

## Results of the Hungarian meetings industry Year 2008

*The Hungarian National Tourist Office has been collecting and processing data since 2001 with the aim to follow the changes on the Hungarian meetings market. With the cooperation of our 350 partners, an analysis of the international conferences<sup>1</sup> held in Hungary in 2008 and their parameters is provided below.*

In 2008, Hungary hosted 531 international conferences and 57 international fairs and exhibitions. These numbers show a 9,5% increase compared to the previous year when 485 and 32 such events were held respectively in the country. The following table shows the growth of the Hungarian meetings market since 2002.

**Table 1: International conferences in Hungary, 2002-2008**

	2002	2003	2004	2005	2006	2007	2008	2007/2008
<b>Nr. of conferences</b>	370	351	326	340	431	485	531	+9,5%
<b>Nr. of fairs and exhibitions</b>	22	17	23	24	29	32	57	+78%

Source: HCB

*The partners of the Hungarian Convention Bureau have provided detailed information about 444 international conferences, while the Bureau has discovered another 87 of such events from other resources (ICCA and ULA databases, internet research). As information about these 87 conferences is not complete, they did not get included in the following analysis (if not indicated otherwise).*

In 2008, 350 partners of the HCB have received the statistical questionnaire. 48% of the respondent companies (DMCs, PCOs, venues, congress centers and conference hotels) have informed us of having organized at least one international conference during the last year. 15,6%

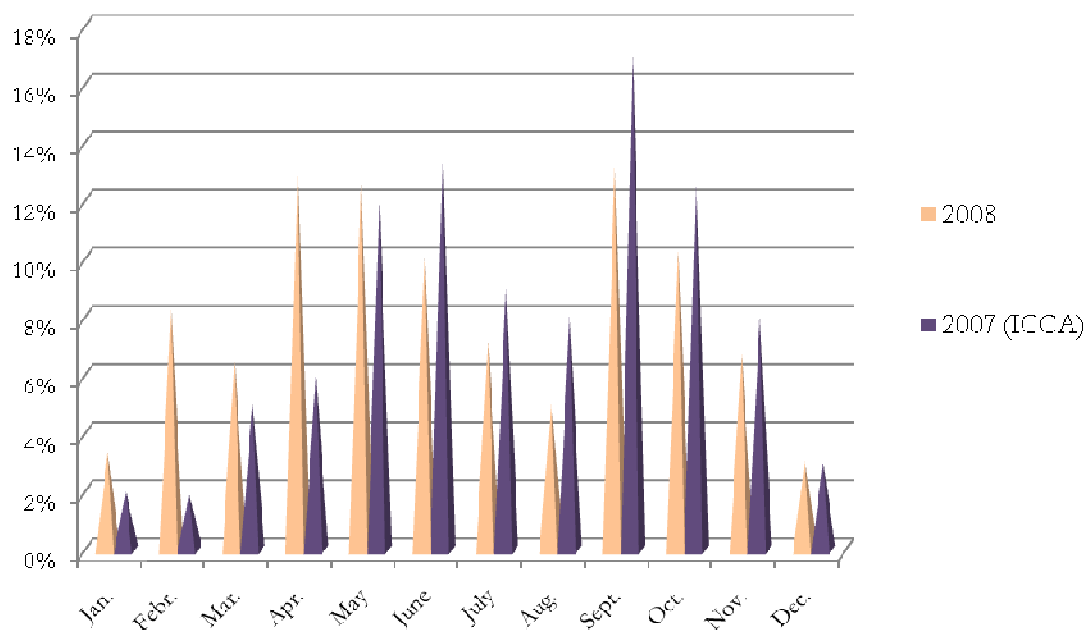
<sup>1</sup> Following the criteria of ICCA, the Hungarian Convention Bureau considers a meeting international where there is at least 3 different nations and 50 participants present.

of local conference organizers have organized more than five international conferences last year, which is a growth compared to 2007 (the percentage for that year was 12%).

*Based on the data provided by the partners of the Hungarian Convention Bureau, the average number of participants per meeting was 225,3 in 2008. Projecting this average to the total number of meetings held in the country in 2008 (531), the estimated total number of participants is more than 119.500 people. Counting with the average length of conferences (3,9 days), the estimated total number of days that conferences have been held in Hungary is 2070,9 days. This means that every day there have been 5,7 international events somewhere in the country.*

In 2008 most of the international conferences were organized in April and September. In these two months, more than one quarter of all the conferences took place. The graph below shows how the temporal distribution of international conferences in Hungary in 2008 relates to the data published by ICCA for the year 2007.

**Graph 1: Temporal distribution of international conferences**



Source: ICCA and HCB

Similar to the previous year, the subject of most of the international conferences in 2008 was economical, followed by medical and scientific conferences. Table 2 summarizes the changes of the subjects of conferences since 2002.

**Table 2: Subject of international conferences, 2002-2008**

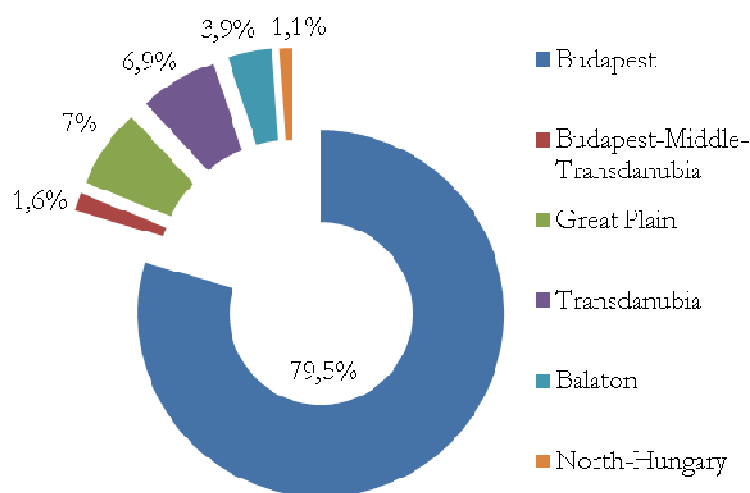
	2002	2003	2004	2005	2006	2007	2008
Medical	28%	26%	21%	29%	23,10%	23,42%	21,70%
Economical	28%	28%	26%	20%	20,50%	25,53%	24,70%
Scientific	28%	22%	17%	24%	17,60%	19,62%	16,70%
Traffic	4%	3%	3%	2%	3,90%	2,11%	1,40%
IT	7%	4%	5%	11%	10,60%	6,33%	8,90%
Tourism	5%	5%	4%	2%	1,90%	1,69%	1,40%
Other	---	12%	24%	12%	22,40%	21,31%	25,20%

Source: HCB

Most of the conferences (77,3%) were held in conference hotels in 2008. This percentage is higher than in 2007 when 69% of such events were held in similar facilities. Congress centers accommodated 14,5% of the international events, universities and other scientific institutions the 4,3% of them. The rest of the international conferences (3,9%) were held in other venues.

79,5% of international conferences in 2008 were held in Budapest. The distribution of conferences in Hungary are showed on Graph 2.

**Graph 2: Spatial distribution of international conferences**



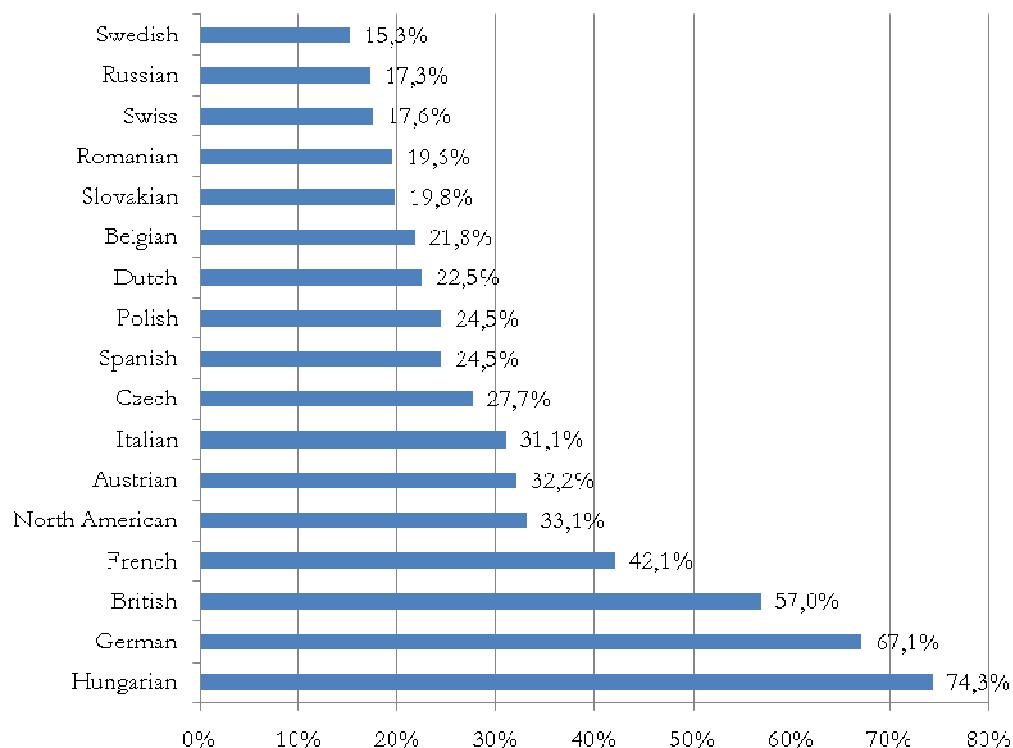
Average length of conferences was 3,9 days (2007: 4,3 days) in 2008. Most of the conferences (37,6%) took two or three days; and one day conferences were the less common last year (11,7%). The proportion of events lasting for at least six days grew to 22,1% (+2 percentage points compared to 2007), and 28,4% of such events lasted four to five days.

Almost half of the international conferences in 2008 (46,2%) had between 50 and 100 participants. 34,7% of them had 101-250 participants, and 11,3% had 251-500 attendees. 4,9% of all events were of the size of 501-1000 people, and there has been 13 international conferences organized in Hungary in 2008 that had participants over a thousand people.

The average number of participants per conference in 2008 was 225,3. This is a little decrease compared to previous years (2007: 285, 2006: 238), but still under the European average, which is 626<sup>2</sup> participants/international meeting.

In 2008, more than three quarters of conference participants arrived from foreign countries (76,9%). This ratio is higher than in 2007 (69%) or previous years. The average number of participating countries per international conferences was 9,2. The graph below lists the nations that have participated in at least 15% of these events.

**Graph 3: Nationality of participants at international conferences**



<sup>2</sup> According to ICCA, 2007

Among the international conferences organized in Hungary, every second was ordered by a Hungarian association or company. Conferences organized by British companies have shown a great growth (14,4%) compared to 2007 (7,5%), while North American orders decreased in a small compass from 7,1% and stand at 4,7%.

**Table 3: Procurers of international conferences**

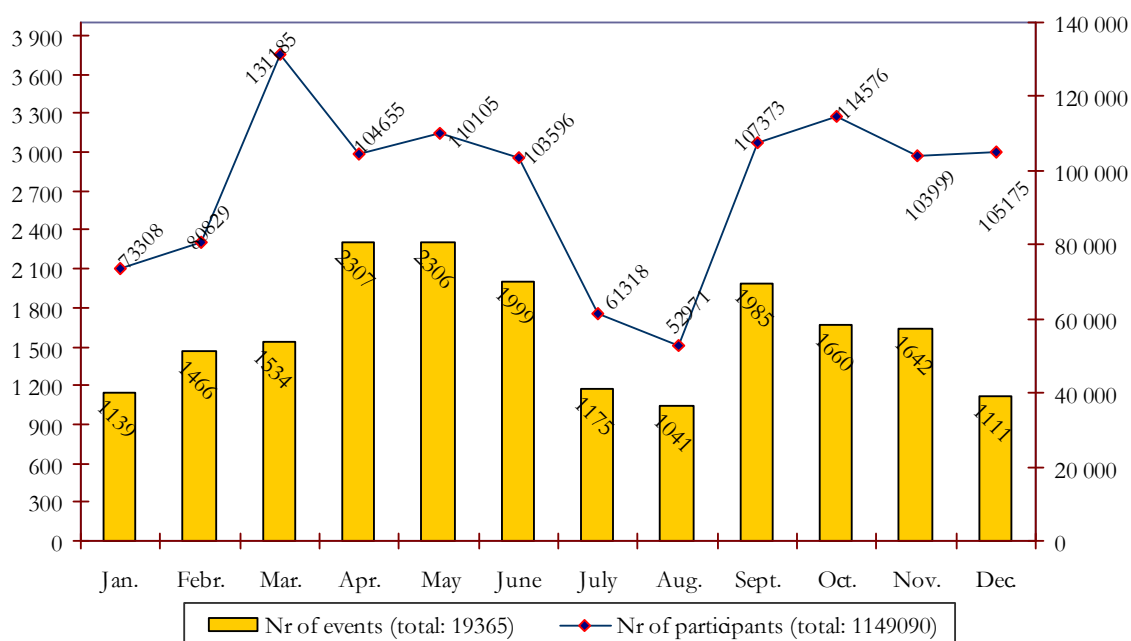
Nationality of procurer	Number of conferences	Ratio
Hungarian	230	51,8%
British	64	14,4%
North American	21	4,7%
German	20	4,5%
French	15	3,4%
Belgian	10	2,3%
Austrian	8	1,8%
Swiss	8	1,8%
Dutch	6	1,4%
Norwegian	3	0,7%
Czech	1	0,2%
Others	58	13,1%
<b>Total</b>	<b>444</b>	<b>100,0%</b>

## Other events

Although not included in the above analysis as they do not fit the criteria of ICCA, 'other events' constitute a great part of the Hungarian meetings market. 'Other events' are meetings, conferences that had less than 50 participants or were attended by less than 3 nationalities.

In 2008, 206 of the partners of the HCB organized such events. According to these data, 19.365 events were held throughout the country, in which a total number of 1.150.000 attendees were present. The average number of participants of these events increased from 52 to 59 compared to the previous year. 45,6% of these events were held in the countryside, which is a much better ratio than in the case of the international conferences.

**Graph 4: Temporal distribution of 'other' events and number of participants**



A summary of the statistical analysis can be found at [www.hcb.hu](http://www.hcb.hu) / Statistics.

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