

Methodological manual for statistics on congresses and conferences



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METHODOLOGICAL MANUAL FOR STATISTICS ON CONGRESSES AND CONFERENCES



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The views expressed in the publication are those of the authors and do not necessarily reflect the opinion of the European Commission.

FOREWORD

Congresses and conferences are an important part of business and professional tourism in Europe, both in quantitative and qualitative terms. Congresses and conferences contribute to the transmission, exchange and deepening of knowledge and experience, as well as generating income and employment in the local area of the congress site.

Due to the importance of the congress sector, there is an increasing need for developing comparable statistics. This methodological manual proposes the main common agreed guidelines for the production of statistics on congresses and conferences. Its objective is to contribute to improve the statistical level of congress and conference statistics collected both from the private and official side. The manual addresses all agents interested in producing comparable statistics on congresses and conferences. The guidelines are intended especially to be used by professional associations of the sector, which are currently the main producers of statistics, but also to national statistical institutes, even if these statistics are normally not collected directly by these institutions.

This manual has been developed in co-operation with the National Statistical Institutes in the Member States and professional associations in the congresses and conferences industry (represented by the Joint Meeting Industry Council, grouping the most relevant associations: AACVB, AIIIC, AIPC, AIVFC, EFCT, IAPCO, ICCA, MPI, UIA, among others). In particular, the Union of International Associations, UIA, was designed to represent the industry. The proposed methodological guidelines are in line with the Community Methodology on Tourism Statistics and the Council Directive on the collection of statistical information in the field of tourism, which constitute the basic methodological and legal framework for data collection on tourism in Europe.

The manual includes four sections. The first one is an introduction, defining objectives, presenting information needs, identifying current problems in congress and conference statistics, and proposing a common methodology. The second one refers to congress demand, while the third one refers to congress supply. In both cases an identification of statistical units is done, as well as the definition of related variables. The fourth chapters deals with some guidelines to measure the impact of congress and conferences on the economy.

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CONTENTS

| | |
|--|-----------|
| 1. Introduction to the methodological manual for statistics on congresses | 8 |
| 1.1. Objectives of the Report | 8 |
| 1.2. Definition of the Sector | 9 |
| 1.3. The Use of Congress Statistics | 12 |
| 1.4. Information Needs | 13 |
| 1.5. The Present Situation | 16 |
| 1.6. Proposal for a Congress Methodology | 20 |
| 2. Congress and Conference Demand | 22 |
| 2.1. Congress Demand: Identification | 22 |
| 2.2. Methodology for Congress Demand | 22 |
| 2.2.1. Definition of the Statistical Unit | 22 |
| 2.2.2. Definition of Variables | 25 |
| 3. Congress and Conference Supply | 40 |
| 3.1. Congress Supply: Identification | 40 |
| 3.2. Methodology for Congress Statistics | 42 |
| 3.2.1. Definition of the Statistical Unit | 42 |
| 3.2.2. Definition of Variables | 49 |
| 3.3. Methodology for Local Area Statistics | 64 |
| 3.3.1. Accommodation Statistics | 64 |
| 3.3.2. Transport Statistics | 65 |
| 3.3.3. Complementary Service Statistics | 65 |
| 4. The impact of Congresses | 67 |
| 4.1. The Effects of Congresses on the Economy | 67 |
| 4.2. Employment Estimates | 69 |
| 4.3. Estimating Turnover | 71 |
| Conclusion | 73 |
| References | 75 |

LIST OF TABLES

| | |
|-----------|---|
| Table 1. | Some statistics on the congress and conference sector, 1995 |
| Table 2. | Differences Between Normal Business Meetings and Congresses and Conferences |
| Table 3. | Usefulness of Congress Statistics |
| Table 4. | Principal User Needs |
| Table 5. | Statistics Produced by the UIA |
| Table 6. | Criteria for Exclusion from Congress Statistics |
| Table 7. | Statistical Variables of Congress Demand |
| Table 8. | Types of Congresses and Conferences and Characteristics |
| Table 9. | Indicators of Congress Statistics |
| Table 10. | Congress Related Activities |

LIST OF FIGURES

| | |
|-----------|--|
| Figure 1. | Congress Travel Within Professional Travel |
| Figure 2. | Congress and Conference Methodology |
| Figure 3. | Congress Travel Supply and Demand |
| Figure 4. | Congress Travel Supply |
| Figure 5. | Typology of Congresses and Conferences |
| Figure 6. | The Effects of Congresses on the Economy |
| Figure 7. | Statistical Indicators on Congresses |

LIST OF DEFINITIONS

Statistical Units

Demand:

- A. Congress travel
- B. Delegate or Congress member
- C. Companions
- D. Congress auxiliary

Supply:

- E. Corporate meeting / Business meeting
- F. Congress
- G. Public conference / lecture
- H. Governmental conference
- I. General assembly
- J. Convention
- K. Scientific congress: forum, colloquium, seminar, symposium
- L. Happening

Variables

Congress Demand:

1. Number of participants
 - 1a. Number of congress members or delegates
 - 1b. Number of auxiliaries
 - 1c. Number of companions
 - 1d. Number of expected congress members or delegates
 - 1e. Number of estimated congress members or delegates
2. Participant's main function
3. Participant motivation
4. Previous participation in congresses
 - 4a. Attendance at previous congresses as an individual
 - 4b. Attendance at previous congresses as an organisation
 - 4c. Annual attendance at all congresses
 - 4d. Attendance at previous editions of the same congress
 - 4e. Attendance at other congresses in same destination
 - 4f. Attendance at other congresses in other destination
 - 4g. Previous attendance at congress within the country of residence
 - 4h. Previous attendance at congress in foreign destinations
5. Profile variables
 - 5a. Number of women attending
 - 5b. Number of countries represented
 - 5c. Average age of participants
 - 5d. Level of education of participants
 - 5e. Economic activity status
6. Participant origin
7. Participant occupation
8. Organisation the participant represents
9. Overnight stays
 - 9a. Number of nights at location
 - 9b. Extra overnight stays
 - 9c. Number of days at congress
10. Type of accommodation
11. Inter-city transport (from the place of residence to the congress town)
 - 11a. In-city transport (from the place of overnight stay to the congress site)
 - 11a.1. Travelling time (minutes)
12. Estimated cost of attendance
 - 12a. Items to be included in the registration fee

Congress Supply:

20. Congress date
 - 20a. Congress duration
21. Location
22. Congress frequency
 - 22a. Number of congresses already held
23. Congress type
24. Spatial nature of the congress
 - 24a. Local congress
 - 24b. Regional congress
 - 24c. National congress
 - 24d. International congress
 - 24e. Binational congress
25. Congress theme
26. Organiser type
27. Organiser structure
 - 27a. Number of people employed
 - 27b. Organiser turnover

- 28. Congress site
 - 28a. Hiring cost
 - 28b. Site facilities (Installations and services)
- 29. Auxiliary service type
 - 29a. Employment involved in auxiliary services
 - 29b. Cost of using and hiring services
 - 29c. Conditions of furnishing auxiliary services (externalisation)
 - 29d. Room cost

Hotels and Accommodation:

- 30. Type of accommodation
- 31. Collective accommodation variables
- 32. Room
- 33. Central services
- 34. Region
- 35. Months or days open during the year
- 36. Accounting and structural variables

Transport:

- 40. Means of transport from home to the congress destination and back
- 41. Cost of transport from home to the congress destination and back
- 42. Means of transport during the congress
- 43. Cost of transport during the congress

Complementary Services:

- 50. Use of complementary services by participants
- 51. Number of days that complementary services have been used
- 52. Cost of using complementary services
- 53. Relative satisfaction with complementary services used

Economic Effects of Congresses:

- 60. Employment generated by the congress
- 61. Turnover generated by the congress

1. INTRODUCTION TO THE METHODOLOGICAL MANUAL FOR STATISTICS ON CONGRESSES

1.1. Objectives of the report

In 1995, 4 685 international congresses were registered as held in Europe, of these 4 290 within the European Union (15 countries) representing respectively 62% and 57% of the world-wide total (UIA estimates)¹. According to available statistics, Table 1 shows the geographical world distribution of international meetings held in 1995.

Table 1: Some statistics on the congress and conference sector, 1995

| Major Congress Countries | Number of meetings | Major Congress Cities | Number of meetings |
|--------------------------|--------------------|-----------------------|--------------------|
| USA | 1 004 | Paris | 332 |
| France | 728 | Wien | 200 |
| UK | 637 | London | 192 |
| Germany | 512 | Brussels | 174 |
| Italy | 387 | Genève | 168 |
| Netherlands | 318 | Singapore | 140 |
| Belgium | 292 | New York | 114 |
| Austria | 282 | Amsterdam | 110 |
| Switzerland | 279 | Washington | 108 |
| Spain | 247 | Hong Kong | 102 |
| Japan | 229 | Berlin | 93 |
| Canada | 226 | Kobenhavn | 88 |
| Australia | 179 | Montreal | 85 |
| Singapore | 140 | Roma | 82 |
| Finland | 139 | Madrid | 80 |
| Denmark | 132 | Praha | 76 |
| Norway | 131 | Strasbourg | 73 |
| Sweden | 126 | Seoul | 70 |

Source: UIA.

Bearing in mind the global activity the sector, every year several million travellers may be assumed to make their way to congresses or conferences. As United States meetings and conventions (excluding corporate and business meetings) are supposed to generate over 35 million attendees², and the European market is supposed to be 3 times the USA one, then more than 100 million travellers attend congresses in Europe. However it should also be taken into consideration that the USA market is larger than what these data might indicate.

In 1993 international congresses brought ECU 1 000 million to Europe (direct expending, EFCT data³). The market share of the EU Members States amounting to a revenue of ECU 700 million. In USA, with a different estimation base and method, the sector generates more 30 000 million \$ as expenditure.

Congresses and conferences are an important part of professional tourism, not only in quantitative terms, but also from a qualitative point of view. Since professional tourism can be regarded as medium-high qualified tourism in terms of spending and needs, congress travel produces a number of major features:

¹ Registration by the UIA (Union of International Associations) [UIA, 1991]. In view of the fact that only those national meetings with a minimum number of participants (300), foreigners (40%), nationalities (5) and days (3) are considered international, the total number of congresses is much greater.

² MEETINGS & CONVENTIONS. The meetings market, 1990. Conducted by Market Probe International, Inc. for Meetings and Conventions.

³ European Federation of Congress Towns, estimates for 1993.

- An increase in value added is produced as a consequence of the direct spending generated by congress participants.
- The tourism sector as a whole develops with the arrival of highly-qualified tourism.
- Accommodation, transport and communication improvements are wrought.
- Congresses reinforce seasonal movements of tourism since some congresses take place during the best tourism seasons in the best tourism places.
- Some private and public investments related to congresses tend to contribute to regional and urban development.
- Congress meetings produce an exchange of knowledge, experience, information and technical ability unifying the Single Market.
- Congresses increase the international position of cities, improving the image held by the urban locality.

Due to the importance of the congress sector, statistics need to be developed to cover a wide range of users. Congress-organising associations need data as tools for promotion, evaluation and marketing. Enterprises and professionals are also interested in statistics, as they are both participants and potential participants. Institutions and governments also need statistics to understand the flows of this type of professional tourism, site locations and the transmission of high-quality information. Tourism suppliers need statistics to arrange accommodation and temporary employment. However, all this information needs cannot be satisfied when there are no statistics offering a minimum of coverage and quality⁴.

This report is concerned with the development of an integrated methodology for the congress and conference sector. For the first time, congress statistics have been pieced together into a broader and more extensive view, using the Eurostat and WTO (World Tourism Organisation) methodological frameworks on tourism and service statistics. Its aim is to establish solid statistical bases which, in future, will supplement present shortcomings and, in so doing, will achieve fuller, more precise knowledge of the development of this important social and economic sector. The objective is to establish a common methodology by which, through the creation of criteria and definitions, greater coverage and statistical comparability may be guaranteed.

1.2. Definition of the sector

Congresses and conferences form an economic sector defined by the concentration of people in time and space around specialised knowledge or themes requiring multipartite meeting. The transmission, exchange and renewal of knowledge constitutes the main objective of an activity whose social, cultural and economic repercussions are abundant. However, other congresses focused on leisure and non-scientific themes do exist, contributing to the exchange of experiences and lifestyles.

If concentrating people is the main object of the activity, tourism is the environment in which it is produced. All congresses generate movements of people, often from great distances, and have their own tourist needs, requiring certain specific conditions. Congresses and conferences ("C&C," or simply "congress activities") have been widely recognised within professional tourism [Eurostat, 1993a, 1993b; WTO, 1992].

From the theoretical definition of C&C, it follows that they should be understood as generators of a type of professional tourism specific to the sector. In a broad sense, all meetings within a firm could be termed congresses, and, in this sense, all business trips outside the local area generate professional tourism. However, C&C tourism differs from the genre of professional tourism in some important aspects. Table 2 explains these aspects.

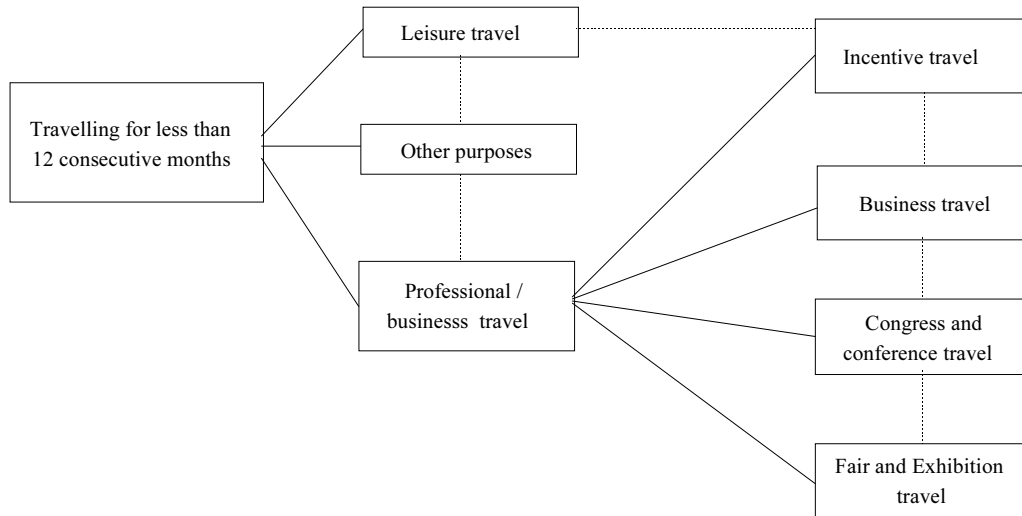
⁴ A part of the statistical needs has begun to be satisfied by several associations, mainly UIA and ICCA. The UIA, founded in 1907, has published a yearbook of international organisations ever since 1910 [UIA, 1990]. Nowadays it publishes certain figures on international meetings, intending to expand the coverage and extension of its statistics.

Table 2: Differences between normal Business Meetings and Congresses and Conferences

| Criteria | Corporate Business Meetings | Congresses and Conferences |
|---|---|--|
| Number of participants | Normally few participants. | Normally many participants. |
| Type of agents involved | Partners, clients, and suppliers. | Speakers, delegates, services. |
| Motivation for participation | Normally business- or market-oriented production. One main preestablished motivation set up in compulsory ways. | Normally not market- or business-oriented. Several main motivations can concur in mostly voluntary participation. |
| Interrelations | Mostly bilateral/trilateral. | Multilateral relations. |
| Competitive economic environment considering the way of producing final results | Monopolistic or oligopolistic competitive environment. Most are strictly closed. | Environment of perfect competition or monopolistic competition. Most are open to the general public. |
| Location | Normally depends on enterprise sites. | Normally on independent organisation sites, and most tend to move from town to town. They tend to go to destinations where the international organisation is represented. Meetings of international institutions are an exception. |
| Nature of the event | Ordinary: a part of normal working activity. | Exceptional with respect to normal working activity. |
| Timing | There is no common rule. | Most tend to be held periodically. |
| Promotion of the meeting | Meetings are established to be compulsory for workers. Meetings are organised instead of promoted. | Most congresses have to be sold by organisers looking for participants who are not duty-bound to participate. |

In consequence, congresses are different from normal business meetings. Congress-related travel (or congress tourism) could be considered a specific part of professional travel (or professional tourism). Professional travel consists of both business travel and congress travel, among other types. The position of congress travel within professional tourism is displayed in Figure 1.

Figure 1 - Congress travel within professional travel



The dotted lines in Figure 1 show the relationships between all categories of tourism according to their relative proximity. Incentive tourism is loosely related with that of pleasure and business; congress travel is related with that of business and fairs and exhibitions. In short, all types of tourism have connections with each other. These connections can bring about confusion for which statistical definitions are required. Their objective is to separate each category from the rest while not eliminating their relationships, in order to gain a better understanding of the whole matter.

Congress travel involves three of the different forms of tourism related to a given country⁵:

- Domestic tourism, concerning the residents of a given country who travel within that same country.
- Inbound tourism, affecting non-residents travelling in a given country.
- Out-bound tourism, involving residents travelling to another country.

At an international congress, there are normally residents of the area where the meeting is being held, residents of the host country living elsewhere, non-residents visiting their own country for the congress, and non-residents travelling to the congress-hosting country foreign to them. Congress travel therefore tends to be global tourism, combining domestic, regional, national and international tourism.

⁵ The Community Methodology on Tourism Statistics (Eurostat, 1998).

1.3. The use of congress statistics

The reasons why statistics on congresses and conferences are of interest will vary for each user. Users can be grouped into four categories: demand, supply, public intervention, and auxiliary services. Of course this distinction is not absolute, since several agents may belong to various classes at a time. A public research centre could belong to all four categories if it organises the meeting, provides resources and a congress site, and plays a part in public action, as well as being in charge of furnishing attendant services. Nonetheless, the four categories adequately identify main users in each case.

1. Demand. On the demand side of congresses, there are professional associations attached to the sectors of the economy the congress represents, chambers of commerce, research institutes and groups, universities and schools, business associations and trade unions, consumer associations, international government associations, and in general all firms and institutions that organise congresses and in general terms all firms and institutions that initiate congresses.
2. Supply. Congress supply encompasses a wide spectrum of users. Congress halls, training centres, universities, meeting organisers, sponsors, administrators, hotels, exhibition centres and large professional associations with space to hold events. Congress organisers (as will be seen) are perceived as both supply and demand. Specifically, supply are all those who specialize in offering professional services to initiators of congresses. (This definition would also include professional speakers).
3. Public intervention. The State intervenes in the supply and demand of meetings and congresses, but it also has additional interests on a specific political level. State intervention is both direct (organisation and management) and indirect (subsidising). From the point of view of organisation and subsidising, ministers have an interest in promoting certain aspects of scientific and technological research, social and cultural issues, educational plans, economic and financial discussions, meetings on public health, etc. From the point of view of management, the State collaborates with the management and development of congress activity through tourist offices and "convention bureaux," building and backing congress sites and venues, infrastructures and communications, and generally through lending logistical expertise and other services. Most important cities have a congress policy that requires instruments for following up and evaluating events.
4. Auxiliary services. Services accompanying congresses and conferences vary widely: from travel agents and tour operators to hotels, restaurants and tourist reception services on or off the site; from interpreters and translators to hostesses and helpers in meetings; from audiovisual service teams and companies to experts in communications and public relations; from insurance companies and financial bodies to air carriers, railway companies, shipping companies and public and private highways (buses, car hire); from advertising, printing and marketing and promotional firms to communications media.

Each group of agents has several reasons why it needs statistics. The demand needs to be able to identify available congresses according to their areas of interest, study their evolution and measure the effectiveness of each congress. Supply needs information in order to adapt to demand, to ascertain and evaluate the availability of resources, judging the final results. Government administrations require information to design, coordinate and evaluate their congress policies, securing public use of C&C services and the external benefits that are associated with them. Auxiliary services basically require general information about existing congresses which, in fact, form the market in which they operate or have the potential to operate. Table 3 shows the main elements of interest according to users' statistical needs.

Table 3: Usefulness of congress statistics

| |
|---|
| <p>General Interests</p> <ul style="list-style-type: none"> \ Composition of congress activities \ Dynamics of growth \ Specialisation processes \ Suitability of the balance between supply and demand \ Evaluation of congress effectiveness \ Congress location \ Effects of congresses on the economy \ Design, coordination and evaluation of congress policies <p>Special Interests</p> <ul style="list-style-type: none"> \ Participant profile \ Congress organiser profile \ Site, venue and city profile \ Profile of available internal services \ Profile of available external services |
|---|

1.4. Information needs

In order to discover current information needs, the UIA, in collaboration with Eurostat [UIA, 1993], has created a questionnaire to evaluate the present specific needs of congress statistics users in the hope that it will give direction to future work. The questionnaire was sent to all UIA members and certain national and international organisations which might be interested according to a list produced by the UIA [1992b]. Analysed responses came from the following users: national tourist offices and congress bureaux; regional tourist offices and congress bureaux; conference halls; professional congress organisers; and international associations representing different services.

The questionnaire was structured as follows. From each category, the respondent had to rank the present or future use of a statistic by priority (high, medium, low), desired frequency of publication (annual, biannual, other), and frequency of foreseen use (daily, frequently, occasional). Two main chapters, a "general overview" and economic aspects gathered all the issues into fourteen points:

1. Overall statistics. Issues concerning general needs, taking into account the geographical distribution of congresses, their frequency, duration, time of year that they take place, their rotational movement around a continent, country, region and others, and meeting type.
2. Profile of congresses and their clients. Statistics on participants, meeting type and organisation (plenary sessions, parallel meetings, seminars, etc.), client profile, languages used, congress content (medical, industrial, economic, etc.), and future developments and trends concerning the above points.
3. Geographic selection. Statistics related with the selection of sites for congresses (city, country) and methods of selecting and promoting sites.
4. Congress site. This is understood as the hall or halls in which the meeting takes place. Statistics related with: its location (whether it is in the same place as the accommodations or not); the type of organisation that owns it (conference centre, hotel, university, etc.); and any technical specifications which may affect site selection.
5. Accommodation and transport. Statistics on different categories of hotels and other types of short stay accommodation used, number of rooms required and means of transport used by participants.

6. Organisation. Information on the organiser (professional organiser, travel agency, etc.), specific aspects of congress organisation (subscription methods, programmes used, reproduction of work documents, etc.) and parallel congresses.
7. Infrastructure and other costs. Needs for financial and economic statistics begin with the cost of infrastructure, maintenance, operation, returns on investment, income from rentals and other concessions, subsidies, and economic effects on the region and the city.
8. Employment. Employment created by congresses, both directly and indirectly. Salary levels, qualifications, training programmes, and employment in parallel services.
9. Expenditure by participants. Economic benefit created by participants: subscription payments, transport, food, accommodation, gifts and other expenses.
10. Expenditure by organisers. Statistics related with organising expenses: fees, administration expenses, printing, translation, interpreters, meeting rooms, specialised personnel, speakers, committees, other.
11. Income due to the organisers. Statistics related with financial income from the act of organising meetings: subscription payments; subsidies; donations; indirect income; other.
12. Organisation of parallel events. Statistics on the existence of similar events.
13. Other points for the interviewed organisation to consider.
14. Data presentation. The means by which statistics users wish to obtain information: computer disks, other.

Table 4: Principal user needs

| Degree of Use: Frequent-Daily | % | Priority Given: High Priority | % |
|--|----|--|----|
| Geographical distribution by country | 90 | Infrastructures needed in congress site and hall | 97 |
| Organiser's decision-making procedures | 90 | Geographical distribution by country | 94 |
| Meeting places | 90 | Places where meetings are held: hotel, conference hall, university | 90 |
| Geographical distribution by continent | 83 | Meeting frequency | 83 |
| Selection criteria for country or city | 83 | Number of participants | 83 |
| Necessary infrastructure in country or city | 83 | Decision-making procedures of organiser | 83 |
| Client profile | 83 | Geographical rotation | 80 |
| Geographical distribution by city | 80 | Selection criteria for country or city | 80 |
| Congress frequency | 80 | Geographical location of congress in relation to local infrastructures | 80 |
| Meeting length | 80 | Number of hotel rooms needed and means of transport | 77 |
| Rotation/geographic alternation | 80 | Number of foreign participants | 77 |
| Infrastructures/necessary services | 76 | Necessary infrastructure in country or city | 73 |
| Geographical distribution by region | 76 | Organiser type | 73 |
| Number of national/international participants | 73 | Geographical distribution by city | 70 |
| Time of year congresses are held | 73 | Time of year congresses are held | 70 |
| Congress type | 73 | Transport and hotel categories | 70 |
| Geographic location of congress in relation to local infrastructures | 73 | Congress length | 67 |
| Congress organiser type | 70 | Organisation of parallel events | 67 |
| Number of companions | 70 | Predicted developments | 63 |
| Number of hotel rooms needed and means of transport | 70 | Geographical distribution by continent | 60 |
| Hotel expenditure by participants | 69 | Participant expenditure | 57 |
| Transport & accommodations categories | 67 | Organiser income: enrolment fees, etc. | 57 |
| Congress themes | 66 | | |
| Methods of promotion used | 66 | | |
| Participant expenditure on food | 66 | | |
| Total enrolment expenses | 63 | | |
| Participant expenditure on shopping | 60 | | |
| Expected developments | 56 | | |
| Site selection: residential or non-residential | 56 | | |
| Participant expenditure on transport | 56 | | |
| Costs of hiring meeting rooms | 56 | | |
| Organisation of parallel events | 53 | | |
| Organiser income | 50 | | |

The following conclusions may be drawn from the results of the questionnaire:

- The real or predicted degree of congress statistics use is far higher than was expected. The first chapter of general data is used frequently or daily in the majority of cases (between 60% and 90%). Twelve of the fifteen issues are highlighted as being used frequently by at least 80% of those polled. Economic data is less frequently used; between 50% and 60% expect to use it occasionally, although there is a significant percentage of frequent users (generally between 20% and 50%), and there still remains a number of daily users (between 3% and 5%).

Degrees of priority are also higher than predicted. Again, general data takes the very highest priority, while economic data is basically assigned medium priority. Priorities vary considerably, according to subjects. Thus, the statistics most in demand are geographical distribution by country (97%); meeting place type (94%); frequency of meetings (83%); number of participants (83%); and the decision-making procedures adopted by the organising associations (83%).

The demand for statistics periodicity is essentially yearly in one publication, with a weaker leaning towards computer data. The statistics most in demand are found in Table 4.

1.5. The present situation

There is an obvious lack of congress statistics. The aims and needs that have already been described here are scarcely covered. The studies undertaken have not helped to present a full, harmonised view of the sector in all its reality. However, some professional associations' work on congresses is producing abundant, useful information in some cases. The main associations operating on the congress sector at international level, are the UIA (Union of International Associations) and ICCA (International Congress and Conventions Associations). Both have a world-wide coverage including convention bureaux, conference centres, airlines, hotels, conference centres, consultants, international organisations and foundations as members. ICCA produces a marketing oriented information providing know-how for the supply-side of the meetings market. Congress statistics are included in a data base, in which the congress timing is present. Historical comments and description on individual congresses is provided. UIA statistics are reported below.

Together to these major associations there are some other associations working on the sector, and, producing, in some cases, some specific statistics related to the topics they work with. These are the IACVB (International Association of Conventions and Visitors Bureau), EFCT (European Federation of Congress Towns), MPI (Meeting Plan International), IAPCO (International Association of Professional Congress Organisers), SITE (Society of Incentive Travel Enterprise), ASAE (American Society of Association Executives), ESAE (European Society of Association Executives), COTAL (Congress organisers and travel agencies in Latin America), AIPC (Association International de Palais de Congres), AACVB (Asian Association of Convention and Visitors Bureaux).

UIA Statistics

For 45 years the UIA has been producing the most complete collections of international congress statistics for the benefit of its members [UIA, 1990]. These statistics are based on information collected by the UIA Congress Department, selected by strict criteria and kept for several years in a way that makes significant comparison possible.

The meetings taken into consideration are those organised or sponsored by international organisations appearing in the "Yearbook of International Organisations" [UIA, 1992] and the "International Congress Calendar" [UIA, 1991a]. Meetings as well as congresses, symposia, etc. of the principal organisations involving several nations and certain national meetings organised by the national subsidiaries of international associations are included. Of this last category, only meetings which fulfil the following criteria are included:

- Minimum number of participants: 300
- Minimum number of foreigners: 40%
- Minimum number of nations represented: 5 nations
- Minimum duration: 3 days

The UIA excludes statistics on meetings that are national in scope, ceremonies and gatherings whose nature is essentially religious, didactic (courses), political, commercial (fairs and exhibitions), or sporting (competitions and tournaments), as well as meetings highly limited in their participation and specific meetings (regular committee sessions, groups of experts, etc.), which are particularly numerous at the intergovernmental level. These are normally held at the headquarters of the international organisations themselves, such as New York, Brussels, Geneva, Rome, or Vienna.

Obviously the statistics show only that information made available by international organisations, and therefore they are subject to certain limitations of recording, representation (no information on the "Corporate Segment"), confidentiality and reliability (participants are likely to be estimates beforehand). A description of the available statistics^[21] [UIA, 1991a] is given in Table 5.

Table 5: Statistics produced by the UIA

| | |
|--------------------------|---|
| Geographic Scope: | - World coverage |
| Principal Spatial Units: | - City, country, continent |
| Published Indicators: | <ul style="list-style-type: none"> - No. of international meetings - No. arranged by international organisations - No. of national meetings with heavy international participation - No. of participants and exhibitions - No. of those who indicate the number of participants - No. of those who indicate the number of exhibitions |
| Unpublished Indicators: | <ul style="list-style-type: none"> - Congress length - Congress frequency - Average congress duration - Congress rotating system - Congress type - Countries represented - Annexed exhibitions - No. of congresses already held |
| Published Tables : | <ul style="list-style-type: none"> - Geographic distribution by country and continent - Country and city rankings - Geographic distribution according to participants and exhibitions |
| Unpublished Tables: | - Combinations of unpublished indicators |

ICCA Statistics

| | |
|--------------------------|---|
| Geographical scope: | World coverage. |
| Principal spatial units: | City, country, continent (all kinds of local, national or international surveys). |
| Indicators: | <ul style="list-style-type: none"> No. of meetings. Activity area of meetings (e.g. world-wide vs. European). No. of participants / accompanying persons. No. of commercial exhibitions (including size). No. of poster exhibitions (including size). No. of meetings per international organisation. Location of international organisation. Frequency of event. Period of the year. Preferred type of venue. Length. First year without destination (first open year). Preference for certain destination/area for first open year. Number of required meeting rooms. Number of required hotel rooms. Number of participants per country. Countries where international organisation is represented. Decision maker on future destinations. Number of congresses already held. |

Combinations of all indicators are possible.

Other Statistics

The UIA and the ICCA are not the only associations to produce statistics on the sector. Fighiera [1992] describes up to 69 different studies, although it should be noted that only those from the UIA and the AACVB (Asian Association Convention & Visitors Bureau) fulfil the basic conditions of a good statistic: reliability, comparability and repetitiveness. Of those remaining, there are all kinds of local, national and international surveys undertaken by organisations and associations using different methods and holding no intention of comparison with others. With wide disparity of criteria, most studies have circumspect validity with regard to their scope and methodology, rendering them useless for any attempt at comparison. As a striking example, in Cyprus in 1985, more than 400 international congresses were advertised, a figure higher than that agreed upon by the UIA for all of Germany.

The difficulties encountered in producing reliable, comparable, repetitive congress statistics have four sources: difficulties in data collection, different aims and objectives, lack of common definitions, and different coverage through exclusion systems.

1. Difficulties in Data Collection

- The difficulties inherent in the sector's activity (e.g. the fuzzy concept of what a congress is, due to its great vitality-and mortality-hindering identification and making it impossible to keep full, stable records).
- Difficulties in data collection, due to the provisional information released by the media and problems related with the way in which reliability can be detected and measured.
- Deficiencies on the part of the producers of statistics, both voluntary (e.g., confidential information, reluctance to give information out, inflated figures for propaganda purposes) and involuntary (e.g. lack of adequate information and resources necessary to produce statistics, lack of a system establishing a common methodology).

2. Different Aims and Objectives

The abundance of sources of congress statistics reveals the diversity of objectives and available methods with which to reach them. This can be demonstrated by the following three points:

- Differing questionnaire structures. Each association aims at grasping certain aspects that do not necessarily interest other associations. Thus statistical units, variables and methodologies are essentially different.
- Different survey systems. Most organisations use questionnaires sent to their members, while others use personal or telephone interviews. Other groups combine several methods. Records and sampling systems generally differ.
- Different frequency of collection. Annual bases for producing statistics do not always exist. In almost every case, statistics are produced either individually or sporadically.

3. Lack of Common Definitions

There is no such thing as a definition accepted by all statisticians. This fact affects three areas: definition of a basic statistical unit, definitions of its attributes, and definitions of variables. As a consequence of these shortcomings, the quality of statistics is naturally impaired.

- Definition of "congress" and types of congresses. There is no clear, true definition of a congress from the statistical and conceptual point of view. At one extreme, any meeting could be considered a congress. It is therefore necessary to establish precise definitions in order to achieve comparability and avoid the use of vague terms with the aim of inflating figures.
- Definition of attributes. In defining the geographical nature of congresses and the themes guiding their content, several criteria and classifications exist. There is no certainty on what an international or regional congress

exactly is. Nor is it clear what economic activity defines a congress. C&Cs are grouped into many heterogeneous thematic categories (normally 5 to 20 categories).

- Definition of variables. Both simple (duration, participants, etc.) and complex variables (profitability ratios, estimates of expenses, etc.) are formed under different definitions and procedures.

4. Different Coverage Through Exclusion Systems.

The UIA [1991a] and the AACVB [1992] have established exclusion systems with the aim of guaranteeing the comparability of their respective statistics. These criteria are not shared by other associations, nor do the criteria adopted by the latter coincide with each other. However, exclusion systems are fundamental, since they allow for the isolation of the most easily identifiable, and therefore most useful, segment of the market. Unfortunately, by delimiting an area of interest, one leaves out elements which may also be of interest and, were they to be included, would form a complete information system. Choosing between quality and quantity is not easy, but determining an intermediate point of view is decisive in defining parameters for a European information system for congresses. Table 6 shows the eleven main exclusion criteria that exist and their use by the UIA and the AACVB.

Table 6: Criteria for exclusion from Congress Statistics

| Exclusion Criteria | Examples of Excluded Items | Use by UIA or AACVB |
|--------------------|--|---------------------|
| Sector | Religious, sporting events | UIA |
| Size | Meetings having less than 300 participants | UIA |
| Duration | Congresses lasting under 3 days | UIA |
| Internationality | Less than 40% foreign participants | UIA |
| Organiser | Company meetings, congresses at fairs | UIA |
| Periodicity | One-off congresses | AACVB |
| Capacity | Minimum of 25 occupied hotel rooms | AACVB |
| Reliability | Unreliable information providers (organisers & journalists) | ALL |
| Trust | Organisers who refuse to give data | ALL |
| Age | Old information is excluded when arriving very late | ALL |
| Omission | Failure to publish or produce data | ALL |

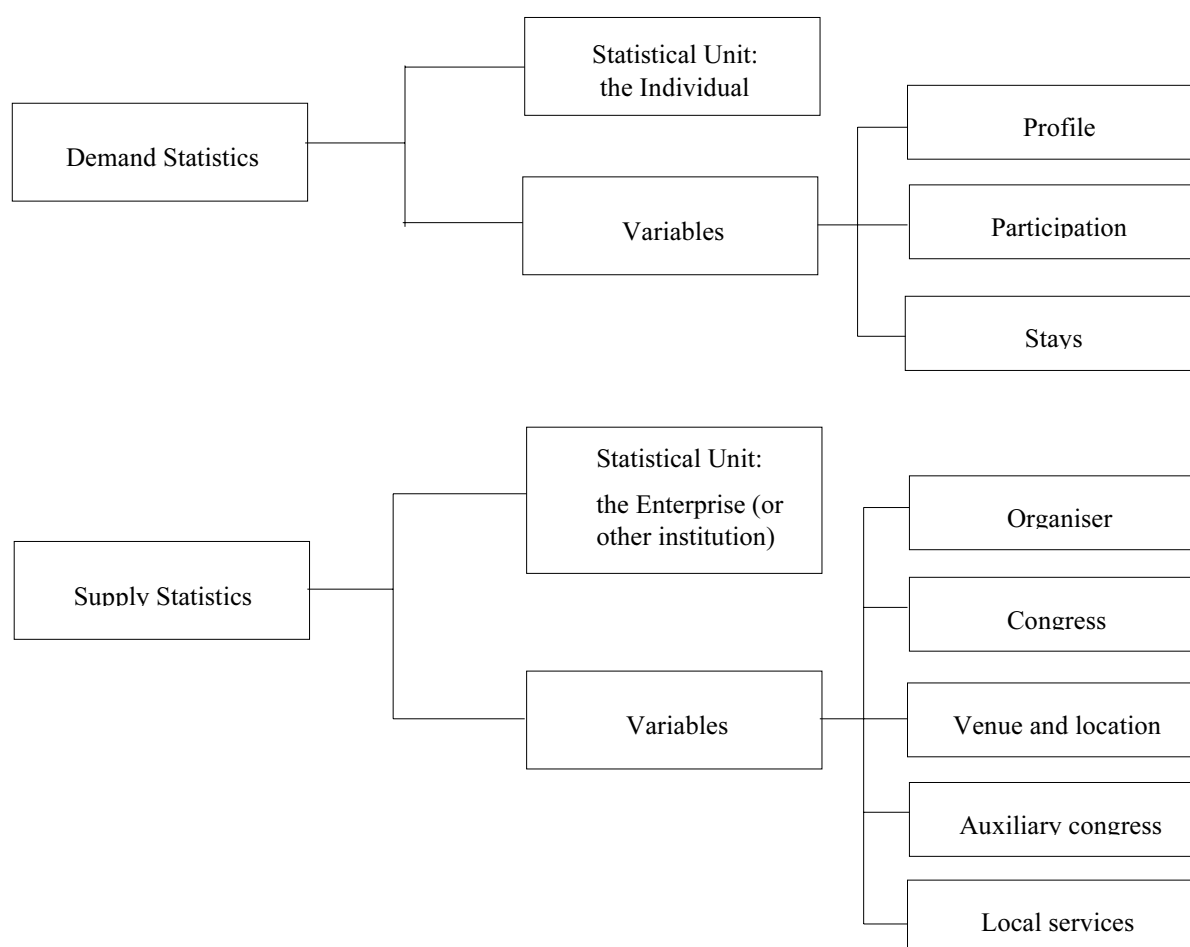
This list does not agree with the criteria of UIA according to which only meetings of less than 300 participants, less than 3 days and less than 40% foreign participants if this involves a national subsidiary of an international association are excluded.

Statistical reliability and comparability require common definitions, which in some cases are possible to establish: first, by defining a common methodology with findings covering from congress concepts to expenditure estimates; and second, by recommending its implementation, the use of footnotes, use of exact figures, identification of the economic sector, similar exclusion criteria, etc.

1.6. Proposal for a Congress Methodology

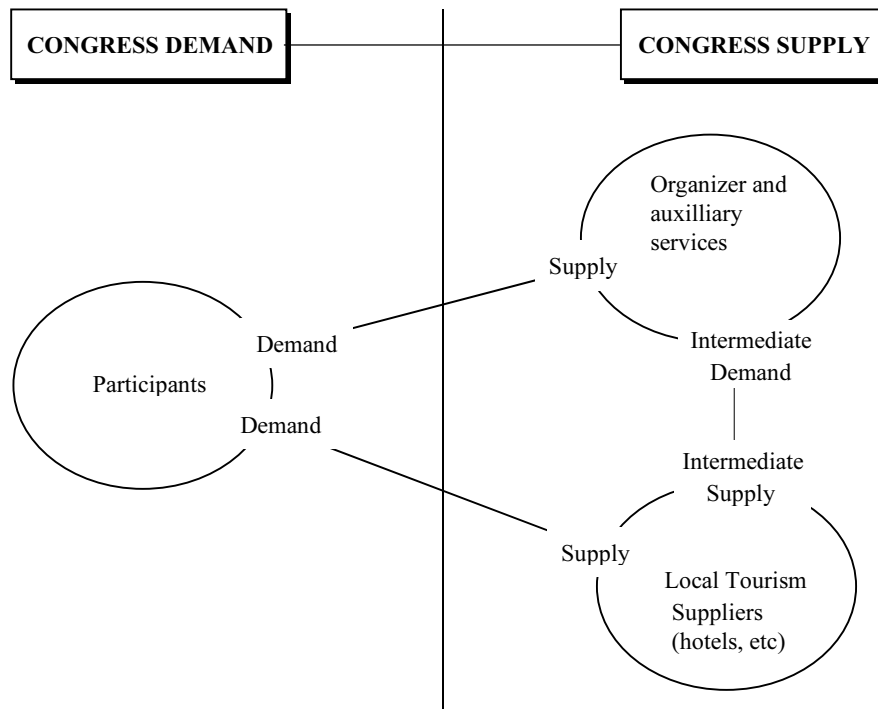
The idea behind this report is to give some methodological guidelines for statistics on congresses and conferences. These guidelines concern two main aspects: first, statistical and refereed-reporting units, defining what can be measured in congress activities; and second, variables defining the main indicators useful in congress statistics. Thus the rest of this document will follow the structure and contents shown in Figure 2.

Figure 2 - Congress and Conference Methodology



The distinction between demand- and supply-oriented statistics obeys certain particularities in defining congress supply and demand. The congress organiser is on the supply side, since it calls (supplies) the congress for potential participants, but it is not necessarily the entity to host the congress (venue, conference hall, hotel, etc.), pay the expenses (sponsor), and provide the services (accommodations, transport, etc.); in this sense it is a part of the supply. Local tourist suppliers supply services directly to participants. At the same time, the organiser assumes an independent form that fulfils at the same time the functions of direct supplier and intermediate demander. In a certain sense, the organiser is the intermediate link between supply and demand, which is shown in Figure 3. Participants always provide the final demand.

Figure 3 - Congress Travel Supply and Demand



2. CONGRESS AND CONFERENCE DEMAND

2.1. Congress demand: identification

C&C activity, like tourism in general, is fundamentally an activity of demand. It is the visitors or delegates who define the type of congress or conference that will be held, just as the tourist decides on the performance of a large part of the tourism sector through his preferences. However, while tourism in general channels travellers towards multcentred destinations not bound together by a strong organisational component, congress-motivated travel obeys, in a certain sense, an opposite process. Congress visitors do not set out for a destination where their encounter with similar tourists is accidental. C&Cs gather threads of the tourist trade together in a premeditated fashion with a clearly defined object.

This predominance of the organisational aspect is the key to the essential concept of the congress and similar activities such as fairs and exhibitions. In the case of intellectual congresses, the concentration of intellectual activity is called together by an organiser. This element of summoning proves to be fundamental, since otherwise the specific tourist product would not exist. On an organised leisure trip, the element of organisation is not essential in maintaining the tourist product, because it is possible to tour about by oneself and achieve a tourism experience that is not necessarily inferior in benefit and quality. In congress-motivated travel, the benefit is concentrated around the interaction of groups and individuals about a central organiser. Without this element congress tourism would make no sense.

In addition to this element, the congress traveller has a number of features not normally attributed to a participant in a business meeting:

- He is more readily identifiable. One can determine where, when, and how much time he will spend in the host town. Congress statistics encompass formal events which surpass the internal nature of the majority of meetings between and within firms.
- He engages in highly intensive activities. Due to the exceptional nature and short duration of congresses, time (work-leisure) tends to be more highly optimised than in normal meetings. At the same time, the "delegate" behaves more like a tourist than a "businessman", participating in outside leisure activities (visiting, museums, theatres, etc.) in preference to indoor leisure activities (videos, staying at home, etc.). Congresses deliberately rotate their location, moving from town to town, while normal businesses establish more stable relations within towns.
- He is a major potential source of revenue for 3 reasons: 1) The exceptional nature of congresses leads to exceptional spending; 2) Tourism aimed at congresses attracts additional tourism (this happens both directly, through the occasional movement of participants or suppliers of services who were not necessarily involved, and indirectly, through the image which the congress itself generates throughout the town); 3) Locating sites (congress halls, exhibition centres, hotels, etc.) encourages both public and private investment in their local areas.

2.2. Methodology for Congress demand

2.2.1. Definition of the Statistical Unit

According to the "Community Methodology on Tourism Statistics"⁶, tourism industry is defined as "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". This definition excludes emigrants, border workers, etc. The visitor is

⁶ Eurostat, 1998.

defined as "any person travelling to a place other than that of his/her usual environment for less than twelve months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited". The statistical unit is therefore the individual, normally considered from the age of 15⁷.

These definitions are consistent with the congress tourism industry. On the one hand, the definition of tourism comes across as giving business, leisure and other purposes as motives for tourism, and congresses can be one of these motives. On the other hand, in the definition of the visitor and tourist, the possibly paid activity of congress participants (mainly speakers) is not usually the participant's main purpose, given that the basic object of a congress is the transmission of knowledge and "expertise"; remuneration, if any, is low. The definitions also encompass congresses requiring only one-day outings, although they are less normal, most congresses lasting around 3-5 days and requiring the transportation of people outside the locality.

According to these criteria, participants of a congress residing within their locality would not constitute professional tourist trade, as the congress is set up within their usual environment. At all events, local participants cannot be excluded from the analysis of congress activity, and that is why they will be included here⁸. A participant in a congress is, in a rough generic definition, he or she who goes to a congress regardless of his/her origin, intention or function in the congress. Attending a congress is assumed to be a change from one's usual environment, except for local participants.

Participants may be divided into three categories: delegates or congress members, companions and auxiliaries. Congress members are those participants who take part in the reception, transmission and output of information and experiences. Companions are those who do not participate in the main activity of the congress but accompany congress members. Auxiliaries are those in charge of facilitating congress activities within the prepared hall or area through the use of their services.

Measuring participants statistically entails thorny problems. Ideally, participants should be registered through the organisers. There ought to be a register of members, companions and auxiliaries. However, statistics are often adjusted according to a random calculation which can be influenced by subjective estimates and by concerns, affairs, and interests other than harsh statistics. Statistics should ideally adhere to the following definitions:

A. CONGRESS TRAVEL

Definition:

Congress travel is that travel which involves all participants who, changing their usual activity and usual environment, come to a multilateral gathering organised around a previously established, advertised theme.

Comments:

- This excludes all meetings not organised on multilateral bases, such as routine business meetings. The corporate meeting market should be considered another class of travel.
- In order for a meeting to be considered a congress, it requires a previously established, advertised theme, so the organiser has to promote and sell the meeting.
- All themes can be considered congress subjects, from academics to sports and religious meetings. However, more restrictive criteria are used in statistics on congress tourism, excluding certain general and open-public meetings.
- The congress participant contributes in situ to the production, running and development of a congress. His assistance may or may not be paid. The fundamental characteristic is that he helps in situ. Thus, for example, speakers, organisers and interpreters are all congress participants. Persons contributing to lodging or transport are not participants.

⁷ Although for congress activities even individuals under 15 could be considered.

⁸ The manual intends to be useful for several types of C&C, from local to international.

B. DELEGATE OR CONGRESS MEMBER

Definition:

Delegates or congress members are all those participants who contribute to the main activity of the congress and have identified themselves to the organiser, stating their name in a register prepared for that purpose.

Comments:

- Participating members without identification should not be considered delegates.
- Participants in specialised congresses ought to carry some form of accreditation with them, displaying their own identification and branding unauthorised participants.
- Free invitations (members invited by the organisation who do not pay enrolment fees but are registered and identified) can be considered members.
- There should be a single register with one opportunity at registration for the whole congress, not a fresh register each day. The number of participants in the congress should be confirmed in such a way that they will not be counted 2 or 3 times.
- All auxiliary services and authorised journalists should be counted separately.
- Specialised congresses should meet all the aforementioned criteria.
- In congresses open to the public, the audience cannot be identified, but at least an effort should be made to manage a receipt book or programme distribution system which can be tallied, instead of estimating the number of participants.

C. COMPANIONS

Definition:

Companions are those persons who do not participate in the main activity of the congress and whose presence is justified by a participating congress member closely related to them.

Comments:

- Companions must be somehow linked to a congress member or delegate with whom they travel due to family ties, friendship or a work relationship.
- Companions can be counted through statistics on congress members.

D. CONGRESS AUXILIARY

Definition:

Congress auxiliaries are all those persons who work in the congress' auxiliary services and have been identified by the organiser and the contracted firm (if any), whose names are clearly stated in a previously prepared register.

Comments:

- Auxiliaries and other non-member participants should be registered, preferably from the lists organisers require from those whose services they hire, or failing that, through direct identification.
- Auxiliaries' accreditation should differ from that of members (e.g. be of a different colour) and should clearly state their name, service firm and services.

2.2.2. Definition of Variables

The demand for congresses can be characterised according to various criteria: origin, profession, main function, professional category, organisation represented, etc. Variables include both quantitative and qualitative aspects. The inherent dynamic instability of congresses limits understanding the sector through quantitative variables only. A drop in the number of participants or a cutback in the number of congresses in a given sector is not necessarily negative. Participant screening may be a symptom of an upswing in quality, while a reduction in the number of competitors may solve problems of saturation, thus improving the eventual efficiency of the sector. For these reasons, qualitative approximations are absolutely necessary.

Although full visitor statistics are not available (normally the number of participants is the only indicator available), it is theoretically possible to establish a form of registration that asks each visitor about various categories. Member surveys should be separate from congress auxiliary surveys. The different categories can be established differently from the way proposed in this guide whenever a breakdown or more detail is considered necessary. On the other hand, excessive figure aggregation should be avoided if possible. Table 6 shows the set of variables affecting the demand for congresses. The variables are formatted in terms of aggregated data to be obtained after individual surveys.

Variables can be collected using individual surveys organisers can run on participants before they enter the congress hall. Identification is a prerequisite for basing the variables. Basic registration data are as follows:

- First name and surname
- Company or organisation represented
- Permanent private address
- Permanent business address
- Identity card or passport number
- Nationality
- Country of residence
- Sex
- Date of birth

Table 7: Statistical variables of Congress demand*Participation in the Congress:*

1. Number of participants
 - 1a. Number of congress members or delegates
 - 1b. Number of auxiliaries
 - 1c. Number of companions
 - 1d. Number of expected congress members or delegates
 - 1e. Number of estimated congress members or delegates

Participant Motivation:

2. Participant's main function
3. Participant motivation
4. Previous participation in congresses
 - 4a. Attendance at previous congress as an individual
 - 4b. Attendance at previous congress as an organisation
 - 4c. Annual attendance at all congresses
 - 4d. Attendance at previous edition of the same congress
 - 4e. Attendance at other congress in same destination
 - 4f. Attendance at other congress in other destination
 - 4g. Previous attendance at congress within the country of residence
 - 4h. Previous attendance at congress in foreign destinations

Participant Characteristics:

5. Profile variables
 - 5a. Number of women attending
 - 5b. Number of countries represented
 - 5c. Average age of participants
 - 5d. Level of education of participants
 - 5e. Economic activity status
6. Participant origin
7. Participant occupation
8. Organisation the participant represents

Stay in the City:

9. Overnight stays
 - 9a. Number of nights at the destination
 - 9b. Extra overnight stays
 - 9c. Number of days at congress
10. Type of accommodation used
11. Inter-city transport (from the place of residence to the congress town)
 - 11a. In-city transport (from the place of overnight stay to the congress site)
 - 11a.1 Travelling time (minutes)
12. Estimated cost of attendance
 - 12a. Items to be included in the registration fee

1. NUMBER OF PARTICIPANTS

Definition:

The number of participants includes all people participating in a congress who are identified by some sort of record or control and fulfil the definition of "congress member" or "auxiliary" (definitions B and D).

Comments:

- The total number of participants does not include the number of companions nor the number of workers providing services not stemming from the local facilities and not directly related to the main congress activity. The number of companions can constitute another variable, and the number of people working in external services is included in the definition of employment generated by the congress.
- This variable counts the real number of participants, not the expected or estimated number of participants. When expected or estimated figures are available instead of the real number of participants, another variable should be used.

Additional quantitative variables are the following:

1a. NUMBER OF CONGRESS MEMBERS OR DELEGATES

1b. NUMBER OF AUXILIARIES

1c. NUMBER OF COMPANIONS

1d. NUMBER OF EXPECTED CONGRESS MEMBERS OR DELEGATES

1e. NUMBER OF ESTIMATED CONGRESS MEMBERS OR DELEGATES

2. PARTICIPANT'S MAIN FUNCTION

Definition:

The participant's function is the role the participant plays in the holding of the congress. If a participant performs various functions, he or she should be listed under the foremost function allowed by the organiser or recognised within the congress programme. Member categories obviously differ from those of auxiliary services.

Member Categories:

- \ Speaker
- \ Chairman
- \ Moderator / Presenter (in the event of round tables or discussions)
- \ Discussants (only those participants named discussants in advance)
- \ Participant / Assistant

Companions Categories:

- \ Spouse (wife or husband)
- \ Child
- \ Friend
- \ Secretary
- \ Bodyguard
- \ Other companion

Congress Auxiliary Categories:

- \ Organiser
- \ Convention Bureau Staff Member
- \ Public Relations Worker
- \ Tour Guide
- \ Hostess
- \ Secretary
- \ Translator
- \ Interpreter
- \ Technician (sound, light, etc.)
- \ Waiter, Barkeeper or Restaurant Worker
- \ Usher
- \ Cloakroom Attendant
- \ Parking Attendant
- \ Security Guard
- \ Cleaning Staff Member
- \ Provider of Other Services

3. PARTICIPANT MOTIVATION

Definition:

The motive for participating in the congress is the ultimate reason impelling a person to turn up for the meeting called together by the organiser.

Comments:

This should be an open-ended question, giving rise to the possibility of responding to various options. A distinction between participants' main motivation and secondary motivation could work better for information collecting purposes. Member categories differ from auxiliary service categories. For auxiliary services, there is the question of whether services are furnished internally or externally, in order to study the process of externalisation in congress supply.

Member Categories (double entry category: main purpose/secondary purpose):

- \ Acquiring knowledge
- \ Clinching agreements
- \ Making contacts and networking
- \ Getting a job
- \ Fulfilling an annual commitment of a member to an organisation
- \ Representing the firm or organisation
- \ Presenting one's own work
- \ Incentive travel paid by the enterprise⁹
- \ Tourism for personal reasons
- \ Religion, sports, other specific attractions
- \ Taking advantage of an unavoidable trip to a city¹⁰
- \ Obligated by employer
- \ Companions category:
 - representation
 - tourism for personal reasons
 - incentive from partner's employer

Congress Auxiliary Categories:

- \ Normal work as an employee of the organisation (service furnished internally)
- \ Negotiated contract between the organiser and a congress auxiliary independent of the organisation (service furnished externally).

⁹ Incentive travel should be defined as any form of journey completely or partially paid for by a firm, with the aim of motivating employees to reach extraordinary levels of performance.

¹⁰ Main purpose for travel is unrelated to the congress.

4. PREVIOUS PARTICIPATION IN CONGRESSES

Definition:

The participant may have attended previous congresses, under the above definition of the term "congress" (excluding business meetings, etc.), including congresses undertaken by the same organisation and by other organisations.

Subvariables:

4a. ATTENDANCE AT PREVIOUS CONGRESSES AS AN INDIVIDUAL

Definition:

The approximate number of congresses previously held by the same promoter prior to the one currently taking place and attended by the same person.

4b. ATTENDANCE AT PREVIOUS CONGRESSES AS AN ORGANISATION

Definition:

The approximate number of congresses held by the same organiser in which the firm or organisation has been previously represented.

4c. ANNUAL ATTENDANCE AT ALL CONGRESSES

Definition:

The number of annual congresses the participant normally attends irrespective of organiser and subject.

4d. ATTENDANCE AT PREVIOUS EDITION OF THE SAME CONGRESS

4e. ATTENDANCE AT OTHER CONGRESSES IN SAME DESTINATION

4f. ATTENDANCE AT OTHER CONGRESSES IN OTHER DESTINATION

4g. PREVIOUS ATTENDANCE AT CONGRESS WITHIN THE COUNTRY OF RESIDENCE

4h. PREVIOUS ATTENDANCE AT CONGRESS IN FOREIGN DESTINATIONS

5. PROFILE VARIABLES

5a. NUMBER OF WOMEN ATTENDING

Definition:

The number of women attending are those females who are registered participants in the congress. They are counted in the same way as the number of participants.

5b. NUMBER OF COUNTRIES REPRESENTED

Definition:

The number of countries represented is the sum of all countries represented by delegates and congress members.

5c. AVERAGE AGE OF PARTICIPANTS

Definition:

The average age of participants is the arithmetic average of the ages of all congress members and delegates.

5d. LEVEL OF EDUCATION OF PARTICIPANTS.

Main categories [Eurostat, 1998]¹¹:

- Pre-primary education
- First level or primary education
- Second level - first stage or lower secondary education
- Second level - second stage or upper secondary education
- Third level or higher education

5e. ECONOMIC ACTIVITY STATUS.

Main categories [Eurostat, 1998]¹²:

1. Economically active
 - 1.2 Employed
 - 1.3 Unemployed
2. Not economically active
 - 2.1 Students/pupils
 - 2.2 Homemakers
 - 2.3 Income recipients
 - 2.4 Others (e.g. disabled)

¹¹ *The Community Methodology on Tourism Statistics* (Eurostat, 1998).

¹² *The Community Methodology on Tourism Statistics* (Eurostat, 1998).

6. PARTICIPANT ORIGIN

Definition:

The residence of the participant (town, region and country) can be regarded as the participant origin. If residence and nationality do not coincide, they should be registered separately.

Main Categories¹³:

- \ Residents:
 - Urban Usual local/urban environment
 - Provincial (same province, different town or local environment)
 - Local (same region, different province)
 - National (same country, different region)

- \ Non-residents:
 - European Union (15)
 - EFTA
 - Other European Countries (apart from EFTA countries)
 - Africa North America: USA and Canada
 - Central and South America
 - Asia
 - Australia and Oceania
 - Not specified

Comments:

When aggregated data at the intra-European level is considered, the Eurostat classification of territorial units should be taken into account [Eurostat, 1998]. It defines 77 European regions (NUTS I), 206 regional units (NUTS II), 1 031 sub regional units (NUTS III), 1 074 local level areas (NUTS IV) and 98 433 communes or their equivalent (NUTS V).

¹³ The breakdown of world geographical zones (other than national zones) comes from the Council Directive 95/57/EC of 23 November 1995 on the collection of statistical information in the field of tourism and *The Community Methodology on Tourism Statistics* (Eurostat, 1998).

7. PARTICIPANT OCCUPATION

Definition:

The profession of the participant is related to the work carried out during the congress.

Main Categories¹⁴:

- \ Legislators, senior officials and managers
 - Ministers or senior government officials
 - Presidents, managers, chief executive officers
 - Others
- \ Professionals
 - Professional freelances
 - University professors
 - Associate professors and researchers
- \ Technicians and associate professionals
- \ Clerks
- \ Service workers and shop and market sales workers
- \ Skilled agricultural and fishery workers
- \ Crafts and related trades workers
- \ Plant and machine operators and assemblers
- \ Elementary occupations
- \ Not employed
 - Students
 - Retired
 - Unemployed
 - Housewives and househusbands

¹⁴ Classification based on the ISCO-88 (COM) occupation-working classification. Subdivisions are based on criteria of appropriateness to congress activities and *The Community Methodology on Tourism Statistics* (Eurostat, 1998).

8. ORGANISATION THE PARTICIPANT REPRESENTS

Definition:

The represented organisation is the one in which the participant mainly works, regardless of whether he/she was specifically asked to represent it.

Categories:

- \ Business
 - Large transnational firm
 - Small or medium-sized transnational firm
 - Large national firm
 - Small or medium-sized national firm

- \ State
 - National research centre
 - Government organisation
 - Local government
 - Central government

- \ University
 - State university
 - Private university

- \ Others
 - International governmental organisation
 - Non-governmental organisation
 - Professional business organisation
 - Trade union organisation
 - Religious organisation
 - Other social collectives

- \ Hybrid
 - Mix of above categories

Comments:

The hybrid category must be limited to truly hybrid organisations, and not to people belonging to two or more organisations. The main organisation represented should be clearly indicated.

9. OVERNIGHT STAYS

Definition:

An overnight stay may be defined differently depending on the statistical approach taken. From a destination-based perspective a person is counted as a spending the night in a place visited only if the data of his/her arrival and departure are different. From an origin-based perspective a person spends a night on a qualifying trip if (a) the date of his departure and return are different, and (b) s/he sleeps in collective or private accommodation during his absence.

The nights spent by the participant must be recorded counting the nights spent during the congress and the days and nights spent before and after the congress.

Comments:

It covers the total number of nights spent at destination.

9a. NUMBER OF DAYS AT THE DESTINATION

Definition:

The number of days at location is the number of nights plus one.

9b. EXTRA OVERNIGHT STAYS

Definition:

All extra nights spent by the participant other than overnight congress stays must be recorded counting the nights spent before and after the congress.

9c. NUMBER OF DAYS AT CONGRESS

Definition:

The number of days at congress are the number of days really spent attending the congress. This excludes all days previously spent at the location and spent after the congress.

10. TYPE OF ACCOMMODATION USED

Definition:

The type of accommodation refers to the accommodation used during the days on which the participant participated in the congress.

Categories¹⁵:

1. Collective tourism establishments

1.1. Hotels or similar establishments

- 1.1.1. Hotels
 - 1.1.1.1. Hotel 5 star
 - 1.1.1.2. Hotel 4 star
 - 1.1.1.3. Hotel 3 star
 - 1.1.1.4. Hotel 2 star
 - 1.1.1.5. Hotel 1 star
- 1.1.2. Similar establishments

1.2. Specialised establishments

- 1.2.1. Health establishments
- 1.2.2. Passenger transport
- 1.2.3. Work and holiday camps
- 1.2.4. Conference centres

1.3. Other collective accommodation

- 1.3.1. Holiday dwellings
- 1.3.2. Tourist campsites
- 1.3.3. Other collective accommodation n.e.c

2. Private tourism accommodation

2.1. Private rental accommodation

- 2.1.1. Rented rooms in family houses
- 2.1.2. Dwellings rented from private individuals or professional agencies

2.2. Private non-rental accommodation

- 2.2.1. Owned dwellings
- 2.2.2. Accommodations provided free of charge by relatives or friends
- 2.2.3. Other private accommodation

Comments:

- Other related variables are variables number 23 to 29 (see the methodology for local area statistics).
- Single/double/multibedded rooms can be information requested too.

¹⁵ Classification of tourist accommodation according to *The Community Methodology on Tourism Statistics* (Eurostat, 1998). Part of these categories are mentioned on the Council Directive 95/57/EC of 23 November 1995 on the collection of statistical information in the field of tourism.

11. INTER-CITY TRANSPORT (FROM THE PLACE OF RESIDENCE TO THE CONGRESS TOWN)

Definition:

This includes the means of travelling from the point of origin to the congress city and back.

Categories¹⁶:

1. Air

1.1. Scheduled flights

- 1.1.1. Supersonic/First/Business/Premium class
- 1.1.2. Full price economy class
- 1.1.3. Discounted Economy (include PEX, SUPERPEX, APEX, SUPERAPEX, etc.)

1.2. Non-scheduled flights

1.3. Other air services

2. Waterway

2.1. Passenger lines and ferries

2.2. Cruise

2.3. Other waterway services

3. Land

3.1. Railway

3.2. Motor coach or bus and other public road transport

3.2.1. Scheduled (e.g. regular services)

3.2.2. Non-scheduled (e.g. touring)

3.3. Private vehicle (with capacity for up to eight persons)

3.4. Vehicle rental

3.5. Other means of land transport

3.5.1. Taxi

3.5.2. Other n.e.c.

¹⁶ Classification of means of transport, except for the 3-digit level subdivisions according to *The Community Methodology on Tourism Statistics* (Eurostat, 1998). Part of these categories are also mentioned on the Council Directive 95/57/EC of 23 November 1995 on the collection of statistical information in the field of tourism.

11a. IN-CITY TRANSPORT
(FROM THE PLACE OF OVERNIGHT STAY TO THE CONGRESS SITE)

Definition:

This includes the means of travelling from the place of overnight stay to the congress site and back.

Categories:

- 0. Meeting venue and hotel are in the same building
- 1. Air
- 2. Water
 - 2.1. Passenger lines and ferries
 - 2.2. Cruise
 - 2.3. Other waterway services
- 3. Land
 - 3.1. Railway
 - 3.2. Motor coach or bus and other public road transport
 - 3.3. Other public non-road transport
 - 3.3.1. Metro
 - 3.3.2. Tram
 - 3.3.3. Others
 - 3.4. Private vehicle (with capacity for up to eight persons)
 - 3.5. Other vehicle
 - 3.5.1. Own car
 - 3.5.2. Vehicle rental
 - 3.5.3. Taxi
 - 3.6. Other means of transport
 - 3.6.1. On foot
 - 3.6.2. Others

Comments:

Other related variables are variables number 30 to 33 (see the methodology for local area statistics).

11a.1. TRAVELLING TIME (minutes).

Definition:

This encompasses the time of leaving home or working place up to the time of reaching the city.

12. ESTIMATED COST OF ATTENDANCE

Definition^[55]:

The cost of congress attendance is the estimate made by the visitor for expenses met by himself or the firm for his participation in and stay at the congress.

Categories¹⁷:

1. Package travel, package holidays and package tours (total travel costs)
 - 1.1. Accommodation (with food where included)
 - 1.2. Transport
 - 1.3. Insurance
 - 1.4. Other
2. Accommodation
3. Food and drinks (distinguishable from accommodations)
4. Transport (to and within the destination and back home)
 - 4.1. Cost of travelling to the host city and back
 - 4.1.1. Air
 - 4.1.2. Other
 - 4.2. Cost of transport within the city
5. Recreation, cultural and sporting activities
 - 5.1. Entrance fees, charges for use of equipment
 - 5.2. Other
6. Shopping
 - 6.1. Pre-visit shopping for items to be used during the trip
 - 6.2. Shopping for items to take home
 - 6.3. Shopping for items to consume during the stay
7. Other
 - 7.1. Cost of congress
 - 7.1.1. Registration fee
 - 7.1.2. Expenses of photocopies, programme and materials
 - 7.1.3. Books, magazines and subscriptions related to the congress
 - 7.1.4. Annual fees paid to the organisation
 - 7.1.5. Telecommunication
 - 7.1.6. Exhibiting (stand building, transport, space rental, personnel, catering, promotion, material, etc.).

12a. ITEMS TO BE INCLUDED IN THE REGISTRATION FEE

Categories:

- Meals
- Hotel accommodation
- Drinks
- Social activities
- Transport
- Etc.

¹⁷ Classification of travel expenditures. At an aggregated level it comes from *The Community Methodology on Congress Statistics* (Eurostat, 1998, p. 58) and the breakdown is specific of the theme Congresses and Conferences.

3. CONGRESS AND CONFERENCE SUPPLY

3.1. Congress supply: identification

In principle, tourism supply is defined as "the supply of all assets, services and goods to be enjoyed or bought by visitors and occasioned by the journeys of visitors"¹⁸. When applied to congresses, this definition leads to a number of aggregated sectors:

a) *Congresses themselves*. The C&C sector should be understood as the primary source of C&C tourism across three interrelated sub-sectors: organisation, services and location. Although, as seen, the organiser acts as demand with regard to local suppliers and, therefore, also with regard to location, the congress assembly may be considered as the basic supply with regard to visitors and delegates. A positive congress evaluation will tend to give a generally positive judgement on the organiser, the auxiliary services and environments where the congress takes place. An unfavourable audit of any one of the three subsectors can turn against the other two, creating a bad impression.

1. *Organisation*. The organisation of the congress offers itself as supply through its selection of a theme and through advertising and promotion.
2. *Auxiliary services*. The services which accompany a congress (stewards, technicians, interpreters, etc.) prove to be fundamental in the subsequent evaluation of the congress, since they are responsible for enabling the realisation of primary and secondary activities.
3. *Congress venue*. The congress hall, hotel, university, etc. where the congress is held features certain conditions that bring together the organiser, services and visitors and establish logistic support.

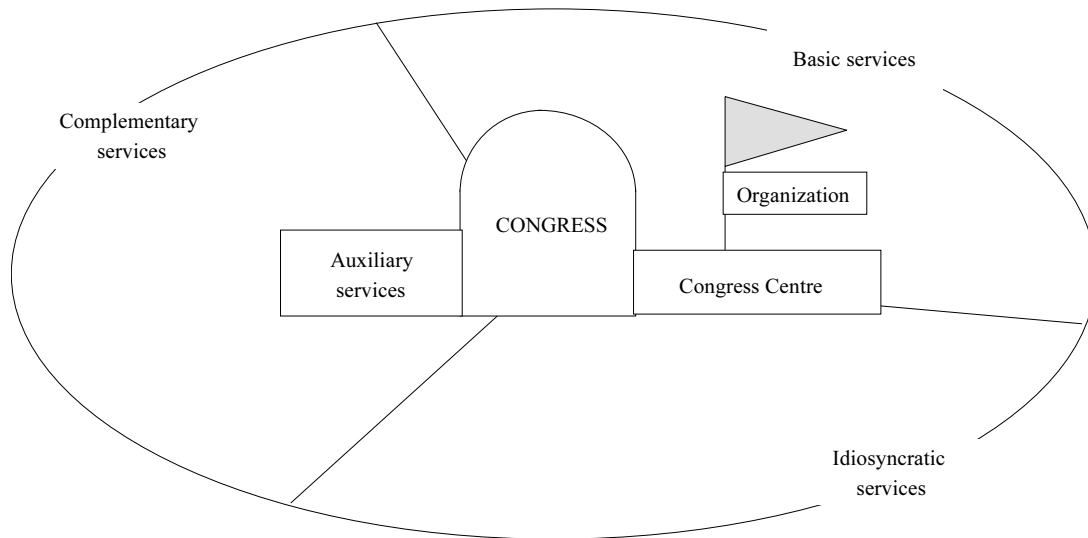
b) *The local area*. Congress travel is supported with the help of the tourism industry of each area. A good network of transport, hotels, etc. guarantees a necessary minimum to satisfy different tastes, timetables, and problems which may beset the journeys of the delegates. At the same time, favourable tourist conditions (climate, monuments, museums, leisure activities, etc.) have a strong influence on a congress' ability to attract delegates. Statistics on local tourism supply should in principle cover the following services:

1. *Basic services*. Services which are fundamental for holding a congress: accommodation, transport, travel agencies and food.
2. *Complementary services*. Means of communication, commerce, tourism related activities such as museums, theme parks, tours, etc.
3. *Idiosyncratic services*. Services which, by their nature, do not require payment for their use and enjoyment: climate, historic monuments (from outside), roads, views, etc.

Figure 4 shows the composition of the supply of congress travel in its diversity. The congress is the focal point of economic activity, bringing together local resources which are translated into services.

¹⁸ *The Community Methodology on Tourism Statistics* (Eurostat, 1997).

Figure 4 - Congress travel supply



Existing statistics on the congress supply are clearly insufficient. In practice, only a few statistics on general congress characteristics and basic services and sectors that are affected globally are available. The existing statistics for each of the components are as follows:

Congresses:

- Organisation. Statistics on the name, headquarters and nature of business of the organiser. Also, information concerning congress themes. Relationships between the international organisation, the local organising committee and the congress secretariat.
- Auxiliary services. No statistics available. In some cases it may be possible to estimate the volume of activity generated in the principal sectors (e.g. interpreters).
- Congress centre. Exhibition centres and sites used for congresses are known. Information also available on congress-hosting cities and countries.

Environment:

- Basic services. Statistics on accommodation, transport, food and drink and travel agencies are available. Overall activity in these sectors can be revealed through national accounts data and tourism statistics. The percentage of these activities caused by congresses could also be estimated.
- Complementary services. In some cases overall statistics for a whole sector (e.g. communications) can be ascertained. Estimating the influence of the congress sector on the furnishing of these services is difficult.
- Idiosyncratic services. By definition, these services are not open to quantification.

3.2. Methodology for Congress Statistics

3.2.1. Definition of the Statistical Unit

The C&C sector is defined with regard to an activity which gathers together several economic agents. For this reason the statistical unit cannot be defined in terms of enterprise, group, local unit or product¹⁹. These statistical units serve to study the enterprises organising congresses or the activities surrounding a congress, but do not describe the congress as a whole.

The statistical unit of the enterprise aims to identify easily the most recent providers of relevant information, furnishing an acquaintance with every participating enterprise.

In particular, it includes:

- Organisers whose primary activity is the organisation of congresses.
- Organisers for whom the organisation of congresses is a secondary activity.
- Owners of congress halls and other sites.
- Companies providing auxiliary services for the congress.
- Companies who own local services.
- Companies represented by delegates.

Using the NACE classification, the statistical unit of the enterprise would only allow a small minority of agents (the first category, organisers and congress hall owners) to belong to the C&C sector. The rest of agents remain strictly outside the sector, since their main activities are undertaken outside the C&C sector. One problem in obtaining information from the enterprise as a statistical unit resides in the need to solicit broken-down information from companies regarding their congress activities. For example, if one requires the number of employees generated by the sector, or the turnover, one would need to ask the participating organisers, firms and institutions for the proportion of their personnel dedicated to congresses and for the profit figures generated by such participation (secondary activities).

The local unit presents limitations similar to the enterprise when considered as a statistical unit. Participants at a congress are not necessarily representatives of a sole enterprise (they may represent several companies or just themselves), and they do not have a fixed or easily identifiable location. When several participants come from the same enterprise, it so occurs that the conduct of each individual is not homogeneous, as would be expected from a local unit. Nor does *the unit of the product or kind of activity* resolve the great difficulties in classification by production of services, since the majority of C&C products and activities belong to other product or activity categories.

The limitations of these statistical units create the need to study the congress from the enterprise-organiser point of view. As the congress is the reporting unit, the enterprise should be held to be the statistical unit applicable to congresses. In this way, the organiser, which is the sector's main agent and the major provider of information, can be studied.

Congress Types and Definitions

There are many kinds of C&Cs whose definitions are not clear. In the majority of cases, terms equivalent to "assembly", "colloquium", "congress", "conference", "convention", "forum", "seminar" and "symposium" are used. On occasions, these concepts are also used in corporate meetings. The following is an initial attempt to classify C&C activities.

Excluding informal meetings between people, the first distinction that must be made is between corporate/business meetings and congresses and conferences. A meeting of one or more companies may have one organiser and a physical meeting place, but it does not constitute a geoeconomic unit in which many agents come together and interact with the aim of an exchange of information or experience. Therefore the following definitions can be established:

¹⁹ For definitions of statistical units, see Council Regulation (EEC, 1993) n. 696/93 of 15 March 1993 (OJ n. L76 of 30.03.1993, p.1) on the statistical units for the observation and analysis of the production system in the Community.

E. CORPORATE MEETING / BUSINESS MEETING²⁰

Definition:

Corporate meetings are those business-oriented meetings in which the participants represent the same company, corporate group, joint-venture, or client/provider relations.

Comments:

A corporate meeting generally has the following characteristics: it is not organised by an external organisation; the aim of the meeting is governed by the realisation of business and not mainly by the transmission of knowledge²¹; the number of companies represented is normally small, whether intra-firm (one single company) or inter-firm (two or more companies); interaction between participants is either non-competitive (no competition, since they belong to the same group), or the competition (if there are tensions within the group) is regulated in an oligopolistic manner (few enterprises are present).

F. CONGRESS

Definition:

A congress is an non-business-oriented meeting of generally fixed frequency having an extraordinary nature, in which participants belonging to different places meet at a predetermined site and time, to attend an organised meeting in which the delegates have a multi-interactive, debating and competitive role, often aided by specialised services.

Comments:

- Participants change from their usual activity and usual environment (except local participants) to come to a multilateral gathering organised around a previously established advertised theme.
- Several organisations or a single professional association can be represented.
- Contributions to the presentation and discussion of the subject matter are decided by the sponsor and organising body.
- Frequency is usually established in advance and can be either multi-annual or annual.
- Conferences other than public lectures and governmental conferences can be considered as congresses. Conferences tend to be smaller in scale and more select in character and have no special connotation as to frequency. The increasing equivalence between congresses and private conferences, however, means that the two categories must be simplified into a single category.

Thus defined, the term "congress" may be used to describe all C&Cs. However, within this category, several sub-categories may be distinguished.

G. PUBLIC CONFERENCE / LECTURE

Definition:

Conferences or public lectures are basically uni-directional meetings in which discussion is proposed by the conference organiser by means of an oral exposition, the audience taking an essentially passive role, and where specialised knowledge is not necessarily required.

²⁰ There are subdivisions but they have not been thoroughly studied yet.

²¹ Except training of own staff.

H. GOVERNMENTAL CONFERENCE

Definition:

Governmental conferences are technical or political meetings between governments with the aim of discussing national or international topics to reach agreements of a political nature.

Comments:

Another kind of government-related meeting is the round table between governments and private agents. These meetings try to glean information from public authorities so that the political support underlying business decision can be clarified.

I. GENERAL ASSEMBLY

Definition:

General assemblies are civil meetings, limited to the members of one organisation, of an internal nature, committed to discussing the function of the organisation itself, and to signing legally binding agreements (election of candidates, reviewing programmes, setting norms and rules) concerning predetermined issues.

J. CONVENTION

Definition:

General and formal meeting of a legislative body, social or economic group in order to provide information on a particular situation in order to deliberate and, consequently, establish consent on policies among the participants. The internal character of the meeting (restrictive to a predetermined circle) dominates over the external nature of the meeting. Usually of limited duration with set objectives, but no determined frequency. In the United States, the word "convention" is used to describe large, sometimes international but more usually national meetings of business circles, whether for discussion or commercial exhibitions or both.

K. SCIENTIFIC CONGRESS: FORUM, COLLOQUIUM, SEMINAR, SYMPOSIUM

Definition:

Forums, colloquia, seminars, symposia and conferences (private) are specialised meetings of a technical and academic nature whose objective is to make a profound study of several matters which may be predetermined or not, and whose treatment requires interactive dialogue between specialists.

Comments:

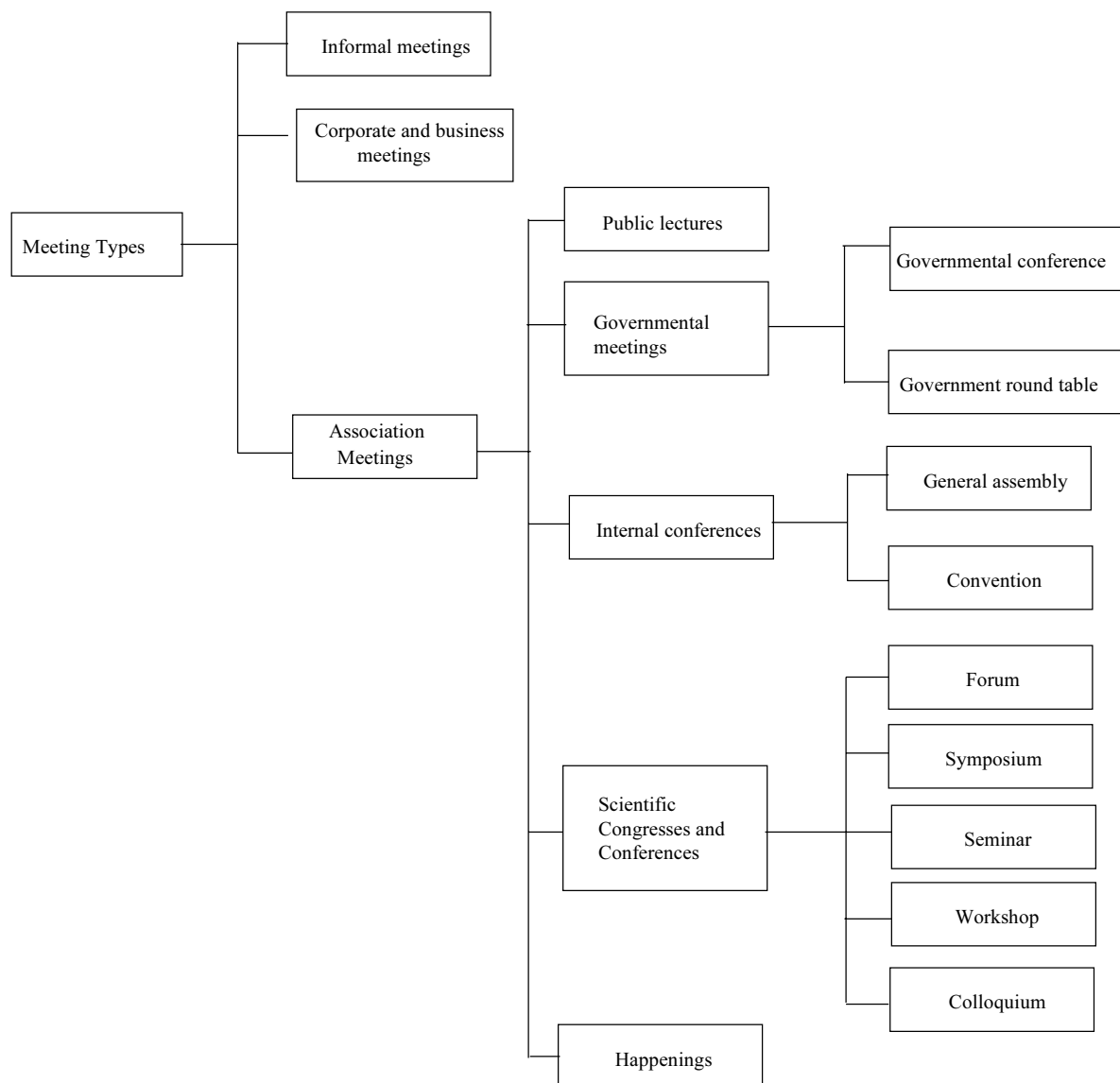
- Participants may belong to the same or different associations; in any case, the multiplicity of representatives generates a prevailing atmosphere of both collaboration and competition.
- The number is normally limited by specialisation, often requiring the payment of a subscription fee.
- Specialisation creates several levels within the congress, with masters and pupils working at different levels of knowledge.
- Agreements are not signed, not even scientific ones. This type of meeting is normally associated with the term "congress".
- Differences between forums, colloquia, seminars and symposia are explained in Table 7.

*L. HAPPENING*Definition:

All non-intellectually-oriented congresses and conferences constitute happenings in which hundreds of people participate in sporting, religious, social or political meetings.

All types of C&Cs are organised in Figure 5. Their main characteristics are summarised in Table 8.

Figure 5 - Typology of Congresses and Conferences²²



²² The present manual is indeed referred to this sector. It could be said that there is an equivalence between the terms *Congresses and Conferences* and *Association Meetings*. The distinction between *Corporate and business meetings* and *Congresses and Conferences* depends most of all on the organiser and the participants. *Congresses and Conferences* has a character more connected to the association rather than to the enterprise.

Table 8 (a): Types of Congresses and Conferences and characteristics

| Type of Meeting | Objectives | Participants | Composition | Frequency | Publicity |
|-------------------------------------|--|--|--------------------------|-------------|------------|
| Informal meeting | Any objective | Any group of people | No rules | Not fixed | Not needed |
| Corporate/business meeting | Business-oriented | Enterprises, clients/providers, joint-ventures, groups | Formal/informal meetings | Not fixed | Not needed |
| Congress/Conference ^[64] | Intellectual/association/experience-oriented | Speakers, delegates, congress members | Formal meetings | Often fixed | Needed |

Table 8 (b): Types of Congresses and Conferences and Characteristics

| Type of C&C | Objectives | Participants | Composition | Frequency | Publicity |
|--------------------------|--|---|--|--------------------|-----------------|
| Congress | Discussion of a particular subject | Representational basis of speakers and delegates | Sessions in one or more rooms | Regular | Open or limited |
| Scientific Conference | More select discussion | Reduced and limited number of participants | One single room | Not fixed | Limited |
| Public lecture | Discourse given before an audience, especially for instructional purposes | Open public meeting. Few speakers, mostly audience | One session, one room | Not fixed | Needed |
| Governmental conference | Technical or political discussions/policy-oriented | States, governmental administrations | One room | Fixed or not fixed | Closed |
| Government - round table | Discussion between public authorities and private agents to evaluate national policies | Governmental delegates and enterprise delegates mainly | One room, several sessions | Not fixed | Limited |
| Convention | Provision of information in order to deliberate and take decisions | Members of a legislative body, social or economic group | One room | Not fixed | Limited |
| General Assembly | Discussion and signing legally binding internal agreements (candidates, programmes, norms) | Members of associations, clubs, organisations, networks | One room, one or few sessions | Fixed | Closed |
| Happening | Exchange of experiences or attendance at sporting, religious, or social happening | Hundreds of participants | One or several spaces, free activities | Not fixed | Open |

Table 8 (c): Types of Congresses and Conferences and Characteristics

| Type of Scientific C&C | Objectives | Participants | Composition | Frequency | Publicity |
|------------------------|--|---|-----------------------------|-------------------|-----------|
| Forum | Congress for open discussions conducted by recognised participants. Share of ideas in a mental setting | Highly-skilled speakers enriching themselves as well as other interested participants | One room, several sessions | Fixed | Limited |
| Symposium | Highly intellectually-oriented meeting for discussion and recommendations | Experts in a particular field; papers presented by specialists | One room, several sessions | Most fixed | Limited |
| Colloquium | Informal academic research meeting for exchanges of ideas | Researches, students, interested people | Free | Little regularity | Open |
| Seminar | Advanced training or learning meeting around common interests | Small member of highly-skilled speakers to enrich the participants | Different sessions one room | Not fixed | Limited |
| Workshop | Seminar emphasising free discussion, demonstrations and applications | Highly-skilled speakers to enrich the vast majority of participants as well as speakers | Different sessions one room | Not fixed | Limited |

3.2.2. Definition of Variables

Once congress types have been identified and defined, the variables necessary for studying them may be defined. The variables are related to 6 types of agents operating at congresses:

1. Organisers
2. Participants
3. Congress site or conference centre
4. Professional associations
5. Auxiliary indoor services
6. Services provided by the local area.

The following variables are shown in six major groups displayed in Table 9 (variables on the services provided by the local area have been excluded, to be discussed later). All congress statistics are based on the statistical unit of the organiser, which can be identified, the congress, the site and auxiliary services. Basic identification requirements are: name and address of organiser, name of the congress, name and status of auxiliary services, etc.

Table 9: Indicators of Congress Statistics^[66]

| Component | No. | Variable | |
|--------------------------------------|-----------------------------|---|---------------------|
| Congress related variables | 20 | Congress date | |
| | 20a. | Congress duration | |
| | 21 | Location ^[67] | |
| | 22 | Congress frequency | |
| | 22a. | Number of congresses already held | |
| | 23 | Congress type | |
| | 24 | Spatial nature of the congress | |
| | 24a. | Local congress | |
| | 24b. | Regional congress | |
| | 24c. | National congress | |
| | 24d. | International congress | |
| | 24e. | Binational congress | |
| | 25 | Congress Theme | |
| | Organiser related variables | 26 | Organiser type |
| | | 27 | Organiser structure |
| 27a. | | Number of people employed | |
| 27b. | | Organiser turnover | |
| Congress site related variables | 28 | Congress site | |
| | 28a. | Hiring cost | |
| | 28b. | Site facilities (installations and services) | |
| Auxiliary services related variables | 29 | Auxiliary services types | |
| | 29a. | Employment involved in auxiliary services | |
| | 29b. | Cost of using and hiring services | |
| | 29c. | Conditions of furnishing auxiliary services (externalisation) | |
| | 29d. | Room cost | |
| Local services related variables | 30-53 | Accommodation, transport and complementary services (see section 3.3) | |
| Impact of congresses | 60 | Employment generated by congress activity | |
| | 61 | Turnover generated by congress activity | |

20. CONGRESS DATE

Definition:

The congress date is the time of the year when the congress takes place (normally the week in which the congress take place).

Comments:

- A congress' identification states the day the congress starts and the day it ends. From an analytical point of view, the more detailed periods of interest for study purposes are weeks, not individual days; thus which one of the 52 weeks of the year is chosen to hold the congress must be defined.
- In finding the week in which the congress takes place, there may be some conflict if the congress covers more than one calendar week (Monday to Sunday). For two-week congresses, the week with more days of congress events must be chosen. For congresses stretching out over several weeks, it is the central week that will be used.
- When a given congress needs two or more different dates during the same year, the congress should be split into various congresses. This split is the best way to simplify statistics production. In fact, a congress divided into two different dates means two congresses with two possible sites, different possible participants, different spending, etc.

20a. CONGRESS DURATION

Definition:

The duration of meetings is the number of days from the opening session to the closing session. Additional days for optional excursions are not included.

Categories:

- \ 1 day
- \ 2 days
- \ 3 days
- \ 4 days
- \ 5 days
- \ 6 days
- \ one week
- \ other duration

21. LOCATION

Definition:

Congress location involves the type of destination where the congress takes place.

Categories²³:

1. Urban Areas
 - 1.1. Capital/city
 - 1.2. Designated heritage/cultural town or city
 - 1.3. Other city or town (urban areas)
2. Resorts (town/village)
 - 2.1. Health Resort
 - 2.1.1. Spa resort
 - 2.1.2. Seaside location
 - 2.1.3. Lake/river location
 - 2.1.4. Mountain location
 - 2.2. Seaside resort
 - 2.3. Lake or river resort
 - 2.4. Ski resort
 - 2.5. Other mountain resort
3. Countryside
 - 3.1. Waterside
 - 3.1.1. Seaside/coastal area
 - 3.1.2. Lakeside
 - 3.1.3. Riverside
 - 3.2. Mountains
 - 3.2.1. Highlands
 - 3.2.2. Hills
 - 3.3. Rural area/village
4. Sea, lake or river cruises

²³ Classification of destination types. *The Community Methodology on Tourism Statistics* (Eurostat, 1997).

22. CONGRESS FREQUENCY

Definition:

The frequency of meeting is the periodicity with which the same kind of congress takes place.

Categories:

- \ Annual
- \ Biennial
- \ Triennial
- \ Monthly
- \ Quarterly
- \ Biannual (twice a year)
- \ Occasional
- \ Changing frequency

22a. NUMBER OF CONGRESSES ALREADY HELD

Definition:

The number of congresses already held covers the last similar congresses organised by the same organiser with the same or different topics under the same identification.

23. CONGRESS TYPE

Congress category is established according to its nature, aims and orientation, summarised in Table 8.

Categories:

As defined in Table 8, these are the main categories into which congresses can be classified²⁴:

A. C&C Types

- \ Congress
- \ Scientific Conference
- \ Public Conference / Lecture
- \ Governmental Conference
- \ Government - Round Table
- \ Convention
- \ General Assembly
- \ Happenings

B. Scientific Congress Types

- \ Forum
- \ Symposium
- \ Colloquium
- \ Seminar
- \ Workshop

²⁴ All B-type congresses also belong to one of the first two A types (congresses or scientific conferences). For definitions, see the characteristics summarised in Table 8.

24. SPATIAL NATURE OF THE CONGRESS

Defining the spatial nature of a congress is one of the most relevant issues. A congress' importance may be considered, although not necessarily, depending on, for example, its internationality. The problem is twofold: defining which point of reference to use in order to consider internationality, and what criteria to adopt.

There are four possible points of reference:

- The organisation (e.g. international nature of the organisation)
- The participants (e.g. number of foreign delegates)
- Countries represented (e.g. by delegates and organisers)
- Destination (e.g. rotatory system)

The UIA combines the three criteria [UIA, 1991a]. By one criterion, congresses held by international associations are considered international, whether assemblies, symposia or conferences. By another, those national meetings which have at least 300 participants, of which at least 40% are foreign, from a minimum of 3 countries and with a minimum duration of 3 days. The AACVB defines, for its part, an international meeting as that in which there is participation from 2 or more continents, while a regional meeting is one in which there are delegates from 2 or more countries in the same continent [AACVB, 1992].

In order to include a substantial number of international congresses, relatively unrestrictive criteria would have to be established, adopting the following definition: a meeting may be considered international when at least 40% of its participants are from abroad, from at least 3 nationalities. A general definition could be:

Criterion 1: for Establishing the Spatial Nature of the Congress (based on UIA definitions).

Definition:

Minimum participation from outside the locality, region or country in relationship to 40% of participants from at least 3 locations, regions or countries.

In this manner, formal definitions may be established as follows:

24a. LOCAL CONGRESS

Definition:

A local congress is that which does not meet a minimum level of participation from other localities. This level is fixed at 40%^[74] representation from at least 3 different localities.

24b. REGIONAL CONGRESS

Definition:

A regional congress is that which does not meet a minimum level of participation from other regions. This level is fixed at 40% representation from at least 3 different regions.

24c. NATIONAL CONGRESS

Definition:

A national congress is that which does not meet a minimum level of participation from other nations. This level is fixed at 40% representation from at least 3 different nations.

24d. INTERNATIONAL CONGRESS

Definition:

An international congress is that which meets the minimum participation level from other nations. This level is fixed at 40% representation from at least 3 different nations.

Comments:

Within the international congress category, there are several possible further classifications. One of these concerns continentality:

Continental: Foreigners > 80% from one continent
World: Foreigners < 80% from one continent

24e. BINATIONAL CONGRESS

Definition:

A binational congress is that which meets the minimum level of participation by another foreign nation. This level is fixed at 80% representation from that nation.

Comments:

- Trinational or more than two countries are meant to be international.
- Off-shore meetings are included.

Criterion 2: geographic rotatory system (based on ICCA suggestion).

Definition:

A congress is considered to be international when its scope of rotation encompasses more than two countries.

Categories:

- World-wide.
- European meetings.
- Europe-North America.
- Asia/Pacific.
- French speaking countries.
- Etc.

Comments:

The spatial nature of a congress also has to do with its “geographic rotation area”; in other words the destination in which the meeting could take place. There are meetings which can take place world-wide. Others are e.g. European meetings and only take place within Europe. Other examples: Europe-North America; Asia/Pacific; French speaking countries, etc. Many meetings also do not travel and always take place in the same destination. This segmentation is only relevant for meetings which are organised on a regular basis.

Criterion 3: nature of the international meeting (based on Mr. Fighiera experience).

Definition:

A congress is “international” if the congress itself is considered international or if the organisation is considered of this nature or if there is any other type of proof or evidence that demonstrates that indeed it is so (e.g. number of foreign participants).

Comments:

The consideration of a congress as international is regardless to the number of foreign participants.

25. CONGRESS THEME

Definition:

The theme of a congress is arranged according to the main field of specialised knowledge that is dealt with during the sessions, notwithstanding the fact that several subjects may be dealt with at the same time. The fundamental theme is proposed by the organiser with reference to the title of the congress.

Categories:

A congress has, in itself, a theme which gives it identity and significance. Of the thousands of classifications which can be formulated, one recommendable model is the NACE Rev. 1²⁵ classification of activities. However, the degree to which NACE Rev. 1 breaks down its classifications does not easily demonstrate the different levels at which the transmission of knowledge and experience is distributed by C&Cs.

The following classification summarises, rearranges, selects and extends many of the topics indicated in other classifications focused exclusively on congresses²⁶. Considering that congresses have the aim of transmitting and enriching knowledge and understanding, there are six fundamental categories of knowledge:

- Knowledge of the Earth. Physics, astronomy, meteorology, oceanography, hydrology, geophysics, geology, cartography and topography.
- Knowledge of Life. Biology, plants, zoology, invertebrates, reptiles, fish, birds, mammals, medicine, ecology.
- Knowledge of Society. History, sociology, politics, communication, social problems, marginality, safety and delinquency, drug addiction, legal matters, international relations.
- Knowledge of Economics and Business. Macroeconomics, regional economics, applied economics, agriculture, industry, services, finance, communications, technological changes and innovations, information technology, robotics, auditing, business management, marketing.
- Knowledge of Man. Religion, theology, psychology, education, recreation, culture.
- Knowledge of a strongly interdisciplinary nature.

²⁵ Council Regulation (EEC) n. 3037/90 of 9 October 1990 on the statistical classification of economic activities in the European Community (OJ n. L293, 24.10.90, p.1) as amended by Commission Regulation (EEC) n. 761/93 of 24 March 1993 (OJ n. L83, 3.4.1993, p.1, and corrigendum, OJ n. L159, 11.7.1995, p. 31).

²⁶ Mainly, the UIA classification used for the Yearbook of International Organisations [UIA, 1991b, 1992] tends to concentrate upon the subject of the congress itself.

26. ORGANISER TYPE

Definition:

An organiser is the association or organisation in charge of the realisation, promotion and development of the congress.

Categories:

The following suggested classification is split into four kinds of organisers: supranational, national governments, universities and private organisers.

- \ International government organisers:
 - UN
 - EU
 - EFTA
 - OECD
 - NATO
 - Treaties
 - Others
- \ PCO (professional congress organisers)
- \ Corporations/commercial companies (corporate market)
- \ Private persons
- \ International non-government organisers
- \ Governments and administrations:
 - Central administration
 - Federal-administrative administration
 - City administration - councils
 - Regional administrations (regions in several countries)
- \ Universities and research centres:
 - Public universities
 - Private universities
 - Public research centres
- \ Other organisations:
 - Foundations
 - Institutes
 - Colleges
 - Co-operation programmes
 - Private clubs
 - Academies
 - Banks
 - Political parties
 - Religious organisations
 - Non-governmental organisations

27. ORGANISER STRUCTURE

The structure of the organiser is defined by the classic variables which are used to define the nature of any enterprise. In cases where it may be possible to separate the activity of the organiser with respect to congresses from its activities as a whole, information on both should be produced.

Basic Variables:

UIA statistics define a number of characteristics of international organisations, forming the necessary basic statistics on organisers:

- \ Identity. Name and headquarters
- \ Main activities
- \ History, objectives, structure
- \ Inter-organisational links
- \ Languages used
- \ Members by country
- \ Employees and turnover
- \ Profit/not for profit
- \ Mission statement

Of these, it is important to emphasise the classic variables required for each enterprise, defined in the terms formulated in the "Glossary of Business Statistics" [Eurostat, 1997], taking into account a crucial breakdown of certain variables by sector activity. The main variables are:

27a. NUMBER OF PEOPLE EMPLOYED

- i. Total number of staff (salaried employees)
- ii. Number of full-time salaried employees
- iii. Number of part-time salaried employees
- iv. Number of permanent salaried employees
- v. Number of temporary salaried employees
- vi. Number of salaried employees hired exclusively for the congress
- vii. Number of non-paid and family workers

27b. ORGANISER TURNOVER

- i. Percentage due to organising congresses

28. CONGRESS SITE

Definition:

The congress site is defined as the building and environment area where the congress takes place.

Categories:

- \ Congress hall
 - Congress and convention centres
 - Congress and convention centres with hotel accommodation
- \ Hotel
- \ University
- \ Others

28a. HIRING COST

Definition:

The hiring cost of the site is the price paid by the organiser to the owner of the congress facilities. The cost should be broken down two ways: cost in numeric terms and cost in terms of the conditions of hire.

Categories:

- \ Price of hire
- \ Conditions of hire:
 - Free facilities
 - Facilities hired at market price
 - Facilities paid for by sponsor
 - Facilities subsidised by sponsor
- \ Meeting rooms
- \ Catering
- \ Technical equipment/assistance
- \ Heating/cleaning
- \ Others

28b. SITE FACILITIES (INSTALLATIONS AND SERVICES)

Definition:

The facilities of a site consist of those facilities within the perimeter of the organisation where the congress takes place and includes both the installations and services in the auditorium, and the installations and services outside. Such facilities are designed to produce high service quality.

Categories:

1. Location and transport
 - 1.1. Proximity to an airport (in road distance)
 - 1.2. Proximity to an airport (communications facilities)
 - 1.3. International air connections
 - 1.4. Proximity, size and category of hotels
 - 1.5. Location in a residential area
 - 1.6. Location in relation to origin of participants

- 1.7. Touristic attractiveness of destination.
- 1.8. Means of rail and road transport
- 1.9. Local transport

2. Facilities
 - 2.1. Lounge capacity
 - 2.2. Main lounge and lounge for other meetings
 - 2.3. Venues for social programme
 - 2.4. Number, size and set up of meeting rooms.
 - 2.5. Access for handicapped people
 - 2.6. Comfort of chairs and writing facilities
 - 2.7. Cleanness / state of maintenance
 - 2.8. Size, location and set up of exhibition areas

3. Technical facilities
 - 3.1. Telephone
 - 3.2. Fax
 - 3.3. Teleconference / video conference
 - 3.4. Electronic mail
 - 3.5. Availability of projection and writing facilities
 - 3.6. Reprographics services
 - 3.7. Microphone
 - 3.8. Simultaneous translation facilities
 - 3.9. Availability / quality technical facilities
 - 3.10. Means of communication available

4. Conditions
 - 4.1. Safety measures
 - 4.2. Security / political stability
 - 4.3. Lighting
 - 4.4. Ventilation
 - 4.5. Price level

5. Other facilities
 - 5.1. Lobby - cloakroom
 - 5.2. Bar
 - 5.3. Restaurant
 - 5.4. Covered or open parking with or without attendant
 - 5.5. Catering area, price, quality

6. Others (level of professionalism of suppliers, etc.).

29. AUXILIARY SERVICE TYPES

Definition:

Auxiliary services are those that aid and are provided at a congress, having responsibility for the organisation, the site, participants and the general running of the activity.

Categories:

- \ Administrative and organisational services
- \ Services provided by the congress centre but not included in the hiring cost
- \ Promotion services
- \ Translation services
- \ Interpreting services
- \ Congress hosts and hostesses
- \ Escort services (guides, chauffeurs, etc.)
- \ Public relations services
- \ Car parking services
- \ Security services
- \ Cleaning services
- \ Catering services
- \ Cloakroom services
- \ Technical facilities
- \ Transport
- \ Florists

Questions may be asked about auxiliary services with regard to their availability (variable 29.), the number of personnel involved (variable 29a.), the cost of the services (variable 29b.) and the conditions of furnishing the services (variable 29c.).

29a. EMPLOYMENT INVOLVED IN AUXILIARY SERVICES

Definition:

Employment generated in auxiliary services is equal to the sum of employees from all services that attend the congress as their main or secondary activity before, during or after the congress itself.

Variables:

- i. Total number of salaried employees
- ii. Number of full-time salaried employees
- iii. Number of part-time salaried employees
- iv. Number of permanent salaried employees
- v. Number of temporary salaried employees
- vi. Number of salaried employees hired exclusively for the congress
- vii. Number of non-paid and family workers

29b. COST OF USING AND HIRING SERVICES

Definition:

The cost of auxiliary services is the value of all contracts undertaken by external contractors. The cost of providing services internally is not initially estimated.

29c. CONDITIONS OF FURNISHING AUXILIARY SERVICES (EXTERNALISATION)

The nature of the furnishing of auxiliary services is observed here from the point of view of the organiser; that is, the manner in which the organiser has arranged for both the internal and external furnishing of services. The aim is to study external strategy and its relationship with specialisation.

Categories:

- \ Furnished internally
- \ Furnished externally
- \ Furnished as a mixture (internally and externally)

29d. ROOM COST

Definition:

The costs per night (in - or excluding breakfast).

3.3. Methodology for local area statistics

3.3.1. Accommodation Statistics

Almost all countries of the European Union and EFTA produce tourist accommodation statistics by means of surveys. Data can thus be obtained on the number of arrivals and nights spent by residents as well as non-residents. All countries focus their statistics on hotels, although the Council Directive on the collection of statistical information in the field of tourism covers also similar establishments i.e.: motels, guest houses, boarding houses and hostels. Countries also offer figures on renting cottages, houses, flats and apartments, obtained from the tourism demand surveys.

Accommodation statistics are often produced on a monthly basis. Horeca activities (hotels, restaurants and cafés) include indicators on the number of employees involved and the turnover of the companies or establishments concerned.

Statistical Definitions

Tourist accommodations are "any facility that regularly or occasionally provides overnight accommodation for tourists"²⁷. Accommodations are divided into two groups: collective accommodation establishments and private accommodation.

Collective accommodation establishments provide "overnight lodging for the traveller in a room or some other unit, but the number of places it provides must be greater than a specified minimum for groups of persons exceeding a single family unit and all the places in the establishment must come under a common commercial type management, even if it is not for profit" [see footnote 28]. This category embraces hotels and similar establishments (e.g. hotels, guest houses, etc.), specialised establishments (e.g. health establishments, work and holiday camps, passenger transport and conference centres) and other collective establishments (e.g. holiday dwellings, tourist campsites, and other collective establishments n.e.c.).

Private accommodation consists of second homes and apartments used for tourist purposes by the owners, rooms rented with families, housing rented by individuals or agencies, lodging provided free of charge by friends or family, and so forth.

Suggested Variables

The Eurostat "Community Methodology on Tourism Statistics" proposes for each type of accommodation the following variables:

30. Type of accommodation (according to the previously formulated definitions).
31. Collective accommodation variables: capacity (number of establishments, rooms, beds); use (arrivals and nights stayed by residents or non-residents); other secondary variables.
32. Room: sound-proofing, heating, bar, bathroom, audiovisual equipment.
33. Central services: restaurants, breakfast, bar service, conference rooms, swimming pool, sauna and solarium, sporting facilities, shops, crèche, laundry, self-service washing machines, individual kitchens, lift, open or covered parking, electronic computer assistance (e.g. E-Mail), photocopy service, handicapped accesses, other facilities and services.
34. Region.
35. Months or days open during the year.
36. Accounting and structural variables on hotel companies are included under the Horeca heading and are shown in the section on basic and complementary services (Section II.3.3.).

Notes on Methodology

The WTO's recommendations [1988] are based on the following methodological aspects:

- Administrative bases for data: hotel registers and client interviews.

²⁷ The Community Methodology on Tourism Statistics (Eurostat, 1998).

- The need for a register of all establishments.
- Strategic sampling instead of a general census could be used when questioning customers.
- Types of questionnaires and forms.
- Data processing.
- Quality of the information obtained (number of guests and nights stayed are quite often underestimated for tax reasons).

3.3.2. Transport Statistics

In principle, transport statistics do not pose any problems in definition, forming a part of tourist activity which includes congress activities. The basic problem lies in the manner in which the information is retrieved. Once border controls and records disappear with the Single Market, information must be sought through domestic surveys. In the case of congress transport, the questionnaire could be included with the information pack given to delegates. It would simply be a matter of formulating questions based on the concepts mentioned previously in the study on demand (Section II, variables 11. and 11a.).

Suggested Variables

40. Means of transport from home to the congress destination and back.
41. Cost of transport from home to the congress destination and back.
42. Means of transport during the congress.
43. Cost of transport during the congress.

3.3.3. Complementary Service Statistics

There are normally some statistics on health services, sports, cultural activities and tourist information services. They are usually collected by means of surveys, although surveys vary in coverage according to whether they are a census or sample. They are normally published annually. There are more systematic statistics on restaurants, bars, cafés and travel agents, since they are included in the Horeca hotel information system. The most important complementary services are:

- \ Food services:
 - Restaurants
 - Bars and coffee-houses
 - Dinner venues (castles, special historic places, etc.)
- \ Shopping
- \ Medical services:
 - Hospitals
- \ Printing services and business services
- \ Cultural services:
 - Museums
 - Exhibitions
 - Opera and concerts
- \ Leisure services:
 - Cinema
 - Theatre
 - Clubs
 - Others
- \ Tourist services:
 - Tourist information
 - Tours and excursions
- \ Sporting services:
 - Playing sports
 - Watching sports

Suggested Variables

A study of these services could include the following variables:

50. Use of complementary services by participants.
51. Number of days that complementary services have been used.
52. Cost of using complementary services.
53. Relative satisfaction with complementary services used.

4. THE IMPACT OF CONGRESSES

4.1. The effects of Congresses on the economy

This final section aims to expose in brief some of the existing ways to try and evaluate the impact of congress activities on the economy. Undoubtedly, only a small part of the benefits of congress activity can be quantified, and the repercussions of that small part can only be estimated.

The main beneficiaries of congresses are participants and their organisations. Levels of knowledge and experience continue to rise in countries whose residents participate in scientific congresses, public conferences and other types of congresses.

Through knowledge and learning, specialised congresses have an influence on long-term welfare. Scientific exchanges tend to produce new products, innovations and policies stemming from the different participating groups. The greatest success of a medical congress could be the effect it may have on the discovery of a new vaccine or treatment. The greatest success that an economic congress may achieve is a greater understanding of a situation, which may allow a new economic or regional policy to be applied.

Conferences open to the public are also important, since they improve the level of education of those present, broaden their culture, and therefore enhance their capacity to work and live better. Both congresses and conferences contribute to the unification of markets through sharing the most fundamental or specialised knowledge.

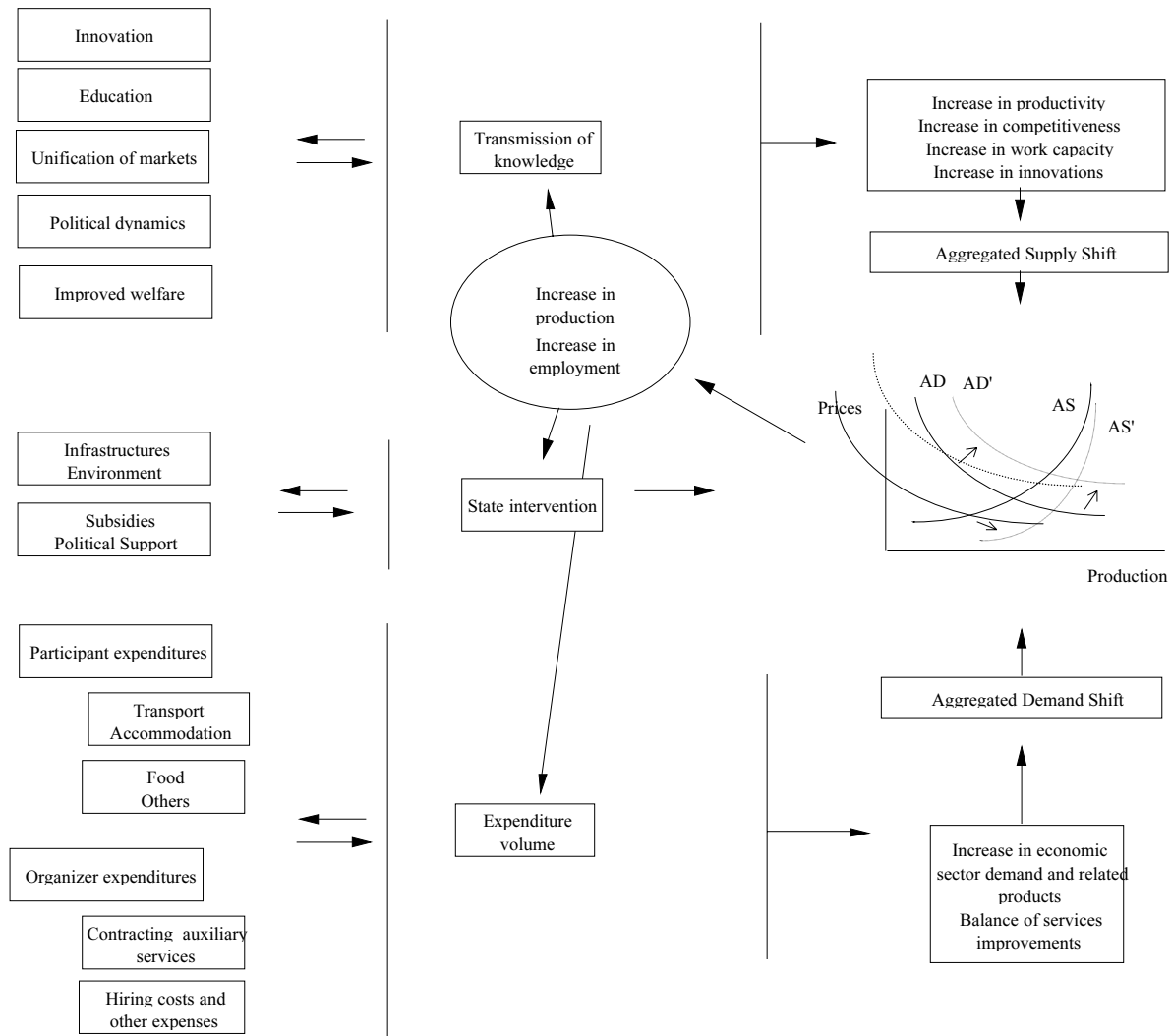
The State also has some influence, by creating various external factors which are difficult to measure. Infrastructures built around congress sites (congress halls in particular) generate an additional flow of investment. Roads, communications and transport are improved in areas surrounding large congress sites. Another external factor thus affected is the environment, such that available resources in the area are especially cared for and the surroundings are often promoted as ecological zones. At modern conference halls and exhibition sites, one can find parks and green areas, recycling processes, transport structures which avoid congestion, etc. The influence of the State also has a direct effect on congresses when subsidies are given to either organisers or participants, giving prestige to those congresses that are granted State support.

The measurable benefits of congresses can be reflected in the traditional macroeconomic variables, employment and value added. C&Cs, like every economic activity, generate a value added linked to production at the same time as they generate employment. As previously observed, since congresses are a geoeconomic unit with no legal identity of their own, they are not a source of information as other industrial sectors may be. Moreover, their main effect on employment and value added is produced outside the congress. Expenditure and employment sustained in the congress' local area are greater than expenditure inside the congress.

The principal sources of expenditure may be grouped into the following items: expenditure by participants in the local area, expenditure by the organiser on auxiliary services, expenditure by the organiser in payment and subsidies to speakers, and expenditure by the organiser on renting the conference hall or buildings.

Every effect C&C activities have on the economy as a whole is shown in Figure 6. In principle, there are three kinds of effects: transmission of knowledge, expenditure created and State influence. Each of these effects has already been noted.

Figure 6 - The effects of Congresses on the economy



1. Transmission of knowledge ultimately produces an improvement in supply (productivity, competitiveness, work capacity, innovations) which will have a positive effect on employment and prices.
2. The State influences both supply and demand, fundamentally through political support, fees and logistical support, and also through external factors it generates.
3. Generation of expenditure by participants and organisers increases the number of orders and clients of companies related with the sector, stimulating overall demand, improving production and income, and thus causing higher prices. There is also an effect on external business. Since many participants come from abroad, there is an inflow of foreign currency and consequently an improvement in the balance of services. This result assumes that the volume of goods and services imported for the congress organisation is considerably lower.

The end result of the three effects is an improvement in employment and production levels, not to mention the price level. Normally, *ceteris paribus*, prices tend to increase gently in the short term and decrease when factors of supply act in the long term.

Statistical possibilities

For C&Cs, the limitations on the units and approximations of classic statistics impede the calculation of statistics as in other sectors of the economy. Moreover, the "intangible" nature of the information transferred at C&Cs almost eliminates any possibility of measuring the sector's profitability and progress. Classic indicators such as employment, sales, value added, etc., taken in the classic sense, cannot be used to define quantitatively the real importance of a sector based on the transmission of knowledge.

Traditional economic variables cannot be studied except as partial approximations in the separate economic agents (e.g. organiser income, employment generated in auxiliary services). The only way to find the employment or income generated by a congress is through estimation, a subject which is touched upon in Section IV while considering the sector's impact on the global economy. The following key variables are thus defined: employment generated by the congress and the value added generated by the congress.

60. EMPLOYMENT GENERATED BY THE CONGRESS

61. TURNOVER GENERATED BY THE CONGRESS

Below are some orientations in methodology for measuring the basic quantifiable variables of employment and turnover. Other variables are either difficult to quantify or their methodology is equivalent to that of tourism statistics²⁸. This is the case of the effects on the balance of payments, the environment and prices.

4.2. Employment estimates

Employment generated by congress activities should be considered to include not only employees directly involved in furnishing services in that area, but also different related sectors. Among these, the Community Methodology on Tourism Statistics [Eurostat, 1998] establishes a distinction between principal and secondary activities according to NACE Rev. 1²⁹. Table 10 shows these activities. The C&C sector has added all the activities of internal auxiliary services, especially business services, which have already been described in previous sections.

²⁸ *Community Methodology on Tourism Statistics* (Eurostat, 1998).

²⁹ Further developments in product classification show a more detail analysis of main and secondary tourism activities. See Appendix 9 of *The Community Methodology on Tourism Statistics* (Eurostat, 1998).

Table 10: Congress-related activities

| | Main Activities | | Secondary Activities |
|-------|--|-------|--|
| 55.11 | Hotels and motels, with restaurant | 52.1 | Retail sale in non-specialised stores |
| 55.12 | Hotels and motels, without restaurant | 52.2 | Retail sale of food, beverages and tobacco in specialised stores |
| 55.21 | Youth hostels and mountain refuges | 52.48 | Other retail sales in specialised stores |
| 55.22 | Camping sites, including caravan sites | 60.10 | Transport via railways |
| 55.23 | Other provision of lodging, n.e.c. | 60.21 | Other scheduled passenger land transport |
| 55.30 | Restaurants | 60.22 | Taxi operation |
| 55.40 | Bars | 60.23 | Other non-scheduled road passenger transport |
| 63.30 | Activities of travel agencies and tour operators; tourist assistance activities n.e.c. | 61.10 | Sea and coastal water transport |
| 92.33 | Fair and amusement park activities | 61.20 | Inland water transport |
| 92.52 | Museum activities and preservation of historical sites and buildings | 62.10 | Scheduled air transport |
| 92.53 | Botanical and zoological gardens and nature reserves activities | 62.20 | Non-scheduled air transport |
| 92.32 | Operation of arts activities | 63.21 | Other supporting land transport activities |
| 92.34 | Other entertainment activities, n.e.c. | 64.20 | Telecommunications |
| 92.61 | Operation of sports arenas and stadiums | 71.10 | Renting of automobiles |
| 92.62 | Other sporting activities | 71.21 | Renting of other land transport |
| 92.71 | Gambling and betting activities | 71.22 | Renting of water transport equipment |
| 92.72 | Other recreational activities, n.e.c. | 71.23 | Renting of air transport equipment |
| | | 74.81 | Photographic activities |

Employment generated by congress activity may be defined as follows:

60. EMPLOYMENT GENERATED BY THE CONGRESS

Definition:

Employment generated by congresses and conferences includes all persons working in organising the event, in auxiliary services within the congress, and in local services provided by existing tourist facilities.

Comments:

This generic definition of employment runs up against an accounting problem. Even though a methodology has been developed above to include employment by organisers and auxiliary services, employment generated by local tourist services is difficult to measure. There are three possible approaches to measuring this type of employment [Community Methodology on Tourism Statistics, Eurostat, 1998].

1. Production Evaluation

In principle this is the simplest method, and it involves counting all persons from every sector serving participants. However this approach has two problems: 1) Employment that serves congress activity also serves others, not only other types of tourists but also local residents who use the services (e.g. restaurants); 2) Some congress-generated employment does not sell its products directly to the congress sector (e.g. makers of sound equipment for conference halls).

2. Work Force Evaluation

Surveys of the active population carried out by all EU countries allow details of employment in each country to be ascertained. The problem lies in the content of activities and the difficulty of evaluating the proportion of the workforce that actually serves congresses. Therefore, there is a problem of definition (lack of a major breakdown) plus a sector-specific problem (for example, inability to tell whether a waiter at a nearby restaurant owes his job to custom from participants or regular customers).

3. Expenditure evaluation

The participant or consumer is the starting point for an approach to solve these problems. Although the recipient of revenue is impossible to identify, it is possible to identify who generates revenue. Participants and organisers can be surveyed about their spending, enabling a total estimate to be made. Once expenditure is evaluated, work units per monetary unit of expenditure may be estimated.

A good example of this procedure can be found in the fairs and exhibitions sector. A study carried out by the Exhibition Industry Federation estimated that for every 12 900 ECU generated by visitors and exhibitors, 0.37 jobs were generated [EIF, 1992]. From this information it follows that for the ECU 18 000 million generated by fairs in the EU, there are more than half a million jobs³⁰.

4.3. Estimating turnover

Although revenue figures cannot reveal the turnover congresses assume, the turnover of congresses for the economy as a whole can be estimated through expenditure. The expenditure variable is the best and only indicator for approaching the concept of turnover or profit. From this the following definition may be established:

61. TURNOVER GENERATED BY THE CONGRESS

Definition:

The turnover generated by congress activities can be estimated taking into account expenditure generated by organisers and participants through other sales (purchases) of goods and services including specific associated taxes but excluding VAT charged to every client. It also ought to include every cost billed to clients (transport, packaging, etc.) even if not shown separately on a bill.

Comments:

Expenditure can be estimated through two questions put to the organiser and participants about various expenditure patterns. If the same expense is charged by two agents, it will be counted only by the latter of the two.

Organiser's expenditure

Organiser's expenses may be classified into five groups:

1. Cost of renting the conference hall or venue. This cost is the price paid by the organisation to the owner of the congress facilities.
2. Costs of speakers. Included here are speakers' expenses such as transport, accommodation and other expenses.
3. Cost of auxiliary services. In this case there are two possibilities:
 - a) Subcontracted services, which involve the price established in the subcontract;
 - b) Services provided by the organiser's own organisation, in which case one needs to know the internal costs of the goods and services provided.

In the second case, the estimation process is more complex. It is necessary to take the accounting structure of expenses and separate whatever has been used at a specific congress. This separation process is necessary in order to ascertain the costs of a congress; alternatively, it would be sufficient to know the volume of goods and services during the year, including the subcontracting of auxiliary services and salaries paid.

The costs of auxiliary services include the following costs:

³⁰ *Fairs and Exhibitions in the European Economy* (Eurostat, 1994).

- \ Costs of goods and services within the venue not included in the cost of hire
 - \ Costs of congress promotion and advertising
 - \ Translation and interpretation services
 - \ Stewarding
 - \ Escort services (guides, chauffeurs, etc.)
 - \ Public relations services
 - \ Car parking services
 - \ Security services
 - \ Cleaning services
 - \ Catering services
 - \ Cloakroom services
4. Other organiser costs before the congress
 5. Other organiser costs after the congress

Participants' expenditure

While an estimate of organisers' expenses can be obtained through firms' or organisations' accounts, the expenses of participants require on-site surveying. The basic variables for estimating participants' spending have already been determined in Section II, specific variable 12. Expenditure estimates are often made solely for foreigners, who are estimated to spend twice as much as nationals [Figliera, 1992]. However, both nationals and foreigners should be put to direct inquiry.

National spending as opposed to foreign spending

Once the data concerning visitor and organiser costs are obtained, the proportion benefiting the region or country of origin and what remains there must be estimated. In order to obtain an evaluation related to national expenditure, the services contracted by the participants in the country of origin and the services contracted by the organisers for foreign residents will have to be subtracted. Therefore participant origin and means of transport must be taken into account.

In short, spending generated within a country by a congress may be estimated from the following:

CONGRESS SPENDING SPENT WITHIN THE COUNTRY =
 Spending generated by the organisers +
 Spending generated by the participants -
 Spending generated by the organisers not related to the congress activity -
 Contracts paid for by the participant for non-residents -
 Contracts paid for by the organisers for non-residents

CONCLUSION

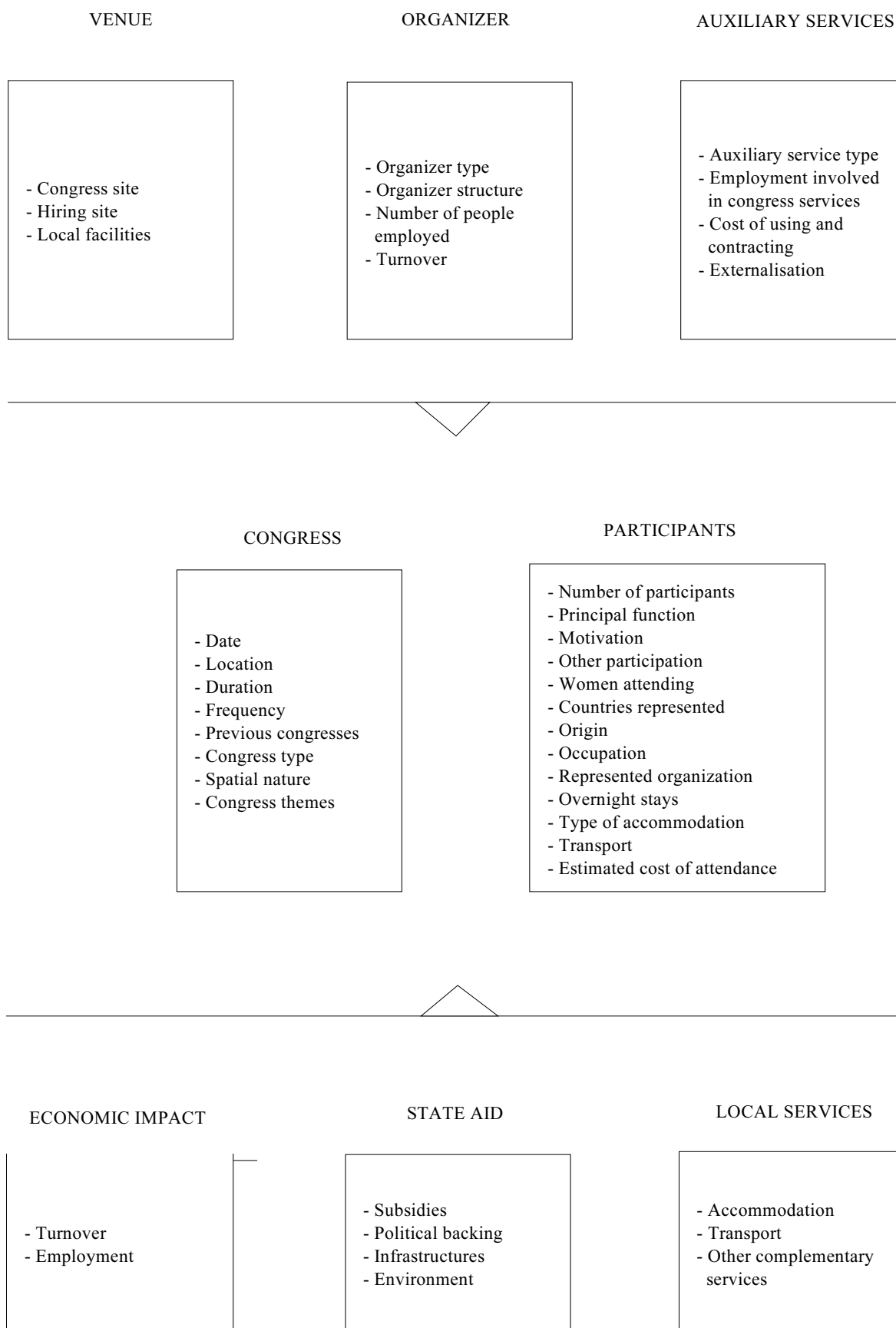
Congress and conference activity is one of great importance for all European economies. The transmission, disclosure, exchange and deepening of knowledge and experience that are derived from them carries out a key function in social and economic development. In the latter function, congresses and conferences are a source of income through tourism created by the movement of participants. Congresses may be considered a part of professional tourism, but at the same time they are different from mere business meetings.

The needs of statistics users have clearly shown the importance of major development in current congress statistics. To this end, the methodology described here aims to establish a firm foundation for a fuller future information system which will enable comparisons to be drawn between congresses, cities, countries, organisers and participants. In terms of statistical units, the special features of the sector require consideration of the individual unit for the demand and the enterprise unit for the supply. A great variety of possible indicators may be appropriate for these units. The set of variables can be seen in Figure 7, structured on three levels: the level of organisational supply, the central level formed by the congress and its participants, and the level of location (where the congress takes place).

The introduction of an information system for congresses and conferences should be developed according to the following phases:

1. Clarification and refinement of the methodology shown in this report
2. Establishment of priorities
3. Formulation of questionnaire examples
4. Recommendation to congress organisers
5. Encouragement of statistics production and control

Figure 7 - Statistical indicators on Congresses



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