Press Releases
„Meeting- & EventBarometer 2016“
Press Conference 19 April 2016

Content

1. Meeting- & EventBarometer 2016: Facts & Figures
   Events in Germany attract nearly 400 million delegates

2. Meeting- & EventBarometer 2016: Trends
   Modern technologies are in demand in the meetings industry

3. Meeting- & EventBarometer 2016: working together with industry and research
   Expertise in the sector is a critical factor for holding events

4. Meeting- & EventBarometer 2016: Methods and Classification
   Background and special nature of the survey

5. Profile: European Association of Event Centres (EVVC)

6. Profile: GCB German Convention Bureau e.V.

7. Profile: German National Tourist Board (GNTB)

8. Profile: European Institute for the Conference Industry (EITW)

Frankfurt, 19. April 2016
Meetings & EventBarometer 2016: Facts & Figures

Events in Germany attract nearly 400 million delegates

Frankfurt am Main, 19 April 2016. The German meetings industry is still growing with a total of 393 million participants attending events held in the country last year – an increase of 2.6% from the previous year. Germany’s popularity as a meeting and events destination is increasing, particularly on an international level. The number of international visitors rose significantly last year by 8.3% to 27.7 million and the number of international visitors travelling to events has almost doubled in ten years (2006: 14.3 million).

These are the results of the Meeting- & EventBarometer 2016, the only study of its kind examining both the conference and event sector in Germany. The initiators are the European Association of Event Centres (EVVC), the German Convention Bureau (GCB) and the German National Tourist Board (GNTB).

“The importance of international trade events and conferences is increasing. As the most significant location for meetings and conferences in Europe and the most important location for trade events, Germany is well placed to meet this development. In 2015 European journeys to meetings and conferences in Germany rose by 8%. This is a clear confirmation of the high-quality service offered by the German meetings industry”, says Petra Hedorfer, CEO of the German National Tourist Board (GNTB).

Internationalisation
In response to the significant increase in international visitors, the GCB has developed an internationalisation strategy which includes co-operation with the GNTB last year to open a representative office in Beijing in addition to its established office in New York.

"Alongside value for money and excellent infrastructure, areas of scientific and economic expertise are increasingly becoming crucial considerations for planners and important tools for attracting international participants", explains Matthias Schultze, Managing Director of the GCB.
Stability on the provider’s side
Germany’s supply remained relatively stable last year despite growing demand at home and abroad: 7,208 event centres, conference hotels and event locations each with seating for at least 100 people in their largest room indicate a moderate increase of 0.8% relative to 2014. The number of events likewise remained relatively constant at 3.06 million (plus 0.7%). By far the most important type of event at German venues were conferences, meetings and seminars which accounted for 52.1% and an increase of 2.5 percentage points. There was also a slight overall increase in the average number of participants at German events.

A glance at the future
Nearly half (46.9%) of suppliers and 60% of organisers have a positive view of the future development of the meetings industry. Nearly all (91.3% of providers and 89.6% of organisers) believe that the development in their own organisation will remain the same or improve.
“Despite the good figures we must not forget that we are dependent on economic and social developments in Germany and the world. The mood at the present time is somewhat subdued and this will undoubtedly have an effect on our industry,” says Joachim König, President of the European Association of Event Centres.

Meeting- & EventBarometer Germany
The Meeting- & EventBarometer is the only study that examines the entire event market - both the conference and event sector - in Germany and presents an informative picture of the sector. The initiators are the European Association of Event Centres (EVVC), the German Convention Bureau (GCB) and the German National Tourist Board (GNTB). In 2016 the partners engaged the European Institute for the Meetings Industry (EITW) for the 10th time to examine the events market.

The full press portfolio for the Meeting- & EventBarometer 2016 including the presentation as well as texts on the themes of facts & figures, trends and co-operation with industry and research are available at www.gcb.de/meba2016.
Press-Information

Meeting- & EventBarometer 2016: Trends
Modern technologies are in demand in the meetings industry

Frankfurt am Main, 19 April 2016. From video mapping to interactive 3-D projections - the increasing use of modern technologies is a top priority for the German meetings industry. This is confirmed by 89.7% of international organisers and 83.9% of providers in Germany. Further objectives are generating a quality experience as well as sustainability of events according to the results of the Meeting & EventBarometer 2016.

The study which is carried out annually is the only one that examines both the conference and events sector in Germany. The initiators are the European Association of Event Centres (EVVC), the German Convention Bureau (GCB) and the German National Tourist Board (GNTB).

“The use of modern technologies is not an end in itself: computer simulations, moving images and interactive elements facilitate the transfer of knowledge and increase the quality of experience at an event. Even the sustainability of an event can be improved by modern technology,” says Matthias Schultze, Managing Director of the GCB. “In this respect the organisers’ most important objectives complement each other perfectly.”

For example, approximately 70% of organisers (68.8%) and suppliers (66.8%) believe that in future paper-free events will provide content and information in digital form only, thereby achieving a substantial saving of resources.

Almost all those questioned believed that modern communication technologies are unlikely to replace face to face events. Nevertheless, more than half of the providers and organisers believe there is a need to set up virtual platforms as additions to real events.

“The quality of experience is an important sales argument and it makes the big difference between a real and a virtual event. There’s a need to invest in this area and stay up to date with technological developments, as well as a flexible approach to event planning,” says Joachim König, President of the European Association of Event Centres (EVVC).

Sustainability is a firmly established issue amongst international organisers with 55% of those questioned preferring catering deals for organically certified meals. Approximately a third of German providers have deals for organically certified meals in the programme.
Meeting- & EventBarometer Germany
The Meeting- & EventBarometer is the only study that examines the entire event market - both the conference and event sector - in Germany and presents an informative picture of the sector. The initiators are the European Association of Event Centres (EVVC), the German Convention Bureau (GCB) and the German National Tourist Board (GNTB). In 2016 the partners engaged the European Institute for the Meetings Industry (EITW) for the 10th time to examine the events market.

The full press portfolio for the Meeting- & EventBarometer 2016 including the presentation as well as texts on the themes of facts & figures, trends and co-operation with industry and research are available at www.gcb.de/meba2016.
Press Information

Meeting- & EventBarometer 2016: working together with industry and research
Expertise in the sector is a critical factor for holding events

Frankfurt am Main, 19 April 2016. International organisers are placing increasing value on partnering their events with established companies and research organisations in their sector: 73.7% of organisers questioned believe that these partnerships are becoming increasingly important. Suppliers in Germany are geared to this approach - in 2012, one third of providers had integrated regional fields of competence into their marketing; in 2015 the figure had risen to 44.4%. This means that co-operation with established scientific and business institutions in the sector has increased substantially in recent years.

These are the core results of the Meeting & EventBarometer 2016, the key study in the events market in Germany. The study, carried out annually, is the only one that examines both the conference and events sector in Germany. The initiators are the European Association of Event Centres (EVVC), the German Convention Bureau (GCB) and the German National Tourist Board (GNTB).

“In addition to important factors such as price-performance ratio and infrastructure, economic and scientific competencies in key industries deliver an important competitive advantage when organising events. This is something our industry is increasingly tapping into,” comments Matthias Schultze, Managing Director of the GCB.

Within the framework of its strategy concerning areas of expertise, the GCB and its partners have been showcasing Germany’s various economic and scientific areas of expertise since 2012 and making contact with world-leading companies and the most important industrial associations in order to generate targeted publicity for the relevant meetings and conferences.

“With the right expertise available at the event’s location, many things become easier: high-ranking experts are acquired more quickly and the framework programme from the laboratory to product presentation is implemented more easily. Furthermore, by co-operating with big companies and institutions even smaller event centres can win the bid for conferences without a huge marketing budget”, says Joachim König, President of the European Association of Event Centres (EVVC).
Six areas of expertise make an ideal context for meetings and conferences:

- Transport and logistics
- Medicine and healthcare
- Chemicals and pharmaceuticals
- Energy and the environment
- Technology and innovation
- Financial services

National and international event planners can find maps and background information to search for suitable areas of expertise for their event in the GCB publication “Germany. Expertise” and on the internet: www.gcb.de.

Meeting- & EventBarometer Germany
The Meeting- & EventBarometer is the only study that examines the entire event market - both the conference and event sector - in Germany and presents an informative picture of the sector. The initiators are the European Association of Event Centres (EVVC), the German Convention Bureau (GCB) and the German National Tourist Board (GNTB). In 2015 the partners engaged the European Institute for the Meetings Industry (EITW) for the 10th time to examine the events market.

The full press portfolio for the Meeting- & EventBarometer 2016 including the presentation as well as texts on the themes of facts & figures, trends and co-operation with industry and research are available at www.gcb.de/meba2016.
Press Release

Meeting & EventBarometer 2016: Methods and Classification

Background and special nature of the survey

Frankfurt am Main, April 19, 2016. This is the tenth time that the European Institute for the Meetings Industry has conducted the Meeting & EventBarometer for the German meeting and event market. The comprehensive survey analyses this important segment on behalf of the European Association of Event Centres (EVVC), German National Tourist Board (GNTB) and German Convention Bureau (GCB).

Special nature of the Meeting & EventBarometer
The Meeting & EventBarometer is the only survey to examine the entire meetings and events market – including both the conventions and special event segments – in Germany and provide an insightful picture of the industry. It differs significantly from all other surveys that only focus on one aspect. The Meeting & EventBarometer provides up-to-date facts and figures but also highlights directional trends and developments.

Database and methodology
Around 3,500 suppliers (convention centres, meeting hotels and special venues with at least 100 seats in the largest hall (theatre-style seating) in Germany and almost 9,500 organisers of meetings and events (companies, associations and agencies) world-wide were interviewed via web-based questionnaires in February 2016. On average the questionnaire return rate was 4.0 per cent providing the industry with valuable results and conclusions.

The full press portfolio for the Meeting- & EventBarometer 2016 including the presentation as well as texts on the themes of facts & figures, trends and co-operation with industry and research are available at www.gcb.de/meba2016.
Profile

European Association of Event Centres (EVVC)
The professional network for the European events and meetings industry

Frankfurt am Main, April 19, 2016. Representing the rich versatility of the European meetings industry, the European Association of Event Centres (EVVC) represents nearly 750 event centres, congress locations, arenas and special event venues across Germany, Austria, Switzerland and neighbouring European countries.

Among its esteemed members are event and meeting planners from congress services, as well as concert and sports event managers of approximately 350 companies. 70 event and meetings suppliers also support the association and its members as partners. The main goals of the EVVC are to inform, provide counsel for, and facilitate a positive business environment for its members within a professional networking framework whilst at the same time offering a strong communications platform.

In addition to offering practical support in marketing, legal and technical matters - as well as compiling sector specific data the EVVC also focuses on training and education. As part of its commitment to sustainable meetings, the EVVC is also working closely with Green Globe Certification to set and drive the adoption of green best practices at event, meeting and conference venues.

With its office in Berlin Germany, the EVVC additionally works to represent the meetings and events industry in Berlin and Brussels’ political arenas. In this, the EVVC aims to inform and influence emerging proposed laws with its members’ best interests in mind. Further, the EVVC supports its members by providing significant key-data and research results to be used strategically with local political panels.

For more information visit: www.evvc.org/en
EVVC-Geschäftsstelle / Head Office
Eschersheimer Landstraße 23, 60322 Frankfurt am Main
Tel: +49(0)69-915096980, Fax: +49(0)69-915096989
E-Mail: info@evvc.org
Internet: www.evvc.org/en
Profile

GCB German Convention Bureau e.V.

Marketing Germany as a meetings & events destination

Frankfurt am Main, 19 April 2016. The function of the GCB German Convention Bureau e.V. is to secure and further develop Germany’s position as a leading and sustainable destination for meetings.

The GCB provides it members with high-quality market research data and runs campaigns based on core trends in the sector - one example is the innovative "Future Meeting Space" project which launched in 2015.

By developing target-group-specific marketing activities the GCB maintains a presence in national and international markets as well as supporting partners in marketing their products and services. In addition to the main office in Frankfurt the GCB has a representative office in New York and in Beijing.

Approximately 175 members represent over 445 organisations including top hotels, conference centres, locations, municipal marketing organisations, event agencies and service providers operating in the meetings industry. As strategic partners, Lufthansa, Deutsche Bahn and GNTB German National Tourist Board support the GCB’s work.

The GCB is a strategic partner of IMEX, a point of contact for exhibitors and visitors in Germany and the organiser of the German seminar program. As the largest exhibitor at IMEX, the GCB is showcasing over 200 exhibitors at the Germany stand (F100), all with a focus on areas of expertise, sustainability as well as the future and innovation.

Further information and press announcements concerning the GCB German Convention Bureau e.V. are available at www.gcb.de

GCB German Convention Bureau e.V.
Kaiserstr. 53
60329 Frankfurt/Main
Tel: +49(0)69-2429300, Fax: +49(0)69-24293026
E-Mail: info@gcb.de
Internet: www.gcb.de
Twitter: http://twitter.com/GCB_Deutschland
Profile

German National Tourist Board (GNTB)

Innovative marketing in Germany and abroad

Frankfurt am Main, April 19, 2016. The German National Tourist Board (GNTB), based in Frankfurt am Main, is the national “tourist board” of Germany. With its marketing and sales work, it pursues two objectives for Germany as a tourist destination: strengthening the country’s international reputation as a travel hotspot and the promotion of tourism into Germany. The GNTB works on behalf of the Federal Ministry of Economic Affairs and Energy from which it receives its funding under a resolution passed by the German parliament. The GNTB maintains a presence worldwide with 30 GNTB sales outlets. Through its presence in all relevant markets, the GNTB has precise expertise regarding market-specific characteristics.

The GNTB advises its partners on the preparation of customer-oriented offers that are attuned to the market. It secures international organisers, markets the products in co-operation with travel agents abroad and addresses end consumers in foreign source markets. Additional important sales tactics of the GNTB are its presence at trade fairs worldwide, the organisation of its own road shows in foreign markets and study trips for international media representatives and travel experts. The GNTB serves as the central contact for the media, the travel industry and the business world; it acts as the interface for contacts and information, for market expertise and know-how.

Through its website, www.germany.travel, available in 30 different languages, the GNTB is the global leader for online travel information for the holiday destination Germany. The international target groups are consumers, press, tour operators and disseminators. The GNTB’s information is optimised for conventional websites, smart phones and tablet PCs. The GNTB also includes social media in its corporate communications and online marketing. Its objectives are to build the brand Destination Germany mainly in the B2C sector.

German National Tourist Board (GNTB)
Beethovenstraße 69
60325 Frankfurt am Main
Tel. +49(0)69-97464-262, Fax +49(0)69-974 64-233
E-mail presse@germany.travel, Internet www.germany.travel
Profile

European Institute for the Conference Industry (EITW)
Specialists in MICE market research and convention consulting since 2006: 10 years
Meeting & Event Barometer in Germany

Frankfurt am Main, April 19, 2016. The European Institute for the Conference Industry (EITW) specialises in conducting cutting-edge analysis on innovation in the German and European meetings, incentive, convention and event management (MICE) sector. Based at Harz University in Wernigerode 94 km southeast of Hanover Germany, the EITW conducts research into a variety of important topics such as the economic power of conferences and meetings and the sustainability of meetings.

It also co-operates with umbrella organisations and professional associations and maintains strong relationships with scientific institutions world-wide. In recent years it has worked successfully with some 100 clients and project partners from inside and outside Germany.

Using a selection of its extensive research the EITW then offers the European and global meetings industry user-friendly, online market research products. For example, the EITW conducts and publishes the annual Meeting & Event Barometer (2016 in its 10th edition), the only survey specific to Germany’s congress, meetings and events industry organised by the European Association of Event Centres (EVVC), the German Convention Bureau (GCB), and the German National Tourist Board (GNTB).

German destinations also benefit from operational and strategic recommendations developed by the EITW and receive advice on the creation, financing and staffing of new convention bureaux.

For more Information
Europäisches Institut für TagungsWirtschaft GmbH a. d. Hochschule Harz
Friedrichstraße 57-59, 38855 Wernigerode
Tel: +49(0)3943-659-268
Fax: +49(0)3043-659-299
Internet: www.eitw.de