

**Cyprus Tourism Organization**  
Market Research Report:  
'Collection of Statistical Data for Conference and  
Incentive Events 2014'

Final Submission: October 2015



**UNIVERSITY OF NICOSIA**  
**ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ**

## I. INTRODUCTION

Conference and Incentive Tourism is a major business sector and according to data provided by the International Congress and Convention Association (ICCA) the sector has witnessed a rapid growth during the last decade. Recognizing the potential of the sector and especially its contribution towards the seasonality goal, the Cyprus Tourism Organisation has established as a priority the development of proper infrastructure for Conferences and the promotion of the comparative advantages of Cyprus as a Conference and Incentive Tourism destination.

In this context, the Cyprus Tourism Organisation is implementing a comprehensive product and marketing strategy to target the sector of Conference and Incentive Tourism. In order to assess the current trends and future developments of the sector, CTO has been commissioning since 2006 a Market Research project through which systematic and objective statistical data is gathered from organizers of Conference and Incentive events in Cyprus.

The primary objective of this project is to investigate the factors that are necessary in allowing Cyprus to establish itself as a popular destination for Conference and Incentive Tourism. The research objectives as they were defined by CTO in the Terms of Reference are:

- Identify and record the number of Conference and Incentive events organized in Cyprus during 2014.
- Provide an in depth analysis of the major characteristics of the events organized in Cyprus with emphasis on the classification (Association, Corporate, etc), the main themes covered in the events, the implementation date and duration, the estimation of the total number of participants, the type of venue used and the assessment of the total budget of the events.

Data collection and analysis of the results for 2014 was assigned by CTO to Insights Market Research (IMR) / University of Nicosia.

## **II. METHODOLOGY**

The survey covered all potential Organizers of Conference and Incentive trips operating in Cyprus. The potential enterprises and organizations were extracted from CTO's lists of Destination Management Companies, Professional Congress Organizers', Travel Agents, Hotels, Higher Education Institutions, Associations, Government and semi-Government Organizations and other private Enterprises.

### **Selection Criteria**

The criteria defined by CTO in order to record an eligible Conference/Incentive event for non-CIMA members were:

- For Conferences: To include at least thirty (30) participants from abroad
- For Incentives: To include at least twenty (20) participants from abroad
- For both Conferences and Incentives: To include at least one overnight stay

The criteria defined by CTO in order to record an eligible Conference/Incentive/Congress event for CIMA members were:

- For Conferences, Incentives and Congresses: To include 80% of the participants from abroad and at least one overnight stay

### **Sampling Method and Data Collection**

The sampling method was divided into three stages. Firstly, an email was forwarded to all potential participants providing information regarding the project focusing mainly on the objectives and the methodology. The email included an attached letter from CTO indicating the importance of the project and asking the cooperation of the organizations/enterprises.

At the second stage all potential participants were contacted through telephone in order to identify their eligibility to participate in the survey. If the enterprise/ organization was eligible for participation then the project team forwarded the questionnaire and arranged a meeting for a personal interview.

The personal interview was conducted at the premises or the participants during the period of May and September of 2015. The interview length depended on the amount of data provided by the participant. The average length of interview was approximately 25 minutes long.

### **Questionnaire**

The structured questionnaire was designed by CTO. The questionnaire was designed based on the research objectives of the project and the various indicators that had been researched previously by CTO from 2006 through 2015. A structured questionnaire was designed for CIMA members and another structured questionnaire was designed for non-CIMA members.

### **Interviewer's team and training**

The fieldwork team included five (5) interviewers and one fieldwork supervisor. The fieldwork team participated in a training program administered by IMR's fieldwork manager which focused on the methodology approach, the objectives of the project and the questionnaire structure.

### **Data entry and validation**

In order to avoid the problem of double data entry for the same conference/incentive/congress, the completed questionnaires were edited and approved by the project team. The approved questionnaires were processed in QPS statistical software.

### III. EXECUTIVE SUMMARY

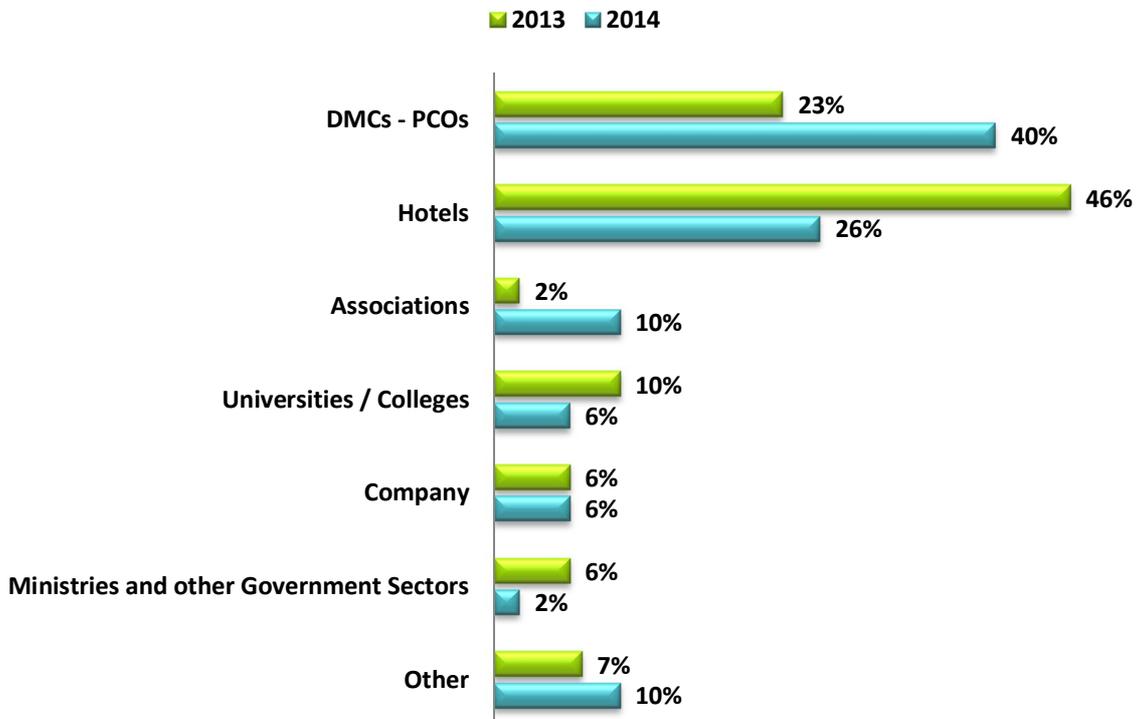
- The total number of organizations / enterprises that participated to the collection of the statistical data for conferences and incentive events in 2014 was 52. Many organizers agreed that due to the economic crisis they were unable to conduct any events or as many as they did last year. Some DMC's / PCO's also are no longer active. These were the main factors that had affected the total number of events accommodated in Cyprus during 2014.
- The majority of events organized during 2014 were conferences (212) while the number of incentive trips was 103 and the number of congresses was 11. More events were organized but some of them did not meet the criteria regarding the minimum number of participants and some providers were unable to give more information about the events. For these reasons, these events didn't involve in the statistical results.
- DMCs / PCOs were the main providers of the data collected (40%), while hotels provided less information (26%).
- Medical, educational, sports, accounting / auditing and IT subjects were the most common themes covered by events.
- The ideal seasons for conferences were autumn and spring. These two seasons had attracted the majority of all events.
- The most preferable venue for the events were hotels (77%) followed by alternative spaces with only 11% of the events being accommodated there.
- The total duration for all events was 1.388 days, with conferences allocating 60% (or 830) of them, incentives 510 days and congresses 48 days.
- There were 28.438 people participating in all events during 2014. Conferences had attracted the majority of these people 72% (or 20.474).
- The most events (53%) for the year 2014 expanded up to €25.000.

#### **IV. ANALYSIS OF FINDINGS**

**TOTAL SAMPLE**

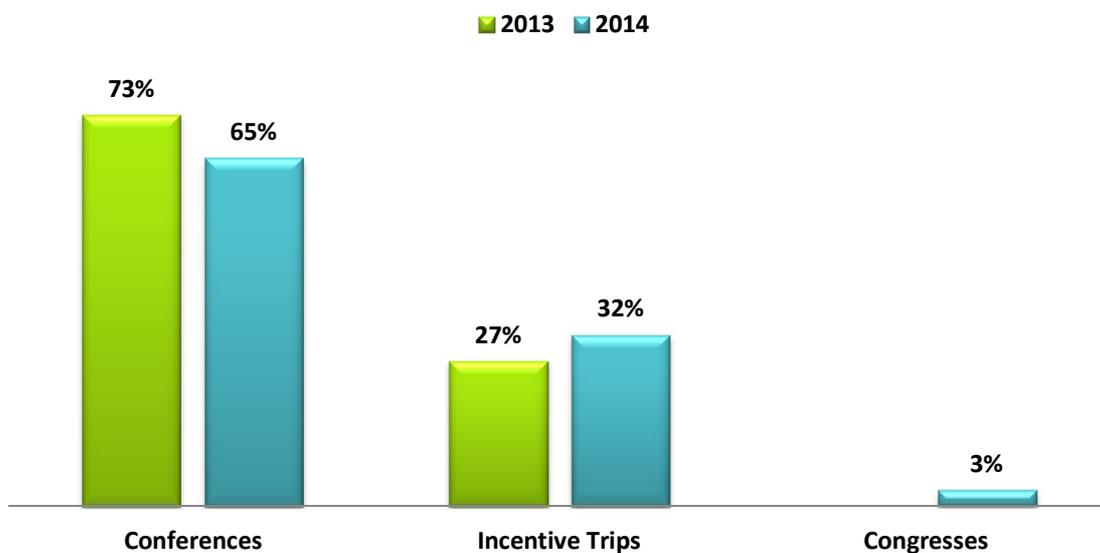
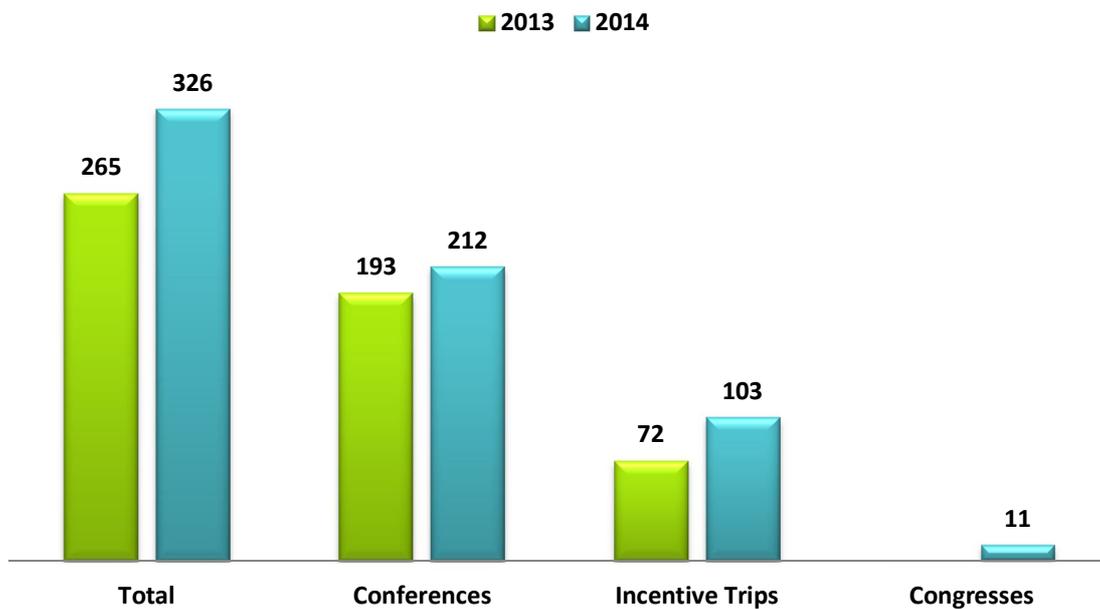
## 1. Data providers

DMCs / PCOs are the majority of the data providers for the year 2014, while hotels provided the most data in 2013. DMCs / PCOs and hotels provided the most data for the conferences, incentive trips and congresses for the years 2013 and 2014.



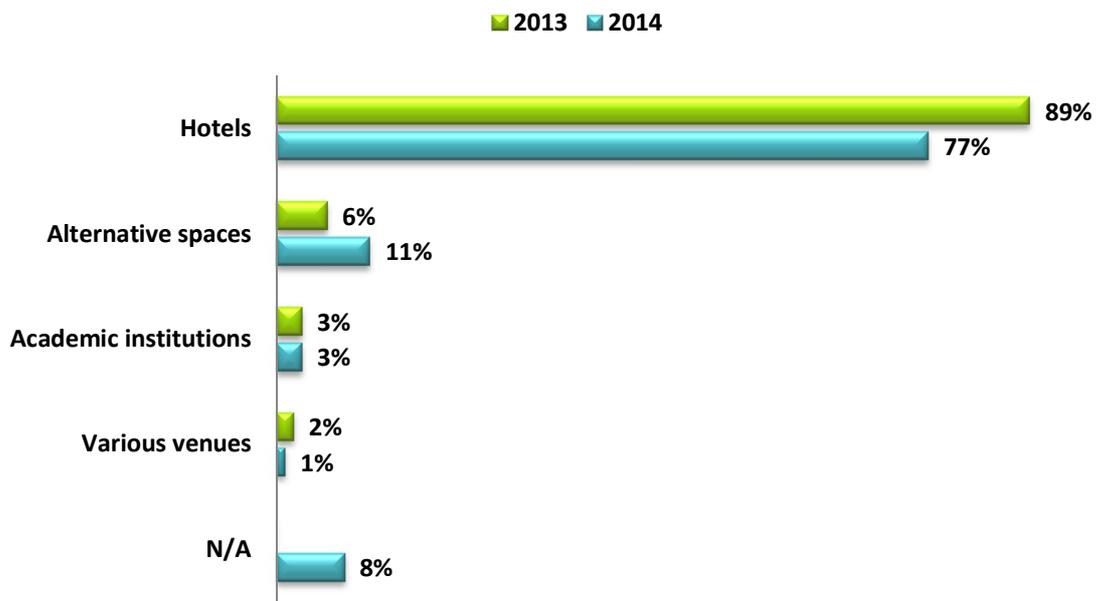
## 2. Number of Events which met the criteria

The total number of events organized in 2014 in Cyprus and they met the criteria (326), seems to have increased according to the data provided by all respondents. Specifically, it has been a small increase to the number of conferences organized (only 19 conferences more) and an increase on the number of incentives (31 incentives more), compared to the 2013. Moreover, 11 (or 3%) congresses organized in 2014, while in 2013 no congress was organized.



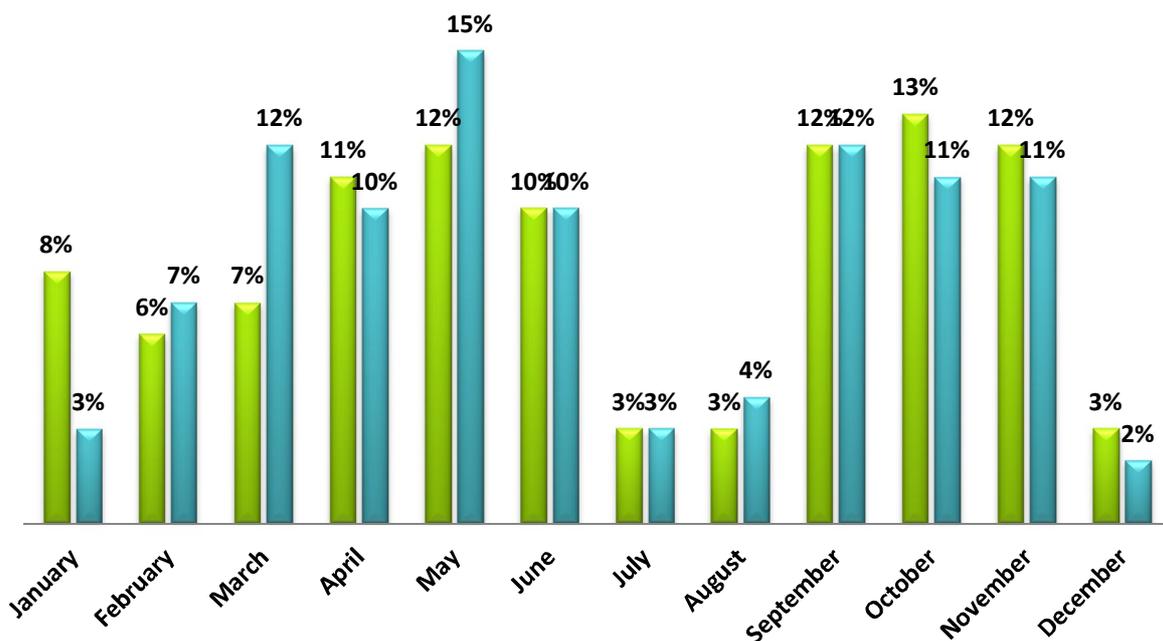
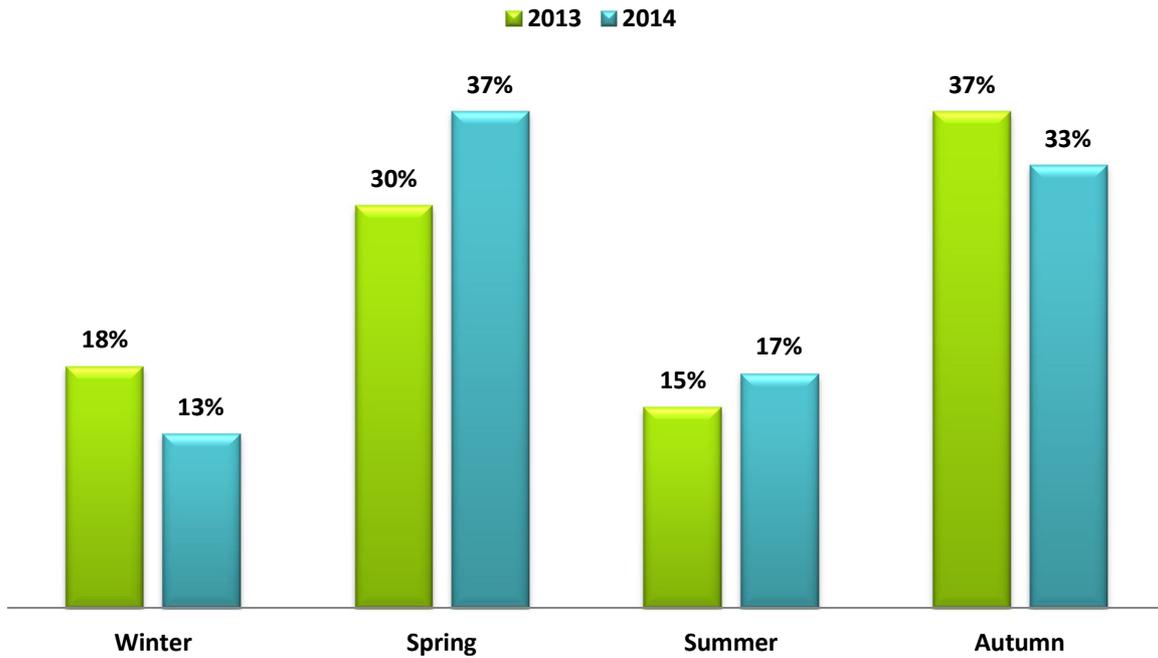
### 3. Venue of Events

The majority of all events organized in 2014 were accommodated by hotels (77%). Hotels experienced a decrease on the number of events conducted at their spaces from 89% in 2013 to 77% in 2014, while Alternative spaces were more preferred since there was an increase from 6% in 2013 to 11% in 2014. Academic institutions ranks third for both years 2013 and 2014, while various venues ranks in the fourth place.



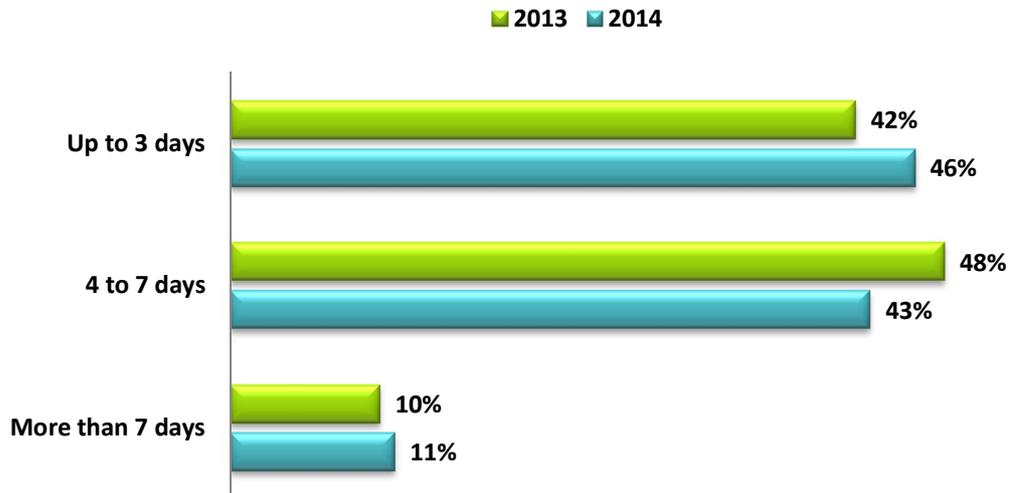
#### 4. Seasonality of Events

The most preferable season for all events for the year 2014 was spring, while autumn was the most preferable season for the year 2013. The most preferable month for the year 2014 was May, while October was the most preferable month for 2013. Generally, spring and autumn are the two most preferred seasons for the years 2013 and 2014, while winter and summer are less preferred for organizing conferences/incentive trips.

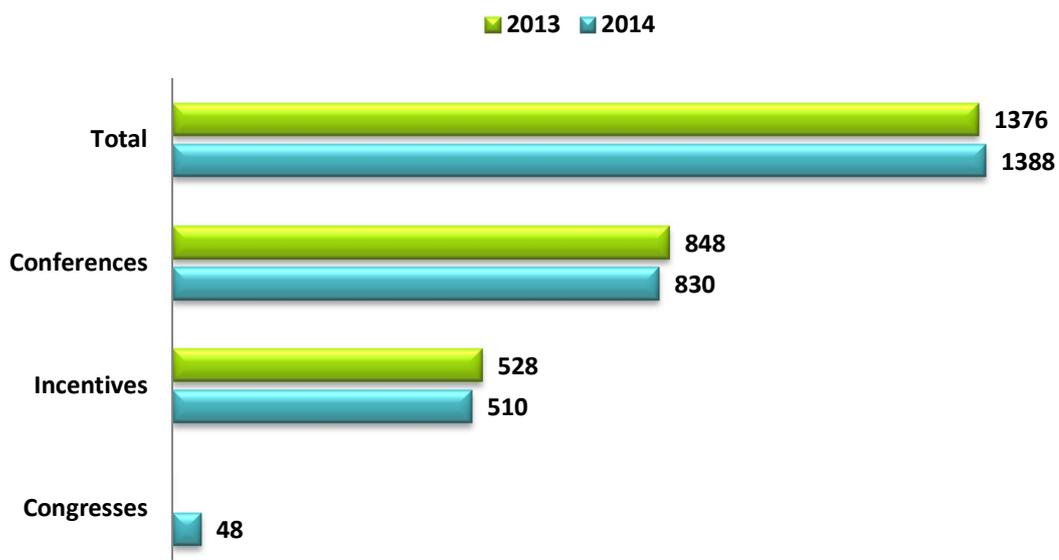


## 5. Duration of Events

In 2014, the durations of most events were 3 days (46%), while in 2013 the duration was between 4 and 7 days (48%).

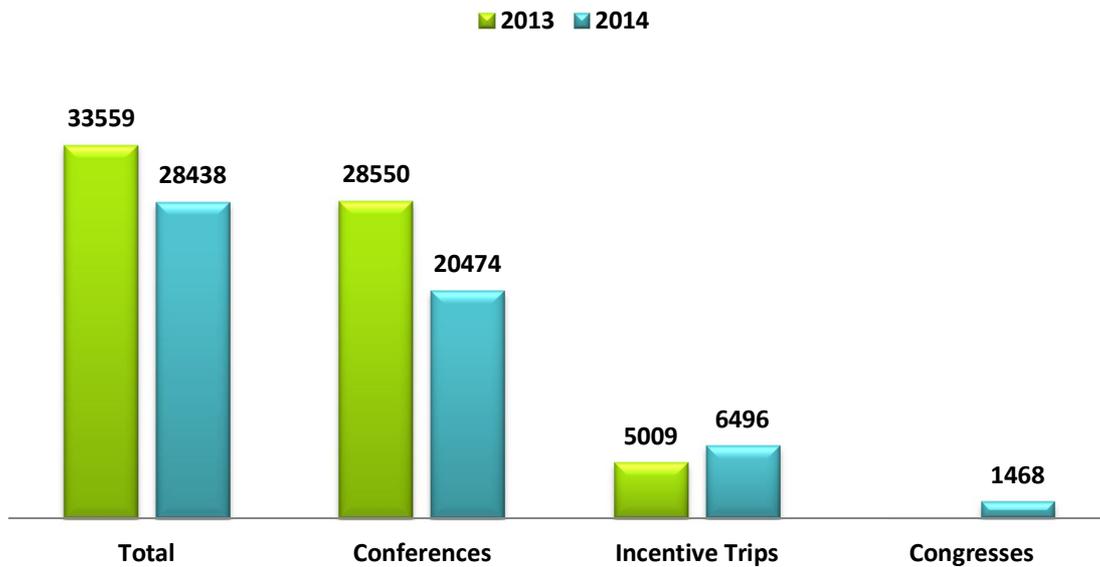


The total number of days of all events organized in 2014 has slightly increased comparing to 2013. The total number of days for conferences and incentive trips has decreased from 848 in 2013 to 830 in 2014 and from 528 in 2013 to 510 in 2014. The total number of days for the congresses was 48 in 2014.

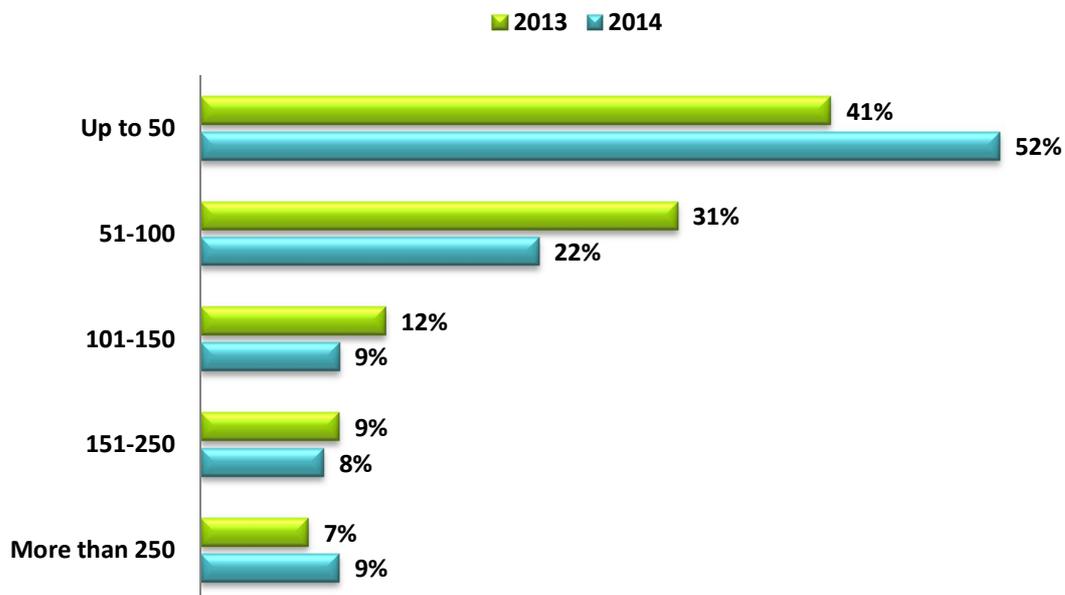


## 6. Number of participants

The total number of participants in 2014 has decreased significantly compared to 2013 (from 33.559 in 2013 to 28.438 in 2014). The total number of participants for conferences has decreased (from 28.550 in 2013 to 20.474 in 2014), while the total number of participants for incentive trips has increased (from 5.009 in 2013 to 6.496 in 2014). The total number of participants for the congresses was 1.468 in 2014.

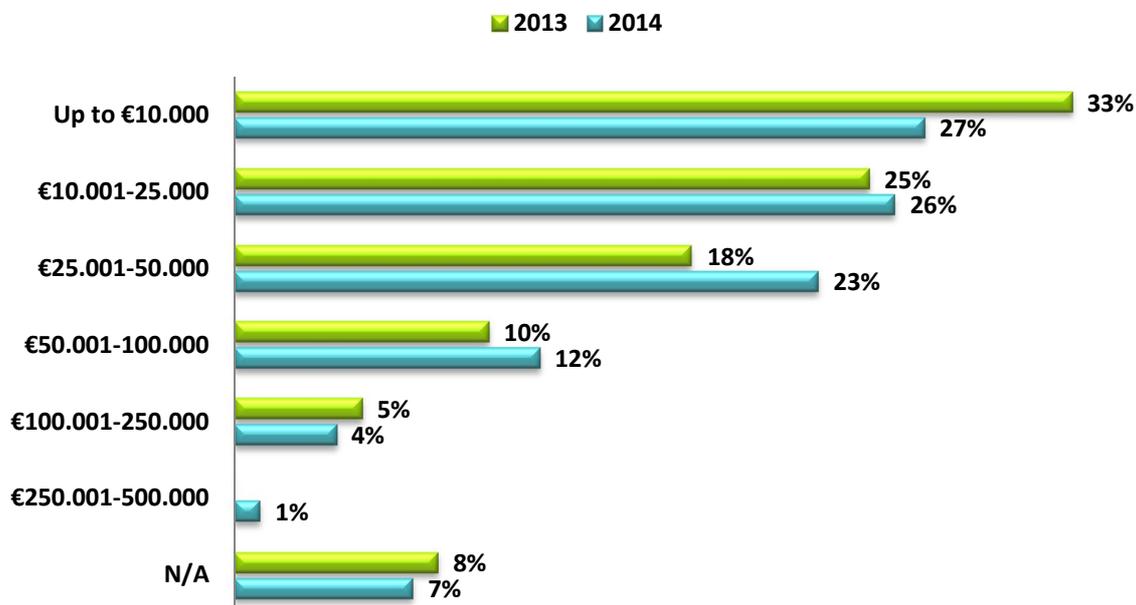


The majority of all events organized in 2014, consisted of up to 50 participants (52%), while in 2013, 41% of the events consisted of up to 50 participants.



## 7. Total budget for events

The budget expenditure trends apply both for events organized in 2013 and 2014. Specifically, most events for the years 2013 and 2014 expanded up to €25.000 (58% and 53% respectively).

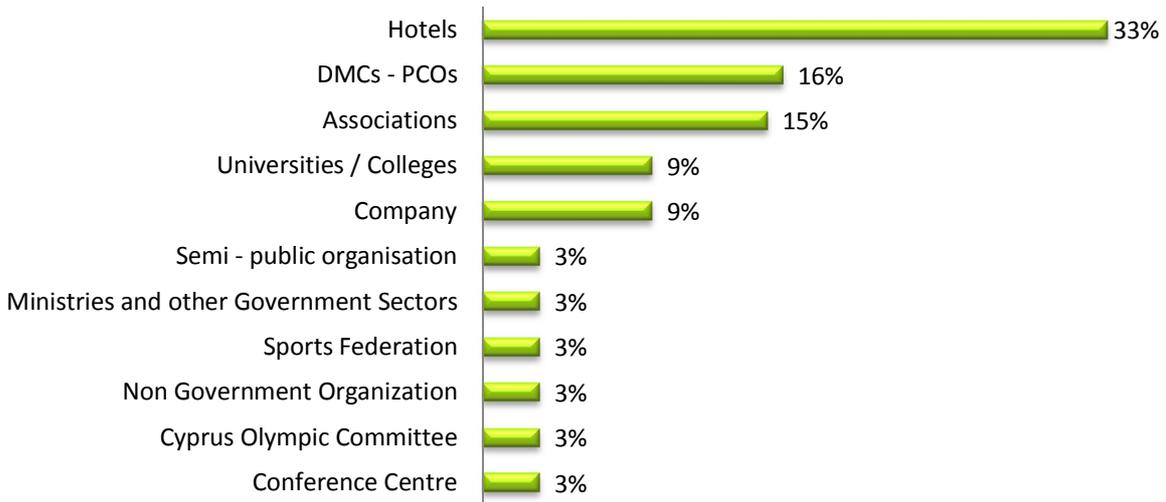


## NON-CIMA MEMBERS

## 8. Data providers

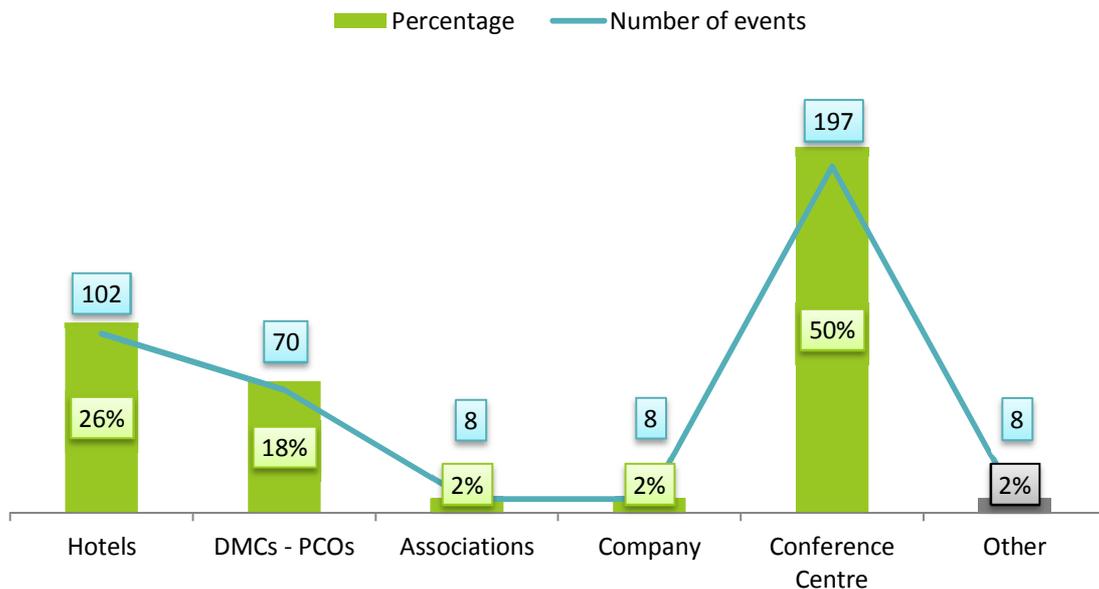
### 1.1 Sample analysis (N=33)

The data was mainly provided by hotels (33%), DMCs / PCOs (16%) and associations (15%). Academic institutions (universities / colleges) and Companies contributed to the collection of data by providing 9% each of the total data. Other providers that also contributed were: the Semi – public Organization (3%), the Government sector (3%), the Sport Federation (3%), non-Government Organization (3%), the Cyprus Olympic Committee (3%) and the Conference Centre (3%).



### 1.2 Analysis of data by data provider (N=33)

The Conference Centre provided the majority of information about all events/conferences that were organized in 2014. Specifically, the total number of events organized/accommodated by the Conference Centre was 197 or 50% of all events. Hotels organized 102 events or 26% of all events, while DMCs / PCOs 70 events, Associations 8 events, Companies 8 events and Others 8 events.

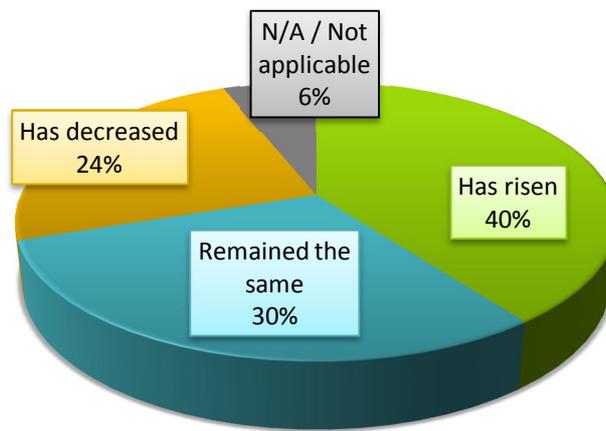


## 9. Perceptions on Current and Future Trends in Conference / Incentive Sector

### 2.1 Perceptions on Current Trends in Conference Sector (N=33)

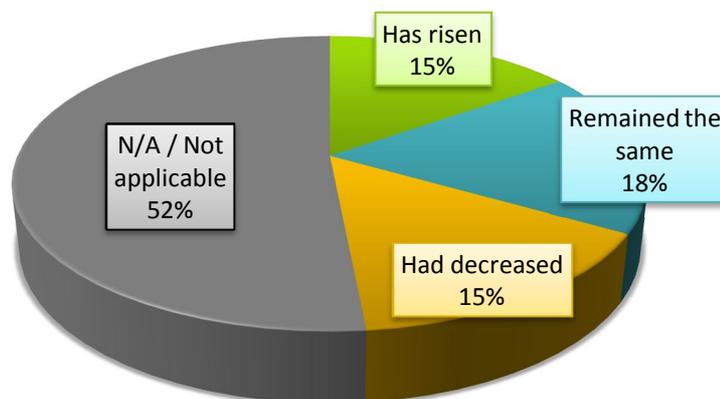
One out of four respondents (24%) indicated that the total number of conferences they had organized during 2014, had decreased, while one out of three respondents (30%) denoted that the number of conferences had remained at the same level. Also, 40% of all respondents indicated that the number of conferences had risen.

In regards to hotels, 15% claimed that there was an increase to the number of events they had organized/accommodated against 63% which indicated a decrease on this number. The majority of DMCs / PCOs (54%) indicated a significant decrease on the number of events organized in 2014 against 15% which indicated an increase on this number.



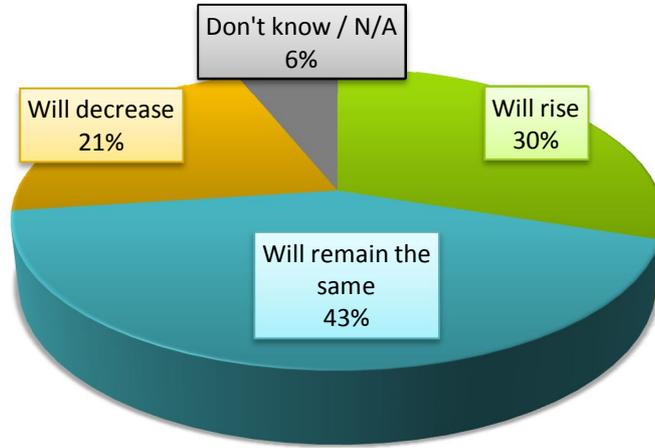
### 2.2 Perceptions on Current Trends in Incentives Sector (N=33)

Only 15% of all respondents indicated an increase to the number of incentive trips organized in 2014. One out of five respondents (18%) claimed that the number of these trips fluctuated at the same levels as in 2013. Fifteen percent indicated that the incentives sector had experienced a decrease during 2014 in contrast to 2013. It should be noted that only 13 respondents had organized incentive trips during 2014.



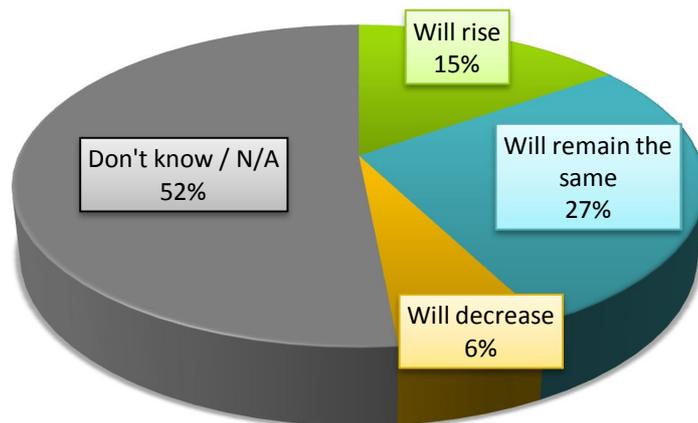
### 2.3 Perceptions on Future Trends in Conference Sector (N=33)

One out of three participants (30%) are expecting an increase in regards to the number of events in the Conference sector, while 43% indicated that it will remain at the same level as in 2014. Twenty one percent of the participants believe that the Conference sector will experience a further decrease on the demand of these events.



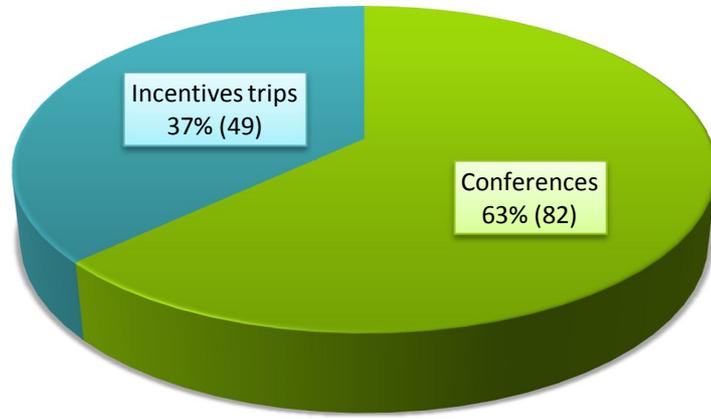
### 2.4 Perceptions on Future Trends in Incentives Sector (N=33)

Fifteen percent of participants are expecting an increase in regards to the number of events in the Incentives sector, while 6% believe that it will further decrease. Twenty seven percent of participants expect that the market volume in the Incentives sector will remain the same as in 2014.



**10. Number of Events which met the criteria**

The total number of all events organized in 2014 and they met the criteria are 131, which 63% (82) of them were conferences and 37% (49) were incentive trips.

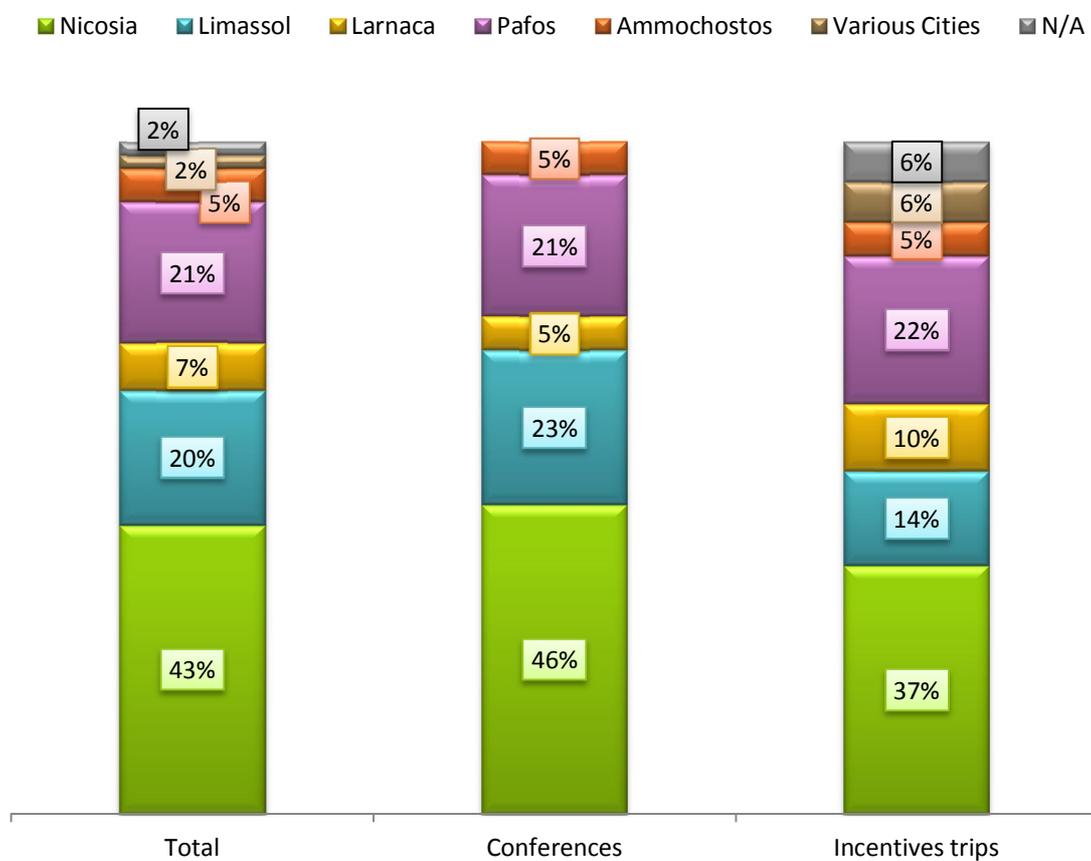


## 11. Geographical Distribution of Events (N=131)

Nicosia (43%), Pafos (21%) and Limassol (20%) accommodated most of the conferences/incentives during 2014. Larnaca accommodated 7% of all events, while Ammochostos 5% of the events.

Nicosia contributed more on the percentage of all conferences with 46% (or 38 conferences) comparing to Limassol which accommodated 23% of all conferences. Twenty one percent of conferences were conducted in Pafos in 2014, while Ammochostos and Larnaca ranked at the same level, with each of them accommodating 5% of the conference events respectively.

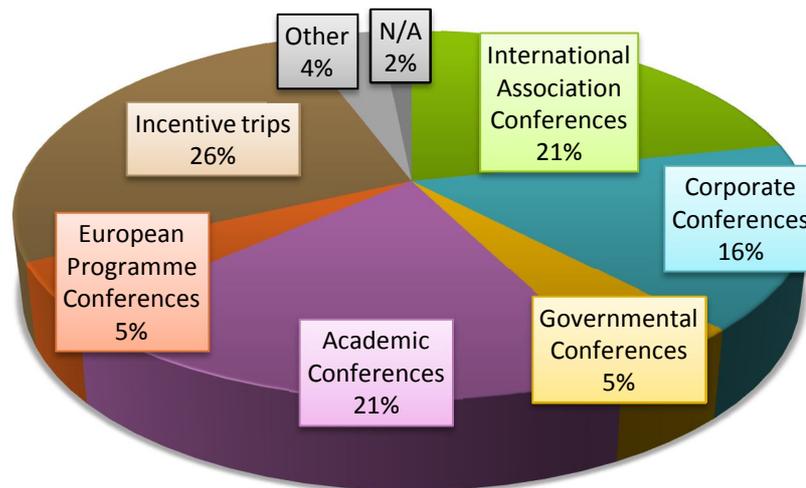
The majority of incentive events in 2014, were conducted in Nicosia (37% or 18 events), while Pafos contributed less with 22% being accommodated there. Fourteen percent of incentives were conducted in Limassol, 10% in Larnaca and 5% in Ammochostos.



## 5. Classification of events

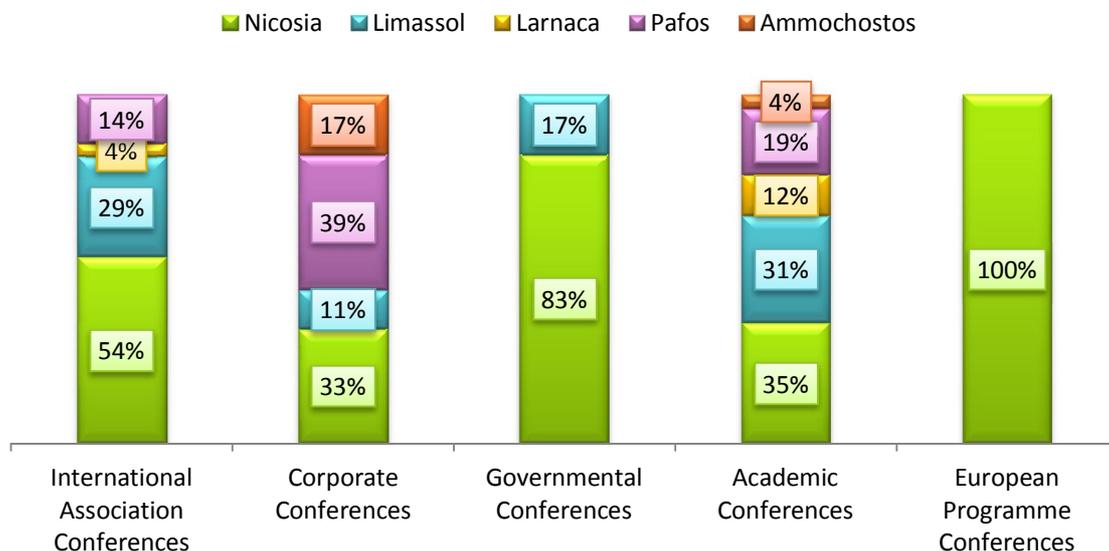
### 5.1 Classification of all events organized in 2014 (N=131)

Incentive trips organized in 2014 constituted 26% of all events. Academic Conferences and International Association Conferences ranked at the same level, with each of them organized in 2014 21% of all events respectively. Corporate Events organized in 2014 were 16% of all events, while 5% were Governmental Conferences and 5% European Programme Conferences.



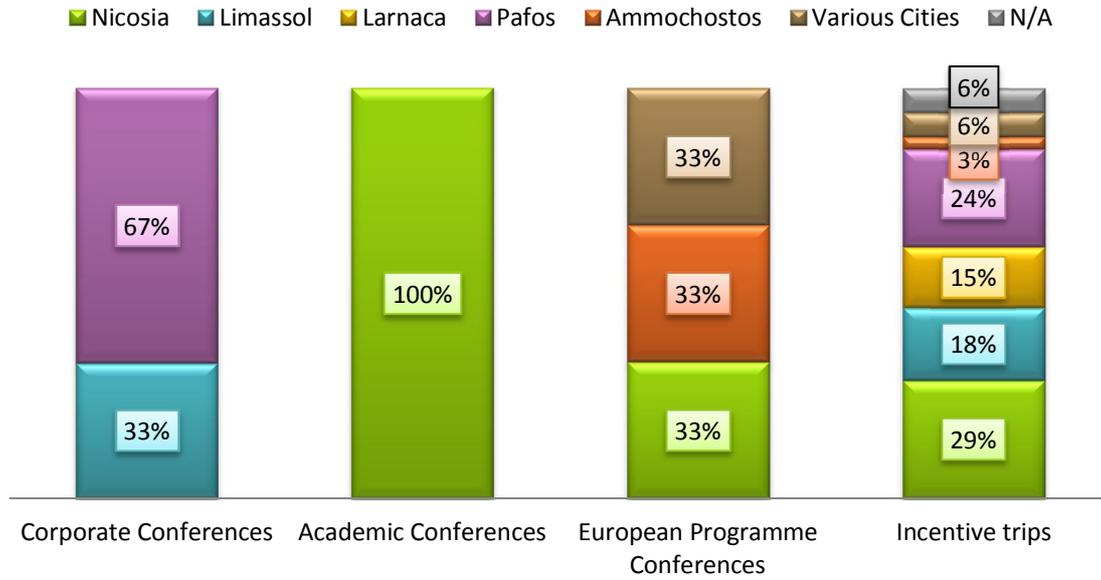
### 5.2 Classification of all conferences organized in 2014 (by district) (N=82)

One of two (54%) International Association Conferences were conducted in Nicosia while 29% of them were conducted in Limassol, 14% in Pafos and 4% in Larnaca. Nicosia also accommodated most Governmental Conferences (83%). Nicosia and Limassol conducted almost the same number of Academic conferences in 2014 (35% and 31% respectively). European Programme Conferences were conducted only in Nicosia. The Corporate conferences were conducted 33% in Nicosia, 11% in Limassol, 39% in Pafos and 17% in Ammochostos.



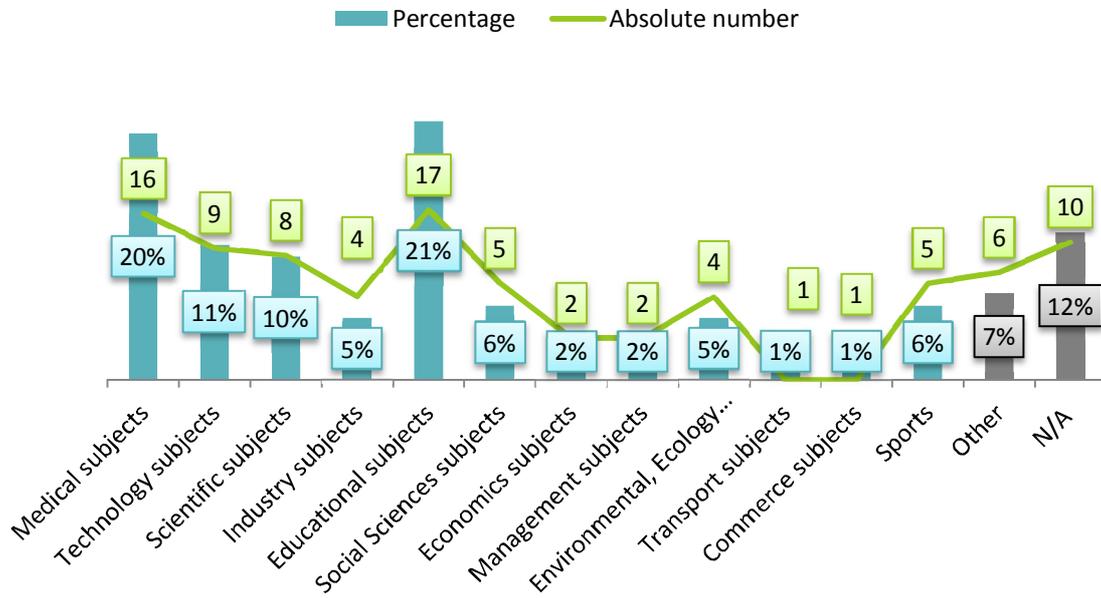
### 5.3 Classification of all incentives organized in 2014 (by district) (N=49)

Sixty seven percent of Corporate Conferences were conducted in Pafos, while 33% of them were conducted in Limassol. Academic Conferences were conducted only in Nicosia. There was an equal share of European Programme Conferences between Nicosia and Ammochostos, with both cities conducting 33% of these conferences. The Incentive trips were conducted 29% in Nicosia, 24% in Pafos, 18% in Limassol, 15% in Larnaca and 3% in Ammochostos. There were also 6% of Incentive trips conducted in Various Cities and 6% in N/A.



## 6. Main themes covered in Conference Events (N=82)

The main themes covered in conference events were Educational subjects (21%), Medical subjects (20%), Technology subjects (11%) and Scientific subjects (10%).

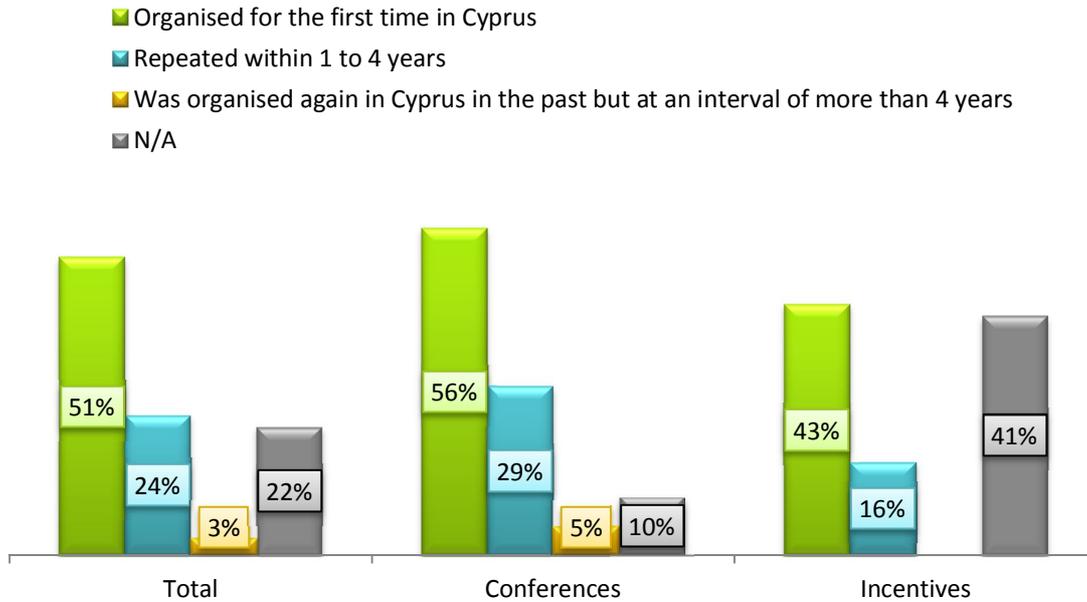


## 7. Repetitive and Occasional Events (N=131)

One of two events (51%) was organized for the first time in Cyprus. More specifically, 56% of all conferences and 43% of all incentive trips were organized for the first time in Cyprus.

One of four events (24%) was repeated within 1 to 4 years. More specifically, 29% of all conferences and 16% of all incentive trips were repeated within 1 to 4 years.

Three percent of all events were organized again in Cyprus in the past but at an interval of more than 4 years. Only 5% of all conferences were organized again in Cyprus in the past but at an interval of more than 4 years.

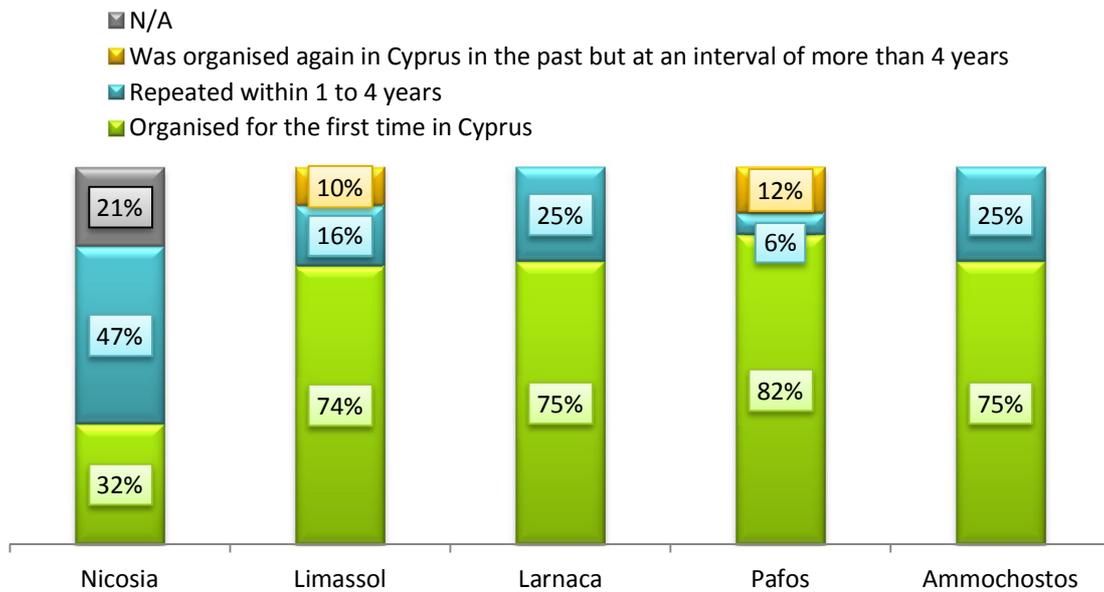


### 7.1 Repetitive and occasional conferences by district (N=82)

The conferences were conducted for the first time organized in Pafos 82%, in Larnaca 75%, in Ammochostos 75%, in Limassol 74% and in Nicosia 32%.

Nicosia (47%), Limassol (16%), Larnaca (25%), Pafos (6%) and Ammochostos (25%) retained many conferences which were repeated within 1 to 4 years period of time.

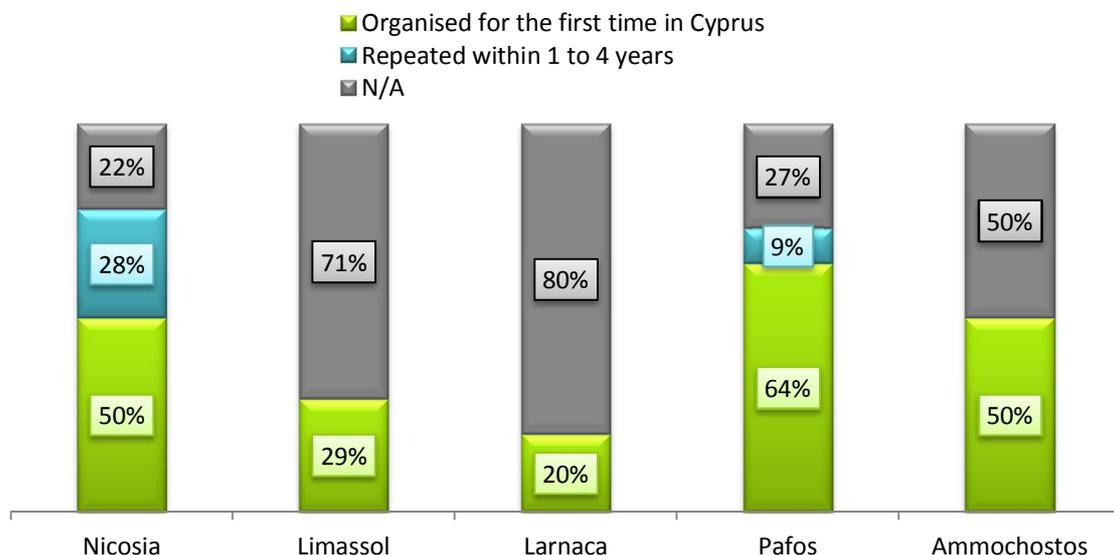
Ten percent of the conferences organized in Limassol and 12% of the conferences organized in Pafos were conducted again in Cyprus in the past but at an interval of more than 4 years.



### 7.2 Repetitive and occasional incentive events by district (N=49)

The incentives were conducted for the first time organized in Pafos 64%, in Nicosia 50%, in Ammochostos 50%, in Limassol 29% and in Larnaca 20%.

Twenty eight percent of the incentives organized in Nicosia and 9% of the incentives organized in Pafos were repeated within 1 to 4 years period of time.



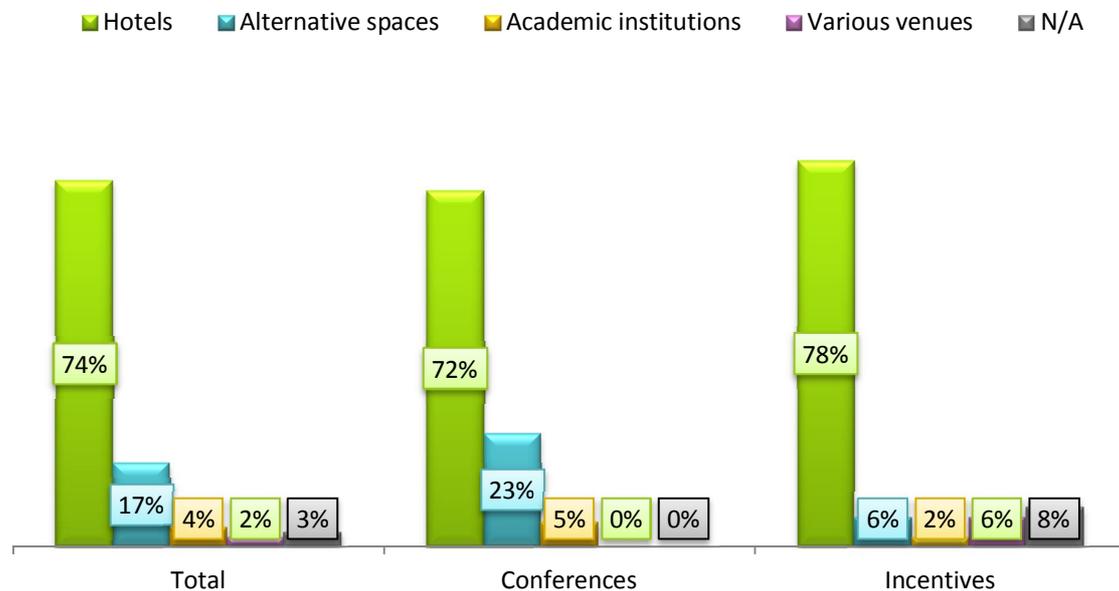
## 8. Venue of Events

### 8.1 Venue of all events organized in 2014 (N=131)

The majority of all events organized in 2014 were accommodated by hotels (74%). Specifically, 72% of all conferences and 78% of all incentive trips were accommodated by several hotels throughout Cyprus.

Seventeen percent of all events organized in 2014 were accommodated by alternative spaces. Specifically, 23% of all conferences and 6% of all incentive trips were accommodated by alternative spaces throughout Cyprus.

Only the 4% of the events organized in 2014 were accommodated by academic institutions. Specifically, 5% of all conferences and 2% of all incentive trips were accommodated by academic institutions throughout Cyprus.

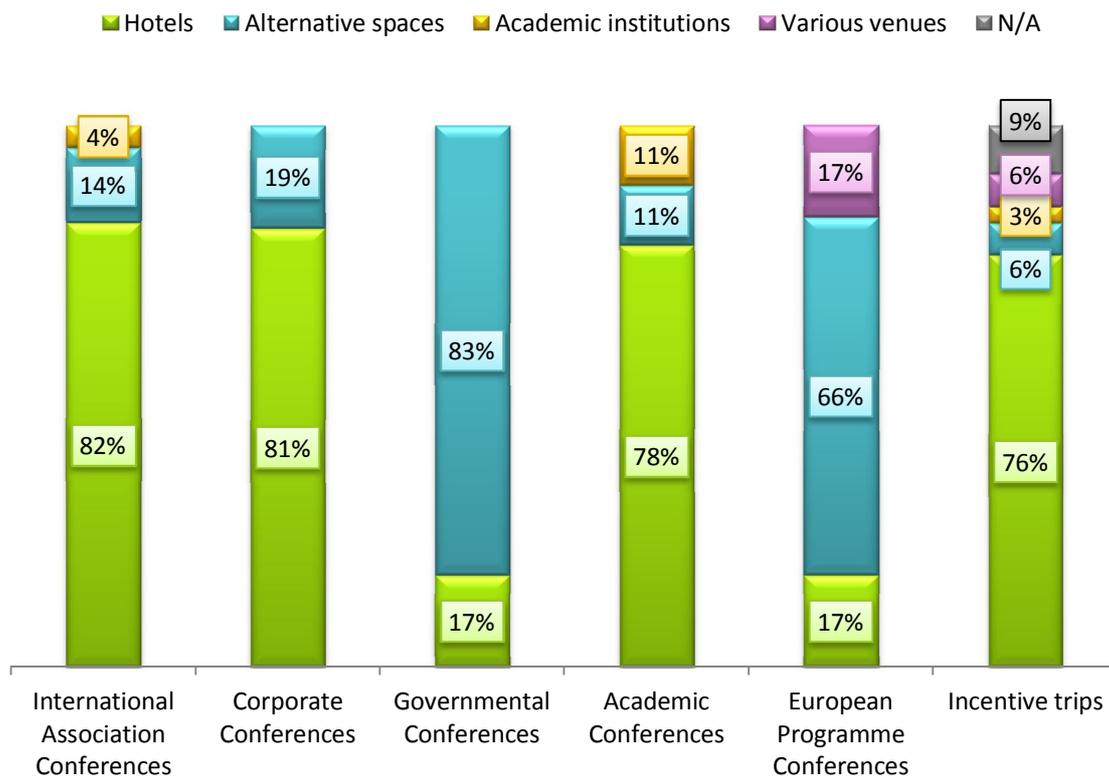


## 8.2 Venue by conference classification (N=82)

The majority of all International Association Conferences (82%), Corporate Conferences (81%), Academic Conferences (78%) and Incentive trips (76%) were conducted in hotels.

The majority of all Governmental Conferences (83%) and European Programme Conferences (66%) were conducted in alternative spaces.

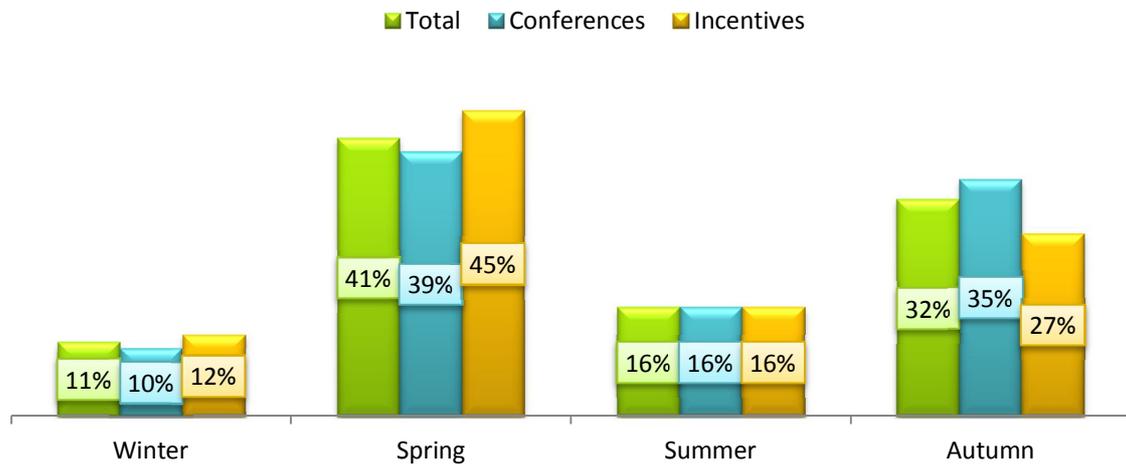
In regards to the Academic Conferences, 78% of them were conducted in hotels, 11% at alternative spaces and 11% at several Academic institutions (including University of Cyprus and other Private Universities).



## 9. Seasonality of Events

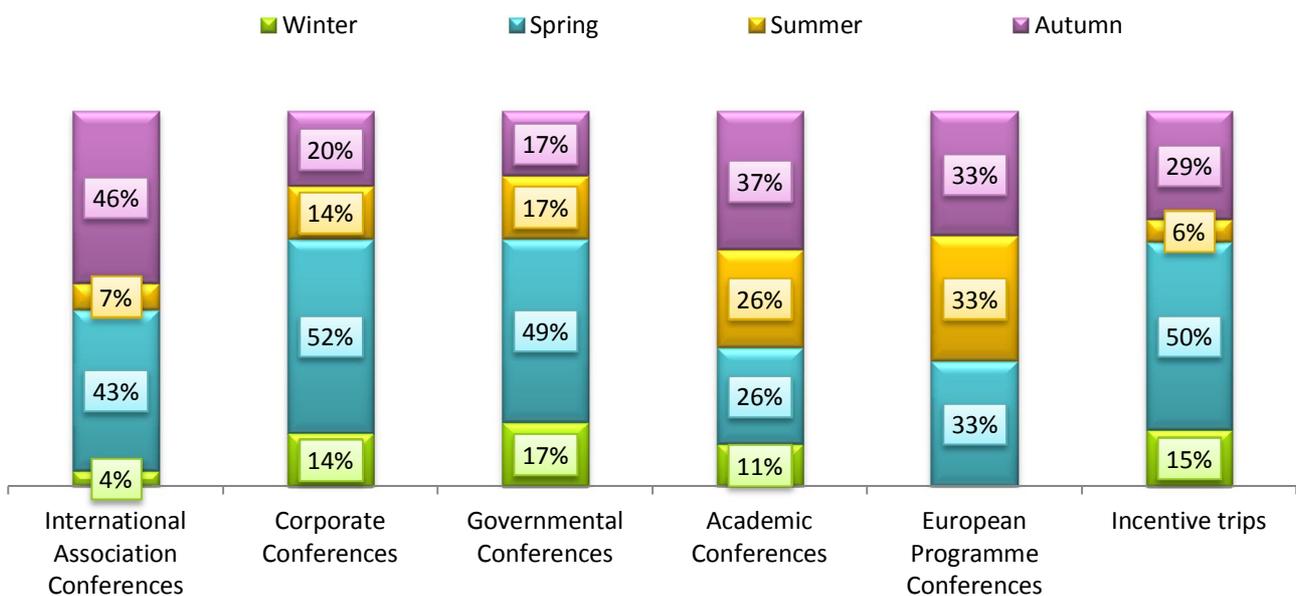
### 9.1 Seasonality for all events organized in 2014 (N=131)

The most preferable season for all events was spring - for conferences 39% and for incentives 45%. Autumn ranks second as a preference for the conduct of events (35% for conferences and 27% for incentives). Both winter and summer are less preferred for organizing conferences/incentives.



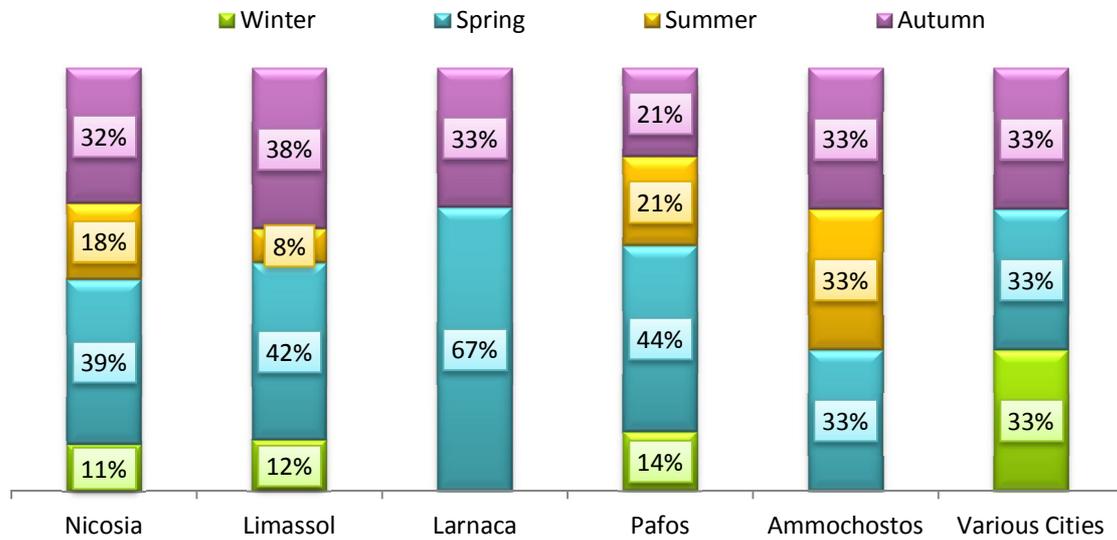
### 9.2 Seasonality of conferences by classification (N=82)

Winter was mostly preferred for Governmental conferences (17%) while spring was chosen at a greater point for the conduct of Corporate conferences (52%) and incentive trips (50%). Autumn was also an ideal season for the conduct of International Association Conferences (46%) and Academic Conferences (37%). Furthermore, summer was mostly preferred for European Programme Conferences (33%).



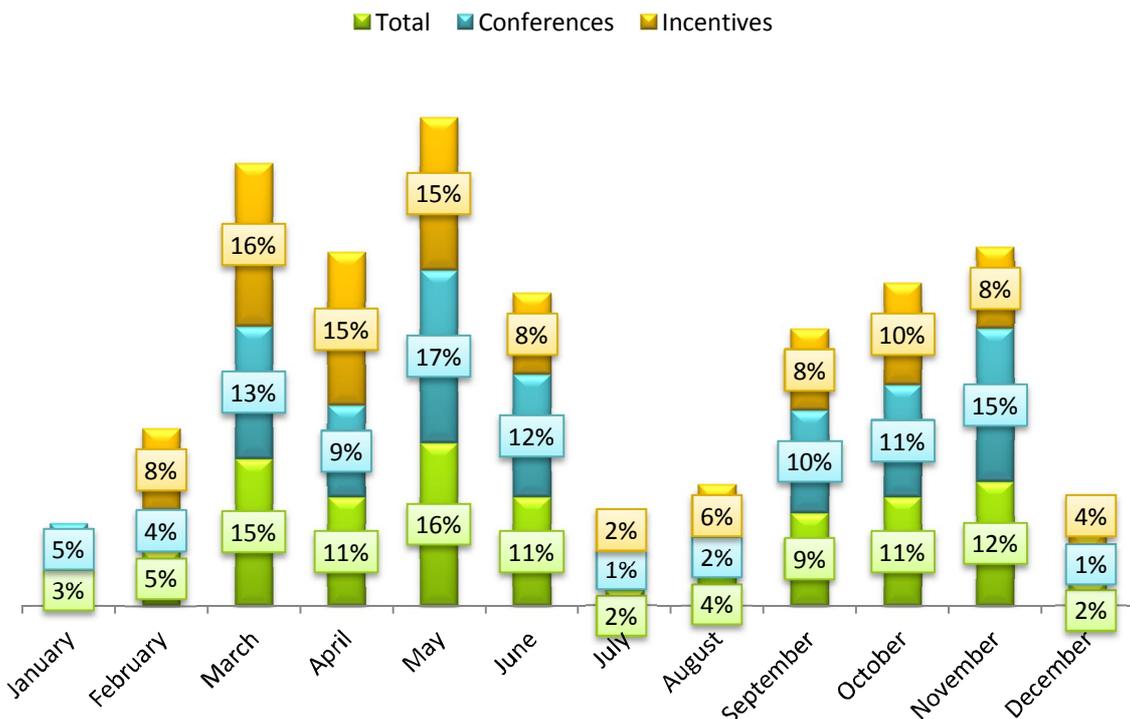
### 9.3 Seasonality of events by district (N=131)

The most preferable season for conferences was spring, regardless of the city which the events were organized. Especially, Larnaca was the most preferable city during spring (67%). Ammochostos was chosen equally for the conduct of summer (33%), autumn (33%) and spring (33%) conferences.



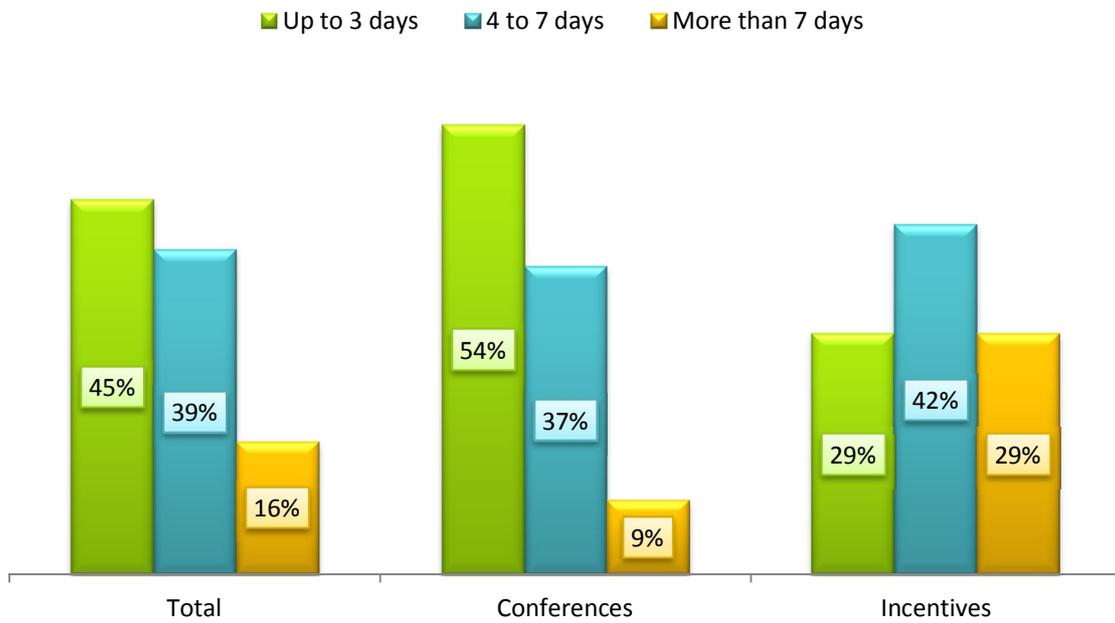
### 9.4 Distribution of events by month (N=131)

As previously described, all spring (March, April, May) and autumn (September, October, November) months were more preferred both for conferences and incentives. . May was the most preferred month for conferences (17%), while November ranked second as a choice for conferences (15%). March ranked first as a choice for incentive trips (16%), while April and May ranked second (15%).



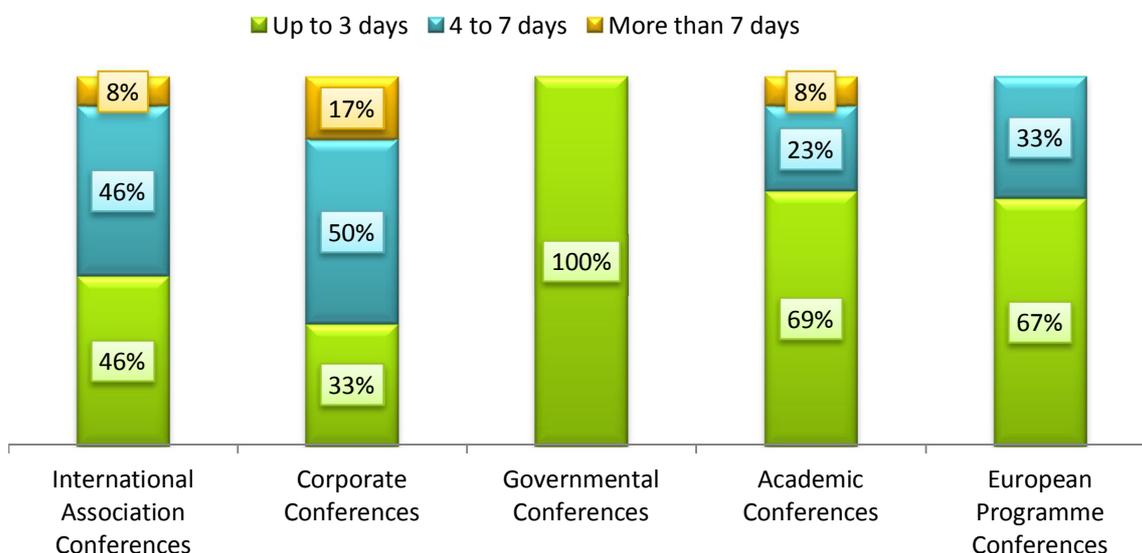
## 10. Duration of Events

Forty five percent of all events had a duration of up to 3 days (54% of all conferences and 29% of all incentives), 39% of the events lasted 4 to 7 days (37% of all conferences and 42% of all incentives) and only 16% of the events lasted more than 7 days (9% of all conferences and 29% of all incentives).



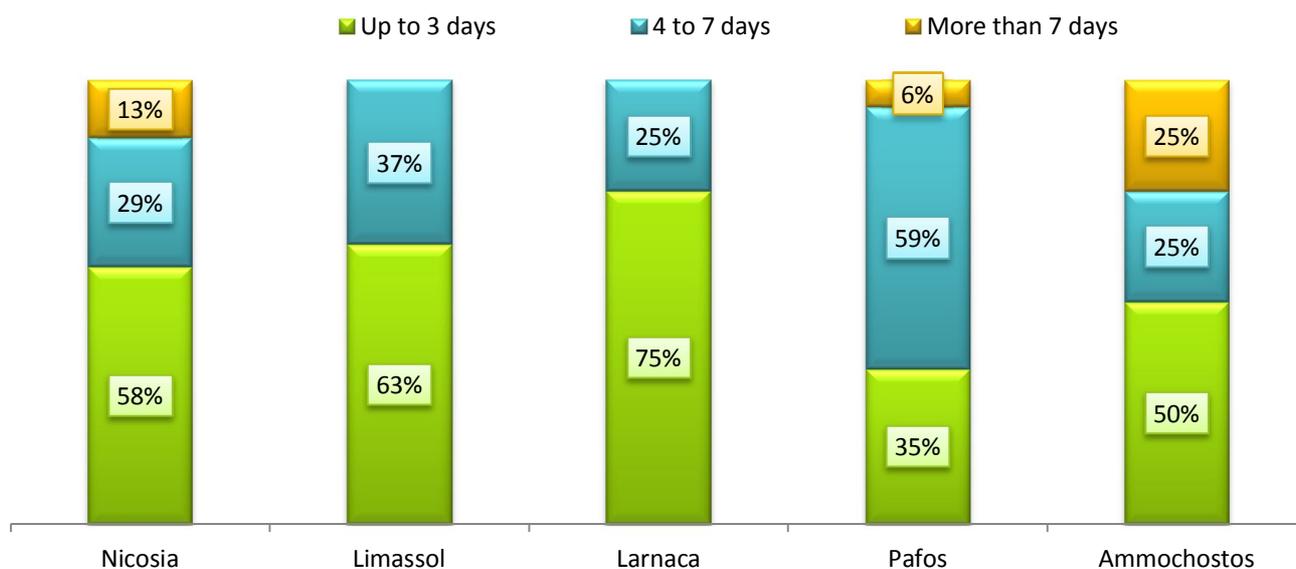
## 10.2 Duration of conferences by classification (N=82)

The majority of Corporate conferences lasted 4 to 7 days (50%). The majority of Academic conferences and European Programme Conferences lasted up to 3 days (69% and 67% respectively). All the Governmental conferences lasted up to 3 days. The duration of International Association Conferences distributed equally (46%) to conferences lasting up to 3 days and conferences lasting 4 to 7 days and 8% of them lasted more than 7 days.



## 10.2 Duration of conferences by district (N=82)

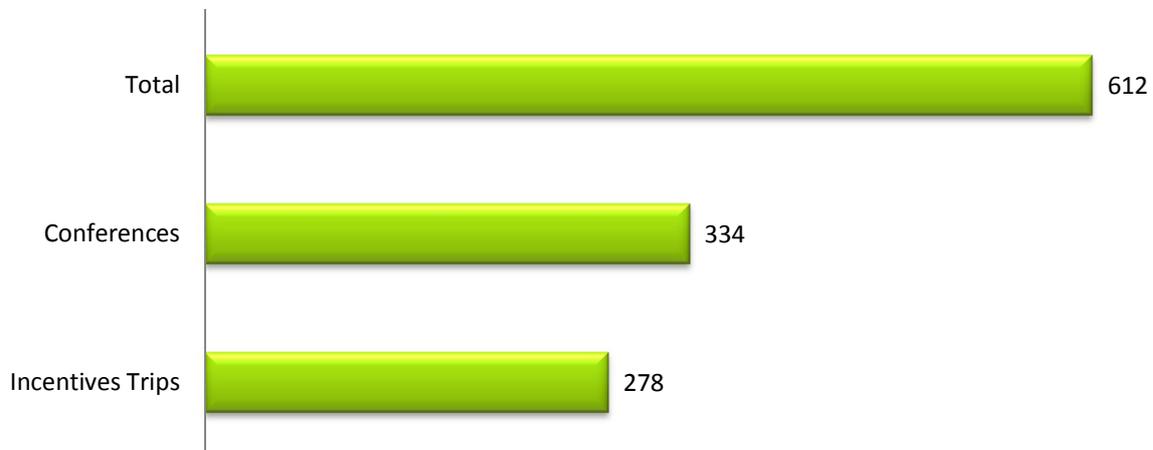
Most conferences conducted in Larnaca had a duration of up to 3 days (75%) while 25% of them lasted 4 to 7 days maximum. The majority of conferences with duration more than 7 days were in Ammochostos (25%), while the majority of conferences with duration 4 to 7 days were in Pafos (59%).



### 10.3 Total number of days

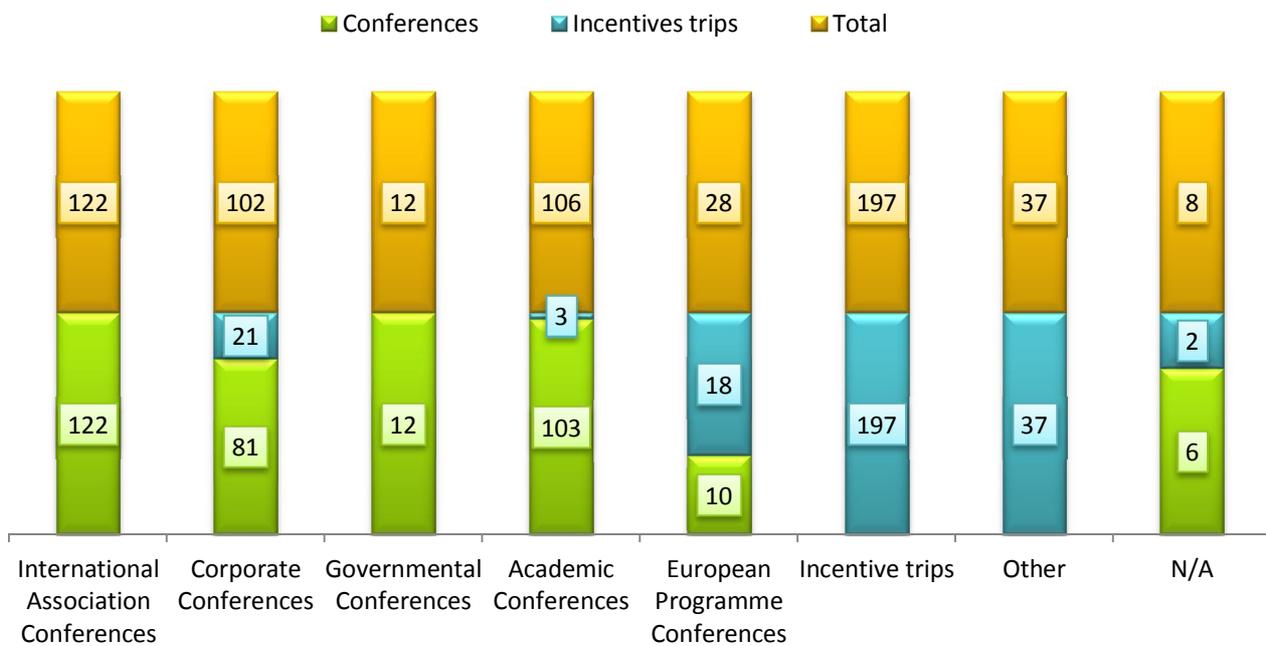
#### 10.3.1 Total number of days for all events

The total duration of all events was 612 days, 334 for all conferences and 278 for all incentives.



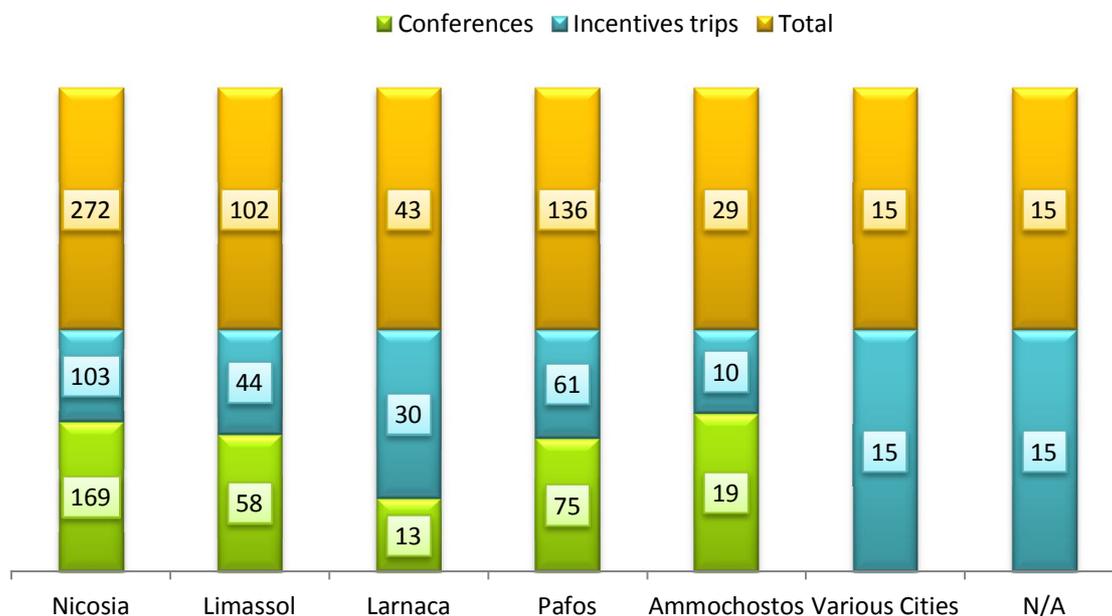
#### 10.3.2 Total number of days for all events by classification (N=131)

The longest total duration of days for all events was recorded for incentive trips (197), with International Association conferences ranking second (122 days) and Academic conferences (106 days) ranking third. The longest total duration of days for all conferences was recorded for International Association Conferences (122 days).



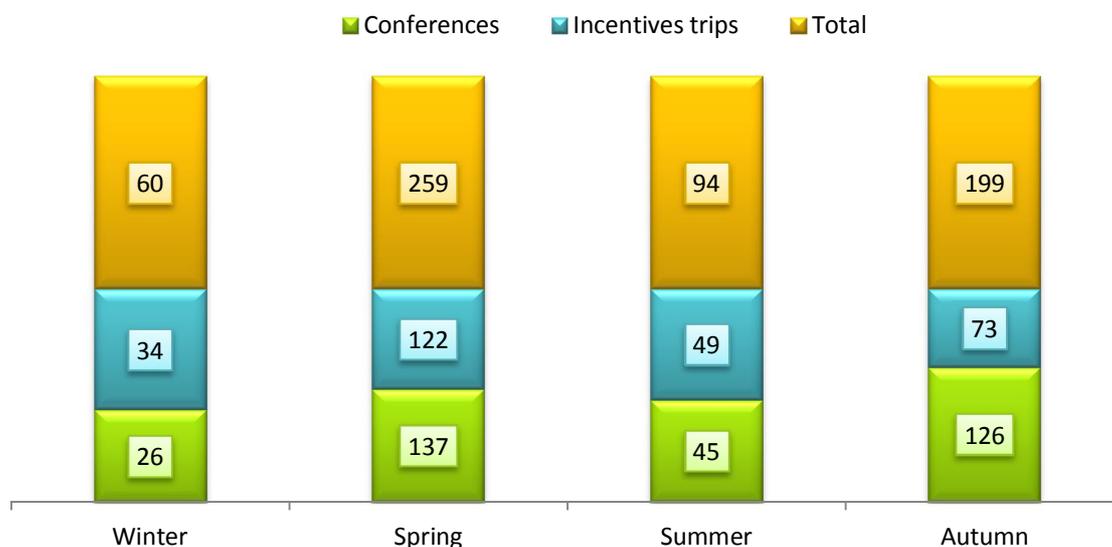
### 10.3.3 Total number of days for events by district (N=131)

Nicosia accommodated events with the longest duration: 272 days. Specifically, Nicosia accommodated conferences with the longest duration: 169 days and incentive trips with the longest duration: 103 days. This is mainly due to the fact that most conferences and incentive trips had taken place in Nicosia (46% and 37% respectively). Both Larnaca and Ammochostos accommodated conferences and incentive trips with smaller duration in comparison to the other cities.



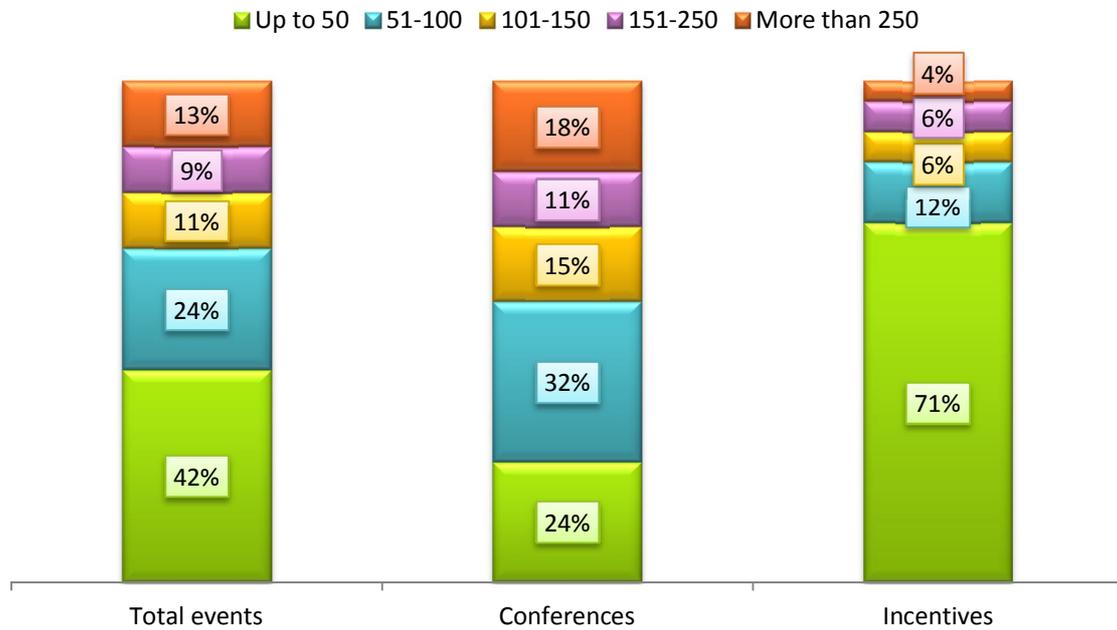
### 10.3.4 Total number of days for events by season (N=131)

The longest total number of days in terms of events' duration was recorded during spring (259 days) and autumn (199 days). The longest total number of days in terms of conferences' duration was recorded during spring (137 days) and autumn (126 days). The longest total number of days in terms of incentives' duration was recorded during spring (122 days) and autumn (73 days). As stated before, these two seasons were the most preferred ones for the conduct of all events (conferences and incentives) in 2014.



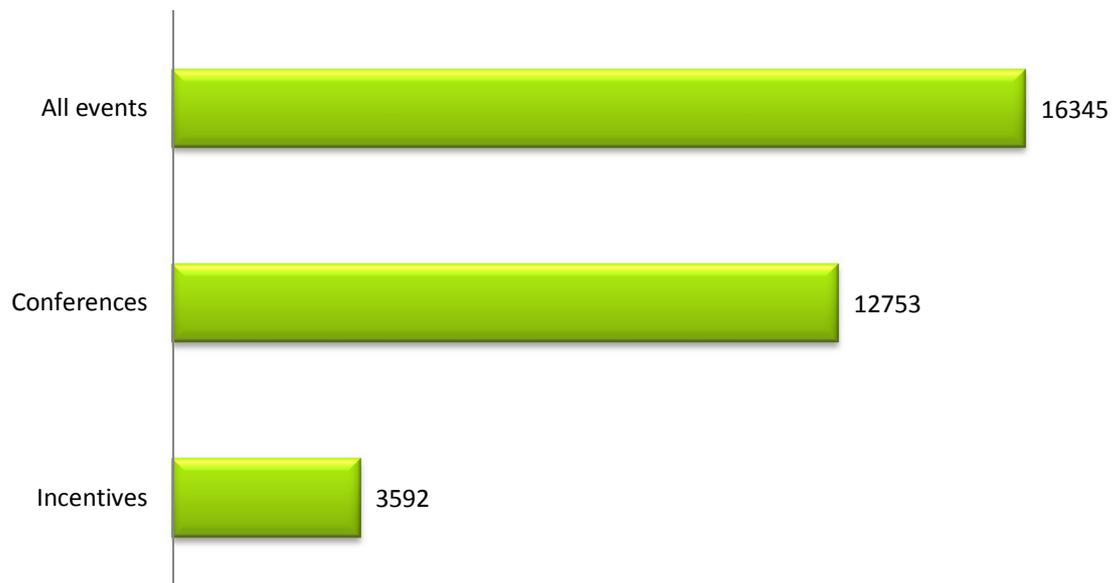
## 11. Number of participants

The majority of all events organized in 2014 (66%), consisted of up to 100 participants. The corresponding percentage for conferences was 56% while for incentives 83%.



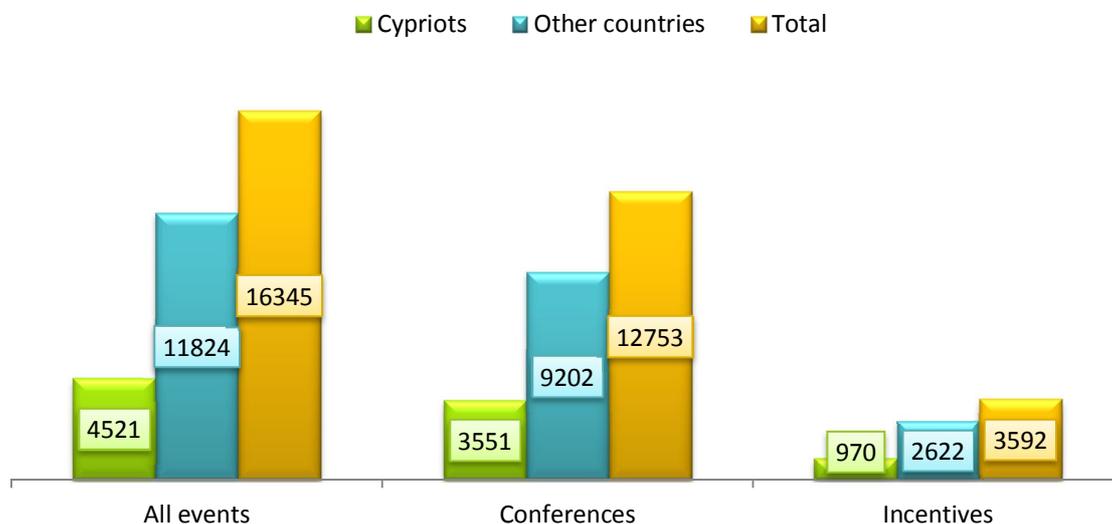
### 11.1 Total number of participants by conferences and incentive events (N=131)

The total number of all participants in all events organized during 2014 was 16.345. All conferences' participants allocated 78% of the total number of participants (12.753 persons), while people participating in incentive events amounted to 3.592 (or 22%).



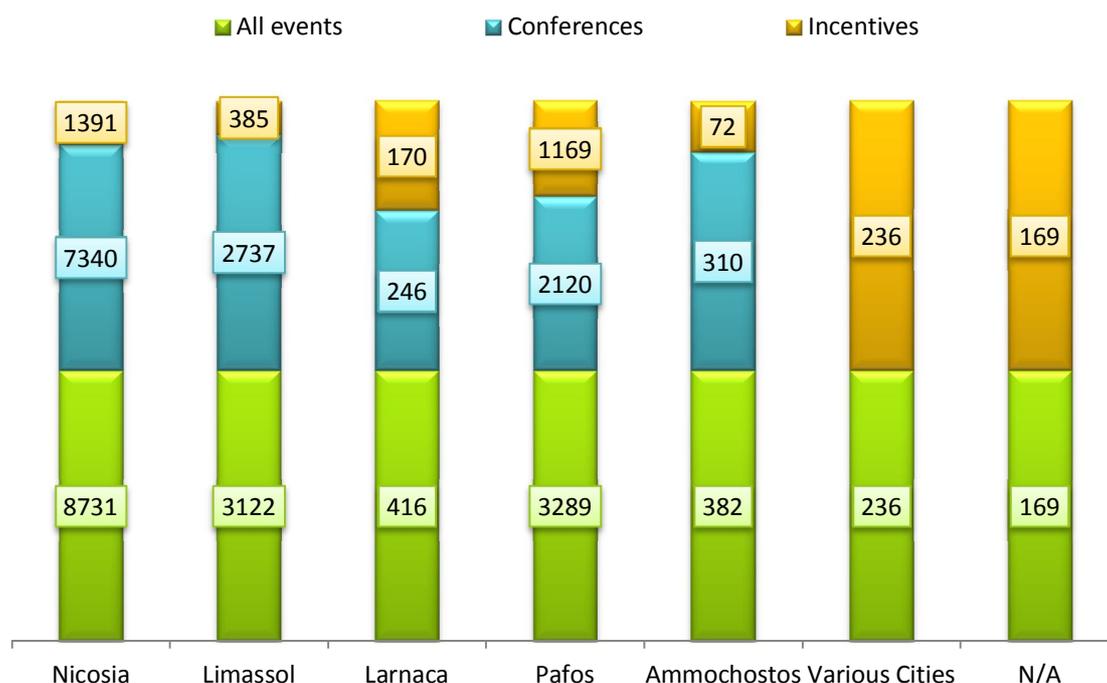
### 11.2 Total number of participants by nationality (N=131)

Most participants of the events were people from other countries (outside Cyprus) – 11.824, while Cypriots participating to the events amounted to 4.521 only. Cypriots constituted only 28% of the total number of participants in all events (or 4.521). Seventy two percent of the participants of all conferences were people outside Cyprus. Similar to conferences, the majority of the participants of all incentive events (73%) were foreigners.



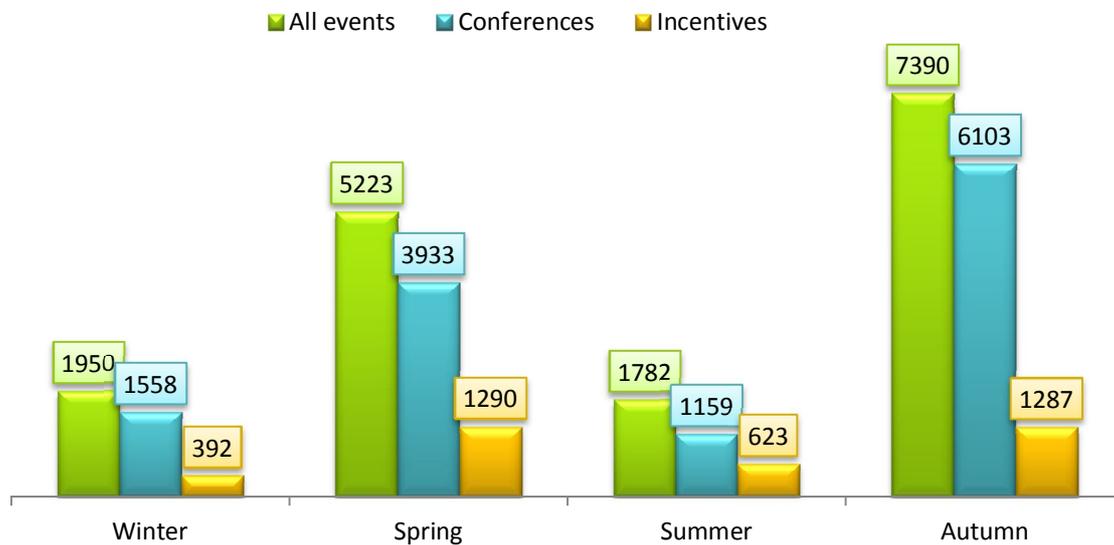
### 11.3 Total number of participants by district (N=131)

The most people participated in events organized in Nicosia (8.731). As stated before, Nicosia was the city with the most events. Pafos ranked second and Limassol ranked third by attracting 3.289 and 3.122 participants respectively.



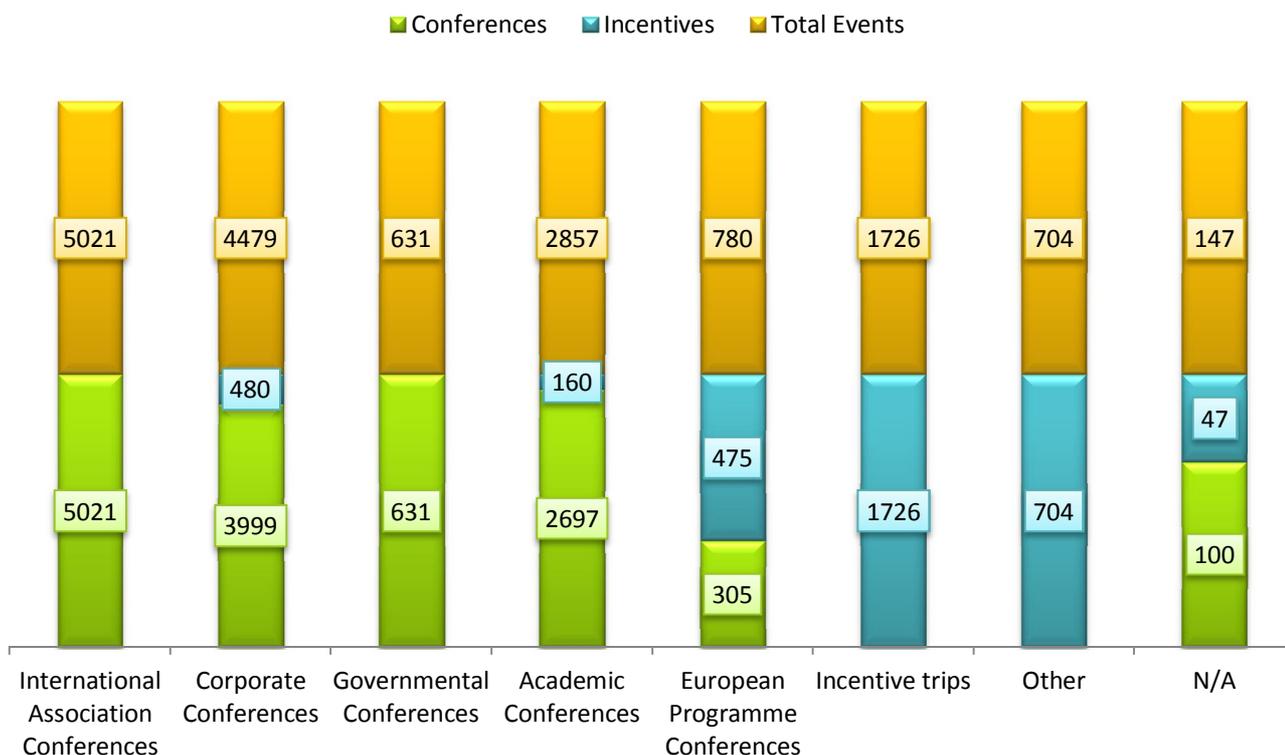
### 11.3 Total number of participants by season (N=131)

The majority of participants (45%) were accommodated in Cyprus during autumn. Spring was the next preferable season (5,223 participants) comparing to winter and summer. The most popular season for conferences was autumn (48%), and the next favorite season was spring (31%) followed by winter (12%). The most popular season for incentives was spring (36%), and the next favorite season was autumn (36%) followed by summer (17%).



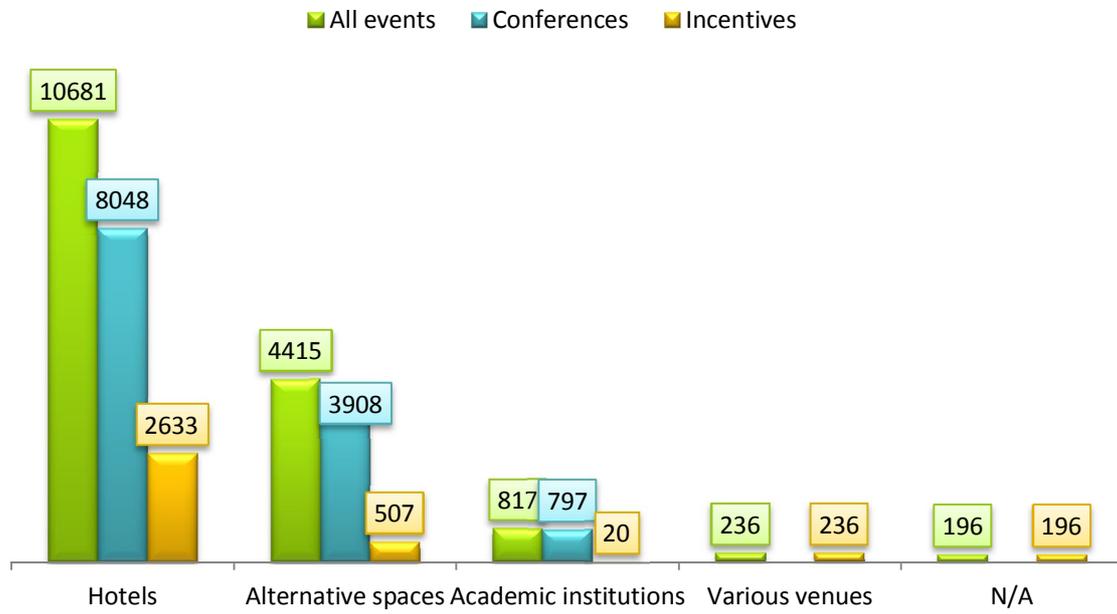
### 11.4 Total number of participants by event category (N=131)

International Association Conferences attracted the highest number of participants (5,021) during 2014, followed by Corporate Conferences (4,479) and then Academic Conferences (2,857) and Incentive Trips (1,726).



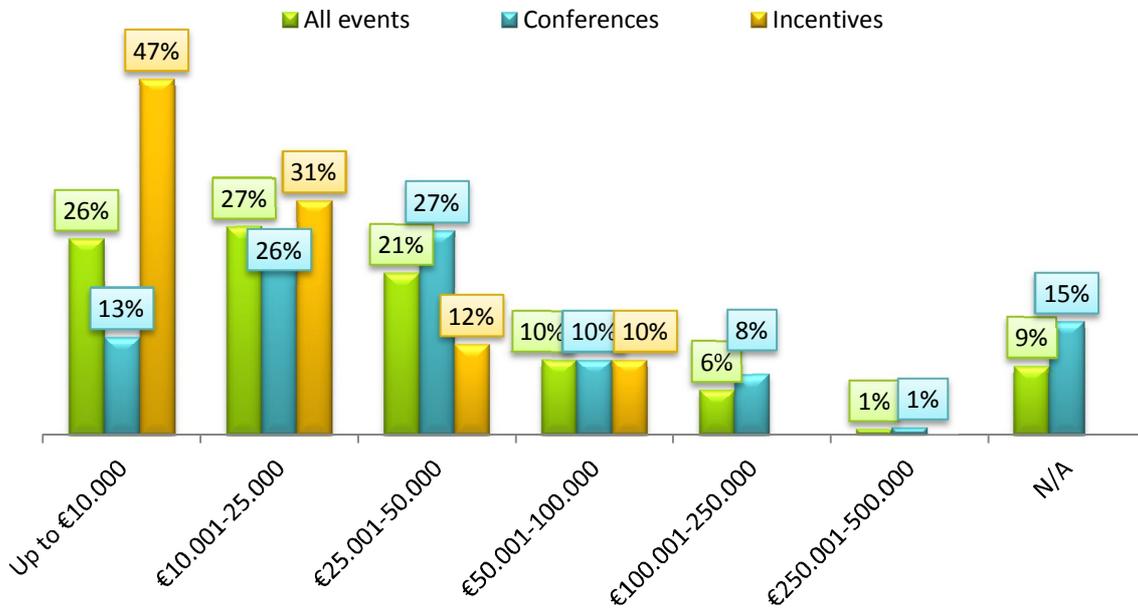
### 11.5 Total number of participants by type of venue (N=262)

As mentioned earlier, hotels accommodated the majority of all conferences and incentives. This also mirrors on the total number of participants. Sixty five percent of the participants (10.681) stayed overnight at a hotel during the events.



## 12. Total budget for conferences and incentive events

One of two events expended up to €25.000 (53%). For 21% of all events the budget spanned between €25.001 and €50.000. The budget allocated for 10% of the events rise between €50.001-100.000, while 6% of all events had a budget between €100.001-250.000 and only 1% of all events had a budget between €250.001-500.000.

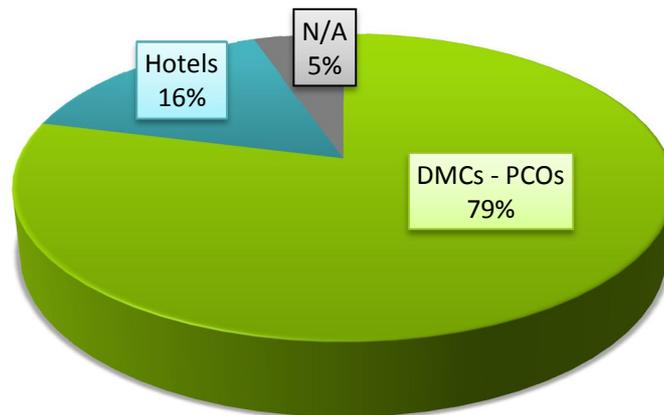


## **CIMA MEMBERS**

## 12. Data providers

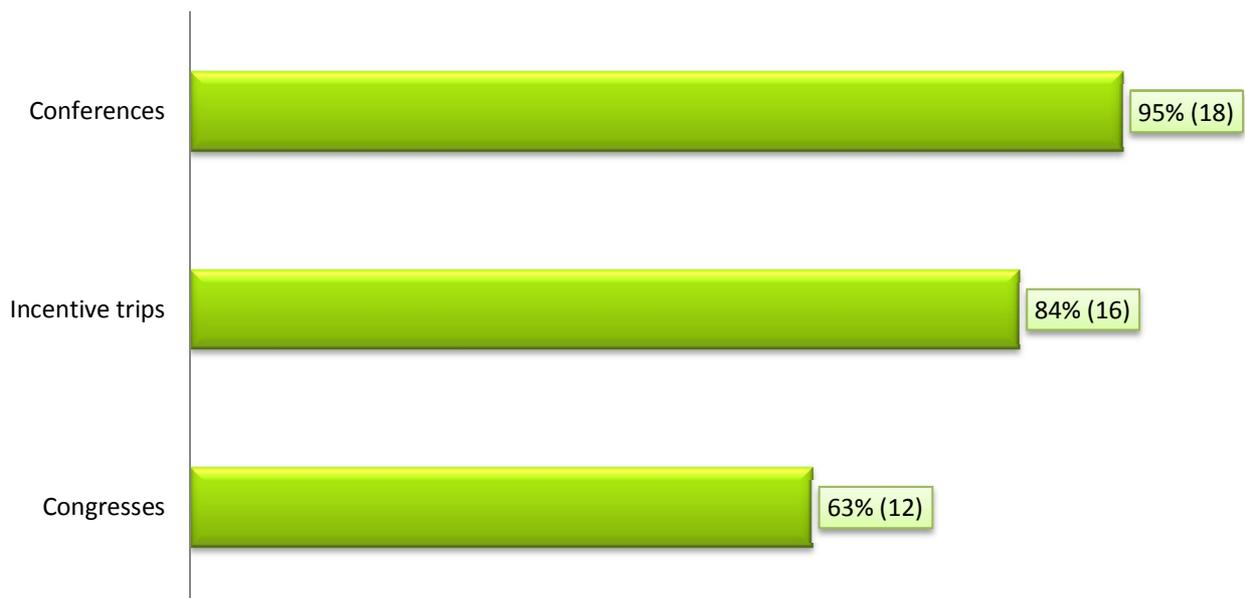
### 1.1 Sample analysis (N=19)

The data was mainly provided by DMCs / PCOs (79%) and hotels (16%). The category of DMCs / PCOs consists of two categories. The first one is the category for DMCs (63%) and the second one is the category for PCOs (37%).



### 1.2 Providers organizing events (N=19)

Almost all providers organize conferences (18 out of 19 providers), 84% of all providers organize incentive trips and 63% of all providers organize congresses.

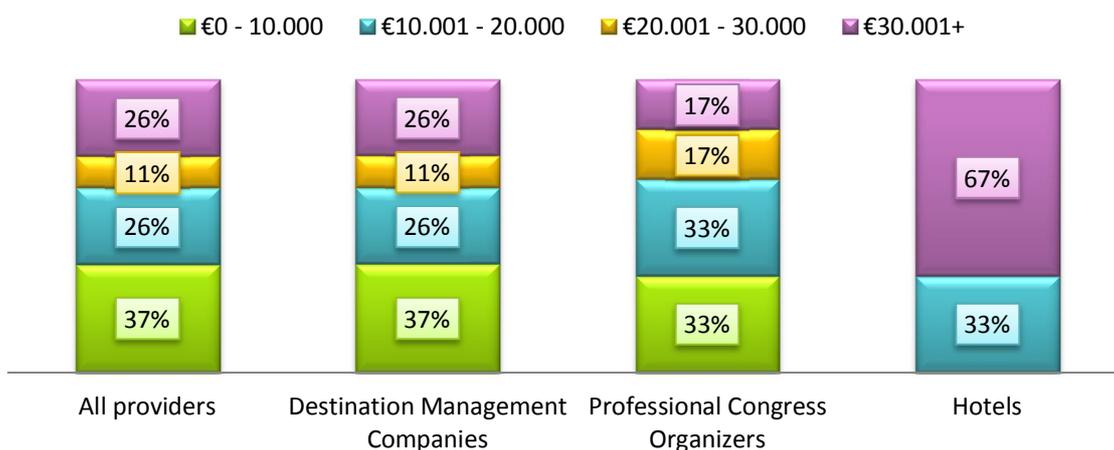


### 13. Total Marketing Expenditure per year (€)

#### 2.1 Total Marketing Expenditure per year (€) by provider (N=19)

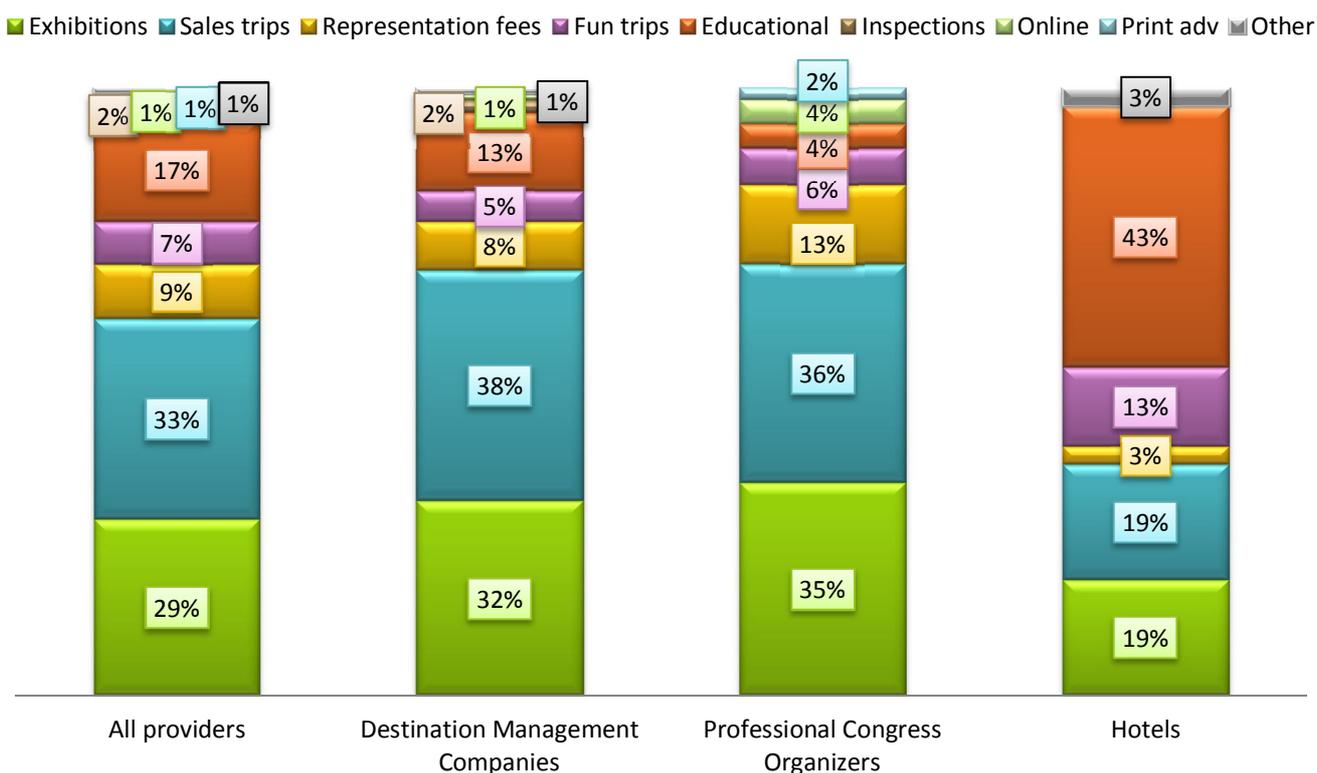
The majority (37%) of all providers expended up to €10.000, while 26% expended between €10.001-20.000, 11% expended between €20.001-30.000 and another 26% expended over than €30.000.

The majority (37%) of DMCs expended up to €10.000, while the majority (67%) of hotels expended over than €30.000. The 66% of PCOs expended up to €20.000 and the rest 34% of PCOs expended over than €20.000.



#### 2.2 The % breakdown of the total marketing expenditure per year (€) by provider (N=19)

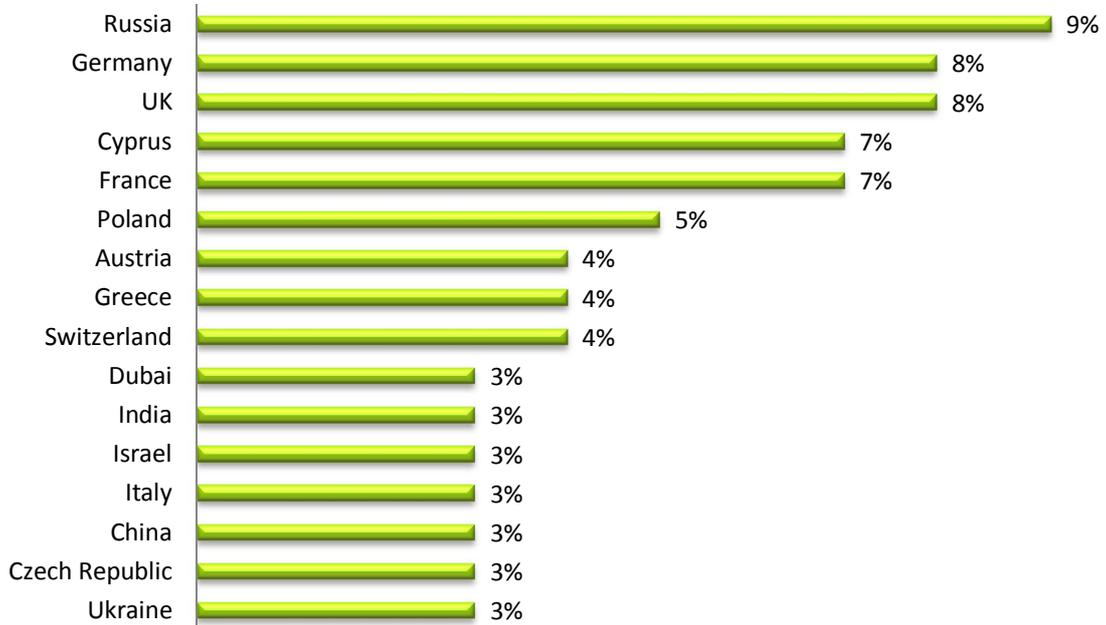
DMCs / PCOs expended more money for sales trips and exhibitions, while hotels expended more money for educational reasons.



## 14. Inquiries

### 3.1 Geographical distribution of all inquiries (N=119)

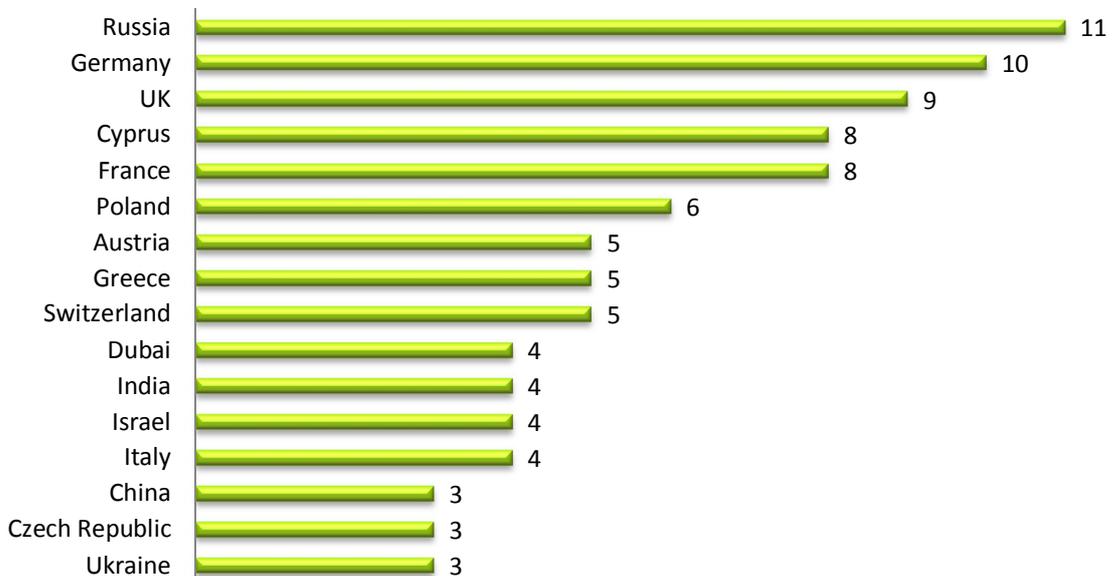
A total of 119 inquiries came from over 30 countries. Most inquiries came from Russia (9%), followed by Germany and the UK (8% each).



*Note that the results of only the top 16 countries are shown on the above table.*

### 3.2 Total number of inquiries by country (N119)

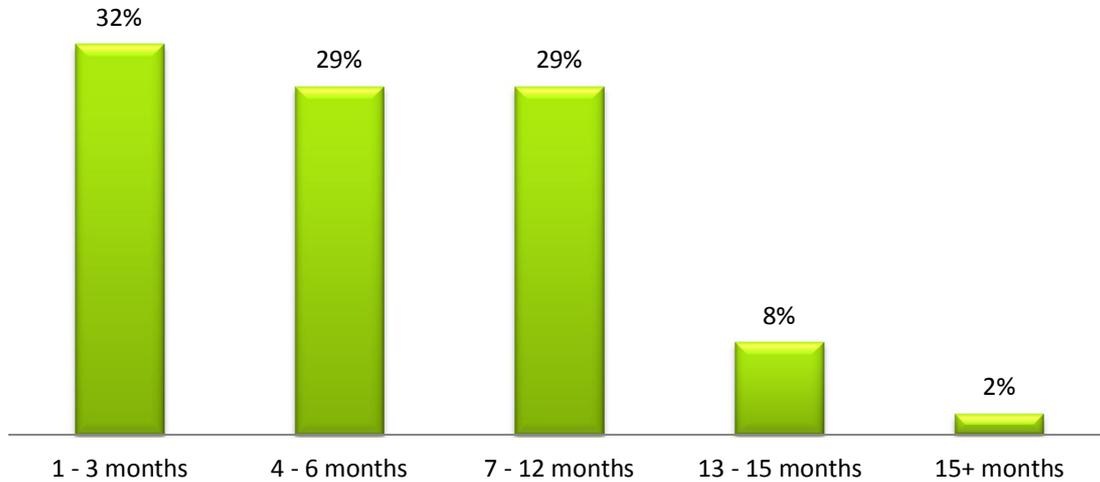
The total number of inquiries that came from Russia was 11, 10 from Germany and 9 from the UK, less inquiries came from other countries.



*Note that the results of only the top 16 countries are shown on the above table.*

### 3.3 The average leading time of all inquiries (N119)

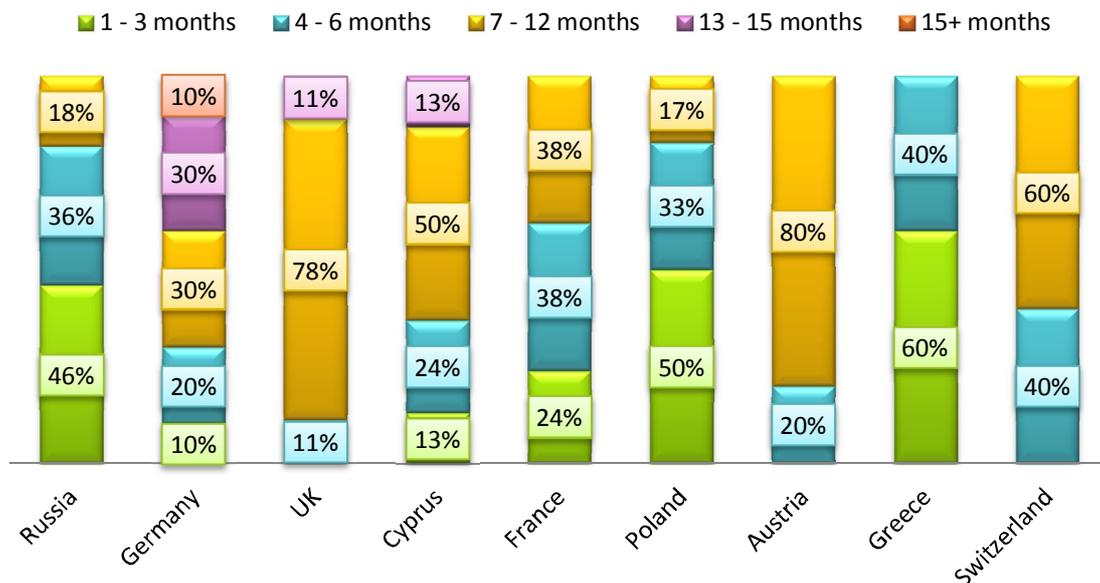
Thirty two percent of inquiries had a lead time of 1-3 months until the events take place, 29% had a lead time of 4-6 months and the same, the same percentage (29%) had a lead time of 7-12 months. Smaller percentages had a lead time over 13 months.



*Note that lead time is the period from inquiry till the event*

### 3.4 The average leading time by country (N119)

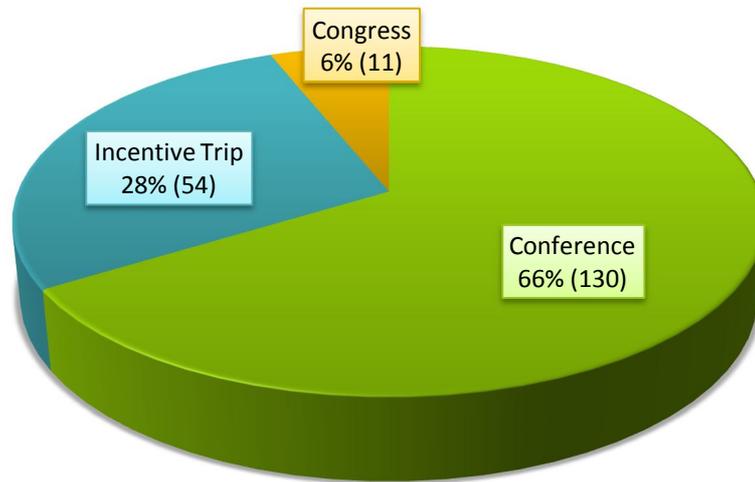
From the total inquiries that came from Greece the majority (60%) had a lead time of 1 to 3 months. In the case of the inquiries that came from Russia, 46% had a lead time of 1 to 3 months, 36% had a lead time of 4 to 6 months and 18% had a lead time of 18 months. On the contrary, the countries with the longest lead time seem to be Austria, UK and Switzerland.



*Note that the results of only the top 9 countries are shown on the above table.*

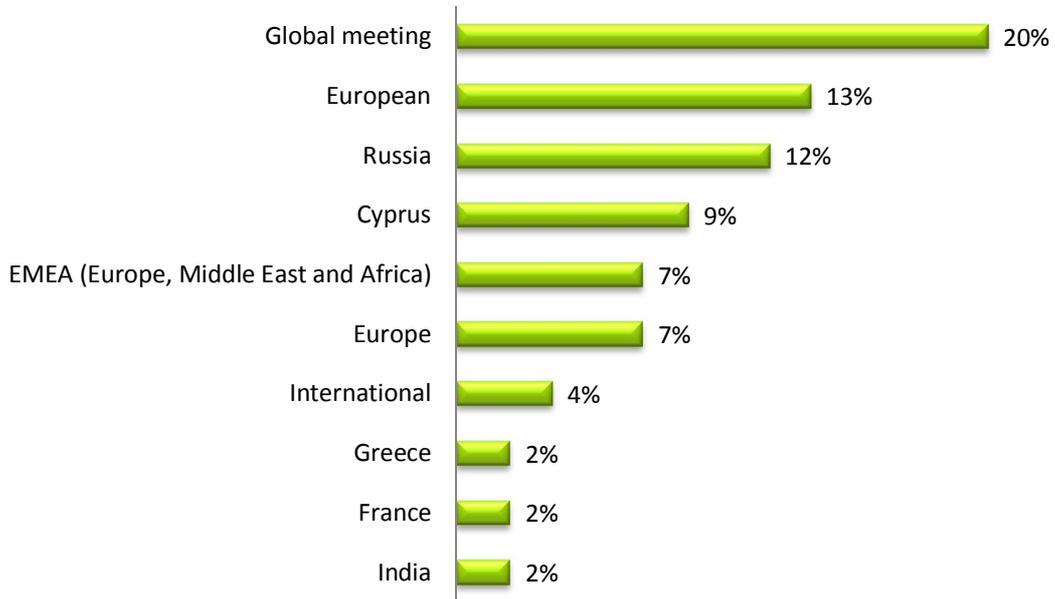
#### 4. Number of Events which met the criteria

The total number of all events organized in 2014 that met the criteria are 195, of which 66% (130) of them were conferences, 28% (54) were incentive trips and 6% (11) were congresses.

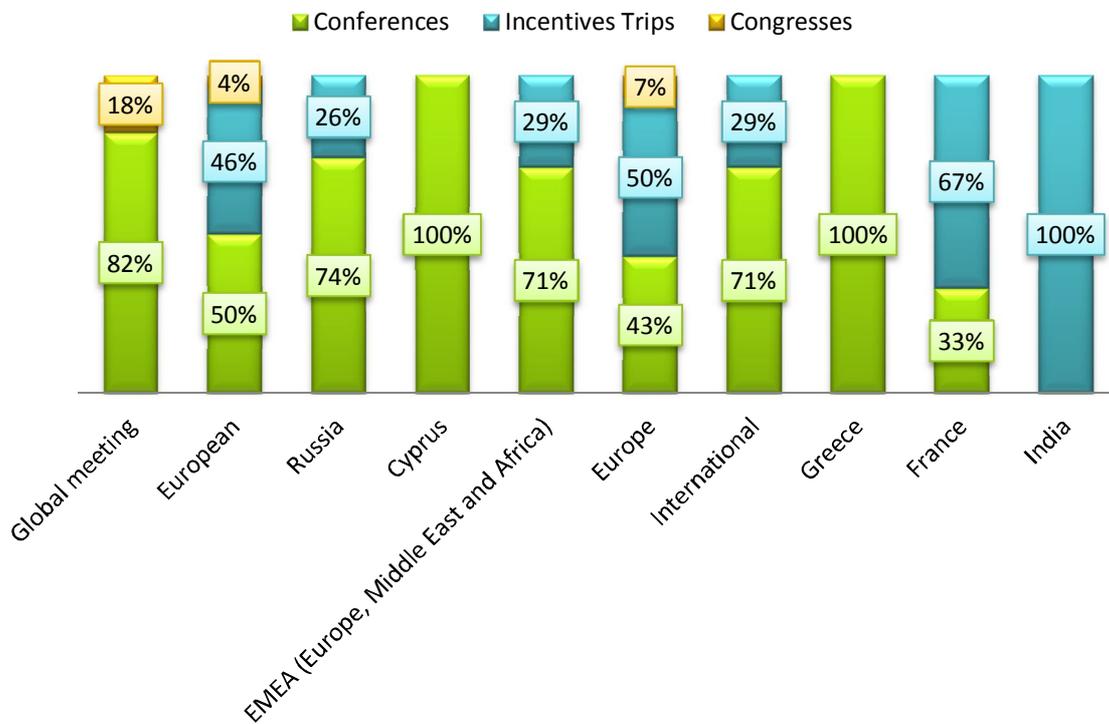


### 3.5 Geographical Area

The main geographical areas are Global meetings (20%), European (13%) and Russia (12%).



Note that the results of only the main geographical area are shown on the above table.

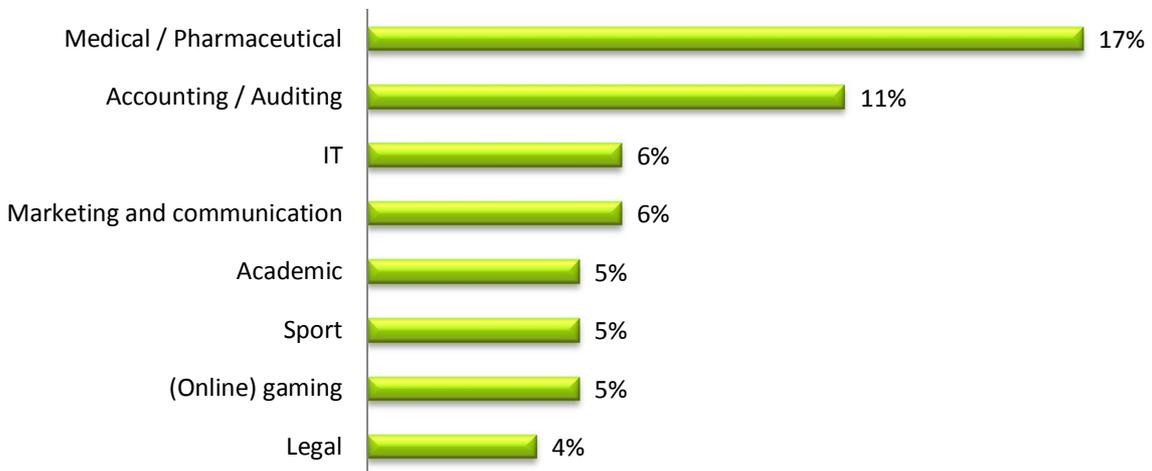


Note that the results of only the main geographical area are shown on the above table.

## 5. Type of events

### 5.1 Main types of all events organized in 2014 (N=195)

More than 20 types of events were organized in 2014 by CIMA members. The main types of the events organized in 2014 were Medical / Pharmaceutical (17%) and Accounting / Auditing (11%).

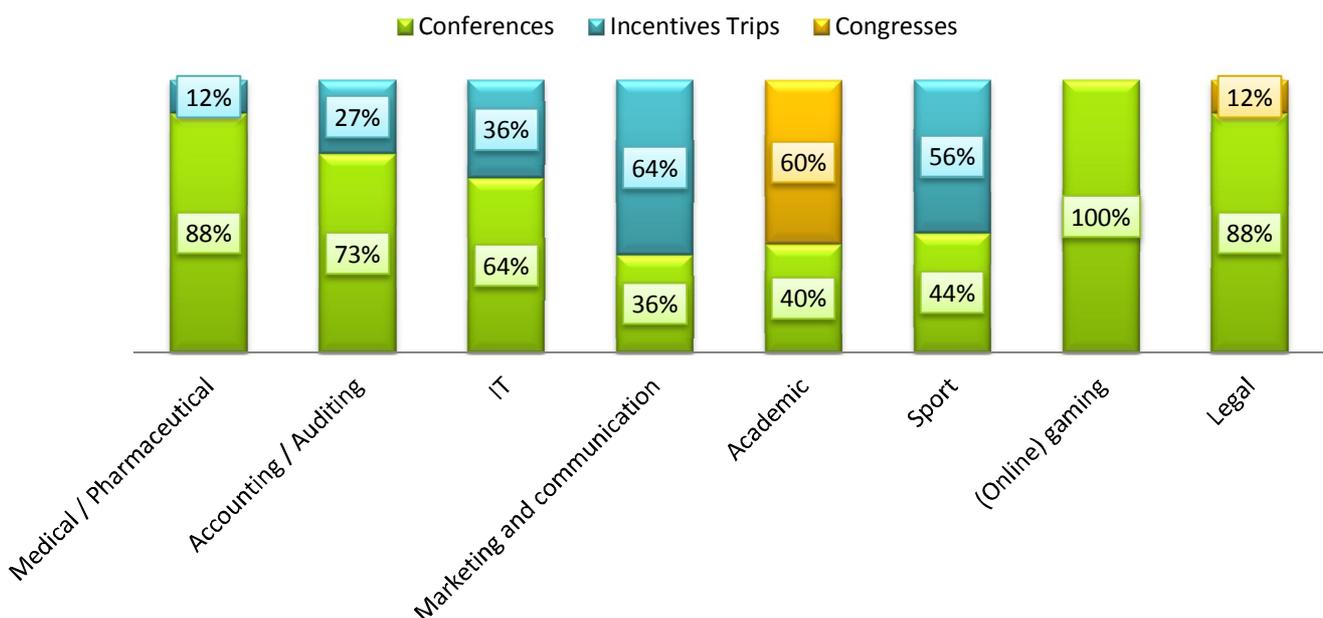


Note that the results of only the top 8 types of events are shown on the above table.

### 5.2 Main types of the events organized in 2014 by category of events (N=195)

The majority of the events with the following types: Medical / Pharmaceutical (88%), Accounting / Auditing (73%), IT (64%) and Legal (88%) were conferences. All the events with the type of (online) gaming were conferences.

The majority of the events with the following types: Marketing & Communication (64%) and Sport (56%) were incentive trips, while the majority of the events with type of academic (60%) were congresses.



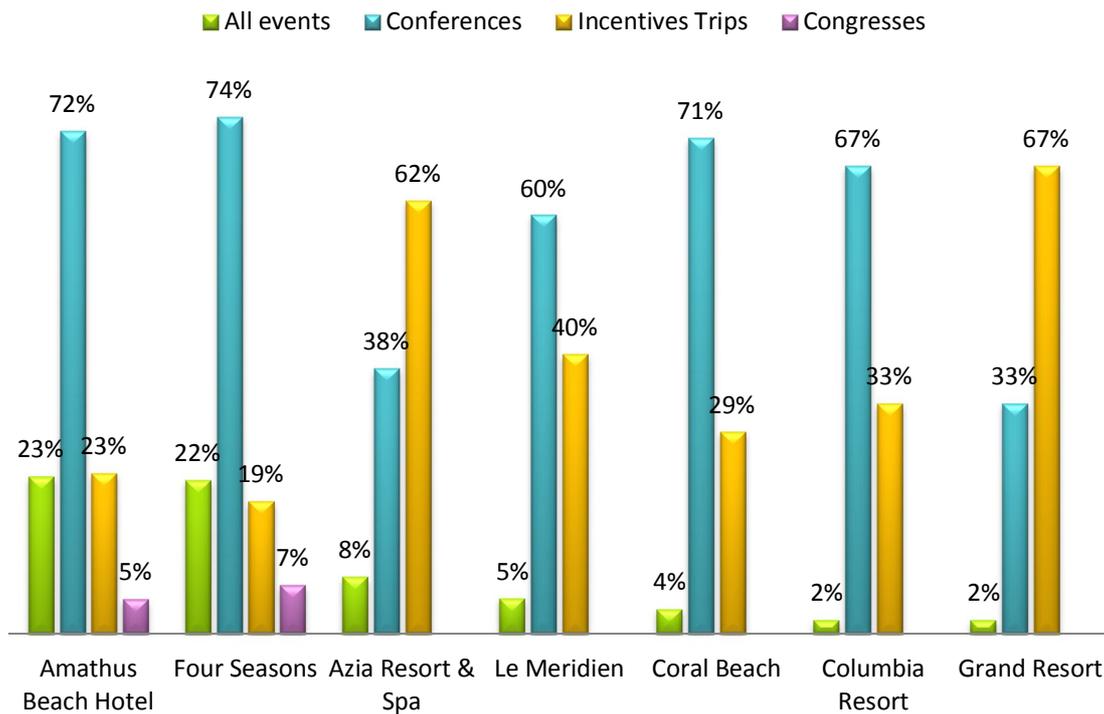
Note that the results of only the top 8 types of events are shown on the above table.

## 8. Venue of Events

### 8.1 Venue of all events organized in 2014 (N=195)

All events organized in 2014 were accommodated by hotels. Twenty three percent of all events organized in 2014 were accommodated by Amathus Beach Hotel and 22% of all events were accommodated by Four Seasons. Azia Resort & Spa ranked in third place with the percentage of 8%, while Le Meridien ranked in fourth place (5%).

Amathus Beach Hotel (72%), Four Seasons (74%), Le Meridien (60%), Coral Beach (71%) and Columbia Resort (67%) were preferred especially for conferences, while Azia Resort & Spa (62%) and Grand Resort (67%) were preferred especially for incentive trips.

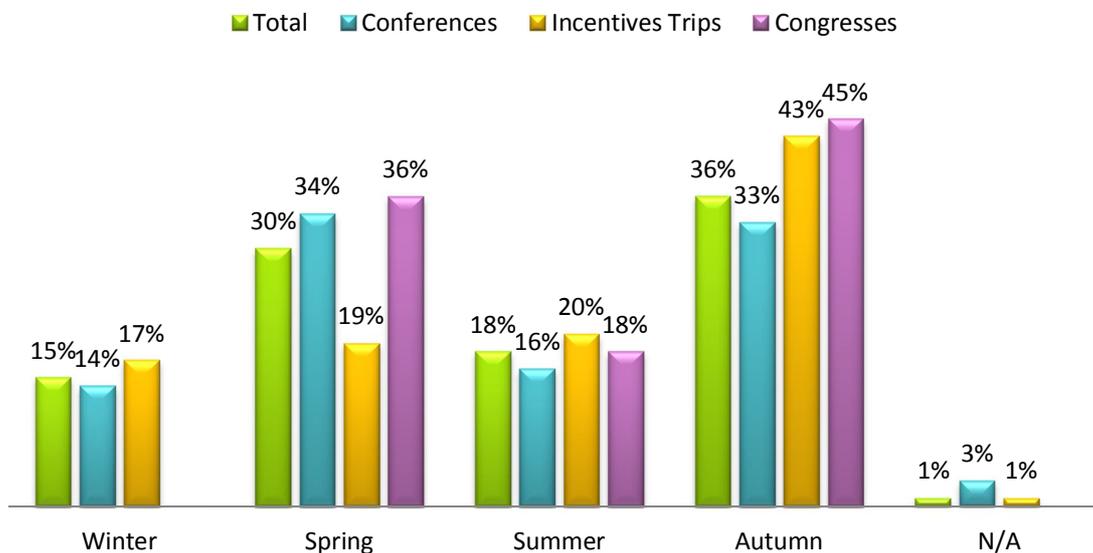


*Note that the results of only the top 7 hotels are shown on the above table.*

## 11. Seasonality of Events

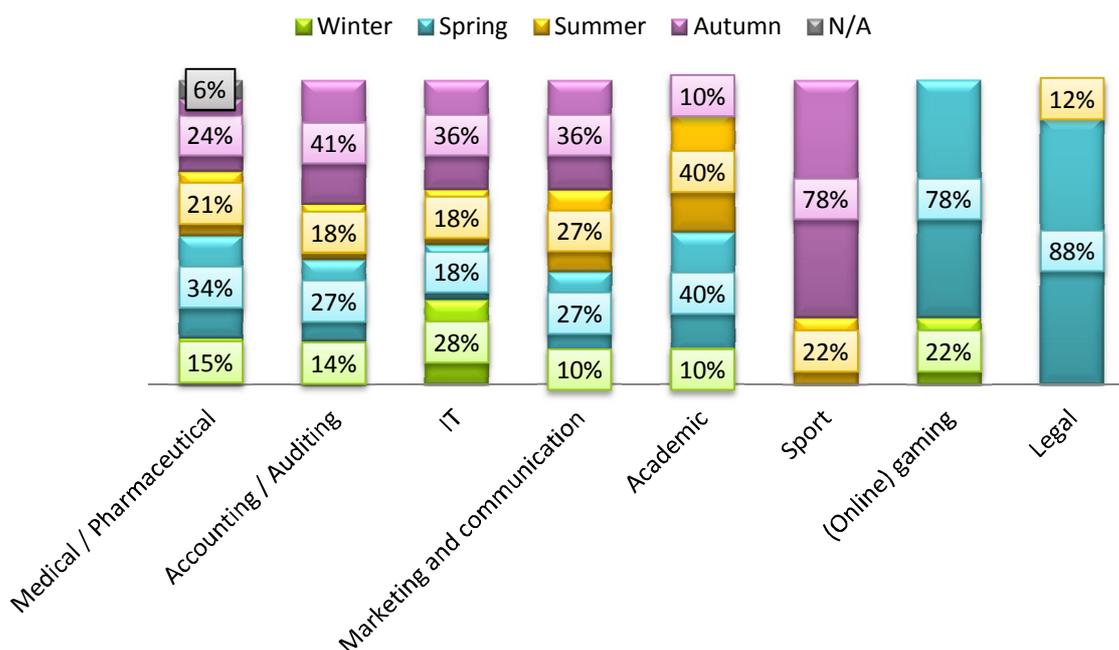
### 9.1 Seasonality for all events organized in 2014 (N=195)

The most preferable season for all events was autumn - for incentives 43% and for congresses 45%. The most preferable season for conferences was spring (34%).



### 9.2 Seasonality of events by type (N=195)

Spring was mostly preferred for Legal conferences (88%) and (Online) gaming conferences (78%) while autumn was chosen at a greater point for the conduct of Sport conferences (78%). Summer was also an ideal season for the Academic Conferences (40%).

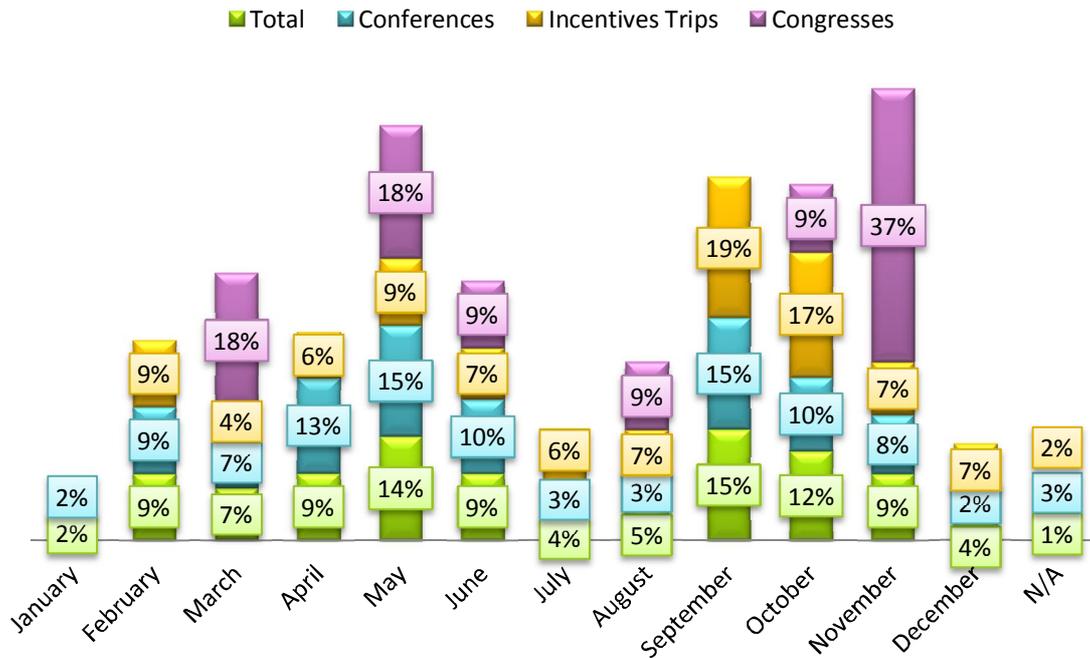


Note that the results of only the top 8 types of events are shown on the above table.

### 9.3 Distribution of events by month (N=195)

As previously described, all autumn (September, October, November) months were more preferred both for incentives and congresses. September was the most preferred month for incentives (19%), while October ranked second as a choice for incentives (17%). November ranked first as a choice for congresses (37%).

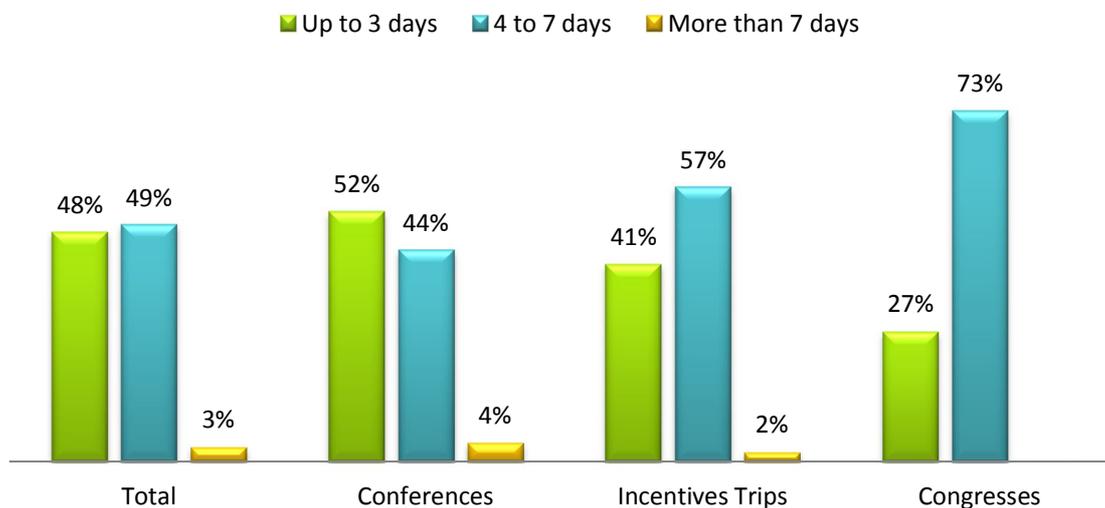
As previously described, all spring (March, April, May) months were more preferred for conferences, following by autumn (September, October, November). For this reason, May and September were the most preferred months for congresses (15% each).



## 10. Duration of Events

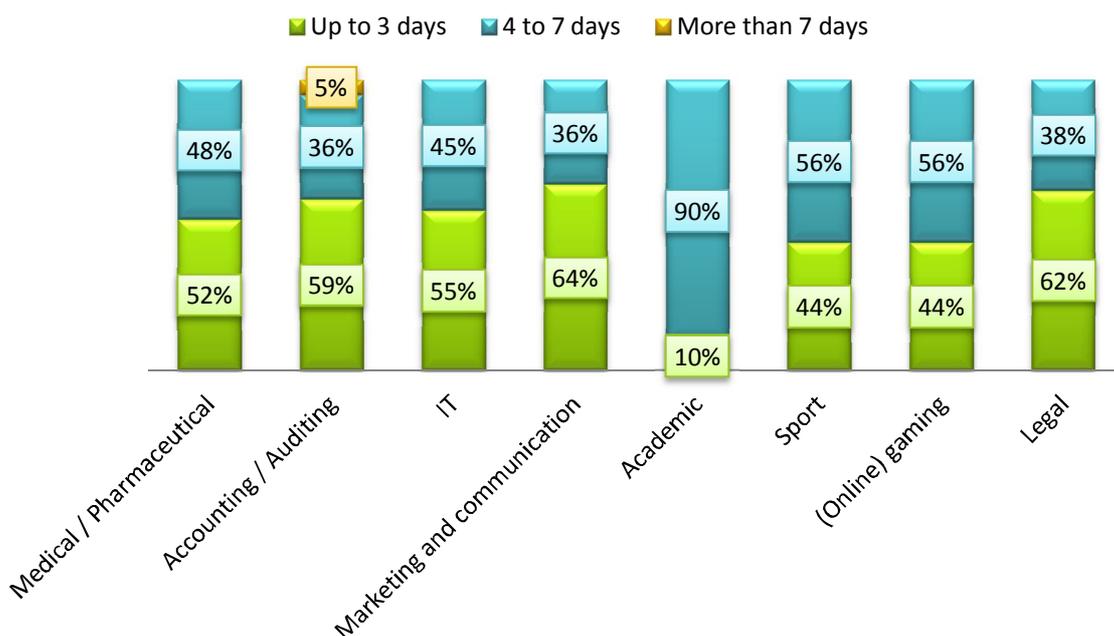
### 10.1 Duration of events by category

Forty eight percent of all events had a duration of up to 3 days (52% of all conferences, 41% of all incentives and 27% of all congresses), 49% of the events lasted 4 to 7 days (44% of all conferences, 57% of all incentives and 73% of all congresses) and only 3% of the events lasted more than 7 days (4% of all conferences and 2% of all incentives).



### 11.2 Duration of events by type (N=195)

The majority of Medical / Pharmaceutical (52%), Accounting / Auditing (59%), IT (55%), Marketing & Communication (64%) and Legal (62%) events lasted up to 3 days. The majority of Academic (90%), Sport (56%) and (Online) gaming (56%) events lasted between 4 to 7 days.

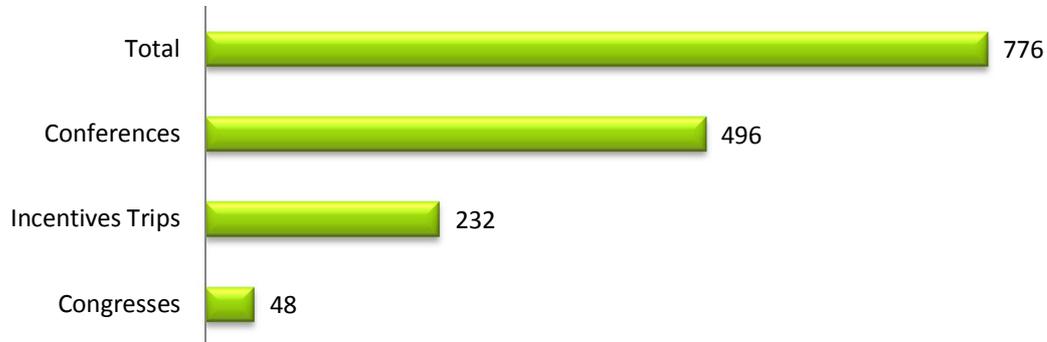


Note that the results of only the top 8 types of events are shown on the above table.

### 11.3 Total number of days

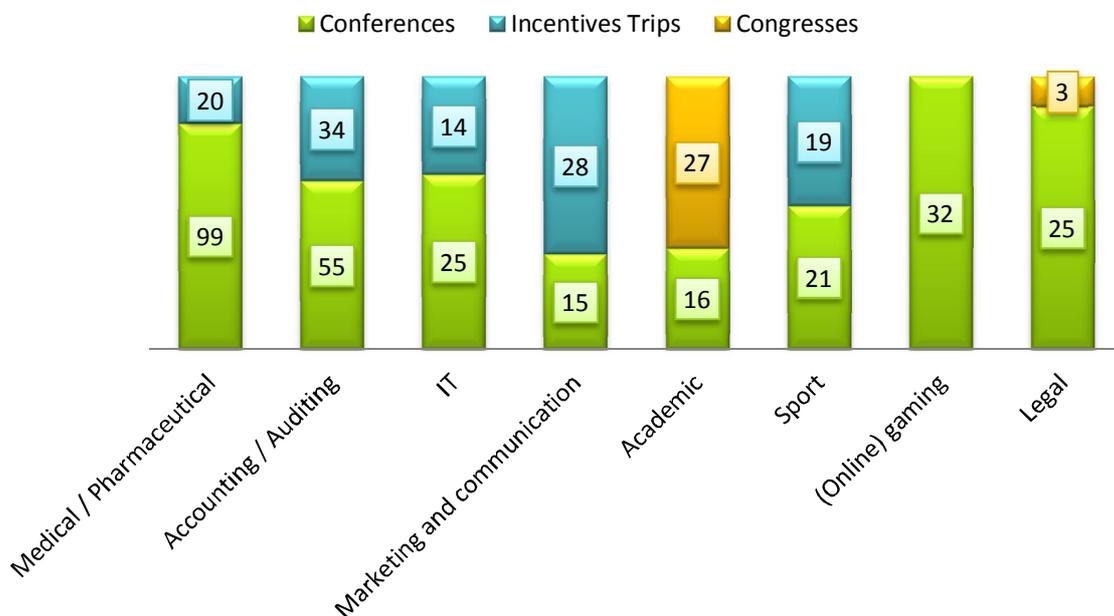
#### 10.3.1 Total number of days for all events

The total duration of all CIMA events was 776 days, 496 for all conferences, 232 for all incentives and 48 days for all congresses.



#### 10.3.2 Total number of days for all events by classification (N=195)

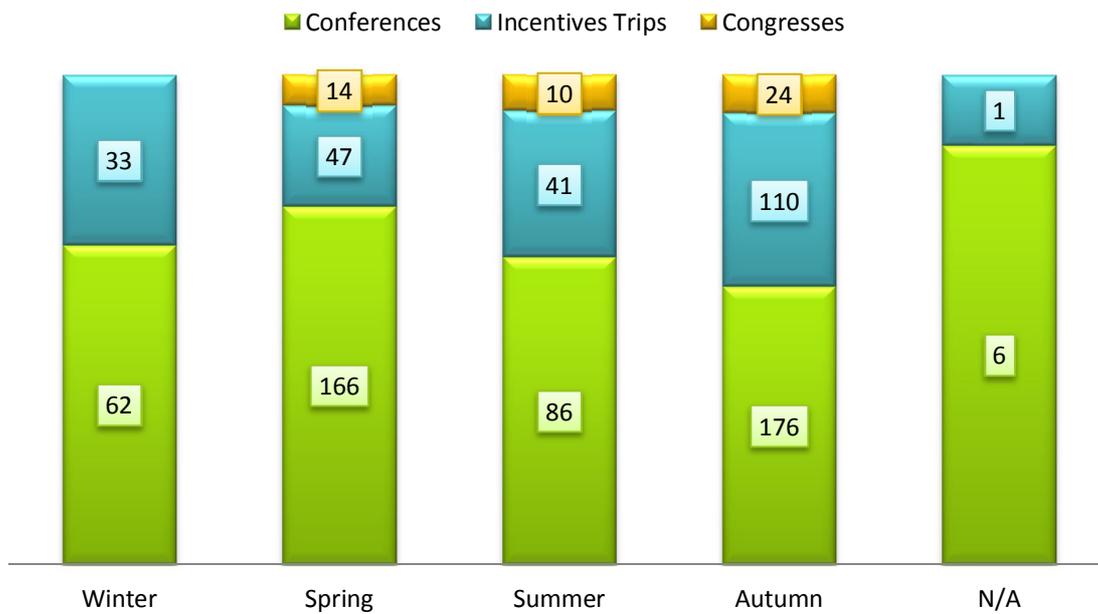
The total number of days for Medical / Pharmaceutical events was 119 days (99 days for conferences and 20 for incentives), for Accounting / Auditing was 89 days (55 days for conferences and 34 for incentives), for IT events was 39 days (25 days for conferences and 14 for incentives) etc.



*Note that the results of only the top 8 types of events are shown on the above table.*

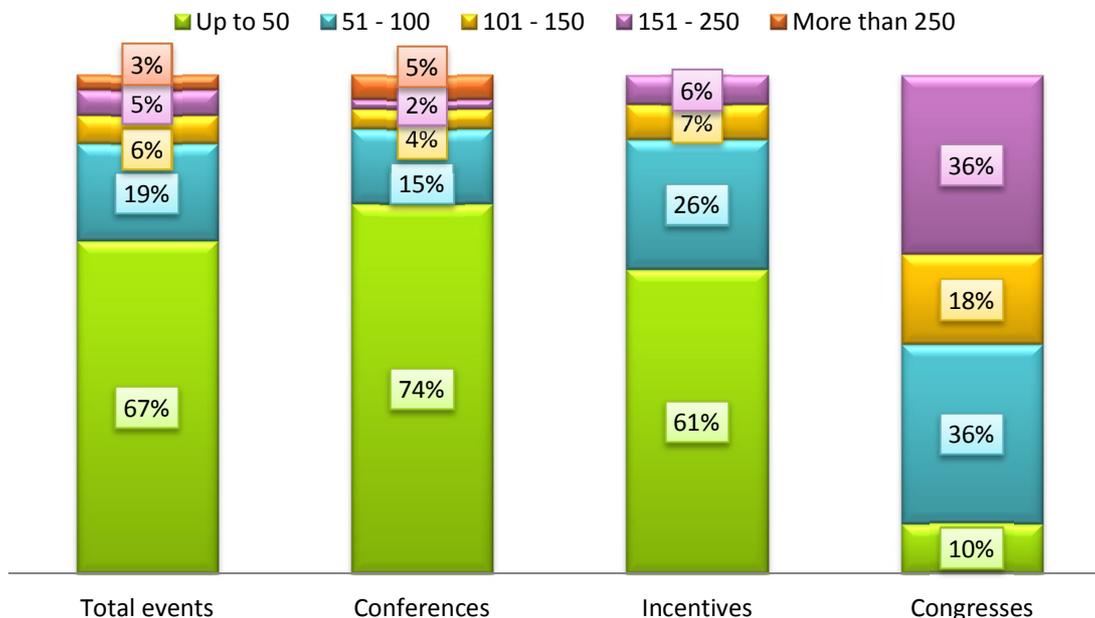
### 10.3.3 Total number of days for events by season (N=195)

The longest total number of days in terms of events' duration was recorded during autumn (310 days) and spring (227 days). The longest total number of days in terms of conferences' duration was recorded during autumn (176 days) and spring (166 days). The longest total number of days in terms of incentives' duration was recorded during autumn (110 days) and spring (47 days). The longest total number of days in terms of congresses' duration was recorded during autumn (24 days) and spring (14 days). As stated before, autumn was the most preferred season for the conduct of incentives and congresses, while spring was the most preferred season for the conduct of conferences.



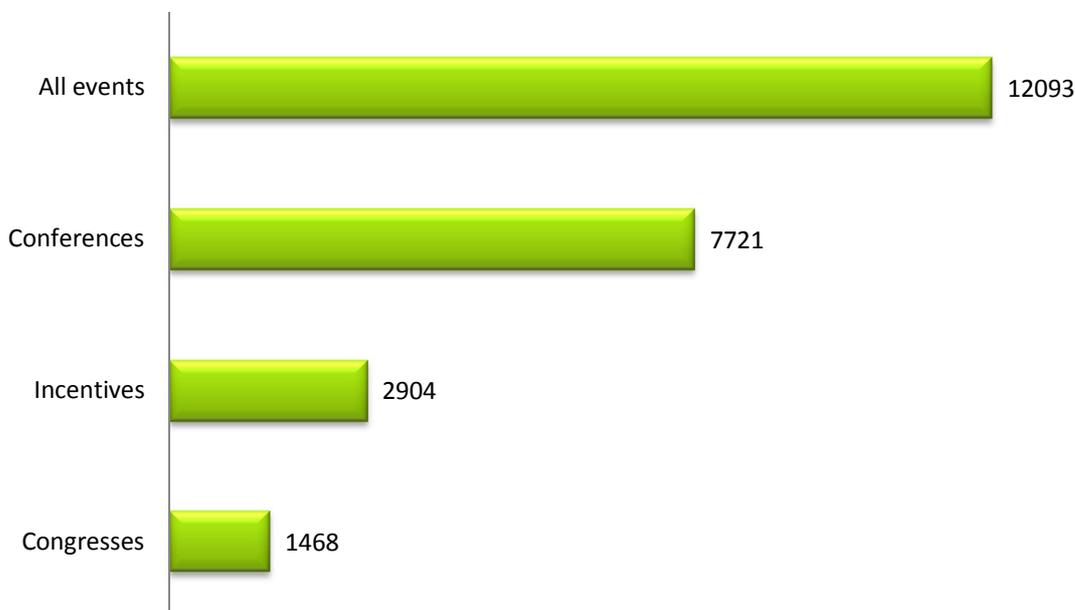
## 12. Number of participants

The majority of all events organized by CIMA members in 2014, consisted of up to 50 participants (67%). The corresponding percentage for conferences was 74%, for incentives 61%, while for congresses 10%. The majority of all congresses consisted of over than 150 participants (54%).



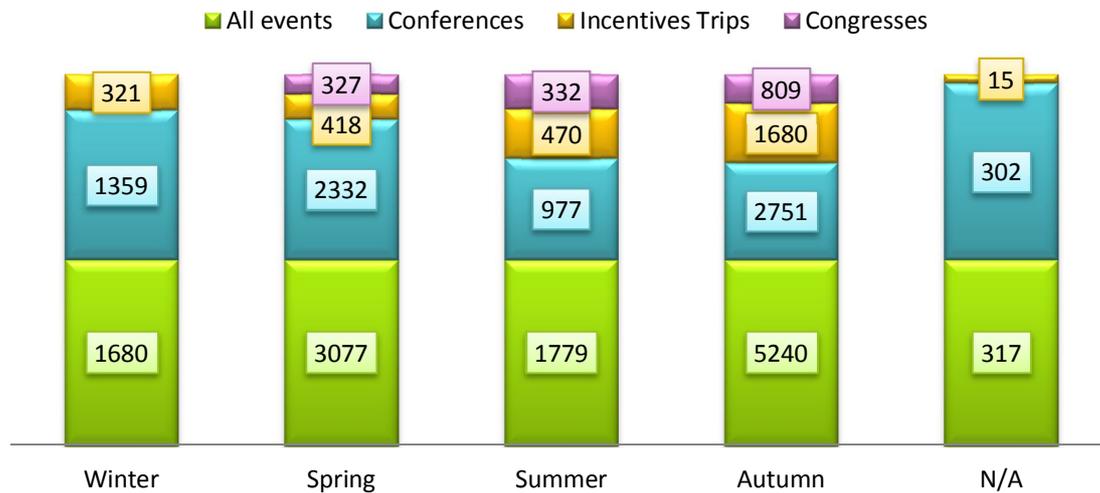
### 11.2 Total number of participants by conferences and incentive events (N=195)

The total number of all participants in all events organized during 2014 by CIMA members was 12.093. All conferences' participants allocated 64% of the total number of participants (7.721 persons), while people participating in incentive events amounted to 2.904 (or 24%) and in congresses amounted to 1.468 (or 12%).



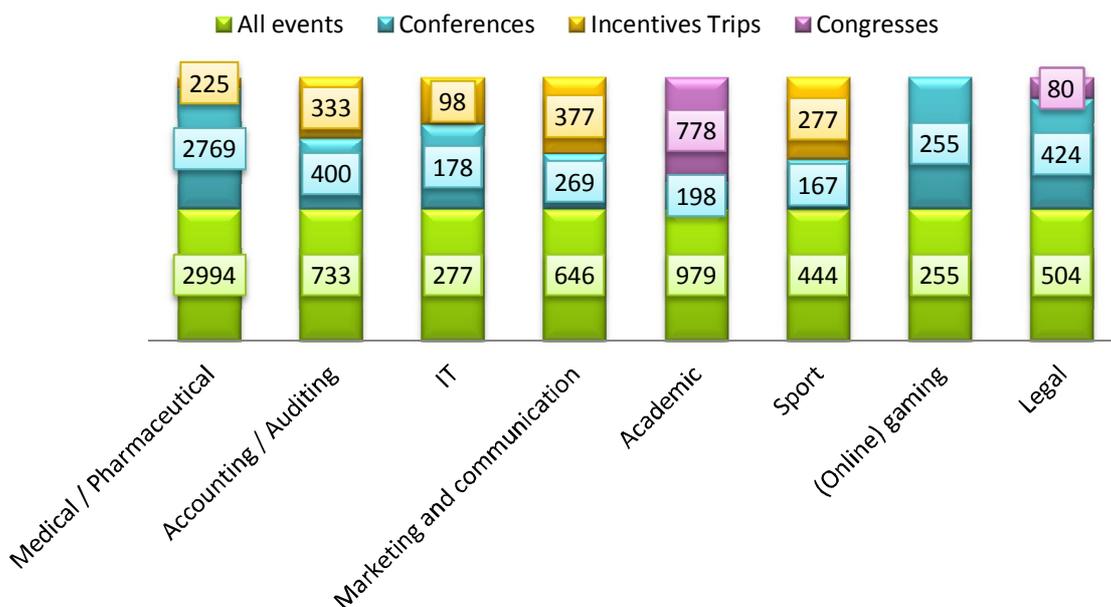
### 11.2 Total number of participants by season (N=195)

The majority of participants (43%) were accommodated in Cyprus during autumn. Spring was the next preferable season (3,077 participants) comparing to winter and summer. The most popular season for conferences was autumn (36%) and the next favorite season was spring (30%). For incentive trips and congresses, the most preferred season was autumn (58% and 55% respectively), while summer ranked second (16% and 23% respectively).



### 11.4 Total number of participants by type of events (N=195)

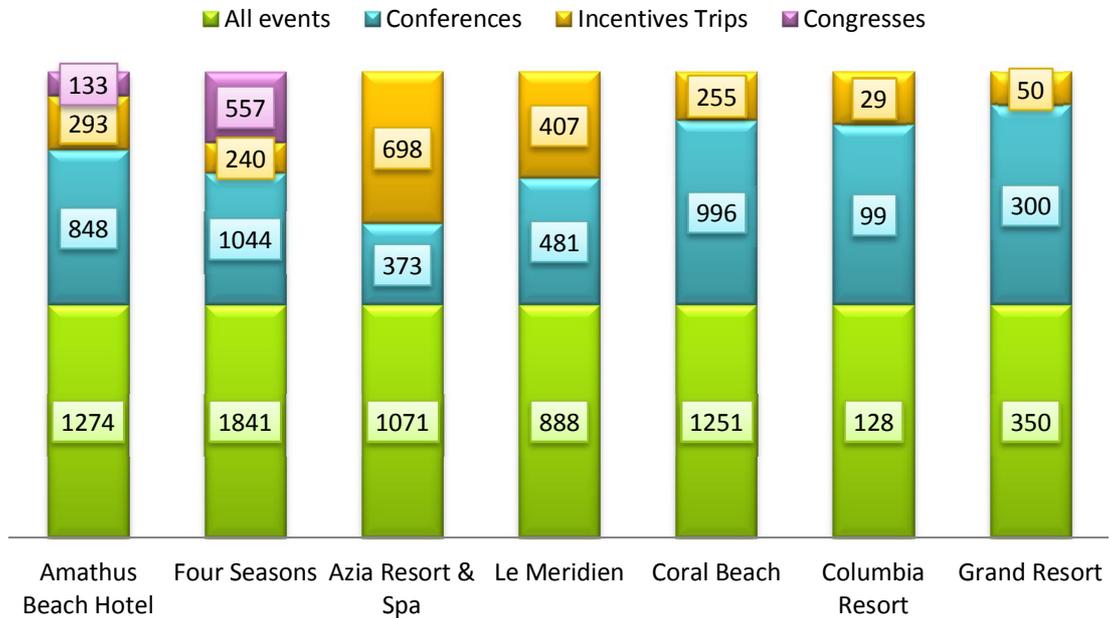
It is evident that Medical / Pharmaceutical attracted the highest number of participants (2,994) during 2014, followed by Academic (979) and then Accounting / Auditing (733).



Note that the results of only 8 types of events are shown on the above table.

### 11.5 Total number of participants by type of venue (N=195)

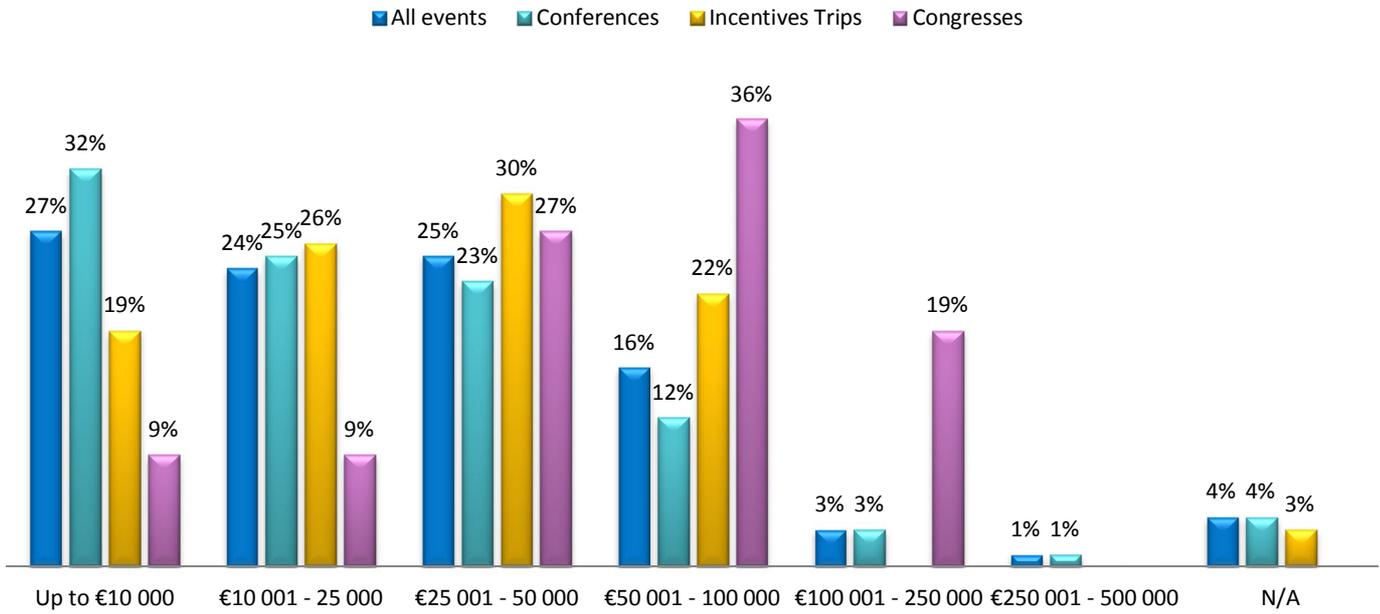
As mentioned earlier, Amathus Beach Hotel and Four Seasons accommodated the majority of all events. This also mirrors on the total number of participants. Eleven percent of the participants (1,274) stayed overnight at a hotel during the events.



*Note that the results of only the top 7 hotels are shown on the above table.*

### 13. Total budget for conferences and incentive events

One of two events expended up to €25.000 (51%). For 25% of all events the budget spanned between €25.001 and €50.000. The budget allocated for 16% of the events rise between €50.001-100.000, while 3% of all events had a budget between €100.001-250.000 and only 1% of all events had a budget between €250.001-500.000.



## V. APPENDIX – QUESTIONNAIRE

1. The questionnaire for the non-CIMA members

**QUESTIONNAIRE FOR THE COLLECTION OF STATISTICAL DATA FOR CONFERENCES & INCENTIVES TRIPS 2014**

**COMPANY'S / ORGANIZATION'S DETAILS**

Company's / Organization's name:	
Respondent's Name:	
Respondent's Position:	
Date of questionnaire completion:	

**Instructions for completion:**

- a. Please circle the number of the answer that applies for you.
- b. For the purpose of collecting statistical data, only conferences and incentives trips will be taken into account.

Q.01. Does your company / organization deal with conference / incentive trips?

YES	1
NO	2

➔ **Terminate**

Q.02. In which of the following categories does your company / organization belongs to?

Hotels	01
Destination Management Companies	02
Professional Congress Organizers	03
Semi – public organization	04
Universities / Colleges	05
Bank organizations	06
Insurance companies	07
Ministries and other Government Sectors	08
The Parliament	09
Associations	10
Enterprise / Business	11
Other (Specify : .....)	19

Q.03. Please give us any feedback, comments or suggestions you have for the Cyprus Tourism Organization relating to **conference tourism**.

---



---



---



---



---



---

Q.04. Please complete in the table below the total number of conferences and incentive trips you have organized during 2014.

Conference Total:	
Incentive Trips Total:	
<b>Grand Total:</b>	

Q.05. In comparison to 2013, did the number of conferences and incentives trips you have organized in 2014 risen, remained the same or has decreased?

	Has risen	Remained the same	Has decreased
Conferences	1	2	3
Incentive Trips	1	2	3

Q.06. What are your predictions regarding the number of conference / incentive trips for 2015? Do you think the number will rise, will remain at the same levels as 2014 or will decrease?

	Will rise	Will remain the same	Will decrease
Conferences	1	2	3
Incentive Trips	1	2	3

**Please fill the following tables (pp. 4-7) with data for conferences / incentive trips that you have organized in 2014, based on the instructions below.**

Please list only the conferences that had at least **30 participants from abroad** and the incentive trips that had at least **20 participants from abroad**. Also, all the events that will be recorded should include at least **one overnight accommodation**.

1. In **Q.1** write the exact title of the conference / incentive trips that you have organized. Please specify if it's conference or incentive trip (**Circle the answer that applies for you in the frame**)

2. In **Q.2** fill in the date of the event in the format DD/MM/YYYY, eg. 18/01/2014

3. In **Q.3** fill in the expiration date of the event in the format DD/MM/YYYY, eg 19/01/2014

4. In **Q.4** fill in the category of conference / incentive tourism for each event using the following codes:

- For Conferences Associations circle code **4A**
- For Corporate Conferences circle code **4B**
- For Government / Semi / local authorities Conferences circle code **4C**
- For Academic Conferences circle code **4D**
- For Europe Programme Conferences circle code **4E**
- For Incentive Travel circle code **4F**
- If conferences does not covered by any of the categories above circle **4G** and please specify the category

5. In **Q.5** note the main themes covered in the conference / incentive trip using the following codes:

- For Medical topics circle code **5A**
- For Technology issues circle code **5B**
- For Scientific subjects circle code **5C**
- For Industry subjects circle code **5D**
- For Educational topics circle code **5E**
- For Social Science subjects circle code **5F**
- For Economics circle code **5G**
- For Management issues circle code **5H**
- For Environmental, Ecology subjects circle code **5I**
- For subjects related to Transport circle code **5J**
- For Commerce related subjects circle code **5K**
- For other issues not covered by any of the above categories circle the code **5L** and please specify the category

6. In **Q.6** please fill in the name of the main venue used for conducting the conference / incentive trip as well as the city

7. In **Q.7** please indicate whether the conference is organized for the first time in Cyprus or it is repeated at regular intervals from 1 to 4 years or it has been organized in the past but at more than 4 years interval period. Please use the following codes:

- For conference organized for the first time in Cyprus, circle code **7A**
- For conferences repeated within 1 to 4 years circle code **7B**
- For conference that was organized again in Cyprus in the past but at an interval of more than 4 years circle code **7C**

8. In **Q.8** indicate the total number of participants in the conference / incentive trip.

9. In **Q.9** please specify the breakdown of the total number of participants in the conference / incentive trip to Cypriots and other nationalities.

10. In **Q.10** please indicate approximately the total budget expenses of the conference / incentive travel using the following codes:

- Up to €10.000 circle code **10A**
- €10.001-25.000 circle code **10B**
- €25.001-50.000 circle code **10C**
- €50.001-100.000 circle code **10D**
- €100.001-250.000 circle code **10E**
- €250.001-500.000 circle code **10F**
- €500.001-750.000 circle code **10G**
- €750.001-1.000.000 circle code **10H**
- More than €1.000.000 circle code **10I**

	<b>Event</b>
<b>Q.1 Title of conference / incentive trip:</b>	Conference <input type="checkbox"/> 1 Incentive trip <input type="checkbox"/> 2
<b>Q.2 Starting date of the event:</b>	/ /
<b>Q.3 Concluding date of the event:</b>	/ /
<b>Q.4 Category of conference:</b>	4A    4B    4C    4D    4E 4F  4G
<b>Q.5 Main themes covered in the conference:</b>	5A    5B    5C    5D    5E 5F  5G    5H    5I    5J    5K 5L
<b>Q.6 Type of conference venue used:</b>	Name of venue:  City:
<b>Q.7 Conference organized for the first time or repeated:</b>	7A            7B            7C
<b>Q.8 Total number of participants:</b>	
<b>Q.9 Breakdown of total number of participants in Cypriots and other nationalities:</b>	Cypriots:  Other nationalities:
<b>Q.10 Total budget expenses of conference / incentive trip:</b>	10A    10B    10C    10D 10E  10F    10G    10H    10I

**THANK YOU FOR YOUR PARTICIPATION**

2. The questionnaire for the CIMA members

**QUESTIONNAIRE FOR THE COLLECTION OF STATISTICAL DATA FOR CONFERENCES, INCENTIVES TRIPS & CONGRESSES 2014**

**COMPANY'S / ORGANIZATION'S DETAILS**

Company's / Organization's name:	
Respondent's Name:	
Respondent's Position:	
Date of questionnaire completion:	

**Instructions for completion:**

a. Please circle the number of the answer that applies for you.

Q.01. Does your company / organization deal with any of the conferences / incentive trips / congresses?

Conferences	Incentive trips	Congresses
1	2	3

Q.02. In which of the following categories does your company / organization belongs to?

Destination Management Companies	1
Professional Congress Organizers	2

Q.03. Total marketing expenditure per year (€).

- A. 0-10000                      B. 10001-20000                      C. 20001-30000                      D. 30001 +

Please indicate the % you spent, on the following different marketing activities

- a. Exhibitions ..... %
- b. Sales trips ..... %
- c. Representation fees ..... %
- d. Fun trips ..... %
- e. Educational ..... %
- f. Other (please specify .....)

-----  
 TOTAL: 100 %



**Category:**

- a. Conference
- b. Incentive Trip
- c. Congress

**Definitions:**

**Meetings/conference groups:**

Groups that choose Cyprus as their destination for their meeting and 80% of the participants fly in for this meeting. Minimum stay 1 night.

**Incentive Incoming tourism** is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional or education purposes. 80% of the participants fly in for this meeting. Minimum stay 1 night.

**Congress meetings** are those which require registration from the participants and it is against a fee that covers their participation to the meeting. The nominated secretariat of the Congress undertakes to book transfers, hotels and other related services. These are usually for associations 80% of the participants fly in for this meeting. Minimum stay 1 night.

**Type:**

- a. IT
- b. Legal
- c. Accounting/Auditing
- d. Medical/Pharmaceutical
- e. Automobile related industry
- f. Fashion
- g. Marketing and communication
- h. Other (please specify .....)

**Geographical Area:**

- a. Global meeting
- b. European if yes then name the country
- c. EMEA (Europe, Middle East and Africa)
- d. Other (name the country or area .....)

Q.06. Please complete the following table taking into consideration the definitions stated above.

Events	Category	Type	Number of participants	Country	Geographical Area	Time Spend (in days)	Hotel	Date / Month	Budget
Event 1									
Event 2									
Event 3									
Event 4									
Event 5									
Event 6									
Event 7									
Event 8									
Event 9									
Event 10									

**THANK YOU FOR YOUR PARTICIPATION**

