

Partnering for success



Regional insights
into the global
association
meetings
market



International Congress and Convention Association

Contents



About ICCA	3	Ljubljana	30
A Focus on Sustainability	4	Amsterdam	32
Association Partner Programme	5	Meet in Ireland	34
Association Community	6	Latin America	36
Global Trends	11	Regional Insights	37
Africa	12	Trends	39
Regional Insights	13	Panama	40
Trends	14	Middle East	42
Asia Pacific	15	Regional Insights	43
Regional Insights	16	Trends	44
Trends	18	Abu Dhabi	45
New Zealand	19	Bahrain	47
Singapore	21	Dubai	49
Europe	23	North America	51
Regional Insights	24	Regional Insights	52
Trends	25	Trends	53
Türkiye	26	Toronto	54
Rotterdam Ahoy	28	ICCA Events	56

About ICCA

Shaping the future and value of international association meetings

ICCA (the International Congress and Convention Association) is the global community and knowledge hub for the international association meetings industry. Since its establishment in 1963, ICCA has been dedicated to building one single area of expertise: international association meetings. ICCA's founders were a small, visionary group of travel agency friends based across four continents, who saw the potential of internationally-rotating medical association meetings, and consequently set up systems to share information about these meetings, and to introduce their clients to trustworthy contacts in countries where they may not have established a local network. These principles of sharing knowledge and building trust between suppliers and international associations continue to be the foundation of ICCA today.

ICCA now represents over 1,100 companies and organisations in almost 100 countries worldwide, representing all services within the meetings industry. We are headquartered in Amsterdam and operate five Regional Offices in Africa, Asia-Pacific, the Middle East, North America and Latin America.

In 2020, ICCA brought all major stakeholders in the world of associations together in the ICCA Association Community, which continues to grow by developing closer business interactions between the community, and meeting strategists.



A Focus on Sustainability

In order to support the SDG's and reach the global goal of net zero by 2050, it is crucial for both associations and meeting strategists to understand how they can work together to make events more sustainable. Today, associations are more closely assessing their strategic priorities to place more emphasis on delivering sustainable meetings; ensuring diversity, equity and inclusion across their organisations and activities; and creating a positive legacy impact through their events. These are also key strategic areas – pillars - for ICCA, and something we will continue to offer support to our community.

The ICCA Association Meetings Needs Survey 2023 shows that for 65% of respondents it is very important or fairly important for their association to reduce the environmental impact of their events. With the number of organisations signing up for the Net Zero Carbon Events initiative (ICCA being a founder member of the Net Zero Carbon Events Roadmap), it is crucial for both associations and meeting strategists to understand how they can work together to make events more sustainable, and to reach carbon zero by 2050.

This edition of the **Partnering for Success** publication will therefore showcase how destinations – many in their own words - around the world have been working on initiatives to provide sustainable meeting spaces and support associations with creating a positive impact through their events.



ICCA Association Partner Programme

Launched in 2016, the Association Partner Programme is a collaborative initiative designed to help ICCA deliver an ambitious portfolio of new activities and online services that serve to strengthen our relationship with international associations.

At the same time, this partnership model allows ICCA Members in all regions to strengthen their own ties globally and increase their profile with the international association community.

- **Industry Partners**

eventsair 

 **FIEXPO**

ibtm

iMEX

- **Technology Partner**

simpleview 

- **Destination Partner**


goturkiye.com

- **Global Communication Partner**

davies tanner.

- **Association Partners**

abu dhabi
Convention & Exhibition Bureau

دبي
Business Events


Exhibition World Bahrain
مركز البحرين العالمي للمعارض

MEET IN IRELAND.COM


Ljubljana Tourism

I amsterdam.

MARINA BAY Sands
SINGAPORE

100% PURE NEW ZEALAND
business events.newzealand.com


PANAMA
LIVE FOR MORE

ROTTERDAM AHoy

DESTINATION TORONTO

Saudi
Welcome to Arabia



Find out more here

ICCA Association Community

The ICCA Association Community was launched in 2020 to connect with peers and meetings suppliers worldwide to forge new partnerships, adapt key learnings and work together to create more sustainable events for the future.

As of the end of 2023, the ICCA Association Community includes over 365+ association executives from over 200+ international associations.



[Find out more here](#)

The ICCA Association Team

Frances Van Klaveren, CAE

Community Engagement Manager, ICCA



Amelia Burr

Community Engagement Coordinator, ICCA



ICCA Association Community



Christoph Schewe

Managing Director, International Federation of
Airline Pilots' Associations.

“ ICCA events allow me to meet industry representatives and suppliers from around the globe. They offer an impressive portfolio of activities, from education events to business events. It is learning, networking and engaging in a global community that is unique. There are no other, similar organisations that offer these advantages. ”



Varun Goenka

Head of Operations, International
Federation of Match Poker

“ ICCA has really helped with our live events as it's allowed us to meet with venues and destinations, that I wouldn't have had the opportunity to do otherwise. It has led to us having many interesting conversations and collaborations, stemming from our involvement at ICCA's events ”



Monica Fontana

Executive Director, European Renal
Association

“ ICCA provides excellent opportunities to meet different stakeholders in the events industry. As the person responsible for a medical association, ICCA events are a great way to meet key people that can facilitate our business, not only on a professional level but also on a personal one. ”



Anouk Bürgisser-Marti

Senior Event Manager, International
Cartilage Regeneration & Joint Preservation
Society

“ I had the incredible opportunity to attend the ICCA World Congress in Bangkok, where everyone in the industry converges. The experience was phenomenal, providing a unique platform for networking, knowledge exchange, and collaboration. The diverse array of professionals and thought leaders from around the world created an enriching environment ”



Connecting associations and meeting suppliers to create better and more sustainable events

2023 IN NUMBERS

Connecting with your peers

365+
association
representatives
from
200+
associations

50+ new associations
joined in 2023
from
Cuba to Denmark
Ghana to Singapore
the IAC has members from
across **40** countries globally

Connecting with meeting suppliers

1,100+ meeting suppliers, accommodating
association meetings of all sizes.

Insights through the ICCA Database

Over
280,000
association meetings
in the ICCA database

compare
1,800+
meeting
destinations

explore
12,500+
local expert
champions

Knowledge and content sharing

 **1,100+** association executives engaged with ICCA activities throughout 2023



 **50+** association executives spoke at ICCA events

 **2,000+** onsite attendees

 **100+** hours of content

 **5** global onsite events

Figures as of year-end 2023

ICCA Association Community



Why join

- Access ICCA resources to **create top quality meetings** for your association's members.
- **Learn and develop** with access to CAE approved educational programmes and global volunteer opportunities.
- Save time and money by **connecting with the right business partners** through the global ICCA community.
- Apply to **grants and recognition programmes** to elevate your association's brand and receive funding.
- Get **exclusive access** to hosted buyer programmes.

www.iccaworld.org/associations

Who can join?

- Non-governmental international associations with rotating meetings
- At least one meeting must rotate across three countries, attract a minimum of 50 participants and be held on a regular basis
- The association must not be managed by third parties

How to join?

Join today and benefit from free access as part of our *Try One Year for Free* offer for 2024, a saving of 250 Euro (regular annual price).

For more information, please use the QR code



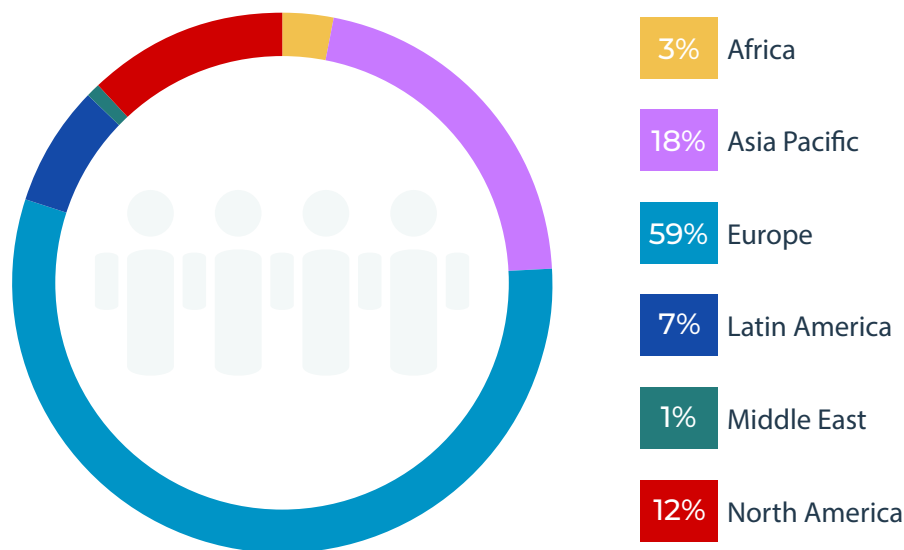
ICCA

abu dhabí



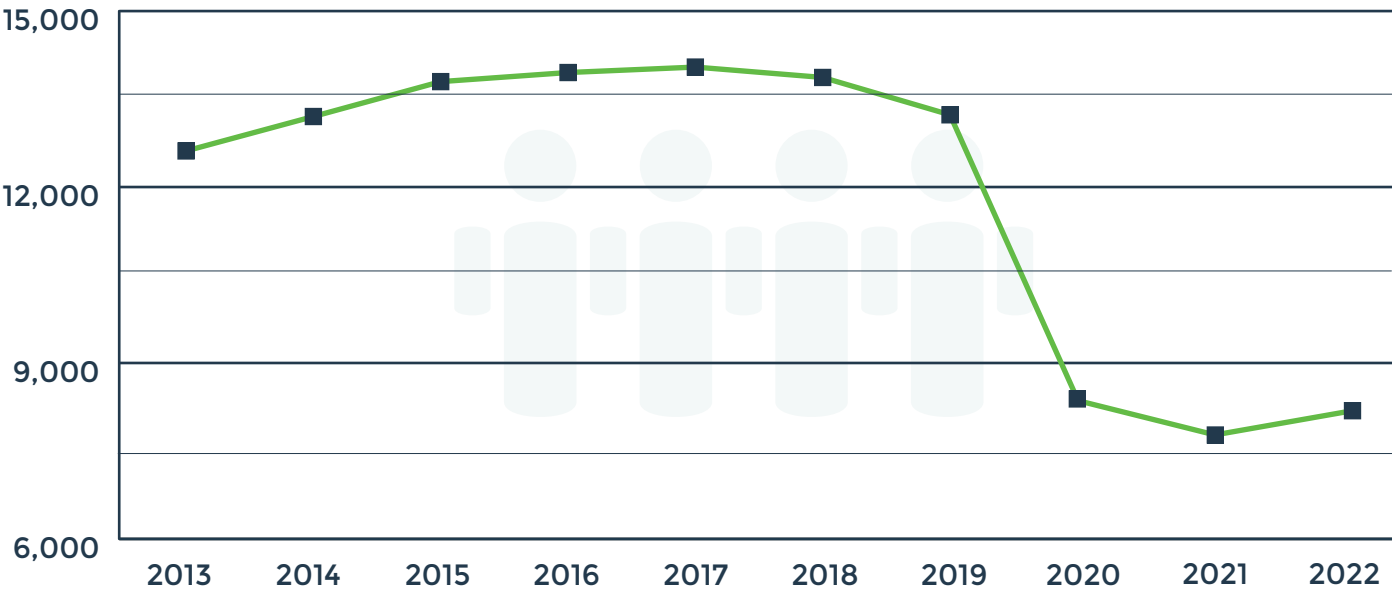
Global Trends

Global overview for all global meetings in 2022.



Rank	Country	Total
1 st	U.S.A.	782
2 nd	Italy	574
3 rd	Spain	565
4 th	Germany	537
5 th	France	509

Rank	City	Total
1 st	Vienna	173
2 nd	Lisbon	153
3 rd	Paris	143
4 th	Singapore	139
5 th	Prague	139



Africa



“ Collaboration, innovation and knowledge exchange “

309 meetings

3% of global meetings



Africa

In 2024, the conference industry in Africa will continue to exhibit promising growth and transformation.

At the start of 2024, ICCA membership represented 10 African countries in Southern, West and East Africa. A positive trend is still that more countries are recognising the importance of the Business Meetings Industry and for example, Mozambique and Senegal is in the process of establishing Convention Bureaus this year.

A key new trend is the emergence of Tech Hubs in cities such as Lagos, Nairobi and Cape Town and these hubs serve as prime locations for tech-focused conferences, fostering collaboration, innovation and knowledge exchange.

There will still be a strong focus on Sustainable Development and with growing awareness of environmental and social issues, there is a notable shift towards sustainability within the conference industry across Africa. Organisers are prioritising eco-friendly venues, adopting

digital solutions to minimise paper waste, and integrating sustainability themes into conference agendas to address pressing challenges facing the continent.

Collaborative efforts between governments, industry stakeholders, academia, and civil society are starting to drive the growth of the industry in Africa. Public-private partnerships, sponsorship deals, and cross-sectoral collaborations enable the development of world-class conference facilities, infrastructure upgrades, and capacity-building initiatives, enhancing Africa's.

Although above are all positive contributions to the growth of the continent, regional integration and connectivity is still a challenge for Africa regional association conferences.

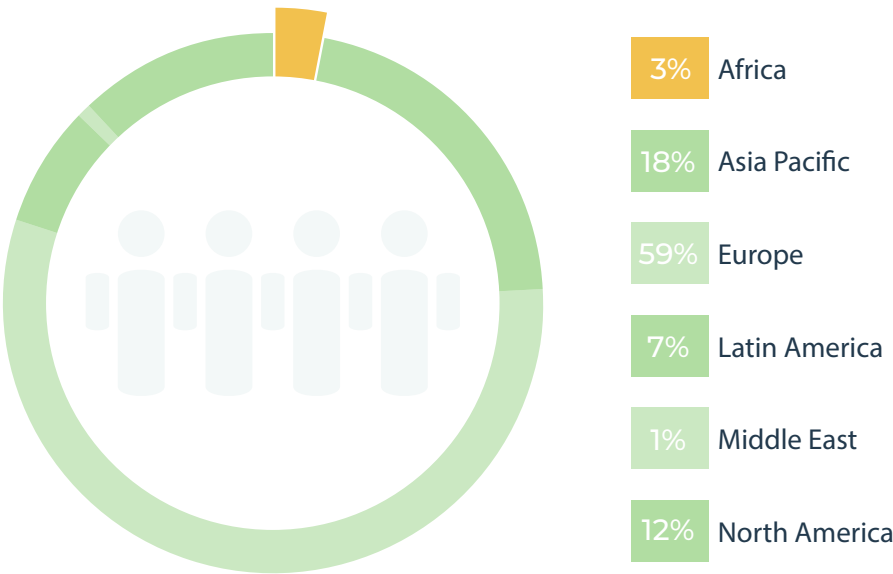
Overall, the conference industry in Africa is evolving rapidly, driven by innovation, collaboration, and a shared commitment to realising the continent's vast potential. ICCA will continue to support the industry as Africa continues to assert itself on the global stage.

Cape Town, South Africa



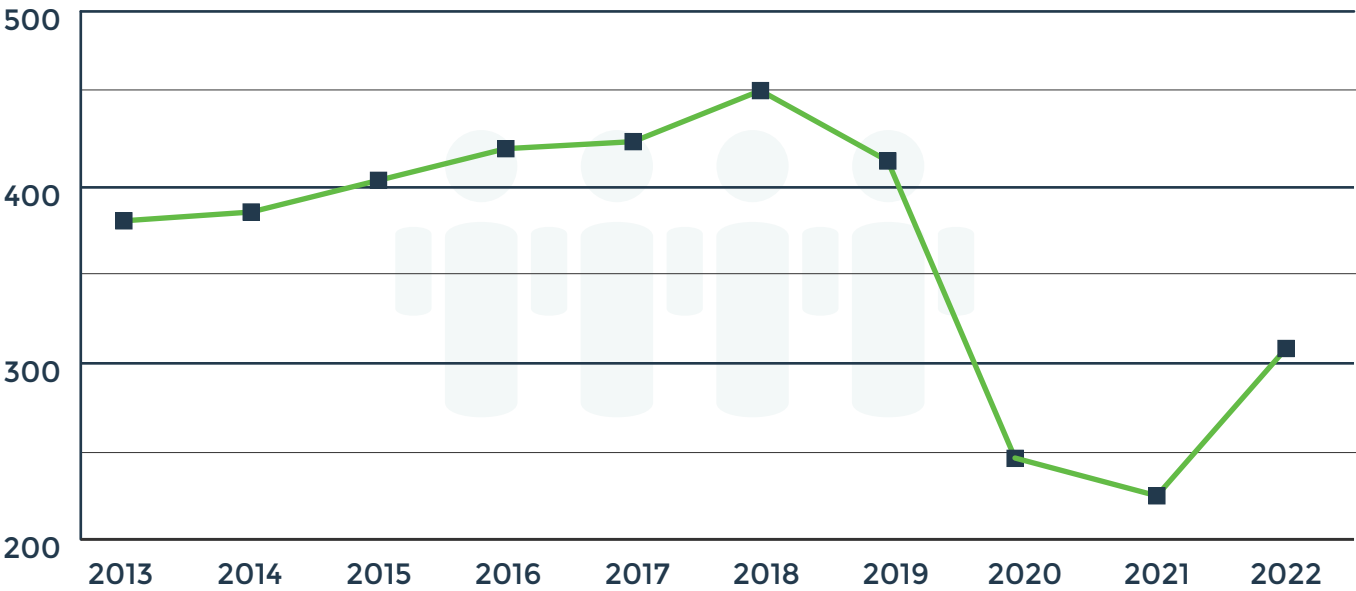
Africa Trends

Global overview for all meetings held in Africa in 2022.



Rank	Country	Total
1 st	South Africa	84
2 nd	Morocco	34
3 rd	Egypt	25
4 th	Rwanda	23
5 th	Tanzania	21

Rank	City	Total
1 st	Cape Town	45
2 nd	Kigali	22
3 rd	Cairo	19
4 th	Marrakech	18
5 th	Dakar	13



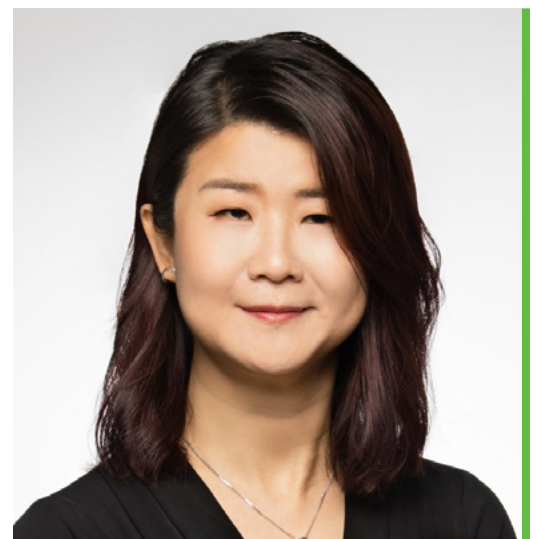
Asia Pacific



Innovate, Include, Ignite – Asia Pacific's Power Trio

1,894 meetings

18% of global meetings



Waikin Wong

Regional Director Asia Pacific, ICCA

waikin.w@iccwORLD.org

Asia Pacific Regional Insights

Asia Pacific is the last region to be come out from travel restriction in 2023; and in our region we have hosted more than 1300 association meetings and more than 60 key governmental conferences! We proudly hold the second place among 6 regions in terms of total of association meetings and governmental related conferences. This indicates the business activities are thriving, and organisers are confident with the services and solutions provided by ICCA Asia Pacific members and business industry.

ICCA Asia Pacific members/business industry committed to offer greater value to the stakeholders of international association meetings especially in relations to multi-disciplinary/cross-sector where synergetic approach to connect international business opportunities and diversification of its economy base. Whether regional, national or international, the purpose is to advance commerce via B2B information-sharing, decision-making, problem-solving and planning. Government assistance in the form of support packages is more flexible and innovative to meet association meeting organisers requirements, and remain competitive in the region.

The destination and meeting providers (e.g. venue, professional congress organisers aka PCOs) believe there is no single approach to serve all and ICCA members in Asia Pacific are enthusiastic in providing the optimum solutions/ options and targeted approaches based on the organisers' objectives and budget.

While AP Business Events industry is contributing to the fast track of global economic recovery, Asia Pacific is taking a significant role to ensure meetings have a positive impact to destination and community





by focussing on sustainability, DEI in Business Events, particularly association conferences. Innovation is the key forefront to many organisations and destinations.

Tomorrow starts today! Capacity building is a commitment to provide the best value and experiences to international association conference hosts, organisers and delegates. More venue options with state of the art and advance technology facilities are ready for your needs. Young Professionals' and emerging leadership development are key focus to foster sustainable marketplace as your ongoing trusted partners.

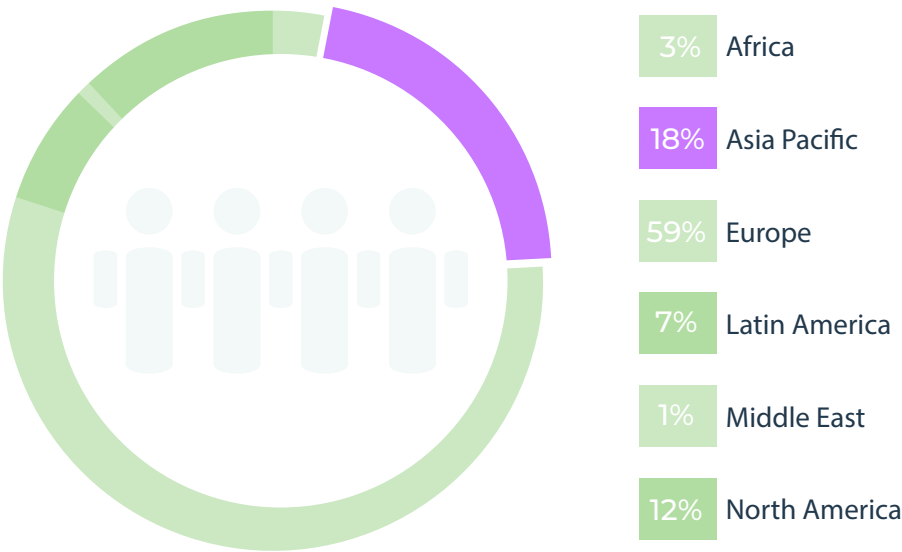
ICCA AP acknowledge the business events environment is going through capacity change, and ICCAAP regional office is involved in capacity building (e.g. advocacy, education and training) with national stakeholders in more than 25 cities (e.g. Auckland, Beijing, Colombo, Chengdu, Christchurch, Goyang, Incheon, Melbourne, Seoul, Singapore) which outreached to over 6,000 audiences.

ICCA Congress 2023 in Bangkok has achieved a great milestone with more than 1,200 delegates as one of the best in the history. A number of great partnerships was announced e.g. ICCASkills hub AP in Christchurch and Beijing, a partnership with BE Sarawak in launching Association Impact Master Class. Congress legacy- Bangkok Pledge on Gastronomy Sustainability by ICCA. And more initiatives are underway with ICCA venue (e.g. MBS, Singapore Expo, CNCC2) and destination members.

We in Asia Pacific keeps up with global industry trends and strongly believe in the shared responsibility of making a better world for the community. Asia Pacific has over 250 active members and all of them are fully committed to collaborate with you in putting together truly impactful and unforgettable congress/conferences.

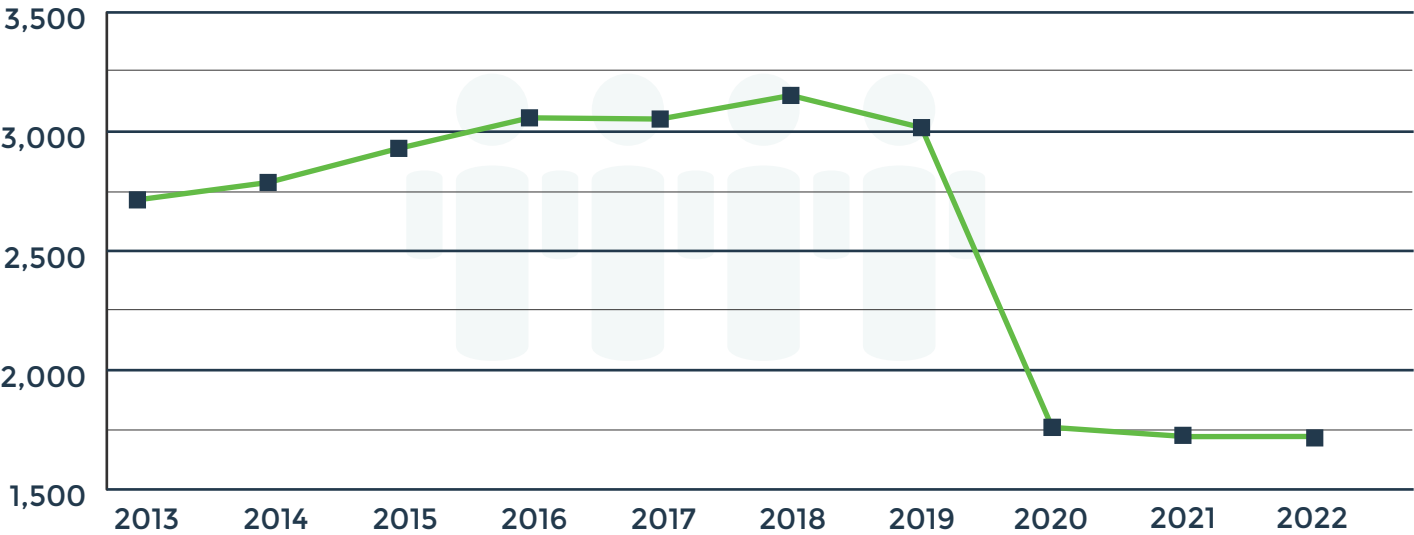
Asia Pacific Trends

Global overview for all meetings held in Asia Pacific in 2022.



Rank	Country	Total
1 st	Japan	359
2 nd	China-P.R.	254
3 rd	Republic of Korea	220
4 th	Australia	200
5 th	Singapore	139

Rank	City	Total
1 st	Singapore	139
2 nd	Seoul	96
3 rd	Taipei	74
4 th	Bangkok	64
5 th	Tokyo	63



New Zealand

Partnering for a positive legacy

New Zealand has entered a new era in international conferences, with three new world-class, sustainably built convention centres providing opportunities for the country to bid for events at a scale it had not previously been able to.

Te Pae Christchurch, Tākina Wellington Convention & Exhibition Centre, and the New Zealand International Convention Centre (NZICC), opening in Auckland (2025) have added capacity and capability to New Zealand's already excellent events ecosystem.

New Zealand's conference appeal comes from innovative, interconnected knowledge sectors, including screen and digital, health sciences, agribusiness and earth sciences; aspirational activities in beautiful landscapes to attract attendees and grow delegate numbers; and a reputation for safety, a warm welcome, and ease of doing business.

If you seek a business event that's far from generic, it's here to find. New Zealand delivers conferences that offer meaningful connections with people, culture and the environment.

Tourism New Zealand's dedicated Business Events team provides strategic funding and support to bid for, promote, and bring international conferences to New Zealand.

A 'team New Zealand' approach across regional convention bureaus, venues and operators facilitates the connections to deliver an event with maximum impact.

Environment

New Zealanders feel a special connection to the land and believe they have a duty of care to look after it for future generations. Tourism New Zealand encourages event organisers to



Networking in nature at Te Pā Tū, Rotorua

adopt some of the sustainable initiatives on offer to reduce their event's environmental footprint.

Qualmark certified venues and activities in New Zealand are now judged against criteria recognised by the Global Sustainable Tourism Council. These operators meet global standards of sustainability across four pillars: Sustainable Management, Socioeconomic, Cultural, and Environmental principles.

Tourism New Zealand can also introduce you to organisations including Toitū Envirocare, which provides internationally recognised certification and tools to measure, reduce and



Find out more here

offset carbon emissions; and conservation charity programme Trees That Count, which makes it easier for delegates to leave a meaningful legacy by planting native trees in New Zealand.

People

New Zealand's people are world renowned for their manaakitanga, or hospitality, which ensures an unforgettable event. Beyond that, its small population ensures a level of connection and access to key industry and government leaders rarely found elsewhere.

Tourism New Zealand understands conferences are a catalyst for social change. The information shared and decisions taken can profoundly change communities; impacting areas from policy and legislation change, to public health initiatives, environmental action, economic growth, and the creation of new jobs.

Using the power of its people and their connections, its Business Events team encourages and supports conference organisers to make and measure impact goals to ensure their conferences deliver maximum benefits for the association, as well as the host community.

Culture

Aotearoa New Zealand's Indigenous Māori culture has always held appeal for international visitors, with cultural experiences an enriching part of an event's agenda. Now, the Te Ao Māori (Māori worldview) approach is being increasingly embedded in New Zealand's conference delivery.

From including Māori speakers and content into the programme, to including Māori representation on your Local Organising Committee to support authentic co-creation, New Zealand can deliver more authentic and diverse events.



Waka on Avon and Te Pae Christchurch

Singapore

Sands Expo & Convention Centre refreshes events through diversified experiences

In 2022, Singapore's iconic Marina Bay Sands launched the Bay Precinct Strategy, working with partners across the Bay to offer diverse hospitality experiences for planners and delegates at Sands Expo & Convention Centre. Since then, the strategy has quickly become a game changer, providing planners the flexibility to hold their main event at Sands Expo and organise fringe events around the Bay.

The extensive Sands Expo spans 120,000 square metres, comprising 250 meeting rooms and comfortably accommodating 45,000 delegates. With the strategy, planners have endless possibilities in terms of organising events – their delegates can attend business meetings at Sands Expo and travel across the Bay for a gala dinner at Gardens by the Bay or evening cocktails at The Ritz-Carlton.

Held at Sands Expo in May 2023, the Tax Free World Association Asia Pacific Exhibition & Conference incorporated elements of the strategy. Delegates stayed at various hotels, including Marina Bay Sands and Pan Pacific Singapore, and attended a reception at Gardens by the Bay. In June 2023, the International Luxury Travel Market Asia Pacific had its core event at Sands Expo and closing party at LAVO Singapore atop Marina Bay Sands hotel, while the opening forum and cocktail reception was held at The Ritz-Carlton.

Beyond introducing rich experiences across the Bay, Marina Bay Sands has also successfully deployed a Festivalisation strategy – rolling out themed festivals across the integrated resort (IR) in conjunction with business events – to deepen guest engagement. Sands Expo hosted Southeast Asia's largest art fair ART SG from 19 to 21 January. This took place alongside a two-week long arts festival



A sound bath demonstration

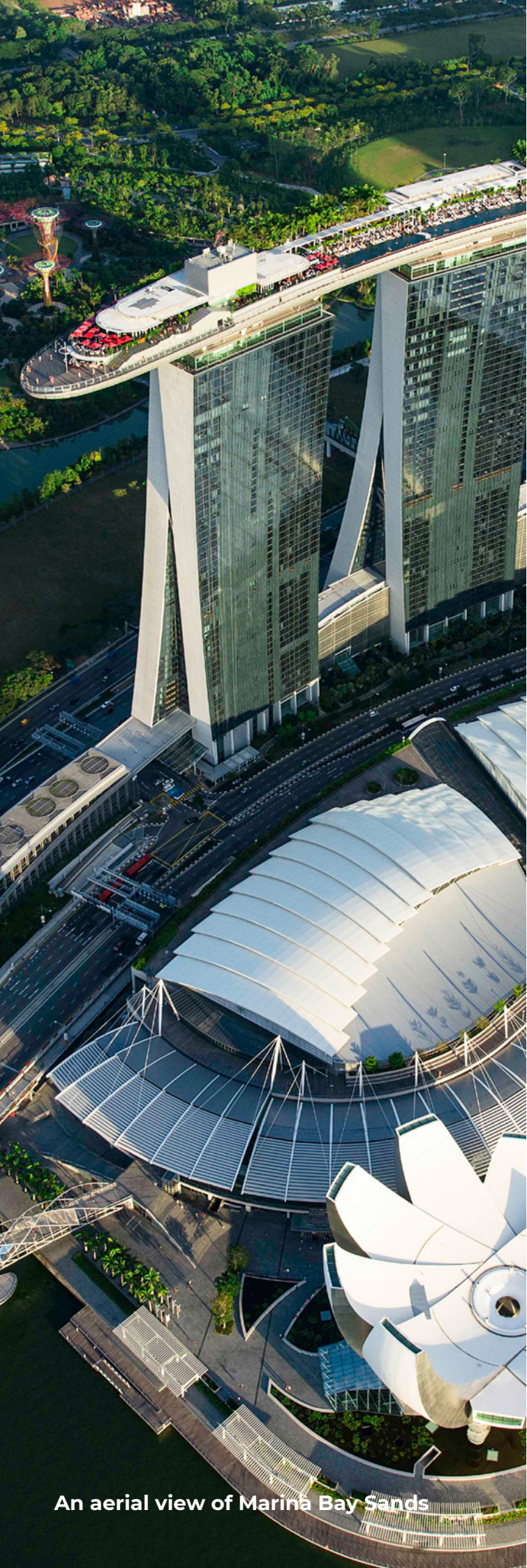
named Where Art Takes Shape. From art trails around Marina Bay Sands and the bay area to creative culinary experiences at restaurants on property, delegates have various options to celebrate the arts.

In February, Marina Bay Sands, Singapore Tourism Board and UOB hosted a spectacular Lunar New Year drone display to welcome the Year of the Dragon. Drones formed a magnificent dragon in the sky, transforming the Marina Bay skyline.

Integrating wellness and sustainability into meetings

Beyond these programming, delegates can also look forward to diversified experiences in wellness and sustainability.

With wellness becoming a growing priority, Sands Expo introduced the Wellness in MICE programme last year. Organisers can create bespoke wellness programmes for their audiences, with activities such as sound baths and yoga on property.



An aerial view of Marina Bay Sands

The commitment to wellness aligns with sustainability initiatives at Sands Expo. As the first-ever fully offset meeting venue in Singapore, Sands Expo integrates sustainability into every facet of its operations.

From a state-of-the-art intelligent building management system to sustainable event advisory services, Sands Expo leads the way in green meetings. Aligned with Marina Bay Sands' E3R (Eliminate, Reuse, Replace, Recycle) strategy, table numbers are crafted from recycled bottle corks, while menu cubes and dietary tags are made from recycled chopsticks. Beyond these, delegates can also learn about sustainability at two on-property gardens at Sands Expo, where chefs harvest herbs for their dishes.

With endless options possible at Sands Expo, planners and delegates can look forward to a memorable meetings experience and build strong connections at events.



Find out more here

Europe



"All elements considered to create better sustainable events."

6,259 meetings

59% of global meetings



Efi Koudeli

Regional Manager Europe, ICCA

efi.k@iccaworld.org



ICCA Europe in 2024 will bring new opportunities for our community, with a strong emphasis on education.

We closed 2023 with the incredible success of the ICCA annual congress in Bangkok bringing together over 1,100 attendees from all across the globe and various sectors within our industry.

A new format was launched during the ICCA congress called Sharing Hubs. A unique co-creation format offering attendees the opportunity to discuss and brainstorm some of the most important topics addressed in the industry. These discussions were led by 'champions' who facilitated the discussions daily discussions.

Whilst sustainability, legacy, and diversity, equity and inclusion (DEI) have become part of the narrative and common language for nearly all members of our community, we are now hoping to bring added value to our members by strengthening education opportunities.

Education and academic programmes may contribute to long-term knowledge acquisition and retention as well as talent development and talent retention as a result.

ICCA will launch the new academic community in 2024, which aims to bring more academic institutes into the membership. Our hope is that this will support the development of young talent and retention of talent, as well as cater to the collaborations between suppliers and associations, and potentially contribute to new content and education within our events.

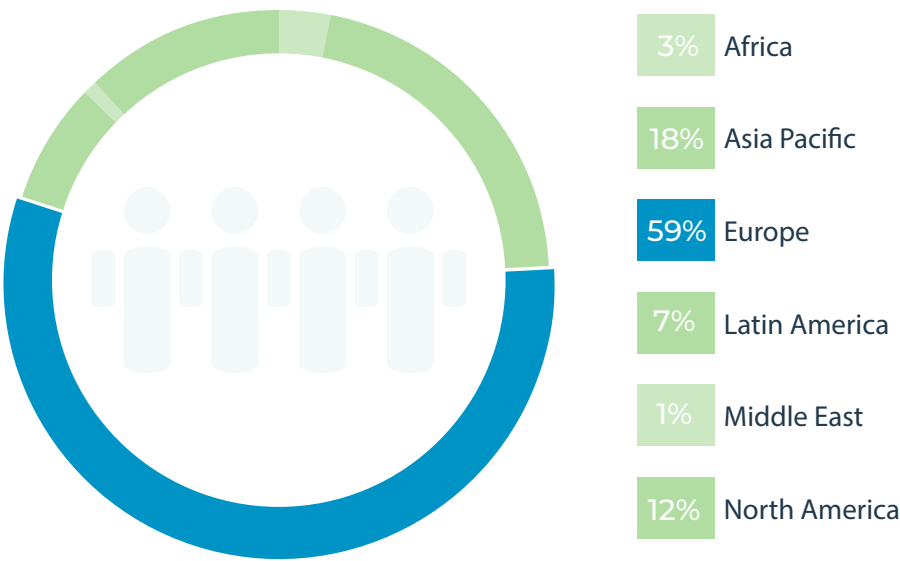
Another exciting opportunity within Europe for 2024 is the new collaboration with Luxembourg Convention Bureau. ICCA and Luxembourg Convention Bureau have launched an ICCASkills hub which will offer the ICCA ICCASkills to anyone within or from outside the industry. Participants will be able to upskill and develop their expertise in a conducive learning environment under the tutelage of leading industry experts while positioning Luxembourg as Europe's epicentre for Business Events training.

2024 will once again include many opportunities for our community to connect, collaborate, and create together, including the return of our successful Future of Healthcare meetings for its third edition. To date, these events have taken place in Cannes and Istanbul and we are excited to bring our third edition to life in Zurich during September 2024.

The year ahead will also welcome more Europe chapter meetings, taking place in various destinations throughout the region. The annual chapter meetings are designed to keep the focus on a smaller scale that is relevant to the chapter members, addressing the issues and challenges which tend to be more similar and common within the specific chapters. For more information on attending the chapter meetings, please contact the regional office or your respective contact person within ICCA.

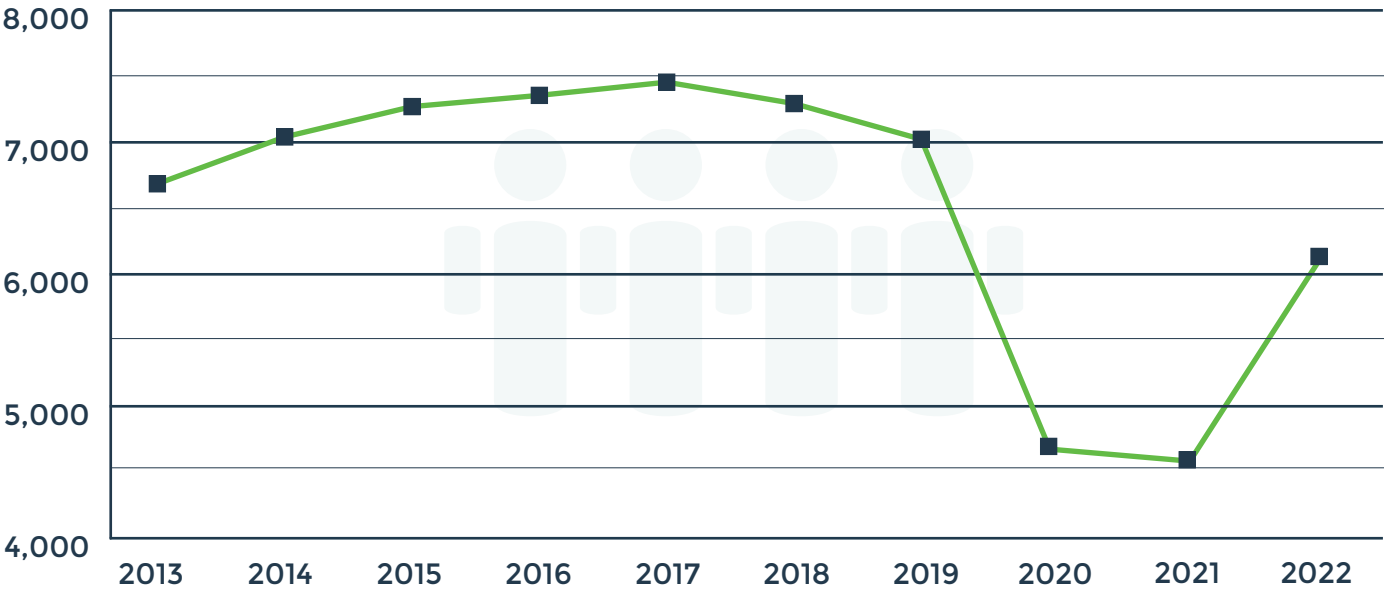
Europe Trends

Global overview for all meetings held in Europe in 2022.



Rank	Country	Total
1 st	Italy	574
2 nd	Spain	565
3 rd	Germany	537
4 th	France	509
5 th	United Kingdom	500

Rank	City	Total
1 st	Vienna	173
2 nd	Lisbon	153
3 rd	Paris	143
4 th	Prague	139
5 th	Barcelona	138



Türkiye

An Enchanting Blend of Meetings, Incentives, Conventions, Gastronomical and Cultural Offerings

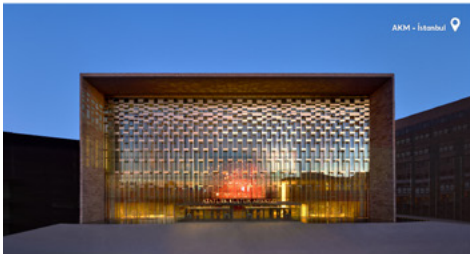
In the heart of Türkiye, where East meets West, the MICE tourism industry is flourishing thanks to a rich tapestry of history, culture, and culinary excellence. Whether you find yourself in the bustling streets of İstanbul, the picturesque landscapes of Cappadocia, or the sun-kissed shores of Antalya, Türkiye beckons with a unique blend of immersive experiences that seamlessly intertwine business and leisure.

Arts & Culinary Delights: İstanbul

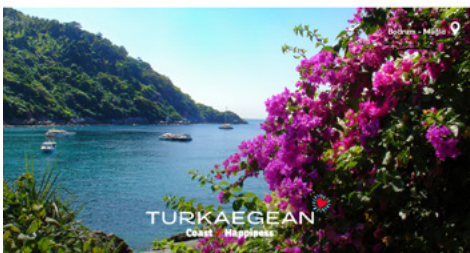
Renovated to perfection, the Atatürk Cultural Centre is the epicentre of arts and culture in İstanbul. With its diverse program featuring theatre performances, concerts, and ballet shows, AKM provides an unparalleled cultural experience. Meanwhile, the newly unveiled Galataport, nestled along the vibrant banks of Karaköy, adds a modern touch to İstanbul's allure. Visitors arriving via İstanbul Airport can

extend their journey by embarking on cruise ships from Galataport, making it a seamless transition from business to leisure.

İstanbul, a city that is a testament to centuries of diverse cultural influences, offers more than breath-taking landmarks. Its gastronomic heritage has made it a culinary paradise. From succulent kebabs to vegan delights cooked in olive oil, İstanbul is a tasting room that reflects the diverse flavours of every region in Türkiye. Recently crowned the 38th destination in the prestigious MICHELIN Guide, the city proudly boasts Michelin-starred restaurants that showcase the finest Turkish cuisine. In the MICHELIN Guide 2024, İstanbul, İzmir, and Bodrum boast 111 culinary treasures to discover, featuring 1 Two MICHELIN Star restaurant, 11 One MICHELIN Star Restaurants, 5 MICHELIN Green Star restaurants, 26 Bib Gourmand restaurants, and 73 specially selected establishments.



MeetTürkiye
where business is pleasure



Destination Partner



İzmir: The Pearl of the Aegean for Gastro-Tourists

Known as "the Pearl of the Aegean," İzmir is a tourism hotspot and a haven for gastro-tourists. The city enthralls diners with its regional herbs, appetisers with olive oil, diverse cheeses, and fresh seafood dishes. İzmir's culinary scene adds a flavourful dimension to its already enchanting landscape.

Bodrum: A Retreat for the Soul

Bodrum welcomes visitors with open arms, offering a warm embrace of a Turkaegean charm. Home to acclaimed resorts designed by international visionaries, Bodrum provides a retreat for those seeking comfort, holistic therapies, and yoga amidst breath-taking scenery. It's a sanctuary to release the strains of daily life.

Antalya: Luxury Resorts and Sustainable Tourism

Antalya, adorned with golden sandy beaches, hosts some of Türkiye's most impressive luxury resorts. Boasting tailor-made golf courses and an exclusive array of accommodations, Antalya caters to both leisure and business travellers. Türkiye, committed to sustainability, has signed a collaboration agreement with the Global Sustainable Tourism Council (GSTC) to pioneer green meetings and events within the business tourism domain. Belek, Antalya, nestled along the Turkish Riviera, is a paradise for golf enthusiasts. World-renowned golf course designers have designed tailor-made golf courses. The golf clubs around the Belek region also offer challenging-linked golf courses, including a night golf experience under the floodlights.

A Prime Choice for Ethical Travellers

Türkiye stands out as the prime choice for ethical and conscious travellers. Deeply committed to sustainability, Türkiye invites adventurers to explore its unspoiled landscapes and rich traditional heritage. The collaboration with GSTC reinforces Türkiye's commitment to global sustainability practices in the tourism industry.

Türkiye emerges as a multifaceted gem in MICE tourism, offering an enticing fusion of cultural richness, culinary excellence, and sustainable practices. Whether you're here for business or leisure, Türkiye invites you to indulge in an experience that transcends expectations, leaving an indelible mark on your memories.



Find out more here



Rotterdam

Rotterdam Ahoy for a sustainable future

Rotterdam Ahoy Convention Centre's Commitment to Innovation and Sustainability

Rotterdam Ahoy Convention Centre (RACC) - a venue that goes beyond being a stage for global stars, elite athletes, and major exhibitions. In addition to hosting world-class events, Ahoy is proud to introduce its latest addition, the Rotterdam Ahoy Convention Centre (RACC). This state-of-the-art congress centre boasts 35 versatile spaces, an impressive auditorium (RTM Stage), spacious foyers, and direct access to 30,000 square meters of Exhibition and Event Halls. Mirjam van de Kamp, Director of Conventions, sheds light on the flexibility of RACC's spaces and Ahoy's collaborative efforts with partners and clients to build a sustainable future.

Largest Auditorium in the Netherlands

The combination of 35 diverse rooms with adjacent foyers, flexible walls in the auditorium, and six Exhibition and Event Halls makes RACC the ideal setting for both large international conferences and more

intimate business gatherings, starting from 150 attendees. RACC's multifunctional auditorium (RTM Stage) accommodates 2,816 seats and is equipped with cutting-edge technology. The hall can be expanded to an XL variant for 4,398 people, making it the largest auditorium in the Netherlands. "It is a modern architectural masterpiece, akin to a blank canvas that can easily be adapted to create the perfect ambiance for your event."

Conscious Choice for a Climate-Conscious Venue

"With 2.3 million visitors annually, we feel the necessity and responsibility to raise awareness among guests, businesses, and event planners about our collective impact on the environment. We also observe a growing trend of event planners consciously choosing a venue that operates with climate consciousness."

Rotterdam Ahoy Convention Centre



Rotterdam Ahoy solar panels



[Find out more here](#)

100% Gas-Free

Sustainability is ingrained in every aspect of Ahoy's operations. "We contribute to reducing greenhouse gas emissions by being entirely gas-free. Additionally, we use 100% sustainable energy, including the power generated by the 5,442 solar panels on our roof. With a mossedum roof, we not only decrease CO2 emissions but also enhance insulation." Sustainability initiatives extend to areas such as waste management, mobility, and water usage, with plans to construct an on-site water buffering system.

The Power of Collaboration

Collaboration is at the core of Rotterdam Ahoy's sustainability initiatives. Involving clients, local organisations, like-minded businesses, and industry partners has proven crucial. "I believe in the power of collaborating with our clients and sharing knowledge for sustainable initiatives in organising conferences and meetings for progress. Each event is a mutual opportunity for improvement. We gladly draw inspiration from the ambitions and experiences of our clients!"

Examples of sustainable initiatives from our clients resulting from collaboration include providing public transportation cards for all participants, crafting lanyards and signage from sustainable materials, offering participants the option to join pre-recorded sessions online, or donating leftover exhibition items to a local charity.

Continued Innovation

The joint sustainability initiatives at RACC have yielded tangible results. Reduced energy consumption, waste reduction strategies, and the adoption of eco-friendly initiatives have significantly lessened the venue's environmental impact. "Even in the future, we will continue to innovate and refine our strategy to provide our clients with an optimal event experience and address ongoing sustainability challenges." **Rotterdam Ahoy's sustainability policy is aimed at:**

Reducing Greenhouse Gas Emissions (CO2)

We are drastically reducing our greenhouse gas emissions by filtering and offsetting CO2 (greening) and not using fossil fuels.

Sustainable Energy

Our investments in solar panels and heat and cold storage mean we are contributing to sustainable events together.

Sustainable Water Use

By using water sustainably and reusing water from a water reservoir on our premises, we are taking important steps to minimise the scarcity of good quality water.

Waste & Plastics

We are approaching waste from a circular perspective as much as possible – minimisation and high-quality recycling.

Food & Beverages

We are focusing on minimising waste, providing healthy alternatives, limiting food miles and striving for circularity in the field of catering.

Mobility

We are increasing our accessibility through co-operation with partners and optimising our communication about alternative transport.

Partnerships

We choose partners who pursue the same sustainability ideals and help strengthen ours and are entering into new partnerships with community projects. **Take it a step further.**

Sustainable Events

Rotterdam Ahoy is not just an event location, we also organise events of our own – from trade fairs to public events. Here too, we do everything we can in terms of sustainability for each production. And we take it a step further. We specifically organise and host fairs and congresses in the field of sustainability because we believe we can make an extra contribution to something we need to achieve together. We organised Recharge Earth for the first time in 2021, a fantastic example of an annual congress in the field of sustainability. And similarly, we are incredibly proud to be hosting the World Energy Congress in 2024. The city of Rotterdam aims to be climate neutral by 2050 and, especially given its port and energy-intensive economy (logistics, chemistry etc.), is at the centre of Europe's energy transition.

Ljubljana

ISPIM Innovation conference 2023 in Ljubljana - adopting efficient sustainability measures to create a lasting impact

Between 4 to 7 June 2023 the ISPIM "Innovation and Circular Economy" Conference took place at the CD Congress Centre in Ljubljana, Slovenia. Together with local partners, the Circular Change Institute for Circular Economy and The School of Economics and Business, University of Ljubljana, the three-day ISPIM (The International Society for Professional Innovation Management) event brought together world-renowned experts on innovation management.

Researchers joined managers and business leaders to share insights into innovation management hot topics, with a particular focus on innovation and circular economy. Among over 500 delegates from around the globe were innovation professionals from academia, industry, consultancies and the public sector who took part in workshops and panel discussions as well as sessions on the latest academic research results and industrial projects - all with the goal to further encourage successful innovation practice or research from all regions of the world.

During the event a series of efficient and eco-friendly measures were adopted to enhance sustainability and create a lasting impact:

- **Digital Transition:** conventional printed programs were replaced with a mobile application, significantly cutting down on paper usage and fostering a digital, eco-conscious approach.
- **Zero Food Waste Initiative:** the organisers successfully partnered with local catering services to drastically reduce food waste. This included meticulous meal planning and arranging for surplus food to be donated to local charities.
- **Eco-Conscious Venue Choice:** selected event locations were within walking distance of the main conference site, reducing the need for vehicular transportation and thereby lowering the event's overall carbon footprint.
- **Sustainable Transportation Solutions:** complimentary bus passes were provided to all conference attendees, promoting the use of public transport over individual car use.
- **Plastic Reduction Efforts:** participants were encouraged to use their own reusable water bottles, decreasing reliance on single-use plastic bottles and thus reducing plastic waste.
- **Innovative Use of Cardboard Furniture:** furniture used was made of cardboard, like tables and chairs, which are reusable for future events, endorsing sustainability and reducing reliance on traditional, less environmentally-friendly materials.

Iain Bitran, ISPIM Executive Director, as the Ljubljana dragon



- Local Engagement and Relevant Topics: the organisers actively engaged with local stakeholders and chose themes pertinent to the host country. This involved inviting key Slovenian figures from various sectors - industry, academia, government - to participate, help shape the program and promote the impactful event's legacy.

Iain Bitran, the Executive Director at ISPIM, praised Ljubljana's long-standing commitment to sustainability and regeneration citing the efficient waste management, emphasis on renewable energy, promotion of active transportation, and ongoing creation of green spaces. In addition, the city's compact size allowed for innovation tours to Technology Park Ljubljana and Ljubljana's Regional Waste Management Centre (RCERO) as well as the Green walking tour showcasing the city's many impressive green projects. The event proved that well-established international collaboration and careful, sustainable event planning leads to highly successful events that benefit the local region.

The event's economic value included the generation of €603,305 in direct business sales and total business sales of €996,525. The event directly supported 223 jobs, for a total of 314.

The event was supported by the Ljubljana Convention Bureau Consortium (part of Ljubljana Tourism), a destination integration model, aiming to strengthen cooperation with all city stakeholders operating in the field of business meetings and other international meetings.



Find out more here

Amsterdam

Amsterdam: Pioneering sustainable event innovation

Amsterdam is celebrated as a global hub with a storied past, inspiring creativity, fostering innovation and embodying progressive ideals. It is a beacon of limitless possibilities and boundless exploration, where groundbreaking ideas flourish and challenge the status quo.

Our vibrant city channels its inventive spirit toward addressing our planet's current challenges. From food and healthcare to cleantech and AI, we are steadfast in our commitment to preserving Amsterdam's legacy for future generations, diligently working to attract and host events that generate impact and fortify local ecosystems.

Achieving a fully sustainable urban environment is not the work of any single organisation or group. True sustainability requires partnership and collaboration. Together with our community and esteemed partners, Amsterdam ardently pursues an inclusive, healthy and sustainable future, proving our unwavering commitment to both residents and visitors alike.

Bridging vision to reality: Amsterdam's event landscape

Recognised as a global leader for sustainability efforts, Amsterdam has firmly anchored its commitment to a greener future through the early adoption of the doughnut economic model. This strategic alignment with the ecological limits of our planet sets the stage for transformative change, with a resolute goal to achieve a zero-emission city by 2030 and full circularity by 2050.

In 2023, Amsterdam embraced the GDS Movement, earning recognition for its progressive social policies. This marked

a significant step in strengthening our commitment beyond mere aspirations. Now, the city's business event infrastructure is actively working to seamlessly integrate environmental responsibility with the delivery of world-class experiences.

Embracing eco-friendly transportation

Leading in eco-friendly travel solutions, Amsterdam boasts a robust network of high-speed trains, positioning the city as an ideal choice for event attendees seeking sustainable travel alternatives over air travel. Trains offer a significantly greener option for shorter distances, slashing carbon emissions by 70% compared to short-haul flights. Plus, a comprehensive network of public transport, including trams, metros, buses, and ferries, facilitates easy local exploration. The city's compact design and cycling culture seamlessly incorporate sustainable transport, offering a green local travel experience.



Green-certified accommodation options

Amsterdam's hospitality industry embraces sustainability, with 90+ of its prominent hotels holding third-party green certifications. These accommodations prioritise ecofriendly practices, seamlessly blending luxury with environmental responsibility, from rain-water-utilising gardens to collaborations against food waste. Many establishments use paperless operations, locally sourced amenities and innovative initiatives to minimise their eco-logical footprint.

Sustainable event spaces

Amsterdam's event spaces are not just venues: they are stages for world-class innovation that prioritise sustainability measures and minimise their environmental impact. From harnessing renewable energy to orchestrating cutting-edge smart solutions to waste initiatives, these spaces are redefining sustainable event planning. Powered by efficient technologies that trim energy consumption, these venues embody our city's pledge to host gatherings that not only leave a lasting impression but also echo our commitment to creating future-proof cities.

Fostering Events with Lasting Impact

Official planning partners in our city, such as the Amsterdam Convention Bureau, don't just help event organisers host events; we stand as a dedicated advocate for sustainability alongside our partners. Whether its events focusing on sustainable food systems or conferences with an eye towards the energy transition, Amsterdam is unwavering in its commitment to advancing sustainable innovation and leveraging the impact of events for a more resilient future.



Find out more here

In the heart of Amsterdam



Meet in Ireland

Meet in Ireland is the Official Business Tourism Brand for the Island of Ireland, owned and managed by Fáilte Ireland, the National Tourism Development Authority. The cornerstones of a successful association conference are professionalism and preparation - and that's where Ireland truly excels as an incredible hosting nation. With English as the spoken language throughout Ireland and a location right at the edge of Europe, Ireland is perfectly positioned as a hub for learning, innovation and business tourism. Ireland's modern assets rest on an intriguing foundation of history and beauty, creating a seamless mix of the old and the new. Powerful infrastructure and world-class venues exist in charming old-world cities, while a widespread atmosphere of myth and legend will inject a sense of magic into any social programme. Cutting edge technology, memorable experiences and step-by-step support unite to deliver both value and impact for every event.

World-Class Facilities for Unparalleled Business Events

Ireland stands out as the perfect option for business events, offering an impressive variety of facilities. Boasting 9 universities, over 45 hospitals, 1,200 leading multinational companies, and more than 45 centres of excellence, the nation is well-equipped to cater to diverse business needs. With 60,000 bedrooms, 230+ venues and hotels, and 3 purpose-built convention centres, Ireland's strategic geographic location further solidifies its position as the optimal destination for conferences. Fáilte Ireland, dedicated to excellence, has supported over 1,000 conferences since 2015, welcoming over 350,000 international delegates across various fields. Sustainability is at the heart of many venues in Ireland. With Dublin being home to the world's first carbon-neutral constructed convention centre, the rest of the country has followed in their footsteps to take green options seriously.



Partnership for a Sustainable Future

Fáilte Ireland has a long-term commitment to the sustainable development of the tourism industry in Ireland and as a United Nations Sustainable Development Goal (SDG) champion 2023/2034, is an advocate and promoter of the SDGs across the sector in Ireland, supporting tourism businesses to develop sustainable practices. Fáilte Ireland is one of 26 organisations from across Ireland who are leaders in driving forward Ireland's progress towards SDGs which aims to raise public awareness of the SDGs. This commitment supports Ireland's national goals and fosters greater value creation, reflecting our dedication to sustainability.

Fáilte Ireland are currently developing an Association Conference Impact and Legacy Programme, where we plan to work with conference organisers to recognise positive outcomes on the Irish economy, communities, and the environment. This commitment supports Ireland's national goals and fosters greater value creation.

Destination Supports for Business Events

Unlock the potential of hosting your Association Conference in Ireland with our destination supports, including Site Inspection Funding, Bid Support Funding

and Programme Enhancement Funding. To qualify, simply ensure a minimum of 100 international delegates, a 2-night stay for all attendees, and submit your application at least 6 months before the conference start date, whether it's at the bid pending or confirmed stage.

Our Climate Action Plan

Ireland has committed to cutting greenhouse gas emissions in half by 2030 and achieving net-zero emissions by 2050. At Fáilte Ireland, we are calling out Driving Climate Action as a Strategic Priority, helping tourism and hospitality businesses contribute to these targets. A climate friendly conference incorporates environmental considerations throughout all stages of the event to minimise its impact on the environment. Explore our Climate Action - Meetings and events guide for advice and inspiration on enhancing the sustainability of your business events.



Find out more here

Dublin Convention Centre, Dublin City



Latin America & the Caribbean



"A unique, yet diverse, destination for international associations"

784 meetings

7% of global meetings



Andrés Escandón
Regional Director Latin America
and the Caribbean, ICCA
andres.e@iccwORLD.org

Regional Insights

ICCA's Latin America and the Caribbean community continues to grow exponentially. Last year (2023), the regional meetings and events industry reached pre-pandemic levels, achieving a milestone long overdue, and re-positioning the region as an attractive and innovative destination for international congresses and conferences.

In 2023, many global associations saw in Latin America a dynamic and vibrant market to take their international congresses for the first time. Global, IberoAmerican and PanAmerican congresses were successfully held, spanning many professional fields like neurosurgery, international trade, biomedicine, agriculture, blockchain, robotics, energy, and more. Also, the region hosted several governmental meetings from multilateral institutions and non-governmental organizations.

From ICCA's perspective, Latin America's opportunities for international associations will be driven mainly by five elements in 2024:

1) Latin America represents a significant membership development opportunity for international associations based in Europe, North America and Asia Pacific. Associations looking for growth will find in Latin America a renewed scientific, academic and business ecosystem ready to support growth through international events.

2) Latin America has a robust combination of an experienced scientific workforce, and a new-innovative young workforce. Leading academic and scientific institutions all over the region are fostering new leadership models to boost scientific endeavours, strengthening local associations, and thus supporting the mission of international associations.

3) Latin America's destination marketing organizations (city-country-level) have a deeper understanding of the work and impact of international associations. There is a general consensus from the public-private sector to actively work with and support international associations in the development of their missions and events.



4) In the past three years, Latin America implemented a massive professionalization and upskilling process of the entire meetings and events industry workforce. Today, regional industry professionals are qualified with more tools, insights, and resources to create better experiences for international association meetings. In 2023, Latin America was the first region to host an in-person ICCASkills session in Colombia, and then during the largest industry trade show, FIEXPO Latin America.

5) Latin America's challenges are its main opportunities. International associations can truly create a lasting impact in the region through their international meetings. Associations from all fields will find an opportunity to create successful events in terms of logistics, but at the same time creating legacy programmes that will impact current and future generations in their host destination.

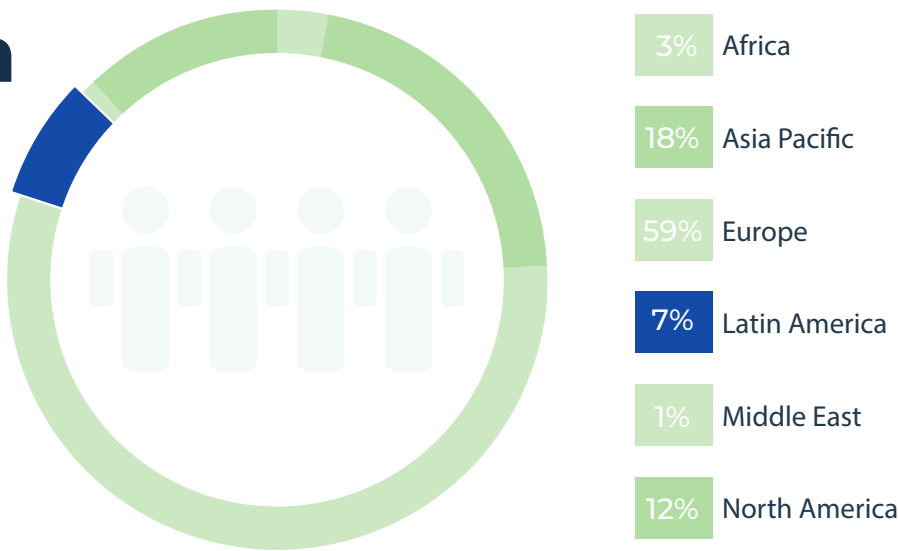
Latin America's commitment towards international associations, innovation, sustainability, legacy projects and scientific development is revamped by the creation in 2023 of the first association hub in the region, located in Panamá. The Panamá Association Hub (PAH), a project supported by ICCA, provides a comprehensive platform for international association looking to penetrate the Latin American market, establishing branch offices under favourable conditions, developing a regional network of professionals and allies, growing their memberships/partnerships, and organizing congresses and meetings in the region with a broad range of tools and resources.

Latin America and the Caribbean present a unique, yet diverse, offering for international associations looking for the next destination to take their congresses. There are currently 17 countries in the ICCA regional community, representing over 24 cities. ICCA members from the region are amongst the most important organizations, public and private, for the international tourism and meetings industry.



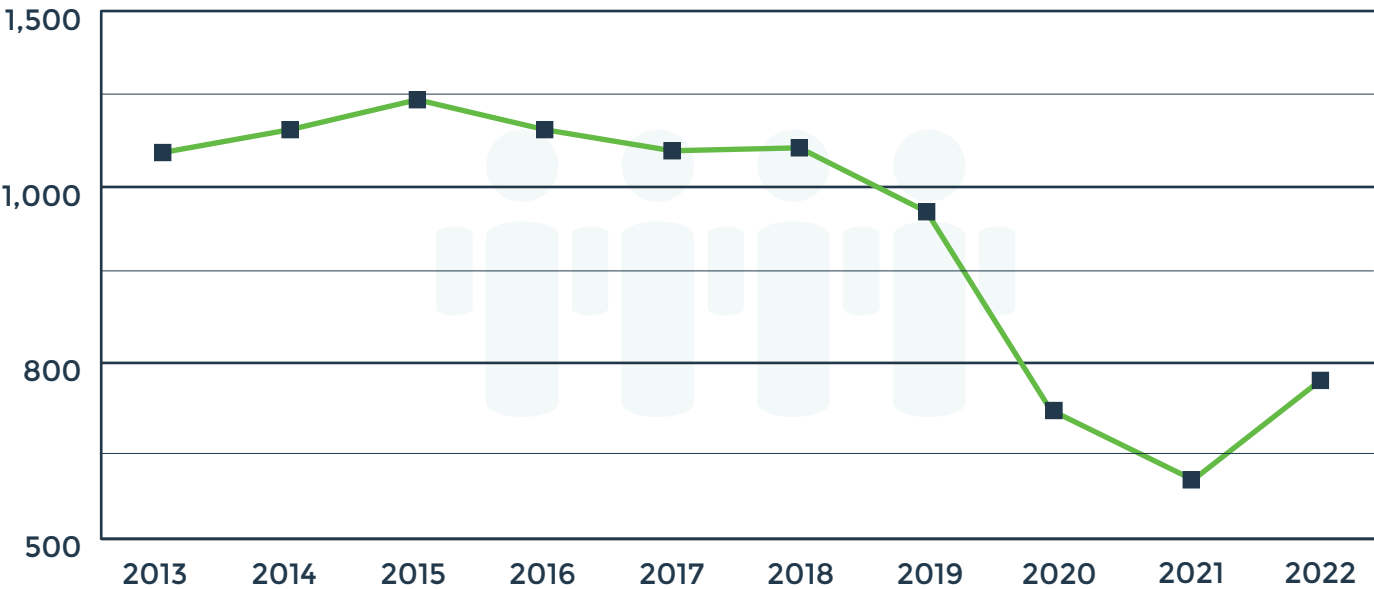
Latin America and the Caribbean Trends

Global overview for all meetings held in Latin America & the Caribbean in 2022.



Rank	Country	Total
1 st	Brazil	137
2 nd	Argentina	134
3 rd	Colombia	110
4 th	Chile	74
5 th	Peru	60

Rank	City	Total
1 st	Buenos Aires	85
2 nd	Lima	46
3 rd	Santiago de Chile	41
4 th	Bogota	36
5 th	Panama City	35



Panama

Panama, long recognised for its strategic geographical position, has evolved into a dynamic hub of entrepreneurial activity and innovation. This vibrant nation has become a gathering point for a myriad range of international organisations, companies, and institutions. At the heart of its progress are new business models introduced by international startups and venture capital firms, alongside cutting-edge technologies fostering sustainable development.

The country is not just embracing change; it's leading it. Panama is actively exploring new, emergent sources to drive the energetic transition of nations. This pursuit reflects a broader commitment to innovation and sustainable development, crucial for future generations. Moreover, Panama is redefining talent management strategies to address the needs and aspirations of new generations of professionals. These innovative approaches in human resources are crucial in nurturing the talent required to sustain and grow these emerging sectors.

Additionally, Panama plays a crucial role in international trade and logistics. By developing new markets and enhancing existing ones, the nation is reinforcing its position as a global trade hub. This economic dynamism is a testament to Panama's ongoing commitment to progress and development.

One of the key highlights of Panama's innovative journey is the introduction of Innovated Technologies for Congresses, supported by The Digital Chamber of Panama. This initiative focuses on the use of groundbreaking technologies for conferences and conventions. In Panama, this translates into the integration of sustainable solutions that redefine the concept of meetings and events.



Luscious rainforests, Panama



Enriching cultural experiences

The Holographic Zone is one such innovation, offering life-like interactions without the need for physical transportation, thereby reducing carbon footprints significantly. The Environmental Footprint Dashboards provide real-time insights into the ecological impact of events, fostering a culture of environmental responsibility among attendees. Furthermore, the Kinetic Bicycle Stations and Kinetic Track Pathways allow attendees to participate actively in power generation, making each event a sustainable endeavour. Additionally, the Dynamic Digital Art Gallery offers an interactive glimpse into Panama's rich local culture, blending technology with tradition.

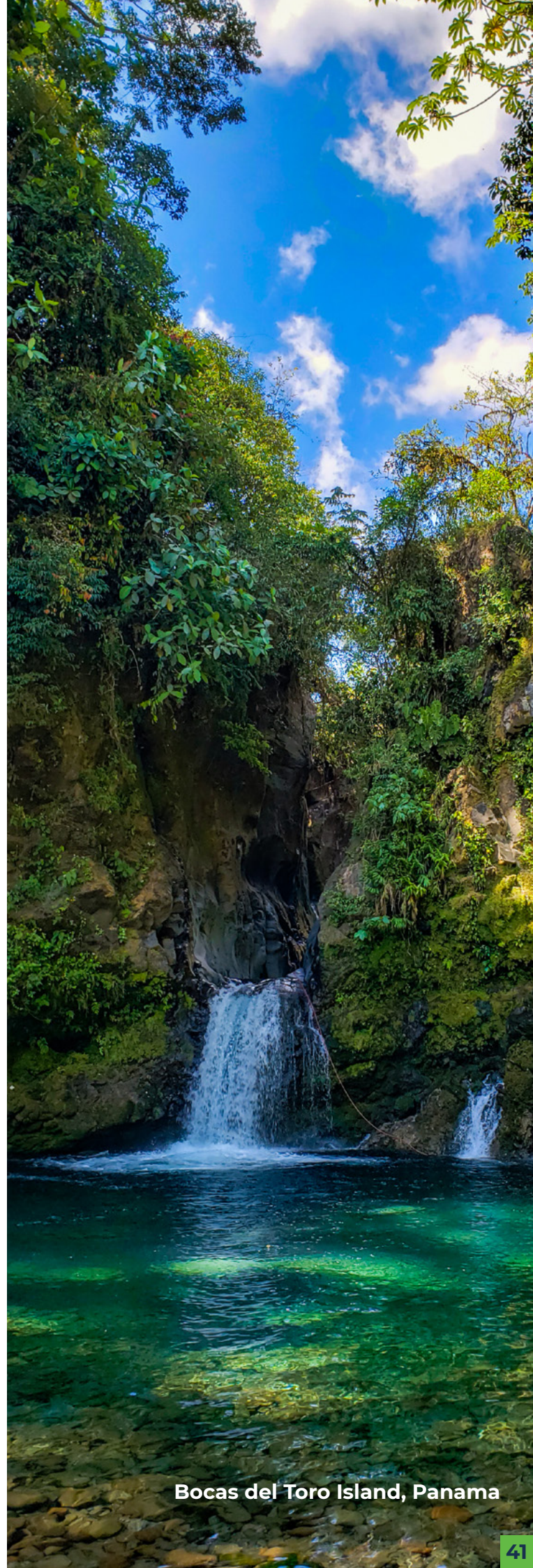
Another groundbreaking initiative where Panama has taken a pioneering role is in the field of STEAM (Science, Technology, Engineering, Arts, and Mathematics) education, highlighted by its involvement in the World Robot Olympiad (WRO). Fundescam, the organiser, was honoured with the status of "Regional Representative of the WRO for the Latin America region". Panama's successful bid to host the robotics olympiad, supported by several countries in the region, is not just a national achievement but a regional one.

The event is a pilot for a new initiative for the WRO which, if successful, will enable a larger number of young people from Central America, South America, and the Caribbean to benefit from participating in the Robot Olympiad. This initiative is more than a competition; it's a platform for young minds to engage with technology, fostering a new generation of innovators and thinkers who will shape the future.

From fostering sustainable development and new business models to empowering the next generation with STEAM education, Panama is not just keeping pace with global trends; it's setting them. The nation's efforts in integrating technology into various sectors, particularly in education and conference management, are exemplary. As Panama continues this path, it stands as a beacon of innovation and progress in the region and the world. Panama Live for more!



Find out more here



Bocas del Toro Island, Panama

Middle East



Dubai, United Arab Emirates

"The business landscape in the Middle East is bustling with events..."

138 meetings

1% of global meetings



Anju Gomes
Regional Director Middle East, ICCA
anju.g@iccaworld.org

Middle East Regional Insights

In a recently published report by the World Tourism Organization (WTO), the Middle East region has demonstrated a remarkable surge in tourist arrivals, experiencing a 20 percent increase from pre-pandemic levels during the nine-month period leading up to September 2023. Notably, the Middle East stands out as the sole global region to surpass its 2019 tourism levels within this specific timeframe.

As the Middle East's tourism sector charts its course into 2024, industry leaders anticipate a transformative journey characterised by the integration of technology, steadfast commitment to sustainability, and a rich tapestry of diverse experiences. The business landscape in the Middle East is bustling with events covering a spectrum from investment, cybersecurity, and sustainability to human resources, marketing, and the burgeoning metaverse.

The Middle East is strategically focusing on attracting more foreign direct investment and steering its economy toward diversification, reducing dependence on oil. According to IDC research, cybersecurity metrics have taken center stage as the primary key performance indicators for evaluating IT teams in the Middle East, with projections indicating that cybersecurity spending across the region will exceed US\$5 billion by 2024.

Saudi Arabia, a prominent player in the region, issued over 18.6 million visas in 2023, achieving an impressive 60-second processing time for digital visas. The country has collaborated with 56 nations to advance visa digitisation. Aligned with the objectives outlined in the 2024 general budget, Saudi Arabia aspires to elevate tourism spending to SR289 billion, attract 88 million visitors, and generate increased employment opportunities within



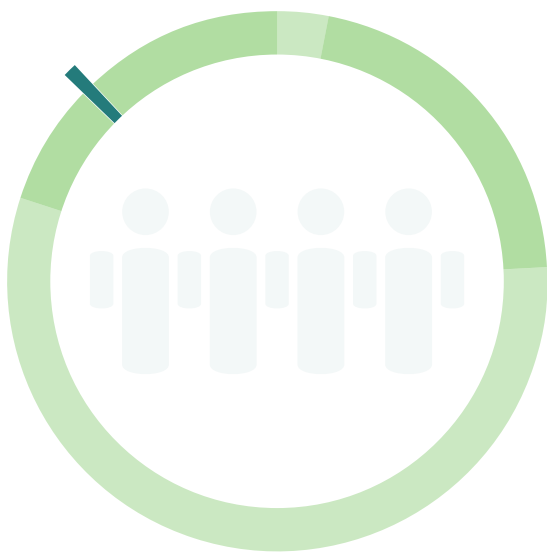
the burgeoning tourism sector.

The travel and tourism sector is poised to make a substantial contribution to the UAE economy, projected to reach \$49.18 billion in 2023, according to data released by the World Travel and Tourism Council (WTTC). This figure is expected to surge to an impressive \$64.12 billion by 2033, constituting a notable 10.2% of the nation's GDP.

New research from the World Travel & Tourism Council (WTTC) highlights Dubai's international traveller spending at \$29.42 billion, with Doha, Qatar, securing the second spot at \$16.79 billion. Thanks to the region's business-friendly policy approach, tax-free salaries, and ongoing visa reforms, GCC countries dominate five of the top 10 global destinations where expatriates find it easiest to settle, as outlined in a report by InterNations.

Middle East Trends

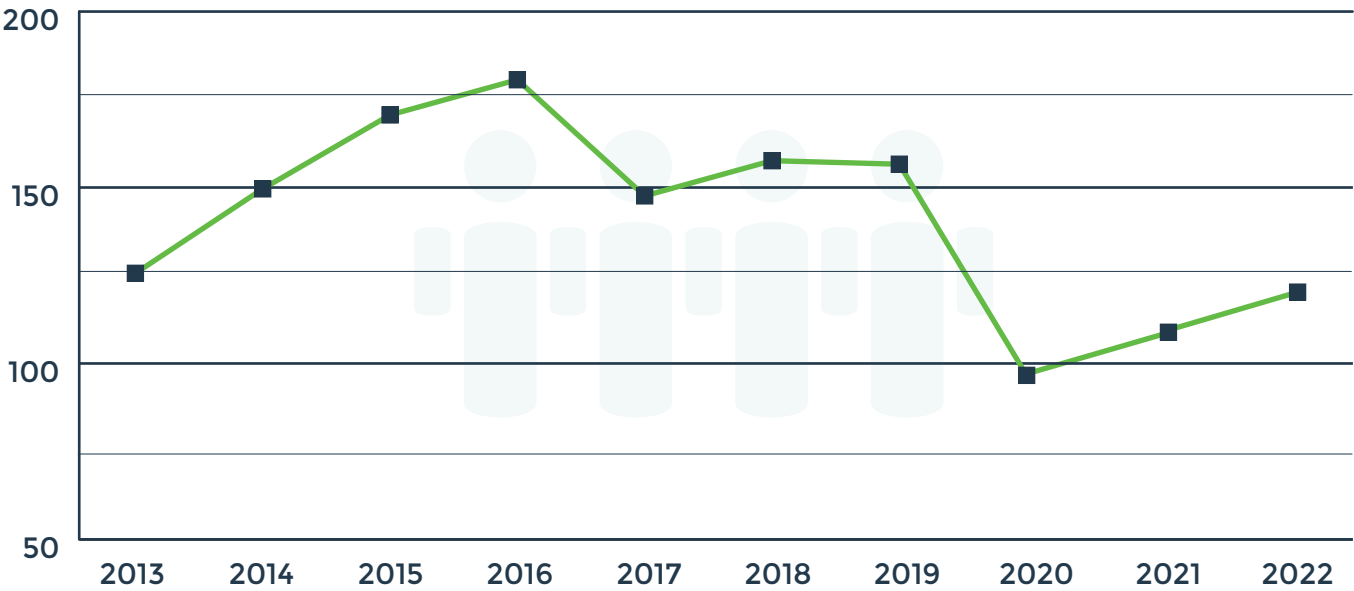
Global overview for all meetings held in Middle East in 2022.



3%	Africa
18%	Asia Pacific
59%	Europe
7%	Latin America
1%	Middle East
12%	North America

Rank	Country	Total
1 st	United Arab Emirates	84
2 nd	Jordan	17
3 rd	Qatar	13
4 th	Saudi Arabia	11
5 th	Bahrain	7

Rank	City	Total
1 st	Dubai	41
2 nd	Abu Dhabi	36
3 rd	Amman	16
4 th	Doha	13
5 th	Riyadh	8



Abu Dhabi

Fostering the development and promotion of business events throughout the emirate, Abu Dhabi Convention and Exhibition Bureau (ADCEB), part of the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi), provides strategic support to attract international conferences to the emirate through its Advantage Abu Dhabi incentive programme.

Offering world-class venues, a competitive business environment, and a wide range of unique entertainment and leisure activities, DCT Abu Dhabi is ensuring that visitors can discover the emirate at their own pace, depending on their varied interests.

A sought-after destination for increasingly conscious travelers and events, Abu Dhabi is committed to a sustainable future, serving as a model for the global tourism industry for environmental conservation efforts.

Becoming a leading sustainable tourism destination

DCT Abu Dhabi is implementing innovative programmes and measures to promote sustainability within the tourism industry and to enable partners to apply sustainable practices. These include new sector-specific sustainability guidelines, a carbon calculator to estimate the carbon footprint of hotels in Abu Dhabi, and a sustainability audit for all hotels in the emirate.

Sustainable Tourism Guidelines

Sustainable tourism guidelines have been developed by DCT Abu Dhabi to raise awareness and enhance knowledge among stakeholders, to encourage adoption of sustainable practices across the different sectors in the tourism industry. The guidelines support stakeholders in defining their sustainability roadmap and applying efficient and sustainable initiatives and solutions to their operations.

Abu Dhabi, City Centre



The sustainable tourism guidelines outline recommendations across key sustainability categories encompassing culture, heritage, events, food and beverage, hotels, leisure and entertainment attractions, as well as audiences such as travel agents and tour operators. By following the guidelines, the tourism sector can help reduce greenhouse gas emissions, mitigate the effects of climate change, and contribute to innovative solutions.

Carbon Calculator

DCT Abu Dhabi, as the regulator of the emirate's tourism sector, has introduced a carbon calculator to assess and analyse the carbon footprint of hotels in Abu Dhabi. The tool facilitates the establishment of reduction targets by utilising the carbon footprint baseline and implementing a feedback mechanism for hotels for diverse emission sources.

Energy Walkthrough Audits for Hotels

Targeting an overall reduction of Abu Dhabi's carbon footprint, DCT Abu Dhabi is facilitating energy audits for hotels in the emirate to identify which energy saving solutions have the best effect on the environment.

Accessible Events Manual

Accessibility in the events sector is essential for the destination to be inclusive to all types of visitors, resulting in an increase not only in visitor satisfaction ratings but also in visitor footfall numbers.

Efforts to encourage inclusion and increase engagement within the community for People of Determination aligns with global initiatives, including the Sustainable Development Goals (SDGs) agenda for 2030, which emphasises the importance of promoting inclusivity and ensuring equality for all.



Find out more here



Bahrain

Bahrain at night

Exhibition World Bahrain Enriches the Kingdom's Community with Innovative Sustainable Initiatives

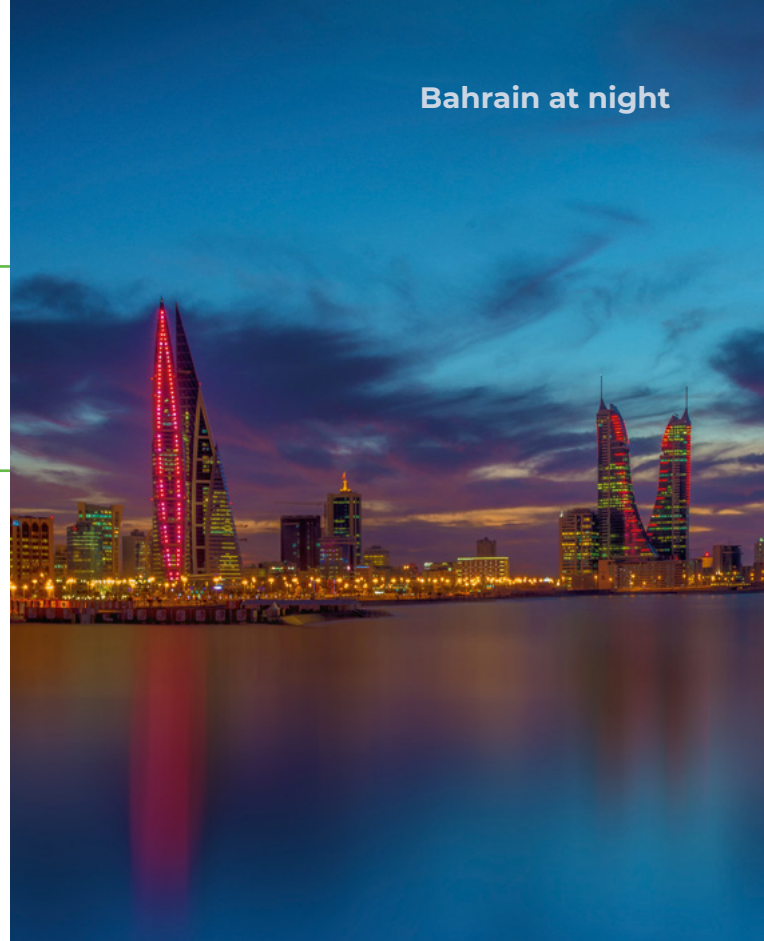
As part of its responsibility towards the environment and recognising the importance of using modern, eco-friendly technologies to support global and local sustainability initiatives, Exhibition World Bahrain (EWB) is committed to becoming a sustainable venue and organisation. Every department plays a crucial role in achieving this goal by working closely with clients, partners, employees and guests to implement sustainability across all business operations.

EWB aims to balance business performance with environmental health and sustainability through awareness and reduction of environmental risks, and compliance with International Acts, Regulations, Codes of Practice, and Standards. By embracing local environmental management systems, operational practices and procedures, aiming to:

- Sustain a culture of environmental stewardship
- Integrate best environmental practices
- Monitor and continually improve environmental performance

EWB encourages and applies the education of guests, partners and employees about sustainable practices, and supports sustainable design for new construction and renovation projects, and plan key developments at our facilities with environmental responsibility in mind.

Since its inauguration in November 2022, EWB has been a dedicated contributor to enriching the Kingdom's community and determined to ensure that it operates in an ethical, sound, and responsible manner. The EWB team is committed to implementing international best business practices, and innovation to provide products and services that inspire customers, support the commu-



nity, and help shape a better, more sustainable society.

EWB is committed to actively contributing to local and global sustainability agendas, and has introduced multiple sustainable initiatives within the venue, such as energy-efficient lighting, water and plant management, waste management, single-use plastic reduction and much more.

Solar Panels

Participating in Bahrain's renewable energy plan, primarily focusing on increasing the share of clean energy in the country's electricity mix to 5% by 2025, EWB is part of the Sakhir area solar energy project agreement with Getas Energy, which will generate 14.6 megawatt by rooftop installations and is expected to be completed in Q3 2024.

Energy Efficient Lighting

EWB lighting consists of energy-efficient and environmentally friendly LED lighting technologies throughout the venue. To reduce dependency on artificial lighting, the venue is designed to draw in natural daylight (around 1,800 m²) using skylights and side glass walls.

Motion sensor lights have also been installed around the venue, lowering electricity consumption.

AC Condensation Water Reuse

Air conditioning condensation water is repurposed to irrigate the surrounding landscaping, decreasing the consumption of grid water. Furthermore, EWB's indoor plants were chosen for their lower dependency on water and maintenance. EWB also houses an indoor vertical garden (living walls), contributing to purifying the air and cooling temperatures, and add a unique feature to the state-of-the-art venue. All EWB offices employ water coolers, encouraging the use of reusable bottles and reducing single-use plastics.

Waste Management

Recycling bins are available throughout the centre, in line with EWB's initiative to ensure sustainable waste management solutions and segregation into the various streams, recycling most of the items to reduce landfill waste.

Eco-Friendly Construction Materials

Using environmentally friendly materials during construction, such as insulated sandwich

panels instead of concrete for the exhibition halls. These ensure active hydro-insulation against natural conditions (rain, humidity). Thermally insulated materials were also used, reducing dependency on air conditioning and supporting the preservation of the building against humidity, mold, and other deformations.

Farm-to-Table Experience

Providing customers with a unique farm-to-table experience by using local produce from organic farms in Bahrain.

Smart Packaging

EWB plans for new innovative sustainable packaging, carefully selecting materials and technologies to ensure quality and freshness is also maintained.

EWB continued to work on furthering its sustainable approach across all daily operations. This includes using digital mediums and green cleaning products to replace harmful chemicals.



Find out more here



Exhibition World Bahrain

Dubai

Building on Dubai's Sustainability Journey

Dubai's hosting of COP28 in late 2023 put the spotlight on the city's efforts around sustainability – providing additional momentum and building on a range of initiatives and projects that were already demonstrating its firm commitment to achieving ambitious goals.

Among the outcomes of the event was a historic agreement by 198 Parties to deliver a new era of climate action, including an unprecedented reference to transitioning away from all fossil fuels to enable the world to reach net zero by 2050.

COP28 took place at Expo City Dubai – itself a sustainability success story as the lasting legacy of Expo 2020 Dubai, maintaining most of its infrastructure. Sustainability was one of the three sub-themes of Expo 2020 – with its own dedicated pavilion which remains open. That reflected the focus on sustainability in Dubai and the wider country, with efforts being steered by the national UAE Net Zero 2050 strategy.

Among the key strategies and initiatives under this are the Dubai Clean Energy Strategy 2050 and the Dubai Net Zero Carbon Emissions Strategy 2050, with the aim of achieving 100% clean energy sources by 2050. One of the major ongoing projects to achieve this is the development of the Mohammed bin Rashid Al Maktoum Solar Park, the largest single-site solar park in the world based on the Independent Power Producer (IPP) model. A hydroelectric power station is also under construction in Dubai's mountain exclave Hatta, while installation of solar panels throughout the city has been pushed through the Shams Dubai initiative.

Efforts away from energy are also focused on consumer habits and business practices. As part of phasing out single-use plastics by 2026, Dubai recently banned single-use plastic bags, tableware and styrofoam containers.

Tied to this, an initiative led by the Department of Economy and Tourism (DET), Dubai Can, has already made an impact in the city's aim



to phase out single-use plastic water bottles. Through the installation of drinking water fountains throughout the city and public awareness campaigns, the initiative has helped Dubai to reduce the use of over 15.5 million 500ml single-use plastic water bottles.

Another DET initiative, the Dubai Sustainable Tourism Stamp, serves as a validation of hotels' dedication to sustainability and showcase its sustainable practices. To obtain the stamps - Gold, Silver and Bronze – hotels must meet the highest standards of DET's 19 Sustainability requirements, covering criteria such as energy and water efficiency, waste management programmes, and staff education and engagement initiatives.

Meanwhile the city's largest event venue, Dubai World Trade Centre, is leading the way when it comes to sustainability. One of its flagship projects has been the introduction of photovoltaic solar panels, generating

3.5 megawatts of power and clearly demonstrating its commitment to clean energy sources.

In planning and hosting events, DWTC's 'Green Meetings' initiative encourages eco-friendly practices such as reducing plastic bottle use, minimising water consumption in cleaning, and advocating for paperless event materials.

It also adheres to the principle of 'Reduce, Reuse, Recycle' with recycling bins conveniently placed throughout the venue. DWTC's Earth Care team works with exhibitors post-event to segregate bulk waste, and in addition to this the venue fosters strategic partnerships with local organisations on recycling campaigns and distributing excess food to those in need. Recognising all of these efforts, DWTC has earned Green Globe certification.



Find out more here

Mohammed bin Rashid Solar Park



North America



Banff National park Canada

"Optimism and confidence for the year ahead"

1,231 meetings

12% of global meetings



Jose Barreiro

Regional Director North America, ICCA

jose.b@iccaworld.org

North America Regional Insights

North America with its three distinct countries (United States, Canada, and Mexico) and exceptional diversity, has a meetings industry forecast for 2024 that is looking extremely positive, with high expectations and confidence among meeting professionals. According to multiple meetings industry media surveys, organizers are optimistic about their business, which is 5 percentage points higher than the previous year with several key destinations already returning to pre-pandemic levels!

One of the key indicators of this positivity is the expected rebound in attendance numbers, with North America leading the way in attendance expectations. Internal team meetings, client/customer advisory board meetings, incentives, special events, and larger conferences with trade shows are all expected to see increased attendance next year.

In terms of event volume, the number of events is approaching pre-pandemic levels, with year-to-date event volume reaching 90% of the comparable 2019 mark. Major markets such as Austin, Dallas, Toronto, Los Angeles, Miami, and Nashville have already recovered to pre-pandemic volume.

Corporate meetings are driving the bulk of the rebound, with small and medium-sized gatherings expected to see a rise in volume next year. Hotels are banking on group travel to boost revenue, as business and group travel continue to drive rate growth. Average daily rates are projected to increase, with business events serving as the primary driver of growth in the hotel sector.

Meeting budgets are also expected to rise in 2024, with many meeting organizers projecting an increase. As the costs of goods and services continue to be a top concern for planners, the commitment by Associations to Sustainability programs, Immersive Venue and Content Technology and Community Engagement initiatives, will also have an impact on budgets and planning. International ambitions are also positive with many respondents on meetings' surveys intending to produce cross-border events in 2024, despite potential economic challenges.

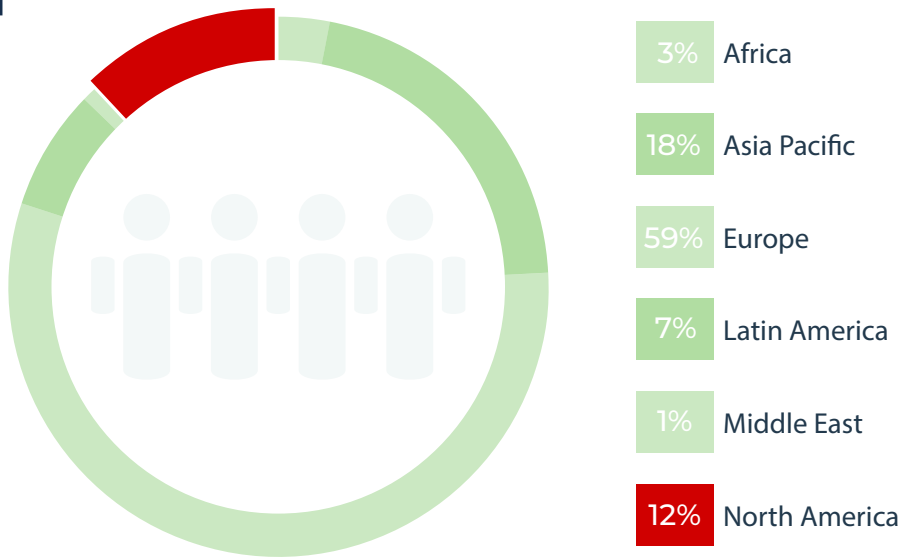
Overall, the meetings industry forecast for 2024 is filled with optimism and high expectations in the United States, Canada, and Mexico. With attendance numbers rebounding, event volume approaching pre-pandemic levels, and a rise in meeting budgets, meeting professionals are gearing up for a successful year ahead. The North American meetings industry remains resilient and ready to adapt to whatever comes their way in 2024.

Seattle, WA



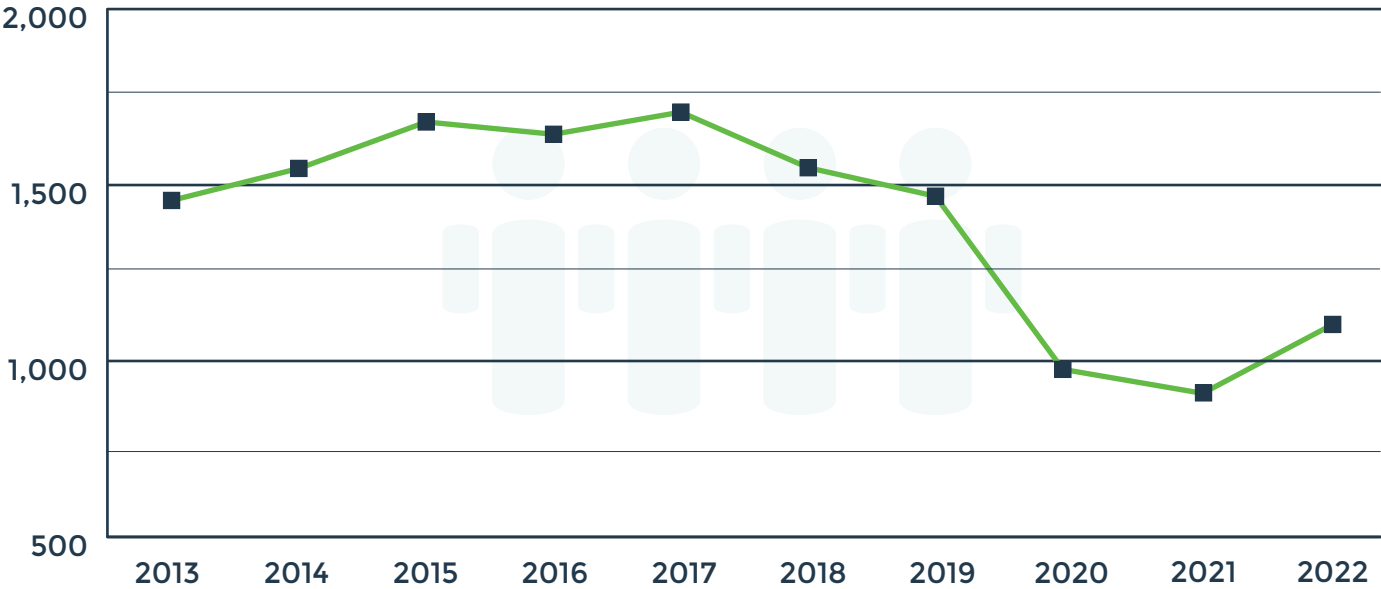
North America Trends

Global overview for all meetings held in North America in 2022.



Rank	Country	Total
1 st	U.S.A.	782
2 nd	Canada	280
3 rd	Mexico	166

Rank	City	Total
1 st	Montreal, QC	68
2 nd	Vancouver, BC	58
3 rd	Mexico City	57
4 th	Toronto, ON	46
5 th	Boston, MA	37



Toronto

Diversity to the core

Meet in a city where different perspectives are not only celebrated but remixed. Here, infinite fusions of cultures and ideas open minds and bring new insight to your organisation. Toronto is a leading global influencer across multiple economic sectors and has a booming start-up culture. The city's conference and event spaces combine state-of-the-art facilities with world-class recreation. The city is pulsing with unique experiences, exceptional dining and memorable stays.

Diversity thrives in Toronto as the city is home to over 53% of Torontonians born outside of Canada, with more than 180 languages and dialects spoken and a proud representation of 250 communities. With a population from various corners of the globe, Toronto boasts a rich pool of professionals with a wealth of expertise, ensuring that industry events held in the city benefit from a wide range of perspectives and insights. Whether you're planning a conference or meeting, Toronto

offers an unparalleled environment where diverse perspectives, ideas, and experiences converge to create dynamic and enriching events.

The city's commitment to inclusivity is evident in its venues and event spaces, which cater to cultural preferences and needs. Toronto's hospitality industry is renowned for its adaptability and versatility, ensuring that events can be tailored to suit the specific requirements of any audience. From cutting-edge conference facilities to historic venues with a touch of old-world charm, Toronto offers a diverse range of spaces that can be customised to create memorable and impactful events.

Toronto's multicultural neighbourhoods add another layer of richness to the meeting experience. Explore vibrant districts such as Chinatown, Little Italy, and Greektown, to immerse in different cultures and culinary delights. Discovering global flavours across



Toronto City Hall

7,500+ restaurants is a trip on its own. Toronto was also the first in Canada with MICHELIN Guide-recognized restaurants.

Toronto's many venues and event organisers have embraced eco-friendly and inclusive practices: Accessible venues that welcome the diverse needs of large groups and hospitality professionals who are committed to sourcing locally and reducing food waste. The country's largest convention facility, **Metro Toronto Convention Centre** is committed to making a positive impact focused on sourcing local and donating leftover items. **Exhibition Place** is a leading green venue with its Enercare Centre and Beanfield Centre venues having earned LEED Platinum and Silver certification, respectively.

Moreover, Toronto's accessibility is a testament to its commitment to inclusivity. The city boasts a well-connected transportation infrastructure in & around the city, including access to a major international airport to the city core in just 25 minutes. Toronto's comprehensive network of public transportation services makes getting around worry-free for large groups, ensuring that travel convenience for planners and attendees remains a top priority.

As a testament to its global appeal, Toronto has been the proud host of numerous international conferences and business events. The city's ability to seamlessly blend business with diversity has attracted organisations from various industries, making it a sought-after destination for those looking to host impactful and inclusive events.



Find out more here



Events Highlight Calendar 2024

Global Influence, Regional Insight, Local Impact.



JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	ICCA Meetings Africa Association Day ICCASKills CICE/CICS Course Luxembourg Hub	ICCASKills CICS Course ICCASKills CICE Course	Elevate 2030: The Future of Association Meetings and Societal Transformation ICCASKills CICS Beijing ICCA Association Impact Masterclass	ICCA Business Workshop European Venues Sector ICCA Global Business Exchange ICCA Association Expert Seminar IMEX Frankfurt ICCA Plenary		ICCASKills CICS Course Luxembourg Hub FIEXPO Latin America Global Association Forum	IBTM Americas	ICCA Future of Healthcare Meetings ICCASKills CICE New Zealand ICCA Latin America & the Caribbean Summit		IBTM World ICCASKills CICE Course Luxembourg Hub	

The Future of Healthcare Meetings

2-4 September, 2024 | Zurich, Switzerland



Hosted by:

**Zürich,
Switzerland.**

ICCA Global Association Forum 2024

*Meaningful connections
for meetings that matter*

24-26 June 2024
Cancún, Mexico

Hosted by

cancun





International Congress and Convention Association

Global Influence, Regional Insight, Local Impact

Phone: +31 20 398 1919
Fax: +31 20 699 0781

Email: icca@iccaworld.org
Website: www.iccaworld.org

ICCA: Alpha Tower, De Entree 57
1101 BH Amsterdam, The Netherlands



www.iccaworld.org