

# Madrid takes sixth spot in world rankings for international congresses



With 114 congresses validated by the International Congress and Convention Association (ICCA), the city of Madrid finds itself among the top ten destinations specialising in business tourism. This record figure marks a 31% increase on the number of international congresses in 2009, when Madrid was in 13th position, and is 79.5% higher than the average for the last ten years. The ranking includes a total of 1,958 destinations; Madrid has overtaken many cities that specialise in business tourism and a number of the world's leading economic, political and tourist centres.

## Second consecutive year of progress

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.

The Palacio de Congresos de Madrid in Paseo de la Castellana hosted most of the events in the city, followed by the Meliá Castilla Hotel, both venues being associated with the MCB.

## Best represented industries

The medical and technology industries held the most congresses, each with 14 validated events, followed by the sciences with 13. It is worth noting that more than 20% of the validated events held in Madrid took place on the grounds of the city's university institutions or had direct ties with them.

## Facts on business tourism

▶ According to the report on the Meetings Market in the City of Madrid in 2010 prepared by the consulting agency Telecyl, the Spanish capital hosted 14,095 meetings last year with a total of 1,290,171 participants. These figures reflect a substantial increase in both the number of meetings (2,661, which is 23.3% higher than in 2009) and the number of participants (256,920, up 24.9% on 2009). The average number of participants per meeting has also increased, and is now above 90.

▶ Of the 14,095 meetings, 969 were congresses, 3,165 were conventions, 3,485 were conferences and 6,476 were other types of meetings. The majority were national events (12,031 meetings and 941,025 participants). However, the number of international participants rose by 44% in 2010.

▶ The most strongly represented industries were the culture industry (10.4%) and the chemical-pharmaceutical industry (10.3%). Of the meetings, 38.4% were attended by fewer than 50 participants and 29.8% had between 50 and 150 participants. It should be pointed out, however, that 4.1% of the meetings had more than 1,000 participants, the highest percentage of large meetings in recent years.

▶ The average length of the meetings was 1.64 days, while the average stay of the participants in the city was 3.42 days. Madrid's architecture, monuments, culture, leisure and entertainment were the aspects most valued by participants. The impact of direct spending by participants and those accompanying them was in excess of a thousand million euros (€1,068,328,441), 46.63% higher than last year.

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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