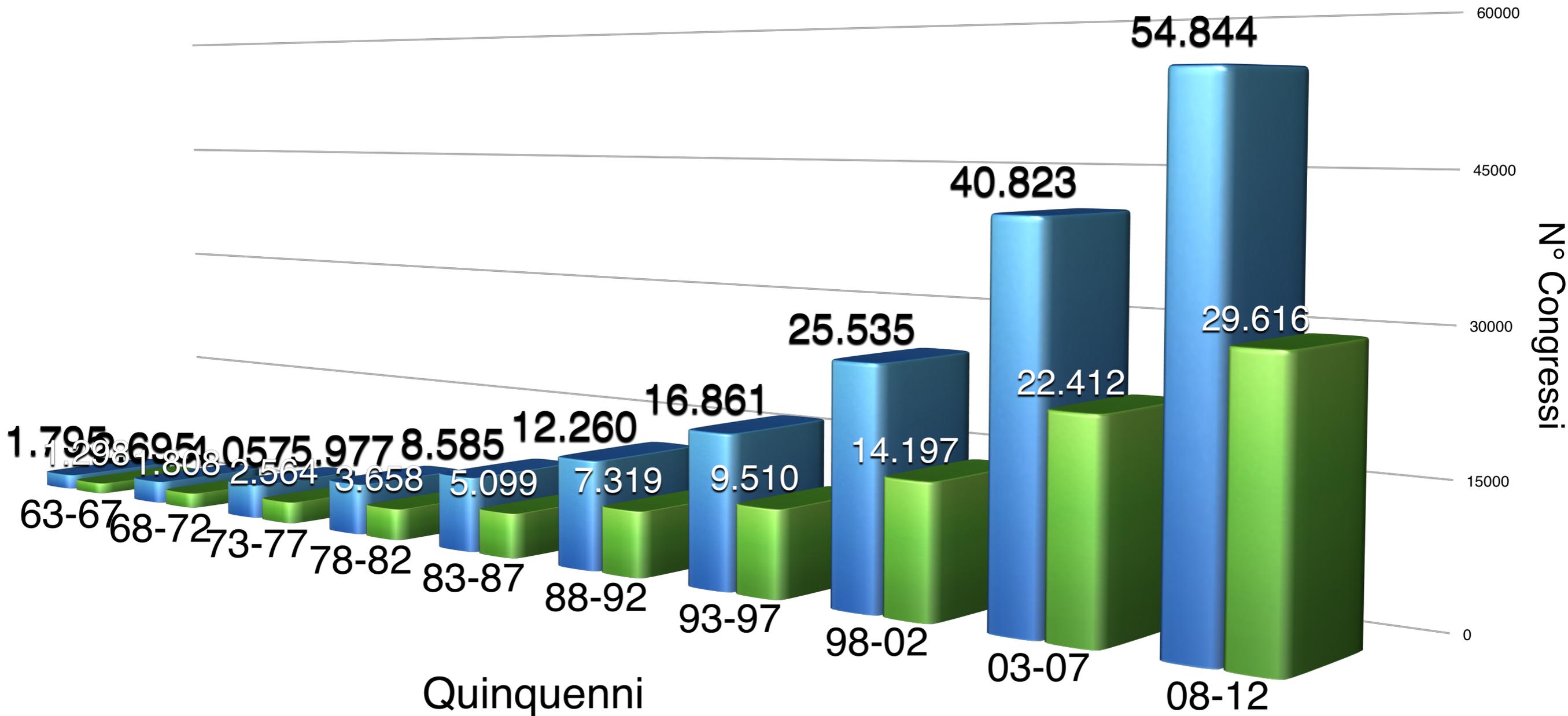
N° Congressi per quinquennio



N° Congressi per quinquennio

Mondo

Europa

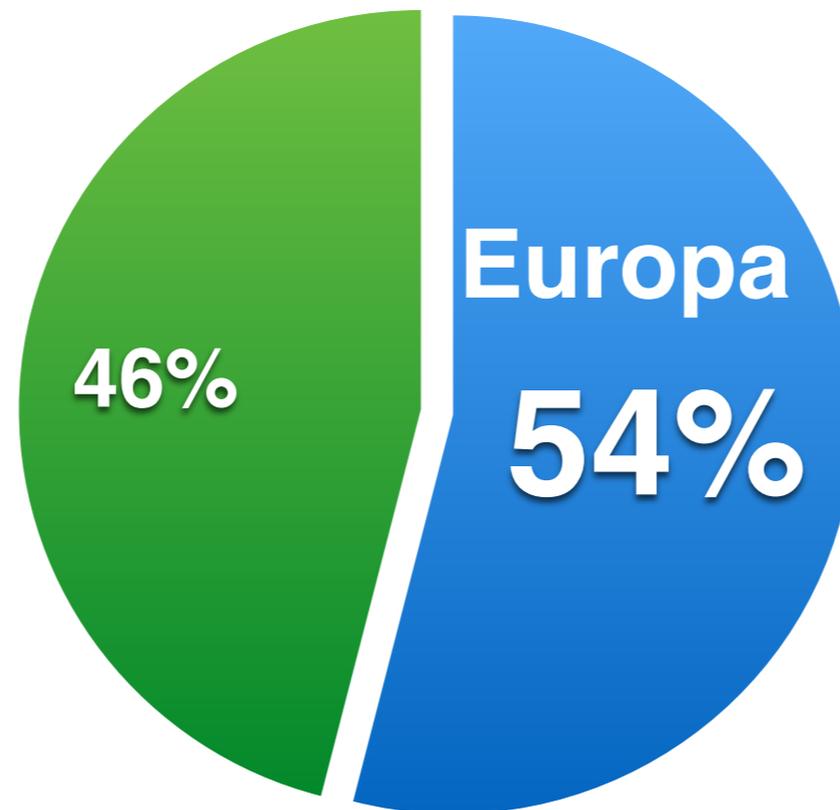


L'Europa detiene la quota maggiore del mercato internazionale:

2008- 2012

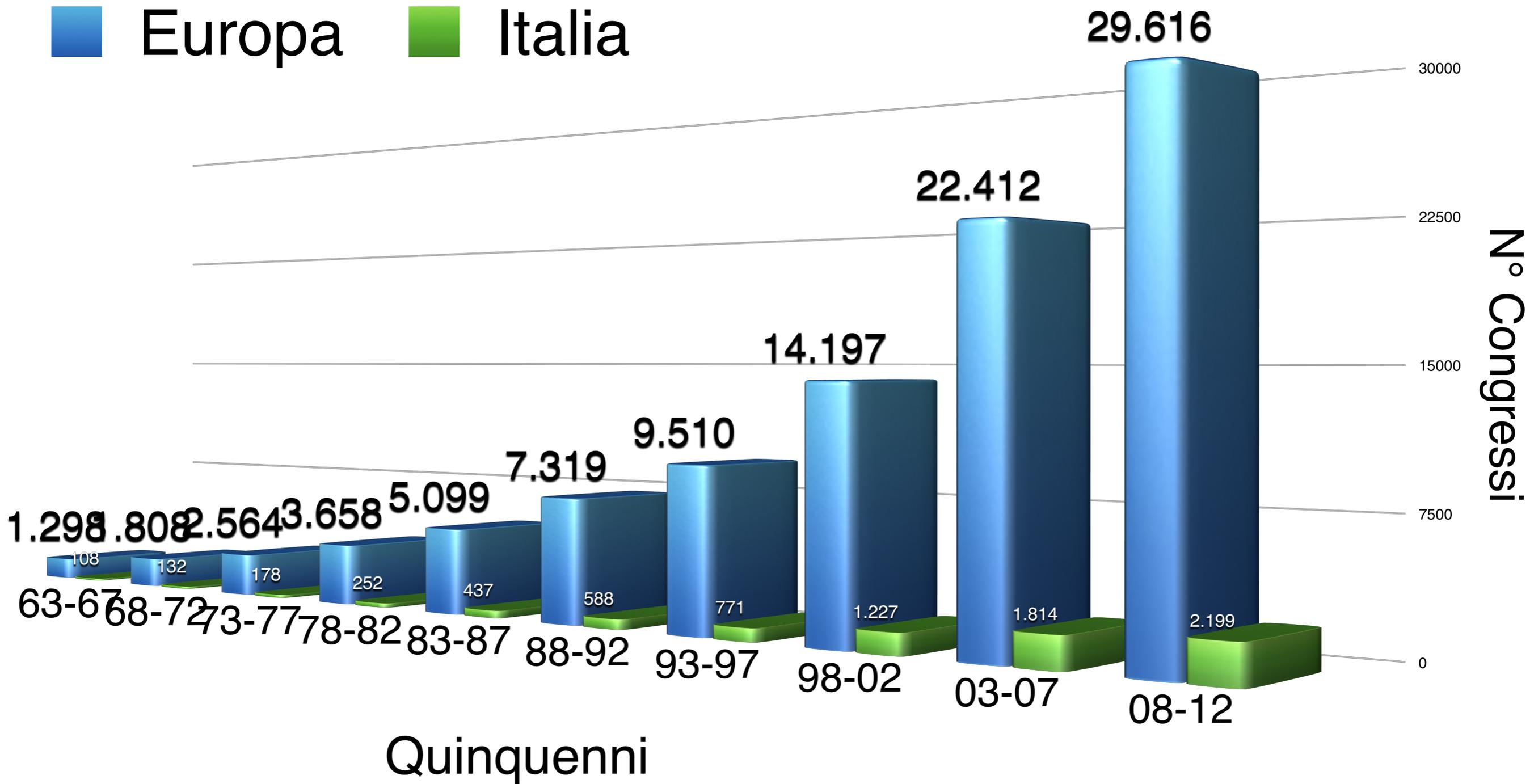
=

54%

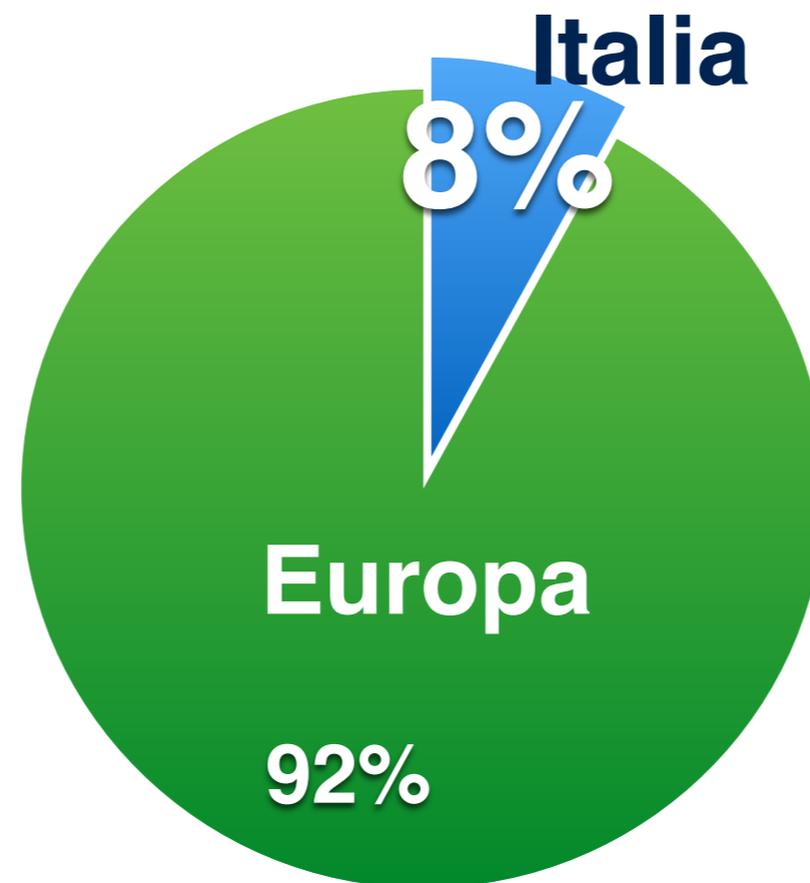


N° Congressi per quinquennio

■ Europa ■ Italia



L'Italia quota altalenante tra il 7 e l' 8% del mercato Europeo



L'aumento del comparto non è riscontrato
allo stesso modo dal mondo dell'offerta

Indagine Eureka mice 2015



Rispetto agli anni precedenti, a decorrere dall'autunno 2013, la domanda di eventi associativi-congressuali si è dimostrata:



28% Stazionaria

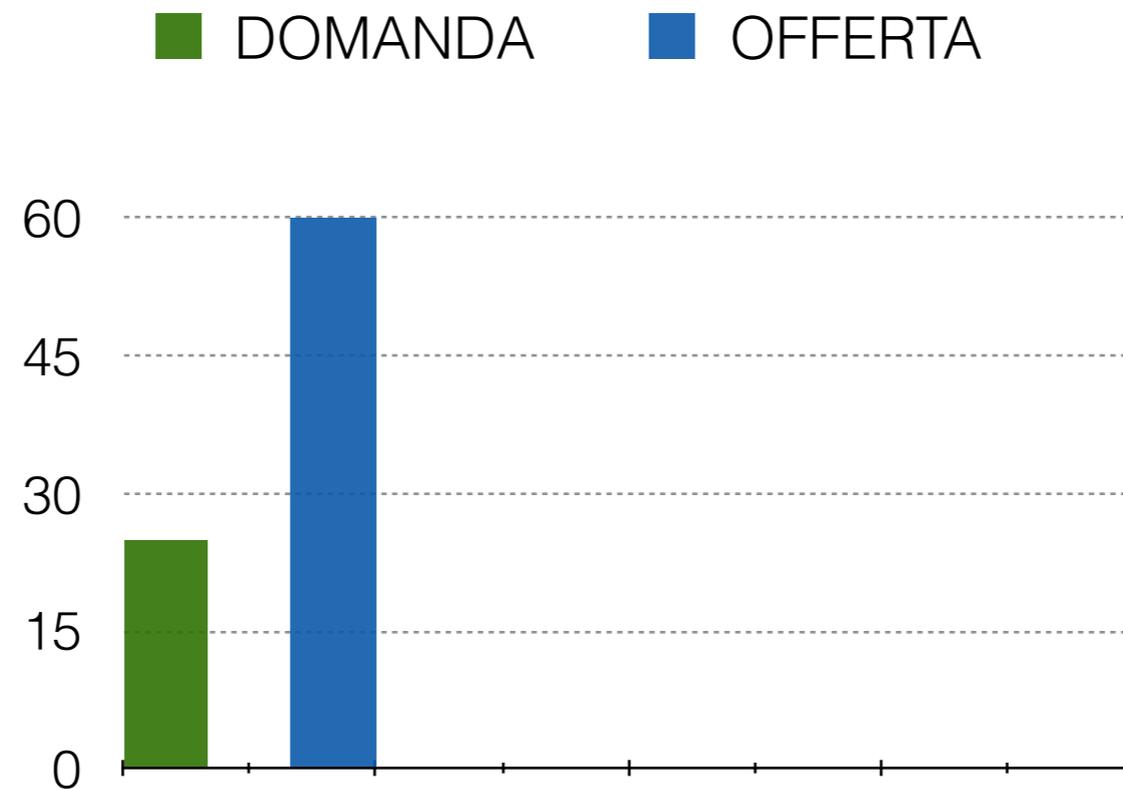
17% In flessione

18% In aumento

20% Aumento delle richieste a cui non corrisponde una proporzionale concretizzazione delle commesse

17% Al momento solo un aumento delle richieste

Andamenti



=

Percezione falsata

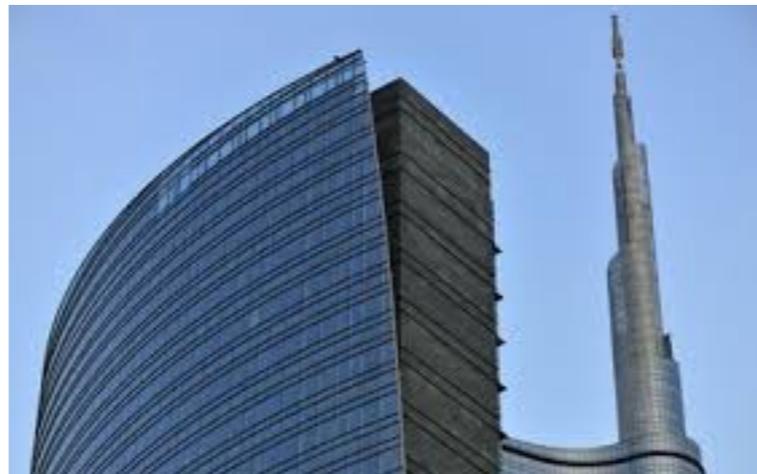
I flussi congressuali si vanno concentrando verso gli operatori che meglio rispondono alle loro esigenze



2013 - 2014

Aumenti riscontrati dai complessi congressuali alberghieri
dal 3% al 14%
con tendenze in ulteriori aumento per il 2015 - 2016

Aumento delle ristrutturazioni



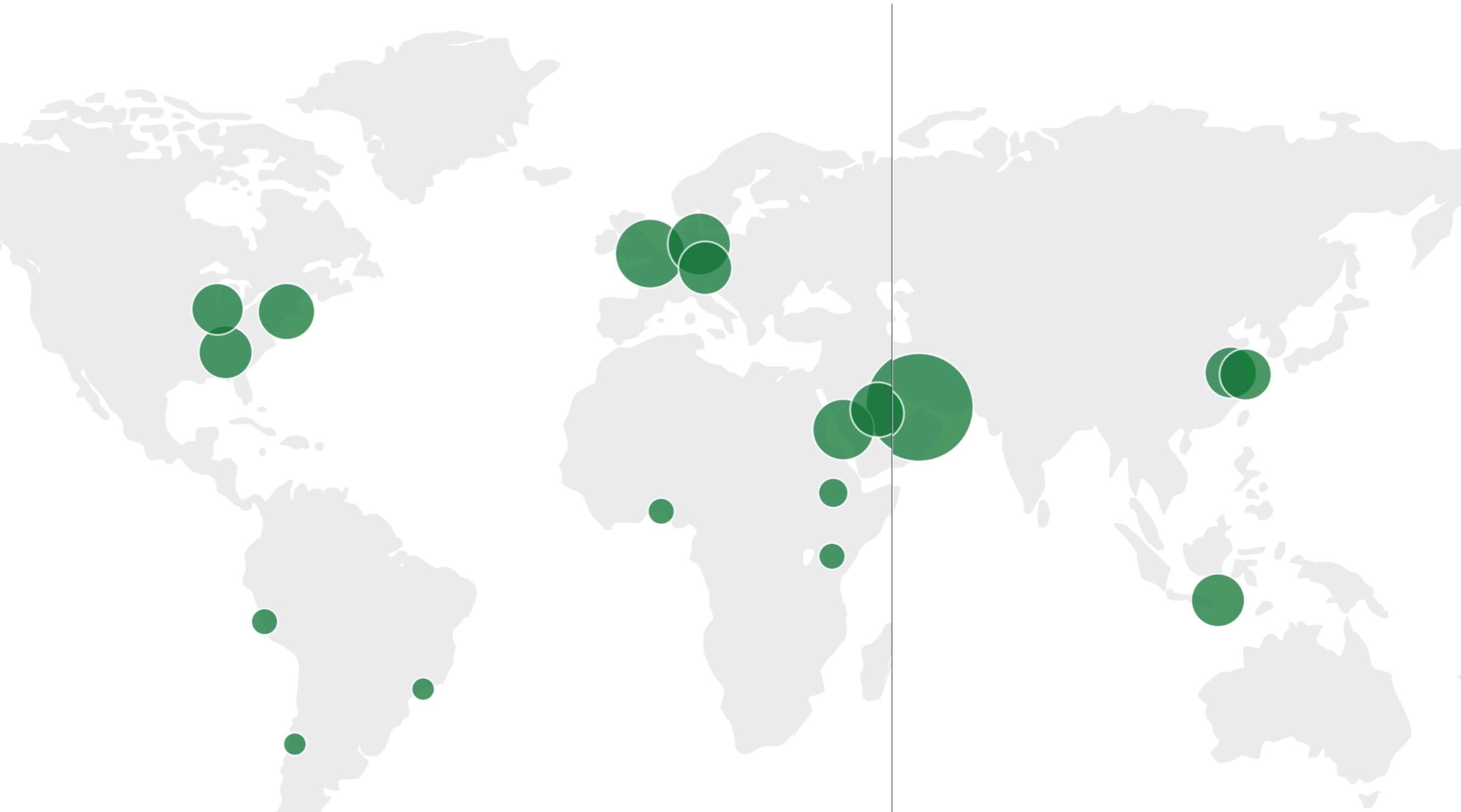


**I flussi congressuali
si vanno
concentrando verso
gli operatori che
meglio rispondono
alle loro esigenze**

Il mercato congressuale oggi



Aree di maggior concentrazione apertura nuovi Hotel (da Midscale a Luxury)



2018 Hotel Openings: Top 3 Cities per Region

CITY NAME	# OF HOTEL OPENINGS
North America	
New York	18
Nashville	16
Chicago	15
Europe	
London	27
Hamburg	22
Munich	16
Middle East	
Dubai	66
Jeddah	21
Riyadh	17

Asia	
Bali	16
Shanghai	15
Suzhou	15
South America	
Lima	4
Santiago	3
Sao Paulo	3
Africa	
Addis Abada	5
Lagos	4
Nairobi	4

(Source: TOPHOTELPROJECTS GmbH, as of August 2017)



Top Cities for Hotel Openings 2018

CITY NAME	# OF HOTEL OPENINGS
Dubai	66
London	27
Hamburg	22
Jeddah	21
New York	18
Riyadh	17
Nashville	16
Munich	16
Bali	16
Berlin	16

(Source: TOPHOTELPROJECTS GmbH, as of August 2017)



ENIT A IMEX: ITALIA QUINTA AL MONDO PER CONGRESSI INTERNAZIONALI

di: [Redazione](#) ⌚ Mag 16, 2018 📁 in [In primo piano](#), [Mice e Business Travel](#), [Ultime notizie](#) 414 Views

Nutrita presenza dell'Italia a Imex, la fiera del settore congressuale di Francoforte: **Enit** ha coordinato la presenza italiana alla fiera a cui partecipano Federcongressi e Convention Bureau Italia con 50 partner italiani: agenzie regionali, Dmc, Pco e hotel congressuali.

Un settore importante dove l'Italia presenta dei numeri di tutto rispetto e guadagna una posizione in classifica nella speciale graduatoria dei congressi internazionali dove ora è quinta al mondo.

Rispetto alla classifica mondiale dei primi dieci Paesi per numero di Meeting l'Italia si posiziona infatti al quinto posto con 515 meeting. La classifica è così composta: USA 1° posto (941 Meeting), Germania 2° (682 Meeting) UK 3° posto (592), Spagna 4° (564), Italia 5° (515), Francia 6° (506), Giappone 7° (414), Cina 8° (376), Canada 9° (360), Paesi Bassi 10° (307 meeting).

2017 ICCA Statistics



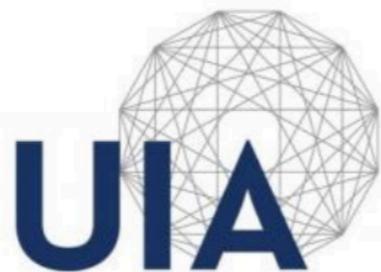
Top 10 city ranking by estimated total number of participants in 2017, including total number of meetings organised in 2017

Rank	City	# Participants	# Meetings	Rank by nr. of meetings
1	Barcelona	148,624	195	1
2	Vienna	113,891	190	2
3	Paris	111,725	190	2
4	Madrid	110,438	153	7
5	Berlin	97,549	185	4
6	Singapore	83,762	160	6
7	London	78,811	177	5
8	Lisbon	76,549	149	9
9	Amsterdam	75,578	112	16
10	Prague	66,790	151	8



Top 10 country ranking by estimated total number of participants in 2017, including total number of meetings organised in 2017

Rank	Country	# Participants	# Meetings	Rank by nr. of meetings
1	U.S.A.	424,010	941	1
2	Spain	327,996	564	4
3	Germany	246,045	682	2
4	France	211,129	506	6
5	United Kingdom	192,544	592	3
6	Italy	172,274	515	5
7	Canada	168,223	360	9
8	Austria	139,187	281	12
9	Netherlands	134,510	307	10
10	Japan	133,025	414	7



Top international meeting countries in 2017:

Ranking	Country	Total	Global %
1	Korea Rep	1105	11.7
2	Belgium	804	8.5
3	Singapore	802	8.5
4	Austria	545	5.8
5	USA	536	5.7
6	Japan	425	4.5
7	Spain	379	4.0
8	Germany	343	3.6
9	France	337	3.6
10	Thailand	301	3.2

Meetings taking place in 2017 and organized or sponsored by international organizations that are included in the UIA's Yearbook of International Organizations

Top international meeting cities in 2017:

Ranking	City	Total	Global %
1	Singapore, Singapore	802	8.5
2	Brussels, Belgium	757	8.0
3	Seoul, Korea Rep	639	6.8
4	Vienna, Austria	488	5.2
5	Tokyo, Japan	247	2.6
6	Bangkok, Thailand	223	2.4
7	Paris, France	205	2.2
8	Berlin, Germany	172	1.8
9	Busan, Korea Rep	171	1.8
10	Geneva, Switzerland	158	1.7

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10	Geneva, Switzerland	158	1.7

Top international meeting countries in 2016 – tie for 5th place

Country	Number of meetings	Percentage of all meetings
1. Korea Rep	997	9.5%
2. Belgium	953	9.1%
3. Singapore	888	8.5%
4. USA	702	6.7%
5. France	523	5.0%
5. Japan	523	5.0%
6. Spain	423	4.0%
7. Austria	404	3.9%
8. Germany	390	3.7%
9. Netherlands	332	3.2%
10. Thailand	279	2.7%

Top international meeting cities in 2016

City	Number of meetings	Percentage of all meetings
1. Brussels	906	8.6%
2. Singapore	888	8.5%
3. Seoul	526	5.0%
4. Paris	342	3.3%
5. Vienna	304	2.9%
6. Tokyo	225	2.1%
7. Bangkok	211	2.0%
8. Berlin	197	1.9%
9. Barcelona	182	1.7%
10. Geneva	162	1.5%

Il monitoraggio UIA considera i congressi internazionali con almeno 50 partecipanti, **tranne eventi aziendali, politici, sportivi religiosi e di organizzazioni non profit**, così come tutti gli eventi a partecipazione esclusivamente nazionale. Il database sui cui sono elaborati i dati, cioè l'[International Congress Calendar](#), è significativamente più vasto di quello su cui si basa l'analoga classifica stilata da [ICCA, l'International Congress & Convention Association](#): ICCA si basa sui dati delle destinazioni e delle sedi congressuali socie, mentre **UIA indaga gli eventi alla fonte, partendo dalle associazioni committenti**. Si spiegano così, con la diversità di fonti e di portata, le differenze nei ranking di destinazioni e città elaborati dalle due associazioni.

	Membri	Paesi
ICCA	1.158	100
UIA	67.000	300

Top international meeting cities in 2017:

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included in
Organizati

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10	Japan	133,025	414	7



Worldwide ranking: number of meetings per city

Rank	CITY	# MEETINGS
1	Barcelona	195
	Barcelona Convention Bureau	www.barcelonaconventionbureau.com
2	Paris	190
	Paris Convention Bureau	http://en.convention.parisinfo.com
2	Vienna	190
	Austria Center Vienna	www.acv.at/index.en.html
	HOFBURG Vienna Congress Center	www.hofburg.com/en
	Vienna Convention Bureau	www.vienna.convention.at
4	Berlin	185
	Liberty International Tourism Group	www.liberty-int.com/our-destinations/germany/
5	London	177
6	Singapore	160
	Singapore Exhibition & Convention Bureau	www.visitsingapore.com/mice
★	My Advertorial	Appendix on page nr. 75
7	Madrid	153
	Madrid Exhibition and Congress Centre - IFEMA	www.ifema.es/convencionesycongresos_06
8	Prague	151
	Prague Congress Centre	www.praguecc.cz
9	Lisbon	149
	Turismo de Lisboa Visitors & Convention Bureau	www.visitlisboa.com
10	Seoul	142
11	Buenos Aires	131
12	Budapest	128
	HUNGEXPO – Budapest	www.event.hungexpo.hu/en
13	Hong Kong	119
14	Dublin	117
	The Convention Centre Dublin (The CCD)	www.theccd.ie
15	Copenhagen	115
16	Amsterdam	112
	Amsterdam Conference Centre Beurs van Berlage	www.beursvanberlage.com/scientific-conference
17	Bangkok	110
18	Tokyo	101
19	Stockholm	97
20	Montreal, QC	96
	Tourisme Montréal	www.mtl.org/meetings
20	Rome	96
22	Brussels	90



Worldwide ranking: number of meetings per city

23	Warsaw	89
24	Helsinki	87
	Helsinki Congress Paasitorni	www.paasitorni.fi
25	Beijing	81
26	Athens	76
26	Sydney, NSW	76
26	Taipei	76
29	Lima	74
30	Oslo	73
	VisitOSLO Convention Bureau	www.visitoslo.com/meetings
30	Toronto, ON	73
	Business Events Toronto - Tourism -Toronto	www.businesseventstoronto.com
	★ My Advertorial	Appendix on page nr. 76
32	Edinburgh	70
33	Milan	69
34	Porto	68
	Porto Convention and Visitors Bureau	www.portocvb.com
35	Melbourne, VIC	67
35	Mexico City	67
	Liberty International Tourism Group	www.liberty-int.com/our-destinations/mexico
37	Santiago de Chile	66
38	Kuala Lumpur	65
39	Shanghai	61
39	Vancouver, BC	61
	A111 Power of Conference Service	www.a111.com
41	New Delhi	59
42	Zurich	57

Worldwide ranking: number of meetings per city



54	Cracow	45
56	Ljubljana	44
	Ljubljana Tourism / Convention Bureau	www.meetinljubljana.com
56	Zagreb	44
58	Lyon-St. Etienne	43
59	Manila	42
59	Panama City	42
61	Gothenburg	41
62	Bali	40
62	Florence	40
62	Montevideo	40
65	Bucharest	39
65	Macao	39
67	Geneva	38
68	Dubai	37
68	Jeju	37
68	Valencia	37
68	Vilnius	37
72	Aarhus	36
72	Dresden	36
72	Glasgow	36
72	Torino	36
76	Cartagena	35
76	Rotterdam	35
78	Gent	34
78	Moscow	34
80	Busan	33
80	Lausanne	33
80	Marseille-Aix	33