



# BEYOND BORDERS

---

HOW ASSOCIATIONS BUSINESS EVENTS  
BRING THE WORLD TOGETHER





# Table of Content

<b>Marta Gomes</b> ICCA President .....	4
<b>ICCA Milestones</b> .....	6
<b>Benefits for ICCA Members and Associations</b> .....	8
<b>ICCA’s Board of Directors</b> .....	9
<b>Senthil Gopinath</b> ICCA CEO.....	10
<b>A Global Perspective</b> The Experts’ View .....	12
The World Economy.....	13
The Economic Value of our Industry.....	15
Advocacy on the Political Stage .....	16
Growing Industry Talent.....	18
Association Meeting Trends.....	20
Social Sustainability .....	21
<b>Industry Trends</b> .....	24
<b>Statistical Forecast</b> .....	30
<b>Methodology</b> .....	35

## Please note

ICCA is making the contents of the 60 Year Report available to our members, and the wider business events community. We hope you find the information beneficial to aid the widespread growth of our industry. If you do cite any of the work contained within, could you please ensure you credit ICCA 60 Year Report 2024 as your reference point, especially if you quote one of our experts who have given their time and their expertise willingly and free of charge. **For more information please contact ICCA.**

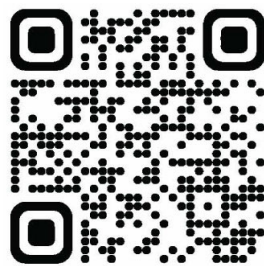


# Excel Elevate Enliven

Business events support designed to uplift your future events in Malaysia.

## MyTripleE

Explore details at:



Embark on a **Journey of Excellence and Advancement:** Discover the MyTripleE Advantage when organising your business events in Malaysia!

Unveiling a trio of initiatives - **Excel, Elevate, Enliven** designed to empower, enhance, and energise your business events experience.

Join us in elevating your events to new heights, fostering innovation, and creating lasting impact. Unleash the potential of MyTripleE and unlock a world of possibilities, exclusively with Malaysia Convention & Exhibition Bureau (MyCEB).

Meet in   
**Malaysia**  
BE Greater, Together.

#MeetInMalaysia  
#BEGreaterTogether

    MyCEB  MyCEBInfo





Marta Gomes  
ICCA President



## **Few organisations are granted the exceptional opportunity to publish a report 60 years in the making.**

ICCA's legacy has made a significant impact to the global events industry, and we take immense pride in the leadership role we have upheld and will continue to champion. Moises Shuster and Jean-Claude Murat, the visionary founders of ICCA, seized the potential of the jet age to make international business accessible to all. In doing so, they fostered an inclusive and collaborative environment where competitors became colleagues and could come together to share knowledge and business opportunities and foster economic, social and intellectual progress. The founding ICCA principles of openness and trust, which bestow a competitive edge upon our members, remain steadfast until today. From these remarkable beginnings, we have gathered an invaluable treasure of experience, insights, trends and business intelligence that define the value we offer our members and worldwide community.

The data compiled here shows the strength and resilience of our industry even when faced with the most difficult challenges. When we released our 55 Year Report in 2018, none of us could have foreseen the global impact of the pandemic that followed. It posed an existential threat not just to our work but to our way of life. Reflecting on the past five years, it's clear that the fundamental human need to meet, share, and collaborate endured. The idea of ICCA and the potential it envisioned, born many years ago, still resonates as powerfully as ever.

I hope you will discover useful insights in this report, not only about our past performance as an industry but also predicting future growth and opportunities and new trends. International association meetings are being held in cities all over the world, with new ones created every day to address societal challenges, technological and scientific progress in so many fields. Events continue to gather international communities in all sectors of industry, arts and sciences, to share knowledge, promote innovation, create business opportunities and develop new markets, inspire collaborations and international cooperation. They contribute to destinations' development, leaving a strong economic impact and long-lasting legacy. Events are important not only to those who organise them but bring benefits to society as a whole. Think of world congresses in medical fields: the knowledge shared at these events help doctors treat their patients better, prevent diseases and save lives. Think of an international conference on gender equality, poverty, climate change, peace: world leaders gather to solve the planet's most difficult problems and find solutions together. It feels good to be part of that.

Here's to ICCA's next 60 years. Our association will undoubtedly continue to evolve and we will embrace change, just as we have over the past six decades. It is, after all, our enduring legacy.

Marta Gomes  
ICCA President



5 september 1967  
nr. 46

*Wij Juliana, bij de gratie Gods,  
Koningin der Nederlanden,  
Prinses van Oranje-Nassau, enz, enz, enz.*

Beschikkende op de verzoekschriften ter beking van erkenning van de daarin genoemde, voor minder dan dertig jaren aangegane, verenigingen door goedkeuring van hare daarbij overgelegde statuten;

Gelet op de voorschriften der wet van 22 april 1855 (Staatsblad no. 32) in het algemeen en op art. 6, tweede lid, dier wet in het bijzonder;

Op de voordracht van Onze Minister van Justitie van 28 augustus 1967 Hoofdafdeling Privaatrecht, Afdeling Rechtspersonen, nr. ver. 65782 ;

**HEBBEN GOEDGEVONDEN EN VERSTAAN:**

de overgelegde statuten der navolgende verenigingen goed te keuren en deze verenigingen mitsdien te erkennen, te weten:

1e. enz.

3e. International Congress and Conventions Association (vereniging tot het organiseren van Internationale Congressen en Bijeenkomsten), gevestigd te Amsterdam;

4e. enz.



Onze Minister van Justitie is belast met de uitvoering van de hijs bedoelde besluiten.

INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION - ICCA

Annual General Assembly of the International Congress and Convention Association

Minutes  
Held in Rotterdam on September 21st and 22nd, 1964.

Attended by :

President Mr. J.C. Murat  
Vice-President Mr. H. Bassano  
Mr. Simon Katz  
Mr. A. Vansteelandt

Paris  
Rome  
Amsterdam  
Brussels  
Athens  
Barcelona  
Istanbul  
Oslo  
Sorrento  
Boston  
Montreal  
Bombay  
Tel Aviv  
Wien.

Rio de Janeiro  
Mexico

J.C. Murat, who first heartily welcomes specially Mr. Markiewicz, Treasurer, Finance, and Mr. Katgara, Secretary, who attended the ICCA meeting for the first time.

Speakers addressed to him by members who were present:

Montevideo  
Santiago  
Portofino  
Lima  
Cassablanca  
Lima  
Paraguay

Rotterdam  
Sept 1964

Bijvoegsel van de Nederlandse Staatscourant van maandag 7 februari 1972, nr. 26

**Nr. 151**

**VERENIGING:** International Congress and Convention Association (Vereniging tot het organiseren van Internationale Congressen en Bijeenkomsten), te 's-Gravenhage

Artikel 1 vervalt en dient te worden vervangen door:

**Artikel 1**  
De vereniging draagt de naam: International Congress and Convention Association (Vereniging tot het organiseren van Internationale Congressen en Bijeenkomsten). Zij is gevestigd te 's-Gravenhage en is destijds aangegaan voor de tijd van 29 jaren en 11 maanden, te rekenen van 8 augustus 1967 af, zodat zij zal eindigen op 7 juli 1997.

Artikel 4 vervalt en dient te worden vervangen door:

**Artikel 4**  
Werkende leden kunnen uitsluitend zijn ondernemers en ondernemingen (natuurlijke en/of rechtspersonen), die een reisagentschap rechtmatig exploiteren dan wel activiteiten uitoefenen, die rechtstreeks of zijdelings in verband staan met toerisme of het organiseren van internationale congressen en bijeenkomsten.

Artikel 6, ad 4 b. vervalt.

Artikel 8 vervalt en dient te worden vervangen door:

**Artikel 8**  
1. Het bestuur van de vereniging bestaat uit ten minste 5 leden.  
2. Zij worden door de ledenvergadering benoemd.  
3. Het bestuur verdeelt zelfstandig, onder toezicht van de Huishoudelijk Reglement, de werkzaamheden van de vereniging, zonderling.

# ICCA Milestones



ICCA has been around **since 1963**, and originally just allowed travel agency memberships. However, in 1965 it **opened its doors to other types of members**, including destination marketing organisations (DMOs). The Mexico Tourist Board became the first DMO to join in 1965.

## 1967

ICCA's legal status is confirmed under Dutch law with the first formal set of notarised Articles and By-laws, and the first official Head Office is set up in The Hague in The Netherlands.

## 1971

The very first geographical Chapter covering Latin America is set up. Geoffrey Grey-Forton becomes Acting Executive Director, and management of the association starts to become more professional and less volunteer-led in character.

## 1972

Membership surpasses 160 companies from 41 countries, and a major restructuring of the association into eight categories is approved at the annual General Assembly in Paris.

## 1977

ICCA sets up its first computerised database.

## 1978

ICCA's By-laws are amended to give full and equal governance rights to all members, regardless of which category they belonged to.

## 1982

ICCA grows into 69 countries with 264 member companies.

## 1990

ICCA elects its first female President, Jacqueline Pietri from the Nice Convention Bureau.

## 1997

ICCA renames its annual most important event as the "ICCA Congress," and encourages non-members to attend a much more comprehensive strategic education programme.

## 1998

ICCA opens its first regional office in Kuala Lumpur, Malaysia.

## 1999

ICCA sets up a representative office for North America.

## 2001

The regional office for Latin America opens in Montevideo, Uruguay.

## 2006

As part of a major strategic review, ICCA adopts a new governance structure, which reduces eight categories to five sectors and creates new Board representative positions for five geographical regions.

## 2007

The ICCA Global Research Centre is established in Malaysia to support Head Office.

## 2013

ICCA celebrates its 50th anniversary. ICCA membership now encompasses almost 1,000 member companies and organisations in over 90 countries worldwide.

## 2014

Big Data Explorer launches at IMEX giving ICCA members unique industry intel.

## 2015

Destination Comparison Tool (now known as ICCA Business Analytics) launches at IMEX 2015, bringing a new flexibility and relevance to ICCA members' future marketing plans.

## 2020

ICCA Association Community launches encompassing all major stakeholders in the world of association meetings by offering education, connections, tools, and resources to associations to organise more effective meetings.

## 2022

ICCASkills - the world's first certification programme of its type globally recognised for suppliers across every sector of the meetings industry - launches.

## 2023

ICCA undergoes a digital transformation and debuts the new ICCA website and ICCA Business Intelligence database to now include Governmental Meetings.

# Benefits

## For ICCA Members and Associations

### Members [LEARN MORE](#)

ICCA membership maximises potential opportunities with our extensive global network including the ICCA Association Community, and generates closer, stronger, and better working relationships. Being a member has many benefits in three key areas: Knowledge, Business, and Events.

### Knowledge [LEARN MORE](#)

60 plus years of business events knowledge gives ICCA members access to Congress, Education including ICCASkills, White Papers, Bespoke Reports, Marketing, and talent development through ICCA Young Professional initiatives.

### Business [LEARN MORE](#)

Everything ICCA does has a business focus. ICCA is built on a world-famous Business Intelligence database which grants members access to 220,000 meetings, 20,000 regularly occurring meeting series, and 11,500 associations. ICCA runs BI workshops, Business Exchange events, and utilises the best analysis and data to help members win new business. Governmental Meetings (GM) has recently been added to our BI portfolio.

### Events [LEARN MORE](#)

ICCA is a strong and visible presence at all the leading international events, trade shows (IMEX, IBTM) and meetings. This world-immersion gives us the know-how and pragmatic toolkit to help members win, organise, and run their own major events, as well as giving potential access to associations who are actively looking for partners to host, help, and work on their next gathering. ICCA also hosts an annual Congress, Future of Healthcare Meetings, Association Expert Seminars, and Global Association Community Forums.

### Getting Closer to the Associations [LEARN MORE](#)

ICCA connects with peers and meetings suppliers globally to forge new partnerships, adapt key learnings, and work together to create more sustainable events for the future. ICCA places tremendous value on the strength of relationships with our associations and we work tirelessly to help them deliver outstanding and empowering events.

### ICCA Association Community [LEARN MORE](#)

The ICCA Association Community features 360+ association executives across 210+ associations globally. This rapidly growing community includes members from 36 countries, with a combined 5-year average business value of 1.09 billion USD and a total future business value of 2.25 billion USD (figures as of year end 2022).



# ICCA's Board of Directors



**Marta Gomes**  
President



**James Rees**  
Immediate Past President



**Aileen Crawford**  
1st Vice President



**Mubarak Al Shamsi**  
2nd Vice President



**Glenn Duncan**  
3rd Vice President



**Eyal Halevy**  
Treasurer



**Jaap Bakker**  
Member



**Anna Gorska**  
Member



**Lindiwe Rakharebe**  
Member



**Marta Wiśniewska**  
Member



**Melissa Riley**  
Member



**Diana Rodriguez**  
Member



**Christoph Tessmar**  
Member



**Frank Yang**  
Member



**Carina Montagut**  
Member



**Senthil Gopinath**  
CEO





*Senthil Gopinath*  
ICCA, Chief Executive Officer



## **ICCA is truly exceptional, with its remarkable global reach and a history that brims with achievement.**

Even more significantly, ICCA embodies a dynamic vision for leading our industry, guided by the fundamental principles of delivering unparalleled value to our members, advocating for meaningful societal change, and championing the immense impact of international association meetings. This is the arena of global aspiration where the micro and macro intricacies of our work are interwoven. It's a place where individuals who passionately believe in the potential of collaboration and co-creation can flourish. This is our ICCA, a network fuelled by big dreams and unwavering purpose.

Whilst this report encapsulates the past 60 years, with a particular focus on the pivotal last 5 years bridging the era before and after the onset of the pandemic, it's truly about what lies ahead. When we decided to publish, our aim was to reflect the key role ICCA plays in this profoundly significant industry, where the motives and forces that unite us actually shape and steer our future endeavours. Sustainability, DEI, Innovation - these are all central pillars of ICCA. Yet, it's the legacy we are forging that is now guiding our actions. This report is unlike any other. We have cast a wide net, reaching both within and beyond our sphere of influence, to bring you expert opinions, thoughts, aspirations, and perhaps, a few cautionary tales from across the world. As I journey around the globe, engaging with our members and addressing conferences, I witness familiar patterns emerging. Despite the complexities of our world, the fundamental truth is clear: we are all united by a common desire to make a lasting impact, to leave our mark, to excel as professionals, and to transform our ideas into tangible achievements.

Our panel of experts assembled here are true luminaries in their respective fields. They speak with unwavering authority on a multitude of topics, all inextricably linked to the ongoing growth of our industry and the betterment of our communities. Their mandate is to think expansively, unburdened by convention or structure. As ICCA, we declare let's not limit our thinking to just events; let's contemplate the global economy, nurturing the next generation of talent, reinvigorating the sustainability narrative, and engaging with, and more significantly, influencing policymakers. Let's discuss what our associations need from meeting professionals to keep this vast edifice of business and knowledge exchange rolling. Let's shatter the confines and recognise and celebrate the immense economic value of our work. And most importantly, let's strive for continuous improvement in all that we do.

The 60 Year Report is a wonderment of its kind, an embodiment of ICCA's unique spirit. This time, the lessons from our past should invigorate us as we venture into the future. There's no need to fear the future; it's an opportunity to meet it head-on with courage and confidence. Our experts' insights add an extra layer of distinction to this report. It's time to be bold, self-assured, and unafraid to question the status quo. It's time to fully embrace the vast scope of our shared and extraordinary ambition.

make your meeting  
impossible to decline.

---

[COSTARICAPUREMEETINGS.COM](http://COSTARICAPUREMEETINGS.COM)



*essential*<sup>®</sup>  
**COSTA  
RICA**

# A Global Perspective

## The Experts' View

The 60 Year Report is as much about what comes next as what has come before. We have gathered leading experts from both inside and outside our industry to share their thoughts about what the future might entail. In an ever-changing world, we thank our experts for sharing their perspective gained from their deep professional knowledge, aptitude, and wisdom.

Discover what they have to say in short interviews about The World Economy, The Economic Value of our Industry, Advocacy on the Political Stage, Growing Industry Talent, Association Meeting Trends, and Social Sustainability. We will be adding more expert contributions soon.

 **The World Economy**

 **The Economic Value of our Industry**

 **Advocacy on the Political Stage**

 **Growing Industry Talent**

 **Association Meeting Trends**

 **Social Sustainability**



# The World Economy



“*It’s the economy, stupid...*” a legendary quote attributed to Bill Clinton’s 1992 successful US Presidential campaign. And it is the global economy that very much surrounds, lifts, and even curtails our industry. Here, two leading specialists: **Rebecca Wong** from PwC China, and **David Goodger** from Oxford Economics share their acute insight into how the economy is shaping up after a tumultuous few years... and what strategies and mindsets we will need to embrace to thrive in challenging times.

“ *Many corporations are looking for new opportunities, new investments and new collaborations... a successful event shall be able to connect people from the world and from different expertise and be able to create new business opportunities and new directions to participants.* ”

–Rebecca Wong - China Tax Partner, PwC China

## After a few tumultuous years, how do you think world economy trends are affecting our industry?

The Business Events/Meeting Industry suffered a lot in previous years due to the pandemic and travel restrictions. While travel restrictions are removed, the global economy and supply chain in many industries remains volatile. It is uncommon to observe that corporations and entrepreneurs are more conservative to decide in which events to participate and therefore implement stricter cost control in travelling and placing booths etc. Together with the intense competition in the industry, event organisers should spend more time understanding the latest needs of buyers, customers, and other stakeholders to make it more industry-driven and result-oriented. Customise the event themes and agendas in a more energetic way; continue to build and strengthen their network in specialised areas and industries to identify good speakers and working partners.

Secondly, some workforce in the industry may have changed their fields and there has been a shortage of experienced staff in some countries. Industry players shall take time and effort to attract, train and retain labour force. Use technologies to enhance work efficiency; and explore new venues, new business topics, etc. to embrace changes.

## What are the growing trends we should be concerned about in the next 12 months?

It is exciting to see that many exhibitors, buyers, professionals, and other participants treasure the opportunities to meet with people face to face again, and many exhibitions and conferences have received very positive feedback and high participant rates. Many industry players have been upgrading and innovating their ways of conducting events and conferences, including being more attentive to implement hygienic measures; using emerging technologies to give exhibitors and attendees new and immersive experiences; and adopting new or recycled materials, and new approaches to respond to ESG initiatives.

## What new opportunities are global trends signalling for the next 12 months?

There will be more collaboration across regions and across different industries in organising events and exhibitions. Today many emerging industries are consolidating different industry knowledges and developing know-how. Many corporations are looking for new opportunities, new investments, and new collaborations. Hence a successful event shall be able to connect people from the world and from different expertise and be able to create new business opportunities and offer new directions to participants.

“Destinations are really recognising the benefit of large events and that's something that's going to continue to drive performance and something that's going to be encouraged and promoted by destinations.”

–David Goodger - MD, Europe and Middle East  
Tourism Economics, Oxford Economics



David Goodger - MD, Europe and Middle East  
Tourism Economics, Oxford Economics

# The Economic Value of our Industry



The international meetings and events industry is a remarkable and powerful driver of local, regional, and national economies. We hear from *Frank Murangwa* of the Rwanda Convention Bureau about how events are creating countless opportunities in the country and setting the example for Africa as Rwanda's standing as an international destination of note continues to grow. The lesson is the good news stories we celebrate and share, and are fundamental to generating interest, growing revenue, and creating new opportunities for all.

“ *We need to be more innovative, more creative in how we do events, but more importantly, remain more agile in terms of growing the sector.* ”

*–Frank Murangwa - Director of Destination Marketing,  
Rwanda Convention Bureau*



*Frank Murangwa - Director of Destination  
Marketing, Rwanda Convention Bureau*

# Advocacy on the Political Stage pt.1



We hear two very important perspectives about the vital role business events play in the national and international stories of nations across the globe. From a political perspective, the *Right Honourable Premier of Sarawak, Datuk Patinggi Tan Sri Dr Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Openg* sees business events as a force for positive change and national well-being. And from the industry side, *Tommy Goodwin* of the Exhibitions & Conferences Alliance advocates that we have the stories and the wherewithal to bring the politicians with us on a new and extraordinary journey.

“ *We need knowledge and ideas from local, national and global perspectives. We need the right collaborations to attract new opportunities such as investments in Sarawak. We need constant innovation to become globally competitive and inclusive, and the industry that’s delivering these three vital aspects is Business Events.*

*Every responsible government is concerned about national stability, prosperity and the well-being of their people. As the Premier of Sarawak, my vision for Sarawak is to become a high-income state by 2030 driven by data and innovation where everyone enjoys economic prosperity, social inclusivity, and a sustainable environment. But translating ideas onto paper isn’t enough - we need to take concrete action.*

*I’ve been involved in business events and tourism for many years, so I understand the transformative impact that purpose-driven meetings can have on a destination. Because the world is changing rapidly, governments must leverage business events for positive global and national development. It’s an indispensable industry to Sarawak and is the driving force of our ambition to be the Legacy Capital of Malaysia and Borneo.* ”

*–Right Honourable Premier of Sarawak - Datuk Patinggi Tan Sri Dr Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Openg*



# Advocacy on the Political Stage pt.2

“ Let's talk about it in a language they (the politicians) understand and bring solutions to the table... because who better to help bring people together to solve the world's problems than the people who bring people together around the world every single day. ”

*-Tommy Goodwin - VP, Exhibitions & Conferences Alliance*



*Tommy Goodwin - VP, Exhibitions & Conferences Alliance*



# Growing Industry Talent



How readily can the burgeoning talent of today become the leaders of tomorrow? Well, it's time to do more to engage and promote those who will shape our future. And it's not only the case of looking within our organisations and institutions, but reaching out and seeking those who may not yet even be aware of just where a career in this industry might lead? IMEX CEO **Carina Bauer** and **Anita Mendiratta**, Founder & President of AM&A share tips on what it's going to take to shake up, and open up, our industry.

“ We need to go into schools. We need to inform teachers. We need to inform careers advisers and we also need to go into universities to really explain the potential that our industry has in offering a fulfilling career with a variety of skills and career and job options. ”

–Carina Bauer – CEO, IMEX Group



**Carina Bauer** - CEO, IMEX Group

“ The young people of today can become the leaders of tomorrow carrying our industry forward, making sure it remains a force for good for all for generations to come. But those generations to come need to be promoted and developed today. ”

–Anita Mendiratta – Founder & President, AM&A



**Anita Mendiratta** - Founder & President, AM&A

# Association Meeting Trends pt.1



What do associations want? Perhaps the right question is, what do they need? Supreme customer service, empathy, excitement, engagement, time, thought and proactivity. Associations must impress their members to justify time and expense. Here, **Rodney Cox** – Events Director, International Gas Union and Director at DELAPRO Pty Ltd, **Monica Fontana**, Executive Director of the European Renal Association, and Promtur Panama CEO, **Fernando Fondevila** set out the case for creativity, flexibility, and above all, innovation. And how all these factors fit into the wants and needs framework of our global associations.

“ *No one probably ever has to go to a conference ever again for information. So what's the value change for conferences? It's probably more in the knowledge and wisdom space.* ”

–**Rodney Cox** – Events Director, International Gas Union and Director at DELAPRO Pty Ltd



**Rodney Cox** – Events Director, International Gas Union and Director at DELAPRO Pty Ltd

# Association Meeting Trends pt.2



“ *The actual success of an event is the emotional perception by the participants. An event that delivers what is expected and at the same time is enjoyable, is what we need to achieve.* ”

*–Monica Fontana – Executive Director, European Renal Association*



**Monica Fontana** - Executive Director, European Renal Association

“ *Feedback and collaboration on sustainable event practices: the emphasis is on innovation, sustainability, and expanding reach. Latin America and the Caribbean for instance, stands as a prospective bridge, linking international associations to numerous opportunities thereby echoing the global shift in focus.* ”

*–Fernando Fondevila – CEO, Promtur Panama*



**Fernando Fondevila** - CEO, Promtur Panama

# Social Sustainability pt.1



Is there are word, a concept, a rallying cry, an area of contention that dominates our industry in the way that sustainability does? Are we in danger of the phrase becoming so ubiquitous, the goals and the demands it requires so dense, that we cannot dare to match our ambition? Not according to **Michelle Mason** – President & CEO, ASAE and industry leader. Perhaps it is the willingness to accept our responsibilities towards role-modelling sustainability, that one day, will define our entire industry.

“ *We believe in the power of the associations to come together around this issue and we are committed to sharing our journey visibly so the community can learn along with us.* ”

–Michelle Mason – President & CEO, ASAE



## **How are we winning the fight to get the social sustainability message out there?**

More associations today are talking about sustainability, ESG, and the impact on communities. At ASAE we, like many associations, are early on our sustainability journey. We believe in the power of the associations to come together around this issue and we are committed to sharing our journey visibly so the community can learn along with us. We are also providing education and resources. At our 2023 Annual Meeting in Atlanta, more than one-third of our sessions touched on an ESG component. Additionally, we launched our “Association's Starter Guide to Sustainability and ESG” to help associations build ESG into their overall strategy.

## **We class ourselves as industry leaders, what could we be doing more?**

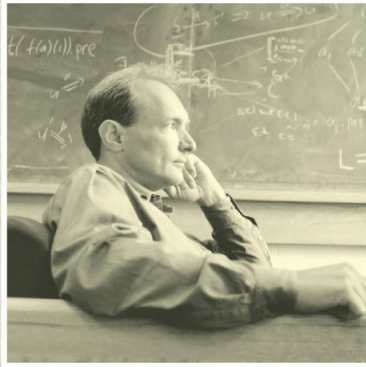
I think we can always do more, but as representatives of a wide range of industries and professions, associations should always assume the role of modeling effective practices. We should also take the time to explain to our conference and event attendees why we're making certain changes as part of our sustainability commitment. For example, if we're offering different meals or different service ware at a meeting, explain what ESG impact that is having so they understand the connection.

Associations progressing on their ESG journey can start to dramatically amplify their efforts when they begin to galvanise their industries and professions for change.

## **How can our industry create a tangible – and scalable – next step approach to the social sustainability issue in the coming 12 months?**

One thing we're starting to really give focus to is ensuring we're looking at the whole supply chain. We really want to be sure everyone is moving in the same direction and is committed to the same values as we move forward. We're also starting to look for ways to amplify the work already being done. In the association world, this can be helping our members, industries, and professions advance along their own social sustainability journeys.

# *Boston.* The GOLD Standard for *Historic Meetings*



Boston is the only city with two AIPC GOLD Certified convention centers – the Boston Convention & Exhibition Center and the Hynes Convention Center. Both offer free, high-speed Wi-Fi, award-winning services, outstanding amenities and more. No wonder so many revolutionary events happen here.

*Signature*  
**BOSTON™**

Hosting *Revolutionary Events* for the 21<sup>st</sup> Century

Schedule a site visit and make history with your own event. Call 877-393-3393 or visit [SignatureBoston.com](http://SignatureBoston.com)



# Industry Trends

## 1963-2022



ICCA has six decades worth of industry trends, stats and data detailing salient points from the world of international business events. Here is a snapshot of some showing the shape and growth of our community across the years.



**Number of in-person events 1963-2022**



**Number of in-person attendees 1963-2022**



**Number of in-person events venues 1973-2022**



**Top 5 subjects for in-person events by decade 1963-2022**



**Expenditure in USD for in-person events 1993-2022**



# Number of in-person events 1963-2022

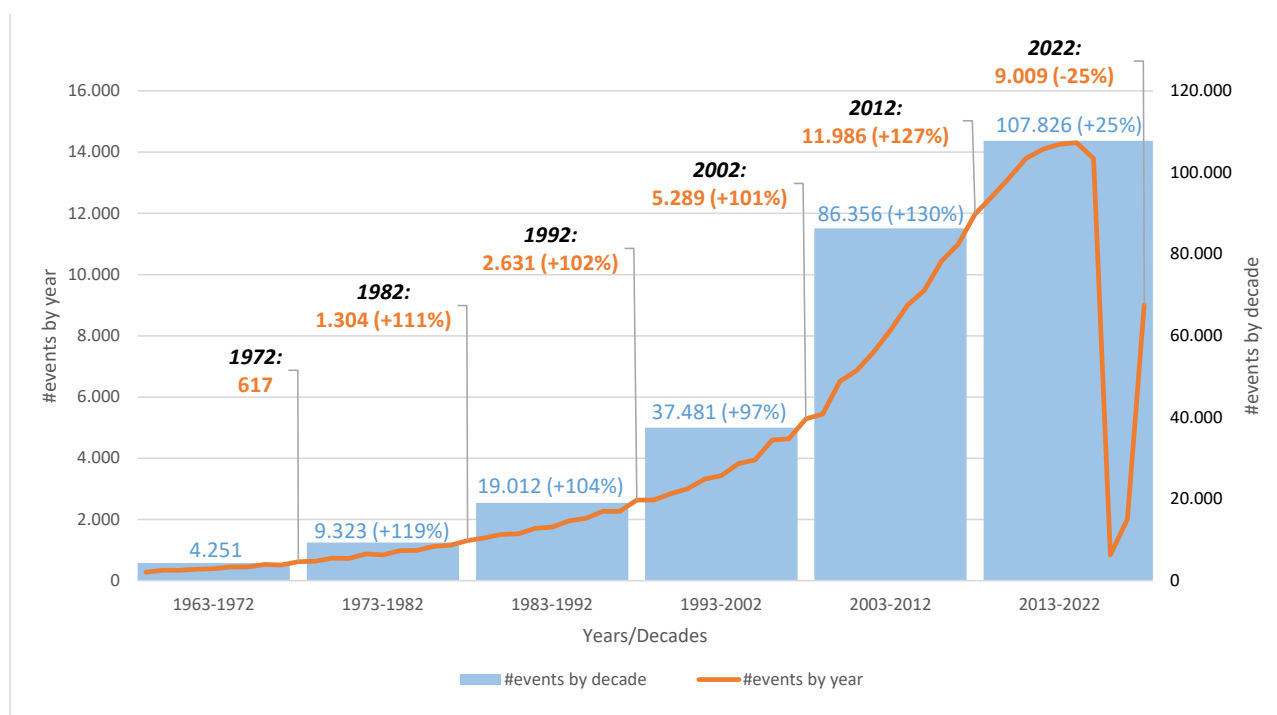


Fig. 01: Between 1963 and 2022 the nr. of in-person events has roughly doubled every decade. The biggest increase was between the decades 1993-2002 and 2003-2012, which showed an increase of +127%. The smallest increase was between the decades 2003-2012 and 2013-2022, which showed an increase of +25%. In 2022 the nr. of in-person events was 9.009, which is comparable to the nr. of in-person events in the year 2008.



## Did you know

Between 1963 and 2022 the number of cities visited by associations increased more than 10-fold from 653 (1963-1972) to 7192 (2013-2022).

# Number of in-person attendees 1963-2022

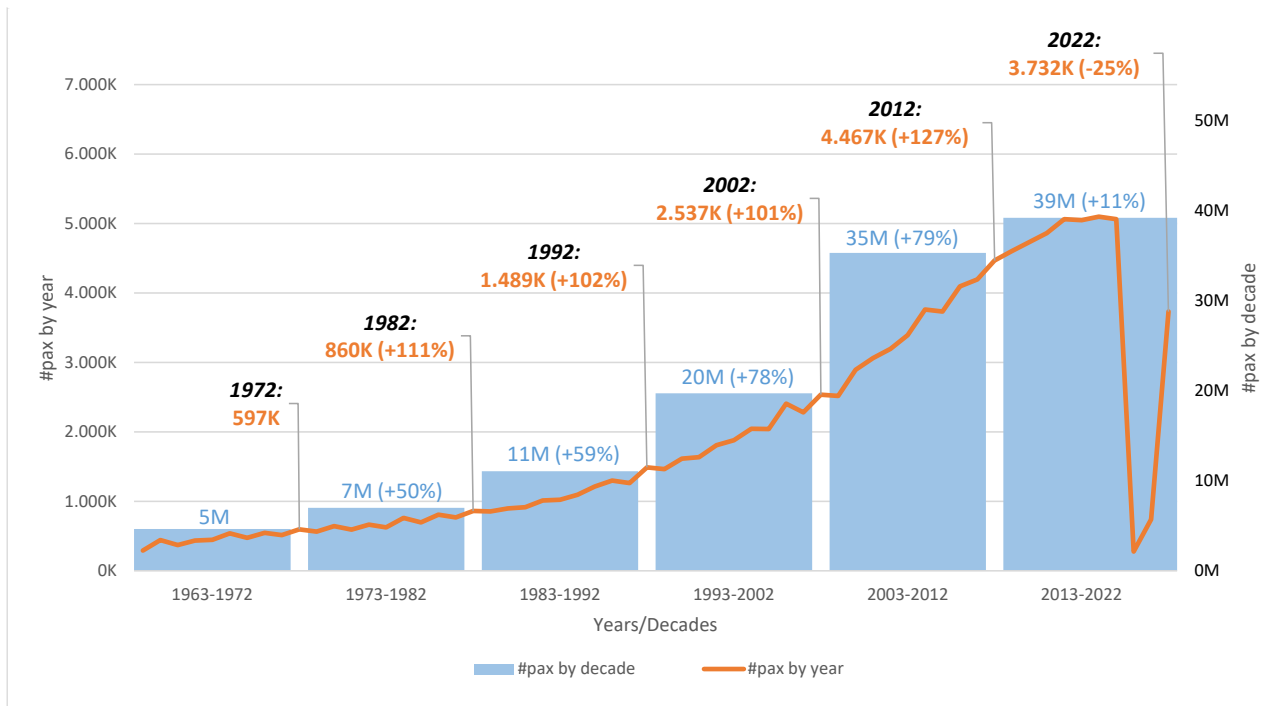


Fig. 02: Between 1963 and 2012 the nr. of in-person pax has increased from +50%, +59%, +78% and +79% respectively every decade. The smallest increase was between the decades 2003-2012 and 2013-2022, which showed an increase of +11%. In 2022 the nr. of in-person pax was 3.732K, which is comparable to the nr. of in-person pax in the year 2009.



## Did you know

The last 4 decades have seen APAC cities host events with the highest number of participants with Seoul gaining the top spot in 1983–1992 and 2013–2022.

# Number of in-person events venues 1973-2022

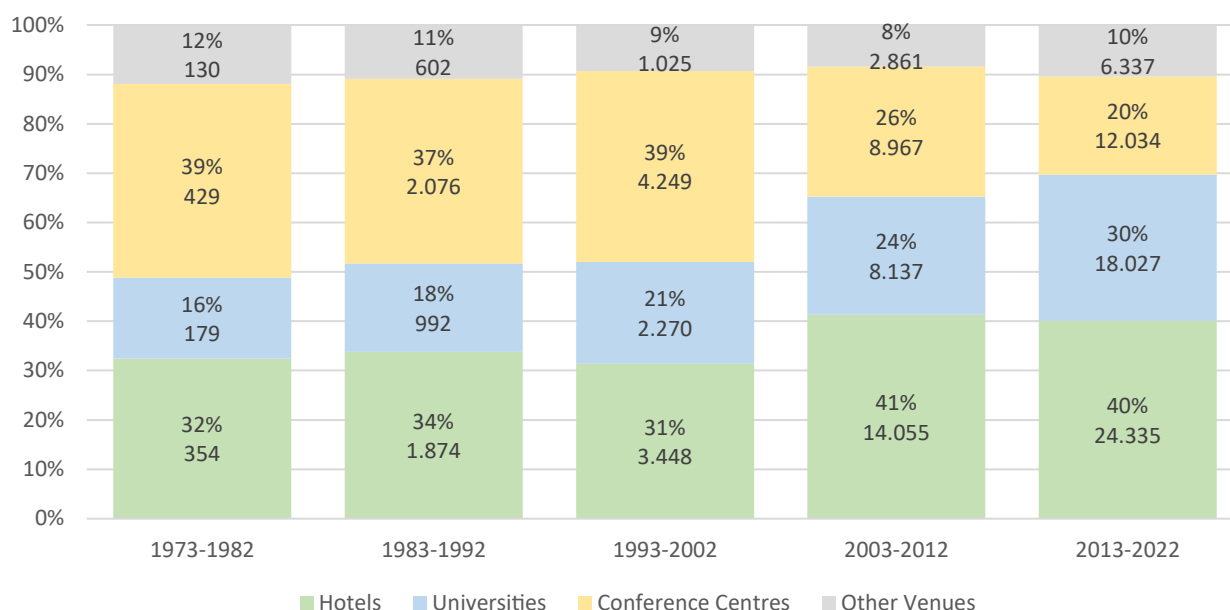


Fig. 03: The market-share for “Hotels” has increased from 32% to 40% between the decades 1973-1982 and 2013-2022, resulting in the largest market-share in the last decade. The market-share for “Universities” has shown an increase from 16% to 30% in the same time-frame, resulting in the second largest market-share in the last decade.

Both venue types have grown at the expense of “Conference Centres”, which showed a decrease in market-share from 39% to 20% in the same time-frame.

“Other Venues” have remained stable throughout the decades with a market-share between 8-12%.

Note: there is no significant data on venues for the years 1963-1972.



## Did you know

The average number of participants for Conference Centres between 2013-2022 is 3 times higher compared to Hotels.

# Top 5 Subjects for in-person events by decade 1963-2022

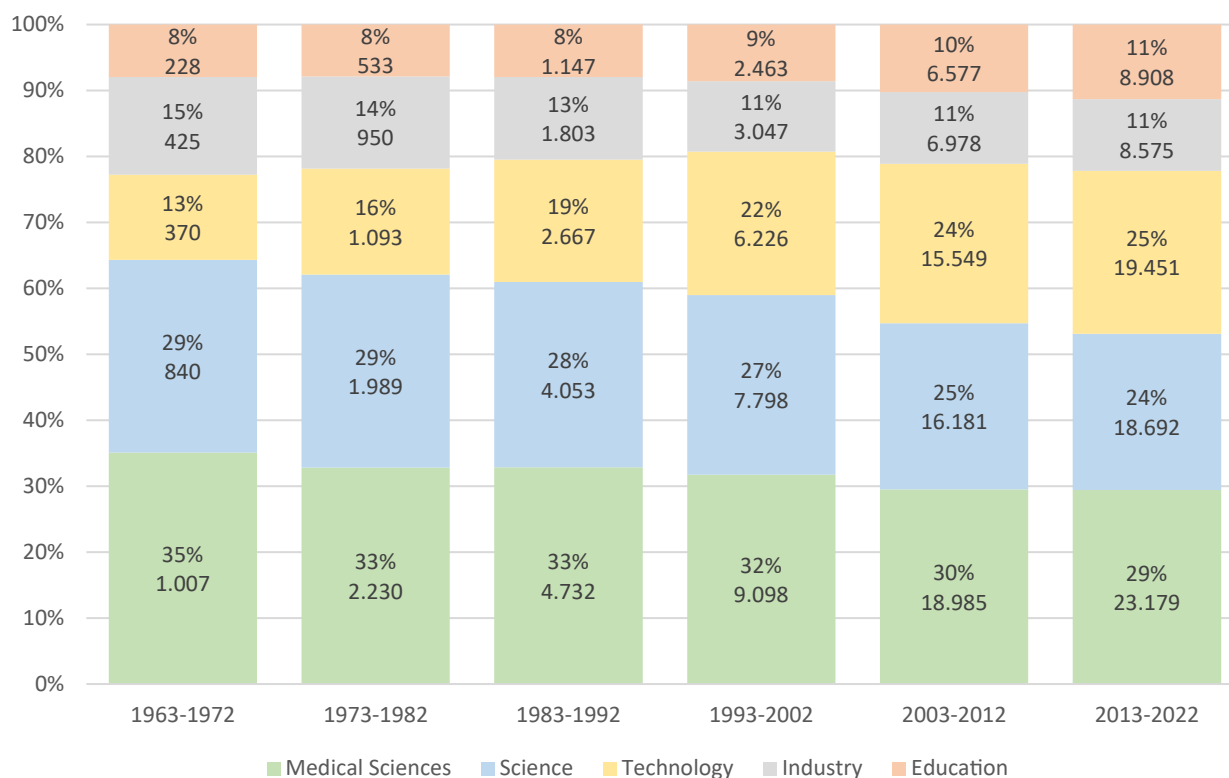


Fig. 04: The market-share for “Medical Sciences” has decreased from 35% to 29% between the decades 1963-1972 and 2013-2022, remaining the largest market-share in all decades despite the downward trend. The market-share for “Science” has decreased from 29% to 24% between the decades 1963-1972 and 2013-2022, remaining the second largest market-share in all decades excepts for the decade 2013-2022.

The market-share for “Technology” has increased from 13% to 25% between the decades 1963-1972 and 2013-2022, becoming the second largest market-share in the final decade at the expense of “Science”.

The market-share for “Industry” and “Education” have remained relatively stable throughout all decades with a shared market-share of 11% in 2013-2022.



## Did you know

Between 1993–2012 Computer Science took the top tech. spot from Engineering and has led the way since.

# Expenditure in USD for in-person events 1993-2022

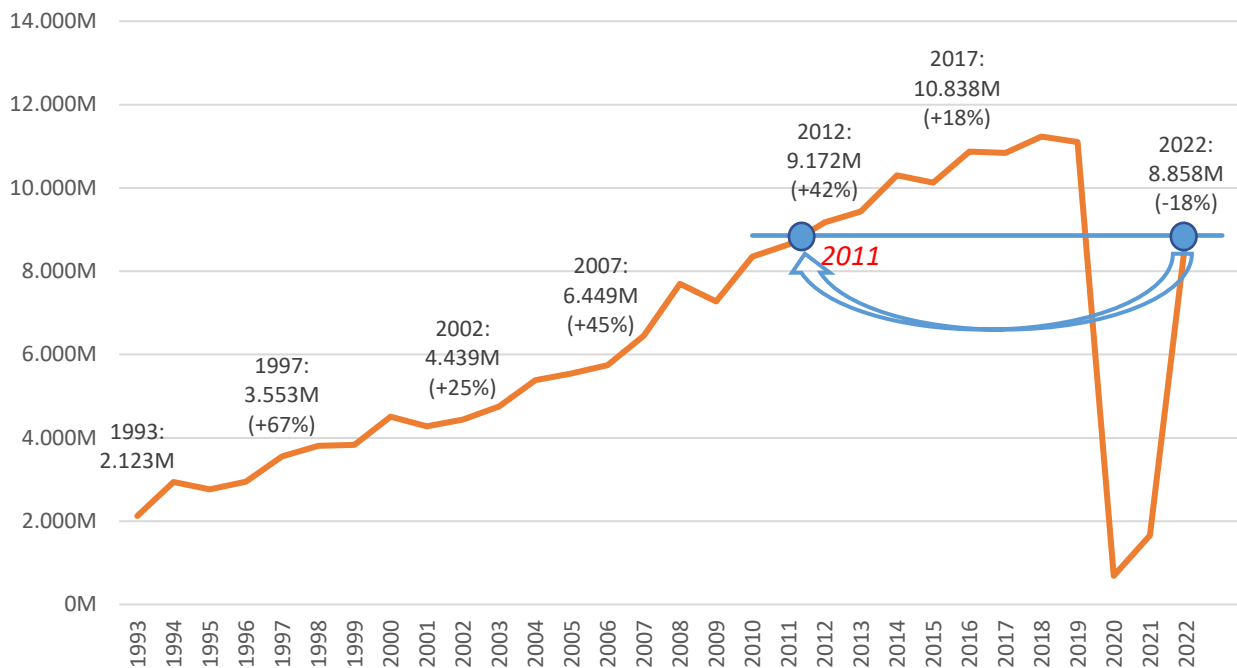


Fig. 05: Between 1993 and 2017 the total estimated expenditure (USD) for in-person events has increased by +67%, +25%, +45%, +42% and +18% respectively every 5 years. The expenditure for 2022 was 8.858M USD, which is a decrease of -18% compared to 5 years earlier (2017). The expenditure for 2022 is comparable to the expenditure for the year 2011.

Note: there is no significant data on expenditure for the years 1963-1992.



## Did you know

The est. expenditure calculation is based on the nr. of events, nr. of pax, registration fees and a conversion factor. This conversion factor was established based on historical expenditure studies performed by CVBs and was corroborated during an expenditure study by ICCA at the 58th ICCA Congress, Houston 2019.

# ICCA's Statistical Forecast Report 2013-2022



Traditionally, ICCA's statistics are always based on data from previous years. Confirmed meetings, number of participants and other parameters form the solid foundation on which ICCA performs its data-analysis. However, these parameters can also serve as a springboard to make projections for the future.

ICCA has developed a forecast-model to predict the number of events and participants and also the estimated income from meetings in the coming year. This model was validated based on the pre-pandemic years of 2017, 2018 and 2019. Based on the database snapshots made in these years, the forecast-model showed promising results.

An explanation of the forecast methodology can be found in the appendix. 

As our industry is returning to normalcy, ICCA has made the decision to introduce this forecast-model in this year's 60 Year Report with the aim of finetuning it in the coming years, providing our members with a preliminary glimpse into the near future.



CLICK HERE FOR A FULLY  
ANIMATED VIEW INTO OUR  
**PAST, PRESENT AND FUTURE**



Nr. of events 2013-2022 and forecast 2023/2024 vs. 2019 worldwide

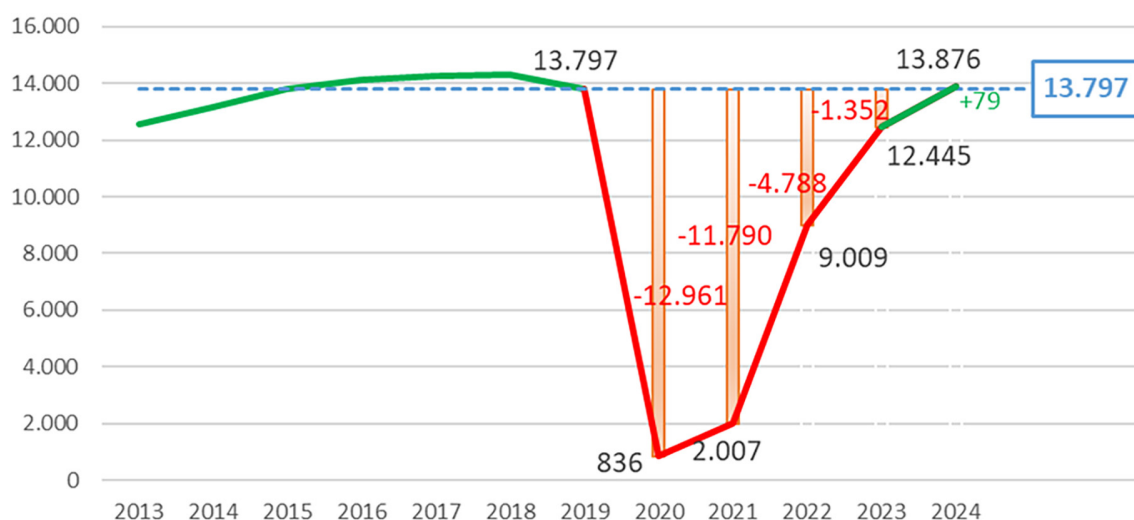


Fig. 03: Nr. of events 2013-2022 and forecast 2023/2024 vs. 2019 worldwide. For the year 2019, ICCA identified 13.797 in-person events. Compared to 2019, the loss of in-person events due to the COVID-pandemic for the years 2020-2022 was 12.961, 11.790 and 4.788 respectively, adding up to 29.539 events.

Nr. of events 2019-2022 and forecast 2023/2024 vs. 2019 worldwide

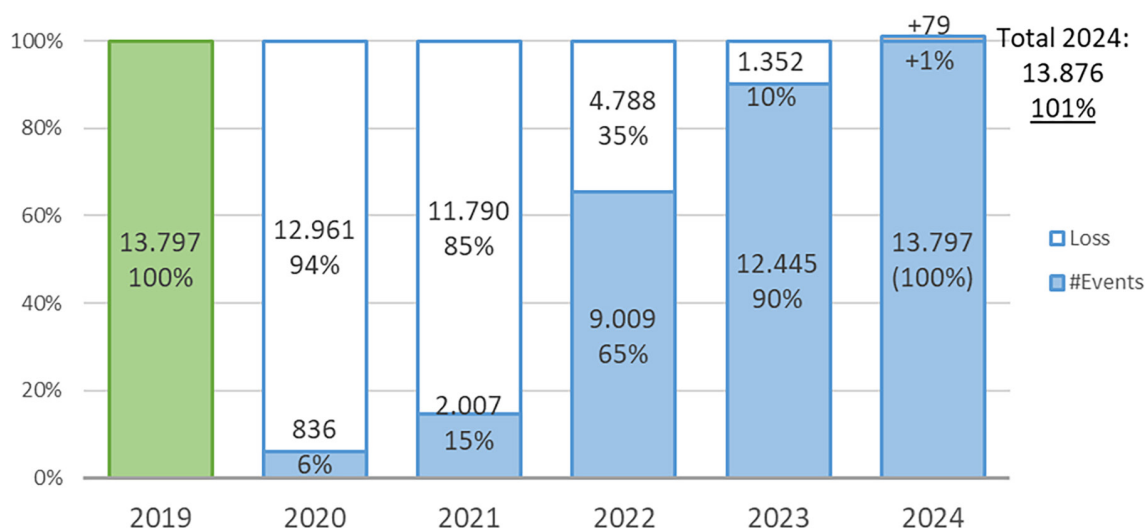


Fig. 04: Nr. of events 2019-2022 and forecast 2023/2024 vs. 2019 worldwide. The 9.009 in-person events held in 2022 represent 65% of the total number of events held in 2019 (13.797 events). The forecast for 2023/2024 in-person events is estimated at 12.445 (90% of 2019) and 13.876, which is +1% (+79 events) more than in 2019. The forecast suggests a resuming growth as of 2024.

# Number of delegates 2013-2022 & forecast 2023-2024 worldwide



Nr. of delegates 2013-2022 and forecast 2023/2024 vs. 2019 worldwide

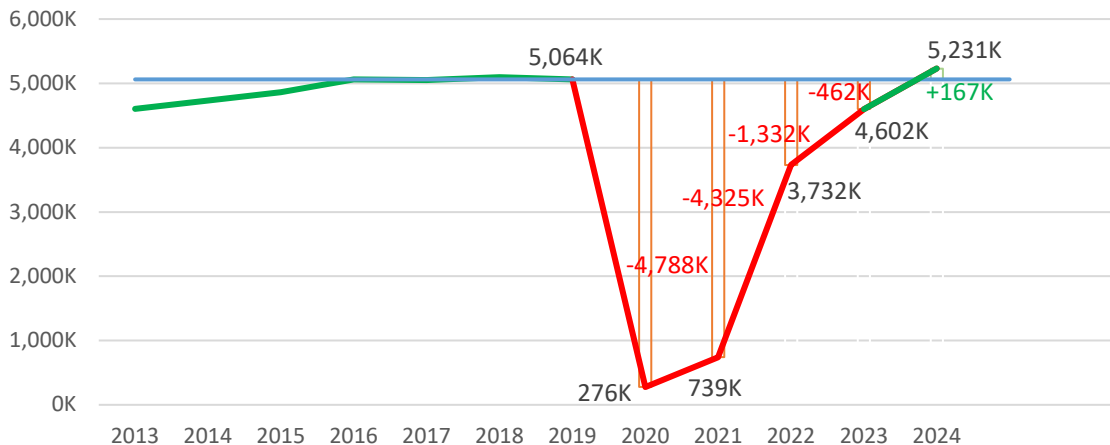


Fig. 7: Nr. of delegates 2013-2022 and forecast 2023/2024 vs. 2019 worldwide. For the year 2019, ICCA identified 5.064K in-person delegates. Compared to 2019, the loss of in-person events due to the COVID-pandemic for the years 2020-2022 was 4.788K, 4.325K, 1.332K, adding up to 10.445K.

Nr. of delegates 2019-2022 and forecast 2023/2024 vs. 2019 worldwide

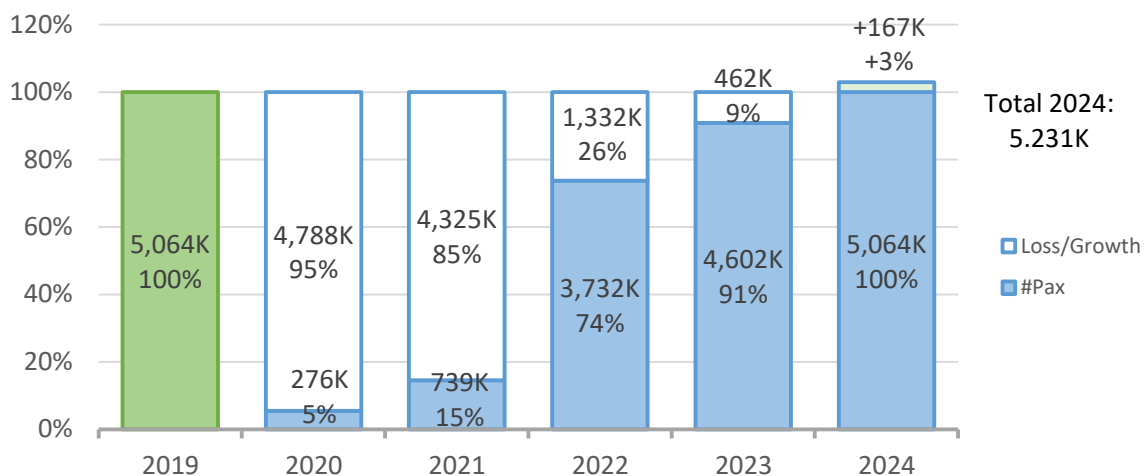


Fig. 8: Nr. of delegates in 2019-2022 and forecast 2023/2024 vs. 2019 worldwide. The 3.732K delegates who attended in-person events in 2022 represent 74% of the total number of delegates in 2019. The forecast for in-person delegates in 2023/2024 is estimated at 4.810K (95%) and 5.231K, which represents an increase of +167K (+37%) compared to 2019.



# Expenditure (USD) 2013-2022 & forecast 2023-2024 worldwide

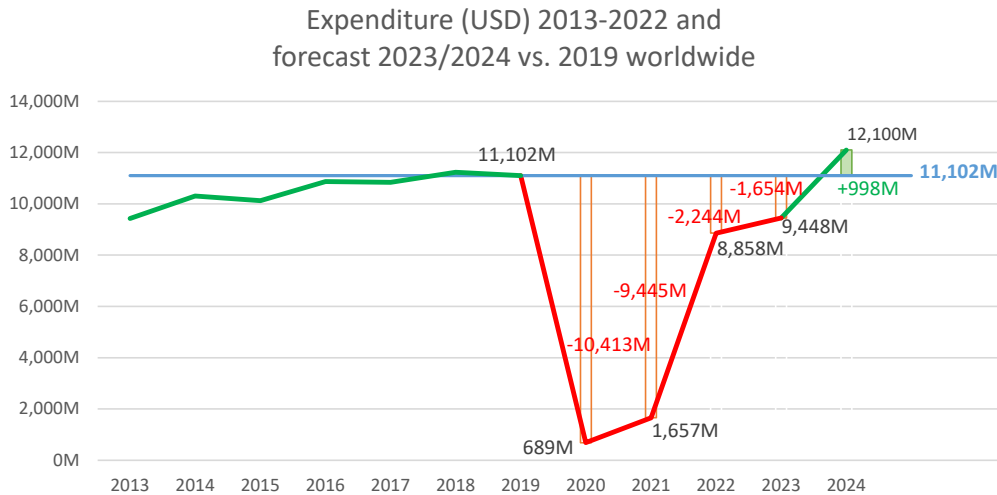


Fig. 9: Expenditure (USD) 2013-2022 and forecast 2023/2024 vs. 2019 worldwide. For the year 2019, ICCA estimated an expenditure of 11.102M USD for in-person events. Compared to 2019, the loss of in-person expenditure due to the COVID-pandemic for the years 2020-2022 was 10.413M, 9.445M, 2.244M, adding up to 22.102M USD.

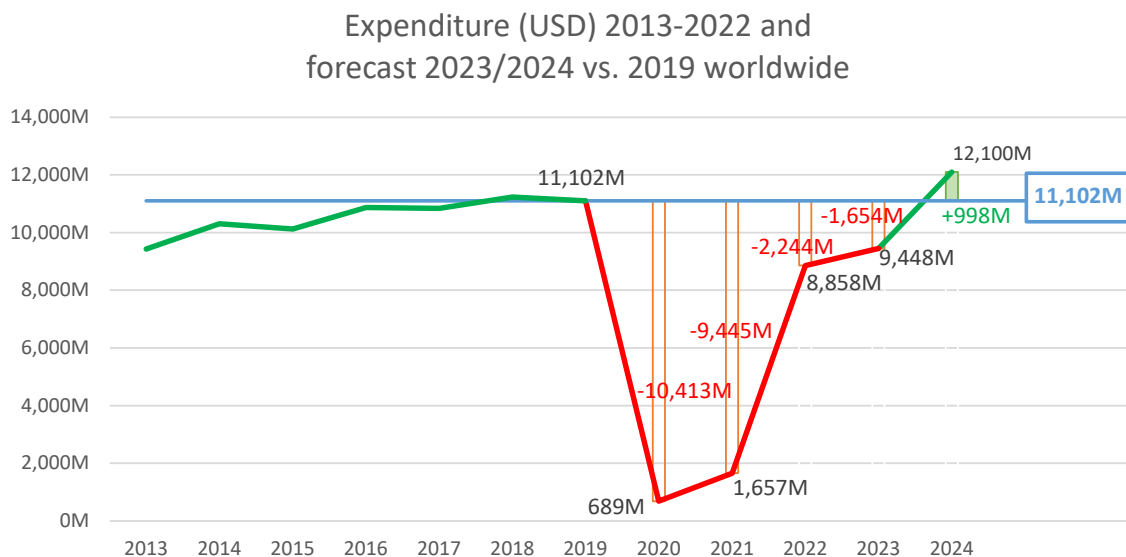


Fig. 10: Estimated expenditure 2019-2022 and forecast 2023/2024 vs. 2019 worldwide. The in-person estimated total expenditure in 2022 was 8.858M USD and represents 80% of the estimated total expenditure in 2019 (11.102M USD). The forecast for the in-person estimated total expenditure in 2023 is 11.715M USD, which represents an increase of +613M USD (+6%) compared to 2019. For the year 2024 it is estimated at 12.100M USD, representing an increase of +998M USD (+9%) compared to 2019.



At Singapore EXPO, we lead the charge in redefining the standards for sustainable event venues. Committed to achieving net-zero emissions and a complete transition to clean energy by 2024, we have undertaken the nation's most extensive rooftop solar installation. These 17,500 solar panels generate 10 MW of electricity to power our huge venue and has effectively reduced our carbon emissions by 91%.

Our dedication to green initiatives extends to waste management through reducing single-use plastics, on-site recycling of event stand buildings and more. We take pride in cultivating sustainable food sources, including fresh herbs harvested from our three herb gardens and an upcoming aquaponics farm that will provide both fish and vegetables in your meals. Event organizers can also measure and quantify their emissions through a post-event sustainability report card.



We look forward to working closely with clients and industry partners towards a greener future. Book your next event at Singapore EXPO today!

# THE PERFECT GREEN VENUE

Singapore EXPO

SINGAPORE  
**EXPO**

 [singaporeexpo.com.sg](https://singaporeexpo.com.sg)

   @singaporeexpo



**SCAN  
ME FOR  
MORE!**

**Playground** of Possibilities.

# Forecast Methodology



In order to come to a proper forecast, ICCA has developed a methodology, which has been validated with historical data from the previous statistic years: 2019, 2018 and 2017. When calculating the forecast for the following year, we first need to determine the growth-factor for the current year based on last year's input vs this year's input. This same growth-factor is then applied for the following year to determine the forecast. A detailed methodology description can be found [here](#).

Please note that as of May 2023 ICCA has transitioned to a new IT system, which may have an impact on the natural/organic input of events compared to previous years. The implementation of this new system may therefore have an impact on the overall workflow and efficiency and consequentially, the forecast. This impact will be diminished in the coming years as we will get more accustomed to the new system, which will result in more consistency and therefore, better and more reliable forecasts.



**CLICK HERE FOR A  
COMPLETE OVERVIEW  
OF OUR METHODOLOGY**



# International Congress and Convention Association

iccaworld.org

## Your local access to the ICCA global network

### Africa

*Esmaré Steinhöfel*

Regional Director Africa  
+27 840 565 544  
esmare.s@iccaworld.org

### Asia Pacific

*Waikin Wong*

Regional Director Asia Pacific  
+601 92 82 80 78  
waikin.w@iccaworld.org

### Europe

*Efi Koudeli*

Regional Manager Europe  
+31 641 248 592  
efi.k@iccaworld.org

### Latin America and the Caribbean

*Andrés Escandón*

Regional Director Latin America  
and the Caribbean  
+57 300 34 36 843  
andres.e@iccaworld.org

### Middle East

*Anju Gomes*

Regional Director Middle East  
+971 502 00 78 53  
anju.g@iccaworld.org

### North America

*José Barreiro*

Regional Director  
North America  
+1 503 801 24 53  
jose.b@iccaworld.org



1963-2022

# ICCA TODAY

Stronger than ever

Over

**1,100 +**  
Members

Almost

**100**

Countries & Territories

Over

**80**

New Members (2023)

**22,400**

Association Meetings in ICCA Database



**320 +**

Association community executives

**185 +**

Associations globally



**5**

GLOBAL ON-SITE EVENTS:

**2,000 +**

ON-SITE ATTENDEES

ICCA Congress

Global Association Community Forum

The Future of Healthcare Meeting

Global Business Exchange

Associations Expert Seminar (AES)

ICCASKills Courses & Hubs

Innovation

DEI & Legacy

Sustainability

Young Professionals

ICCA Global Advocacy Alliance



**250 +**

RFP's released



2022 ICCA Country and City Ranking Report



New ICCA Business Intelligence inc. Governmental Meetings

## ICCA ALWAYS...

- ✓ Puts member needs first
- ✓ Creates purposeful meetings that matter
- ✓ Establishes even more business opportunities
- ✓ Sources the competitive advantage for our global community
- ✓ Improves industry standards with ICCASKills
- ✓ Generates greater engagement through the ICCA Association Community
- ✓ Leads the way on Innovation
- ✓ Advocates globally at a social and political level

**ICCA is all this and more**

[iccaworld.org](http://iccaworld.org)

# ICCA Partners



## ● Industry Partners



## ● Technology Partner



## ● Destination Partner



## ● Global Communication Partner

**davies tanner.**

## ● Association Partners





**“ The Business Events industry has the best storytellers of any sector in the world. They create stories, deliver them, bring them to life and create amazing economic and societal impact. ”**

*-Tommy Goodwin, VP, Exhibitions & Conferences Alliance*

