

CONFERENCE DESTINATION MADRID

Breaking all records



The meetings tourism business in Madrid is in excellent shape at the moment. The Spanish capital now stands sixth in the ranking published by the International Congress and Convention Association (ICCA), based on worldwide events held during last year in a total of 1,958 cities. In 2010, 114 international conferences were approved for Madrid, up by 31% compared to 2009 and by 79.5% compared to the last 10 years, when the Spanish capital was ranked sixteenth with 63.5 conferences. For the second year running, this position has set a historic record for Madrid, exceeding the 2009 figure, when it occupied 13th place with 87 validated events.

Continuing the trend for growth and according to a report on the Meetings Market in the City of Madrid compiled in 2010, last year the capital hosted 14,095 meetings with a total of 1,290,171 delegates.

These figures mean that 2,661 more meetings were held in 2010 (23.3% more than in 2009) attended by 256,920 delegates (24.9% more than in 2009). The impact of direct expenditure made by delegates and their companions has risen to over a thousand million euros, an increase of 46.63%.

▶▶ 100 validated congresses

Attracting conferences to the city is proof of the hard work put in by Madrid City Council, which has supported the sector and driven the work of the Madrid Convention Bureau (MCB) as part of the city marketing agency Promoción Madrid.

Madrid has taken sixth place in the International Congress and Convention Association's ranking, which assessed global events organised in 2010 in 1,958 cities around the world. For the first time in its history, the Spanish capital surpassed the 100 validated congresses mark and has taken its place among the top ten cities in terms of number of international conferences, overtaking cities like Amsterdam and Copenhagen, which specialise in business tourism.

This is the second consecutive year that Madrid has held a record number of congresses, surpassing its previous best in 2009, when it took 13th position with 87 validated events. In 2010, Madrid hosted 114 validated international congresses, a 31% increase over last year and a 79.5% increase over the last ten years. During this time, the city held an average of 63.5 congresses each year, earning it sixteenth place in the ranking. Madrid maintains its edge over other large business, political and tourism hubs such as London, Brussels, Sao Paulo, Beijing and Rome.

▶▶ Madrid, the best destination in Europe for North American business tourism

The MCB presentation at the AIBTM trade show in Baltimore highlighted the advantages of Madrid for companies planning to organise events in Europe.

- The Madrid Convention Bureau attended this event to reinforce the work it has been doing in the United States, its leading source of tourists.
- During the sessions over 700 exhibitors met some 3,000 buyers.
- In 2010 the number of visitors from the US coming to Madrid reached 489,885, an increase of 17.73% on figures for 2009, consolidating it as our leading source of tourists.
- Last year Madrid and airports in the US were linked by 4,783 direct flights.

The MCB emphasised Madrid's accessibility as a destination and a gateway to Europe for travellers and American companies interested in organising events, conventions and incentive travel in Europe. This message was reflected through visual media at the trade show, highlighting the idea of Madrid as "your home in Europe".

Madrid City Council has done a great deal to help attract these congresses, supporting the sector and promoting the work undertaken by its congress and convention department, the Madrid Convention Bureau (MCB). This body is integrated into the structure of the city's marketing agency, Promoción Madrid.





Conventions don't have to be conventional

A business trip to Madrid seems less like hard work than most.

Sunny weather, conveniently located conference venues and gourmet lunches are just some of the bonuses for when you visit on business.

After a busy day, Madrid's famous museums and elegant stores are a great way to recharge before sampling the vibrant nightlife.

Relax over tapas in an outdoor café or dance until dawn. Whatever you do, Madrid is the business.

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