

2016

A quantitative
study of the
congresses in
Paris

Congress activity in 2015



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SUMMARY

Characteristics of the Parisian Congresses in 2015	Page 3
Economic contribution of the congress activity	Page 4
Diversity in the field of activity	Page 5
International Competition	Page 5

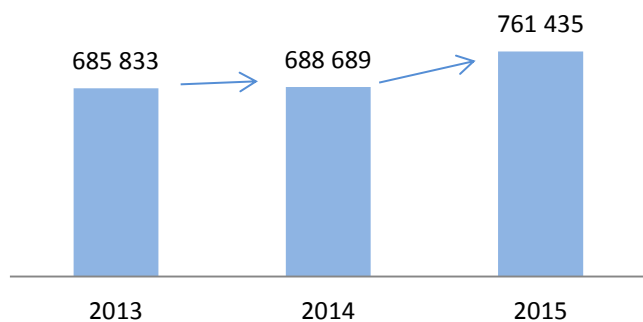


Characteristics of the Parisian Congresses in 2015

The Paris Convention Bureau recorded a total of **1 004 congresses** in the city in 2015. This represents an overall rise of 2.9 % compared to 2014. Paris is still an attractive and dynamic city for organizing events as 52 associations chose Paris, the first worldwide congress destination, for hosting their first convention. Indeed some large-scale events have been held in Paris in 2015 such as the European Wind Energy Association Annual Event which attracted 7 642 attendees or similarly the United Nations Conference on Climate Change (COP 21) where more than 37 800 participants attended.

Rise in the number of convention attendees and more international congresses compared to 2014

Evolution du nombre de congressistes entre 2013 et 2015



There has been a rise of 9.6 % in number of congress' participants in Paris compared to 2014, reaching the total of 761 435 attendees.

Moreover the congress events grew in size this year compared to previous years as the average number of delegates rose to 758 in 2015 compared to 706 in 2014 and 714 in 2013.

At the same time a large increase in the number of international congresses (congresses being organized each time in a different country) have been recorded with 154 conventions representing a rise of 24 % compared to 2014. The total number of participants attending these events were 103 214, representing an increase of 63.5 %.

Main characteristics describing the Parisian congresses in 2015

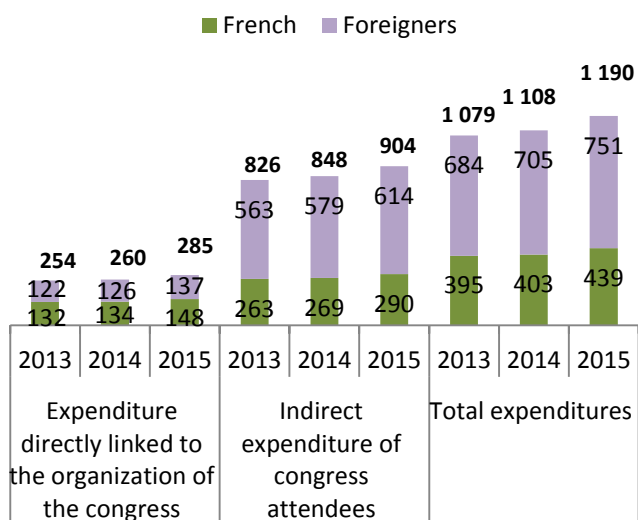
- 68 % of the congresses take place annually
- 45 % of the congresses are 'sedentary', i.e. they are always held in Paris
- 48.8 % of the congresses gather at least 20% of foreign participants
- 66% of the congresses are composed by less than 500 delegates and 7.5% by more than 2 000
- Most of the events are held in June, October and November
- They last on average 2.3 days (3 days for international congresses)
- Scientific venues hosted 46 % of the congresses compared to 19 % for congress center. But convention centers gather more attendees (a proportion of 64 %)
- More venues have been identified this year with 304 places hosting events compared to 264 in 2014



Economic contribution of the congress activity

Economic contributions reach 1.19 billion euros in 2015

Comparison of economic spin-offs between 2013 and 2015



An estimated 1.19 billion euros of direct and indirect spin-offs from the congress sector were generated in 2015, which represents an increase of 7.5 % compared to 2014.

The direct expenditures (linked to the organization of the congress) account for 24 % and the indirect ones (linked to the delegates' stay – accommodation, transport, shopping...) represent 76 %.

Foreigners have contributed a lot in these economic contributions as they represent 63 % of the total expenditures.

Big international congresses (with more than 500 delegates and more than 20% foreigners) have produced 69 % of the total economic contribution of the convention industry in Paris.

In 2015, congresses generated an equivalent of 20,151 full-time jobs.

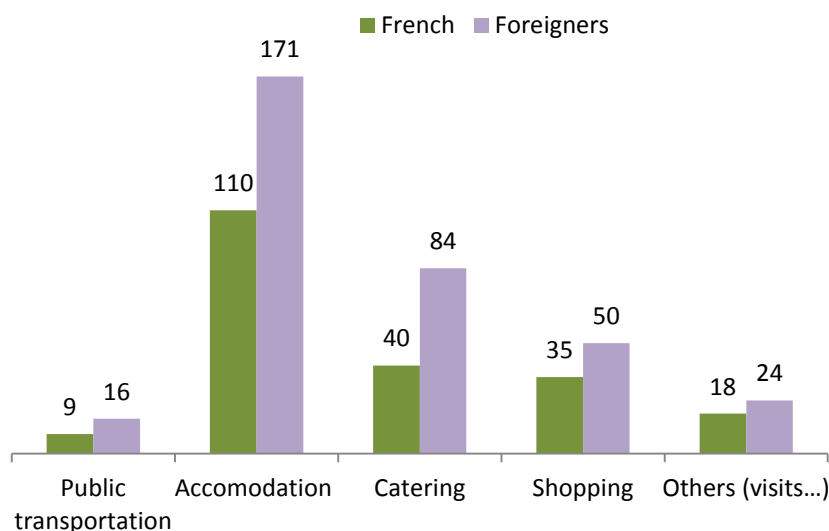
The accommodation is the biggest expenditure item as half of the delegates' total expenditures are spent for that.

Foreign delegates spend more money than the French ones during their stay in Paris. Indeed foreigners spend on average 345 euros compared to 212 euros for French people.

The three nationalities representing the people who spend the more are:

- The Belgian
- The Swiss
- The Maghrebi

Daily expenditures of delegates in Paris in 2015 (in euros)

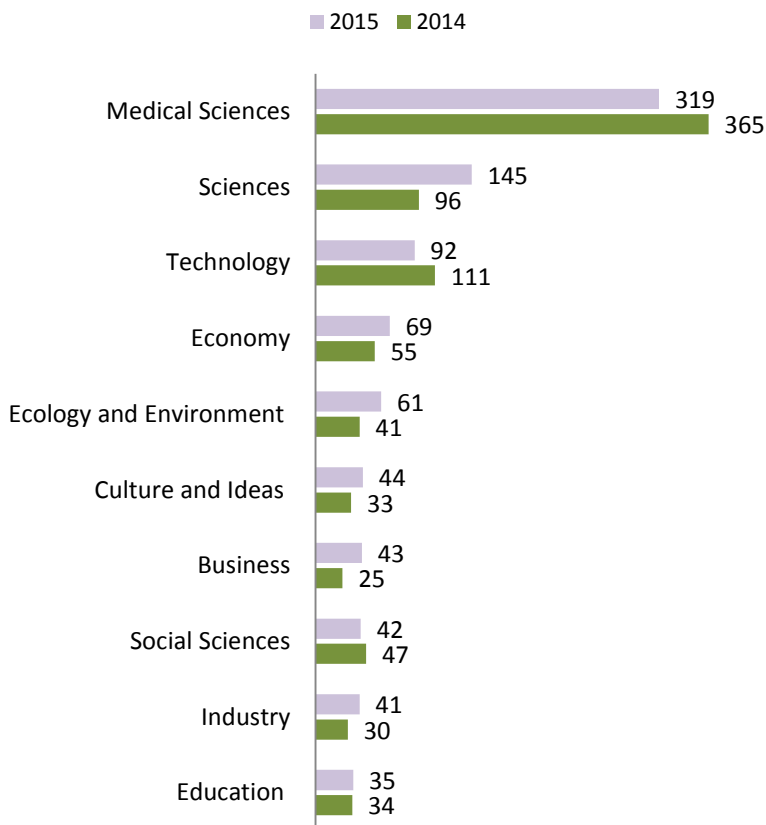




Diversity in the field of activity

Medical sciences congress in decline, ecology ones are growing

Comparison of the 10 main fields of activity regarding the number of congresses between 2014 and 2015



Some reasons like for example the merger of large pharmaceutical companies or the assembling of congresses can help explaining the fact that the proportion of medical congresses keep decreasing since 2011.

Nevertheless medical sciences keep being the most represented field of activity in the Parisian convention market. They count for 32% in 2015 but were about 50% in 2011.

Sciences, Economy and Business have led to more congresses; these fields of study have recorded a rise of 46% in their number of conventions.

Thanks to the United Nations conference on climate change (COP 21), many congresses which are centered on the topic of ecology have been organized. The proportion of ecological congresses has increased about 49 % in the last year.



International competition

In order to have a good overview of the worldwide competition regarding congress industry, the Paris Convention Bureau gives its data to two international ranking organizations: the International Congress and Convention Association (ICCA) and The Union of International Associations (UIA). It's important to note that they both use different classification criteria. The conventions selected by the two organizations only represent a small part of all the events which are organized every year in Paris.

ICCA's ranking from 2005 to 2014 with the number of congresses hosted in each city per year

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
1	Vienne - 141	Paris - 175	Vienne - 184	Paris - 179	Vienne - 171	Paris - 181	Paris - 196	Vienne - 195	Paris - 204	Paris - 214
2	Barcelone - 134	Vienne - 159	Paris - 156	Barcelone - 165	Barcelone - 161	Barcelone - 181	Vienne - 188	Paris - 181	Madrid - 186	Vienne - 202
3	Paris - 133	Singapour - 129	Berlin - 147	Vienne - 147	Paris - 159	Vienne - 174	Barcelone - 161	Berlin - 172	Vienne - 182	Madrid - 200
4	Singapour - 112	Berlin - 122	Singapour - 138	Singapour - 137	Berlin - 145	Berlin - 173	Singapour - 154	Madrid - 164	Barcelone - 179	Berlin - 193
5	Berlin - 108	Prague - 107	Barcelone - 124	Berlin - 130	Pékin - 138	Singapour - 159	Berlin - 152	Barcelone - 154	Berlin - 178	Barcelone - 182
6	Londres - 108	Pékin - 107	Pékin - 118	Séoul - 124	Amsterdam - 131	Londres - 152	Londres - 152	Londres - 150	Singapour - 175	Londres - 166
7	Pékin - 104	Séoul - 107	Londres - 111	Amsterdam - 116	Stockholm - 123	Istanbul - 139	Madrid - 133	Singapour - 150	Londres - 166	Singapour - 142
8	Amsterdam - 101	Londres - 106	Prague - 106	Londres - 115	Singapour - 121	Madrid - 131	Istanbul - 130	Copenhague - 137	Istanbul - 146	Amsterdam - 133
9	Budapest - 94	Barcelone - 105	Lisbonne - 106	Prague - 114	Lisbonne - 119	Pékin - 128	Amsterdam - 127	Istanbul - 128	Lisbonne - 125	Istanbul - 130
10	Prague - 91	Budapest - 98	Amsterdam - 104	Budapest - 112	Copenhague - 118	Buenos Aires - 125	Pékin - 123	Amsterdam - 122	Séoul - 125	Prague - 118
11	Hong Kong - 87	Amsterdam - 91	Budapest - 100	Lisbonne - 110	Séoul - 113	Bruxelles - 121	Lisbonne - 121	Prague - 112	Prague - 121	Bruxelles - 112
12	Séoul - 86	Copenhague - 87	Madrid - 98	Stockholm - 102	Prague - 112	Amsterdam - 116	Budapest - 119	Stockholm - 110	Amsterdam - 120	Lisbonne - 109
13	Copenhague - 85	Lisbonne - 87	Buenos Aires - 97	Tokyo - 100	Istanbul - 108	Prague - 115	Rome - 110	Pékin - 109	Dublin - 114	Copenhague - 105
14	Lisbonne - 85	Buenos Aires - 82	Copenhague - 92	Buenos Aires - 99	Bruxelles - 107	Taipei - 109	Prague - 108	Bruxelles - 107	Buenos Aires - 113	Pékin - 104
15	Tokyo - 76	Hong Kong - 81	Séoul - 90	Bruxelles - 97	Rome - 102	Copenhague - 108	Séoul - 106	Lisbonne - 106	Brussels - 111	Séoul - 99

Even though European cities are the primary destinations for hosting congresses, Asian destinations are becoming more active than in the past. For the past 10 years Paris shares the top of the ranking with Vienna and Barcelona.

Focus on Paris

Paris hosts more large scale congresses compared to other cities. 30 of the 110 congresses with more than 1 000 delegates selected by ICCA in 2014 were taking place in Paris.

At the same time majority of the congresses organized in Paris in 2014 were small (between 50 and 249 participants).

Finally, the number of ICCA congresses recorded in Paris has risen by 11.8% between 2013 and 2014.

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