

**Cyprus Tourism Organization  
Market Research Presentation:  
'Collection of Statistical Data for Conference and Incentive  
Events 2011'**



CYPRUS TOURISM ORGANISATION



**Cyprus Tourism Organisation** In order to assess the current trends and future developments of the Conference and Incentive Tourism sector, 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 objectives of the project were to:

- Identify and record the number of Conference and Incentive events organized in Cyprus during 2011.
- Provide an in depth analysis of the major characteristics of the events organized in Cyprus with emphasis on the classification (International, European, etc) and type (Association, Corporate, etc), the main themes covered in the events, the implementation date and duration, the estimation of the total number of participants including the country of origin, the type of venue and the assessment of the total budget of the events.

## Selection Criteria

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

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

The **Cyprus Tourism Organization** revised the selection criteria applied in 2010. Particularly, in 2010 the definition for eligible events was at least 50 participants for conferences and 20 for incentive events, irrespective whether the origin of these participants was from Cyprus or abroad. **The modification of the selection criteria was implemented by CTO in order to investigate more thoroughly and objectively conference and incentive events that mainly comprised participants from abroad and not from Cyprus.**

## Sampling Method, Data Collection and Sample

- The survey covered all potential Organizers of Conference and Incentive Events operating in Cyprus
- Data was collected by **Symmetron Market Research** through January-July 2012, mainly through personal interviews using a structured questionnaire and in few cases through self completion
- The total sample comprised 82 Organizations

# MAIN FINDINGS



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- In total, 352 events were organized in 2011. The majority of these events were conferences (263) and 89 were incentive trips.
- The total number of participants for all events was 42,003 persons distributed to 31,799 persons for conferences and 10,204 persons for incentive events. Participants from abroad comprised the majority with 36,655 persons compared to 5,348 Cypriots.
- The average number of participants for all events was 120 persons, for conferences 122 and for incentive events 114.
- The conference market is almost equally divided to International (111) and European conferences (116). The incentive market is dominated by European events (45).
- The most popular category of events are corporate (50%), and academic (22%) while international association conferences come third with a significant share (15%).

# MAIN FINDINGS

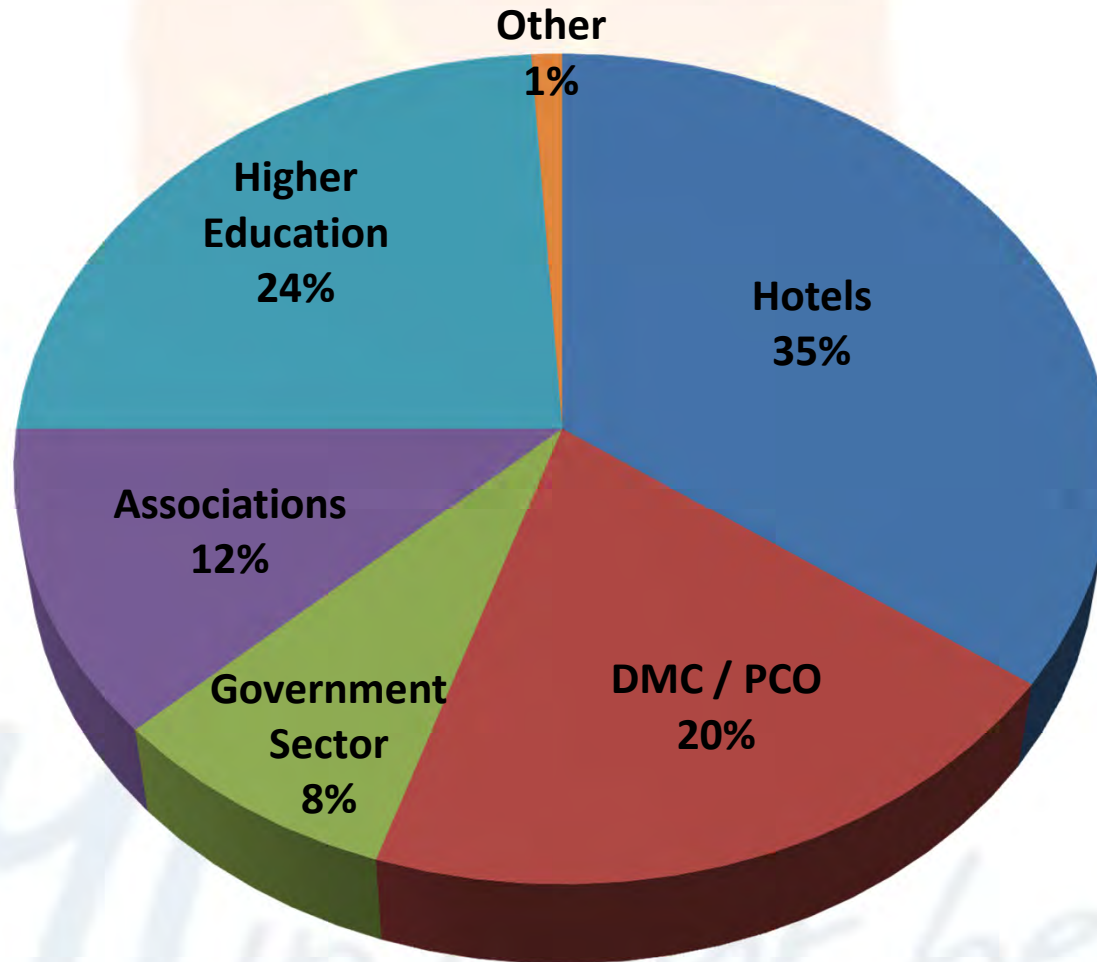


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- Lemesos attracted the majority of conferences (132) and incentive trips (61) and it seems that only Pafos managed to secure a significant share for both types of events (65 conferences, 23 incentive trips); Lefkosia ranked third in the conference market with 32 events. The other cities are not major contributors to the conference and incentive tourism markets.
- Hotels dominate the market in terms of venue selection obtaining a share of 76% among conferences and a remarkable 90% among incentive events.
- Spring and autumn are the busiest seasons for both conferences and incentive markets capturing together approximately two thirds of the total market. May is undoubtedly the most important month with 17% share in the conference and 18% in the incentive market and October ranked second.



N=82

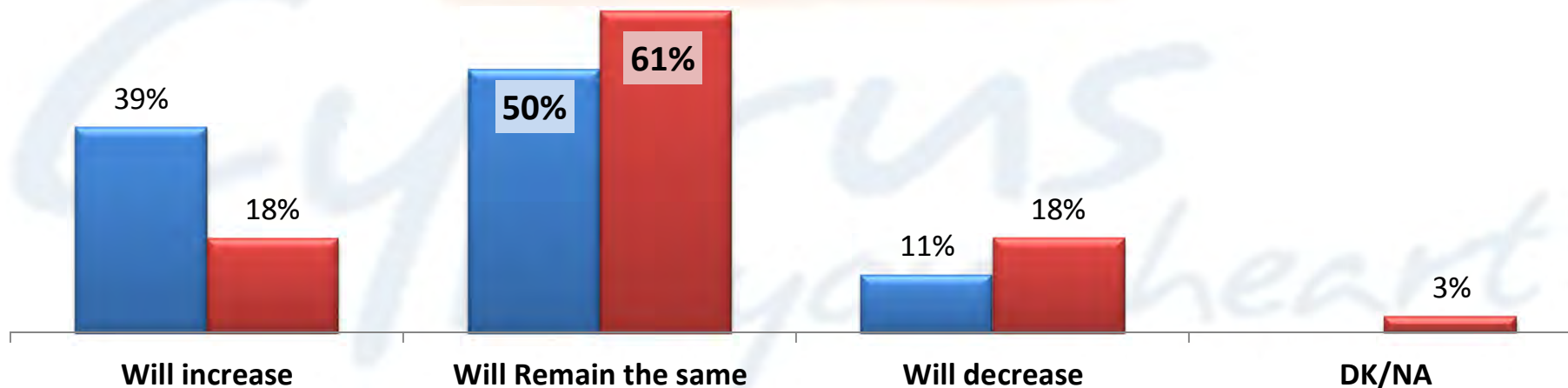
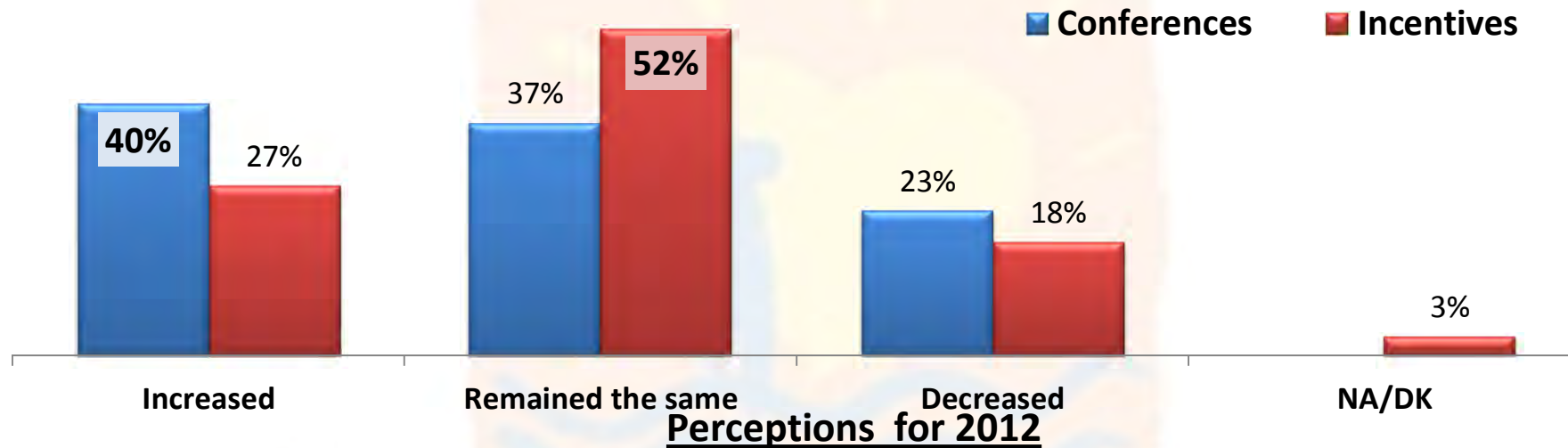


# Perceptions on current and future trends in the conference and incentive sector



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## Estimates for 2011



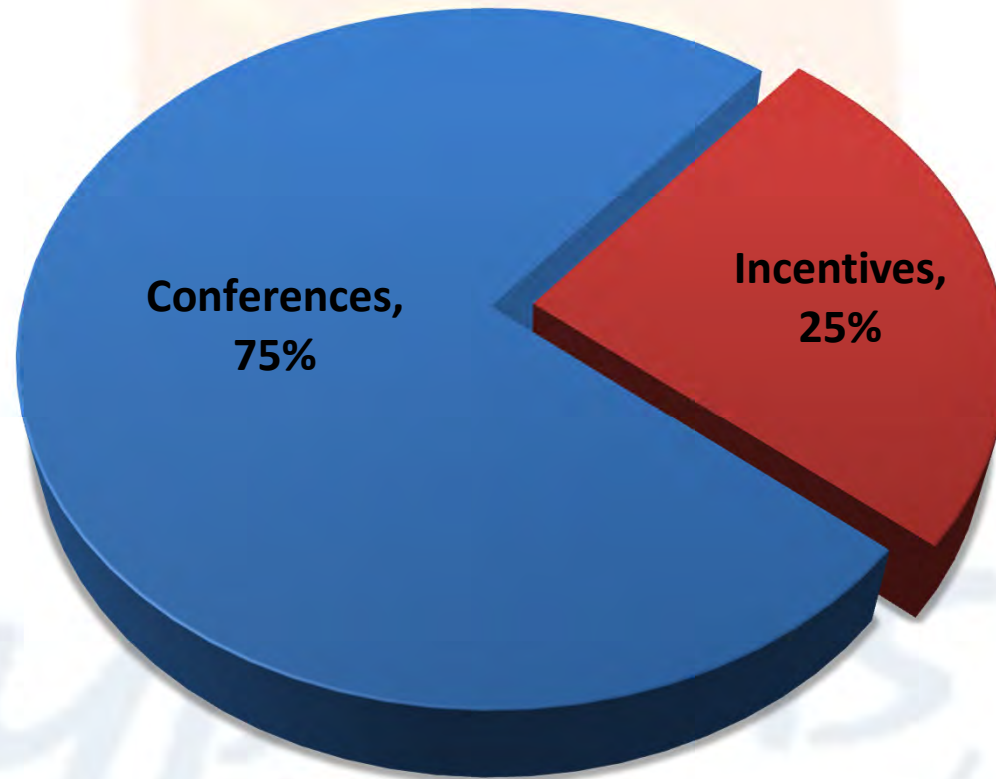
Note: Data provided by participants refers to any conferences/incentives organized and is not restricted to conferences /events defined as eligible by CTO.

# Conference and Incentive Events Organized in 2011



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N=352



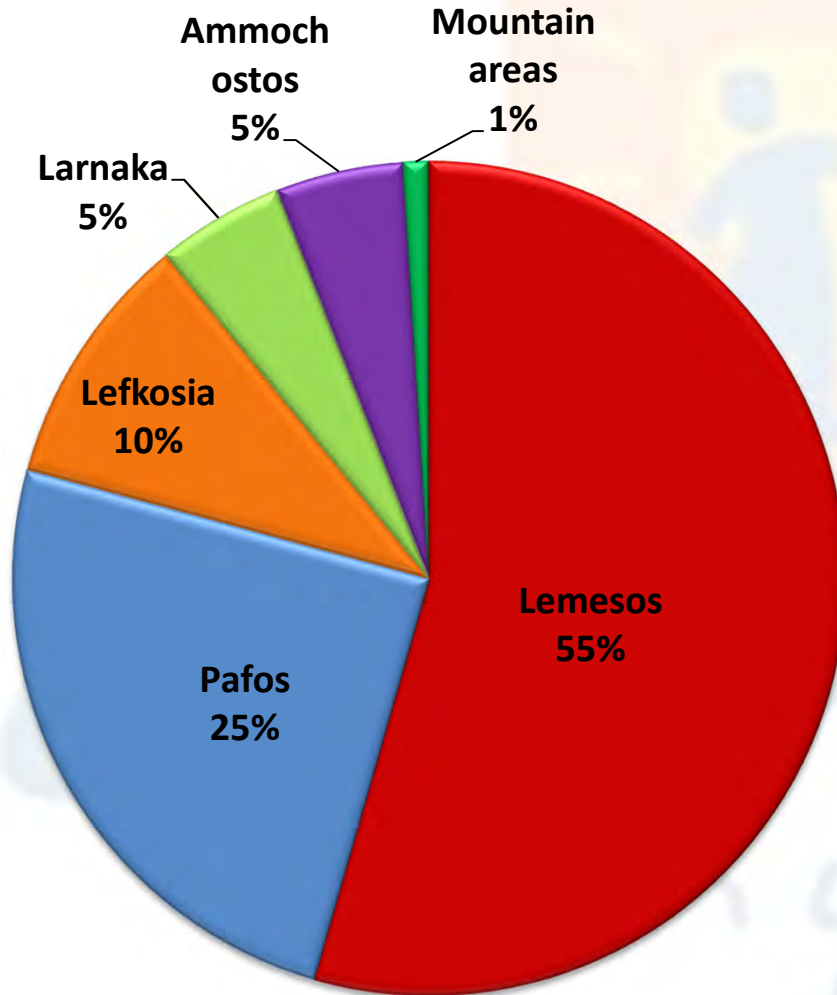


# Geographical distribution of events



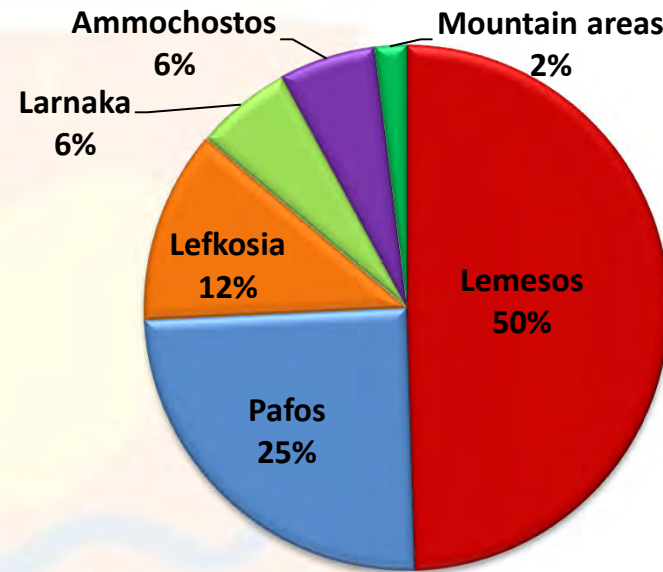
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## ALL EVENTS

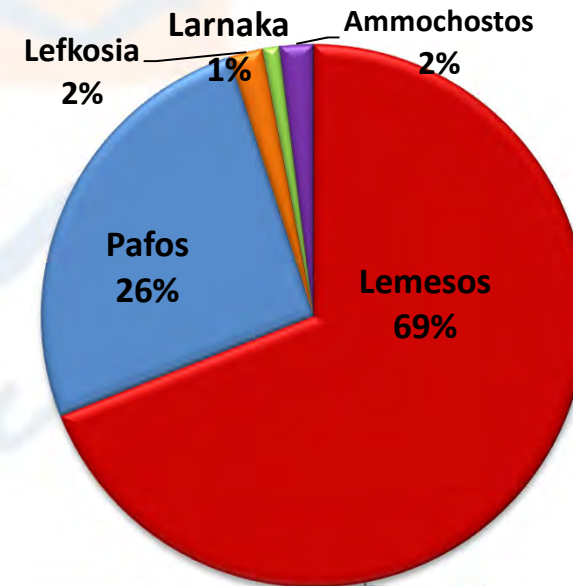


N=352

## CONFERENCES



## INCENTIVES

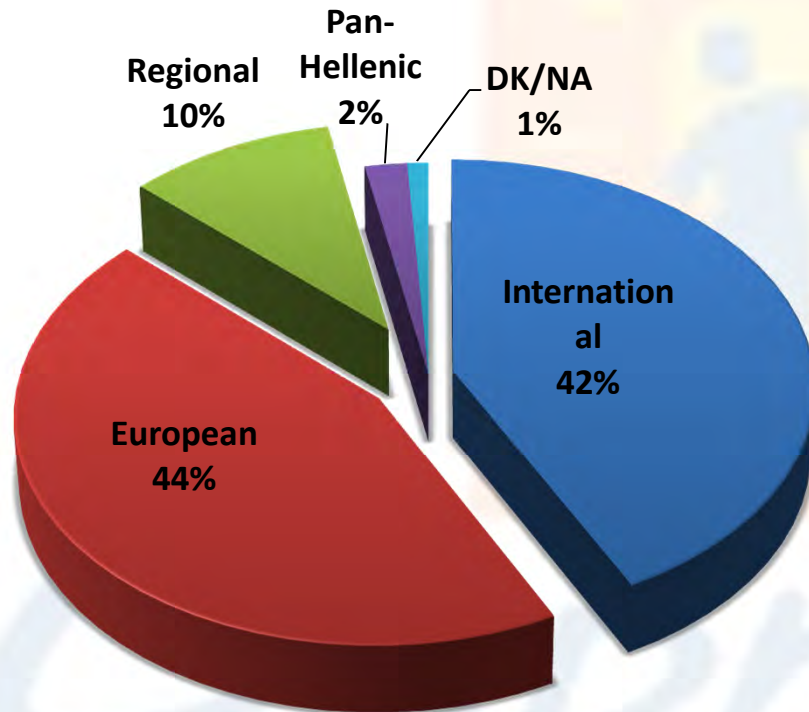


# Classification of Events by Geographical Origin of Participants

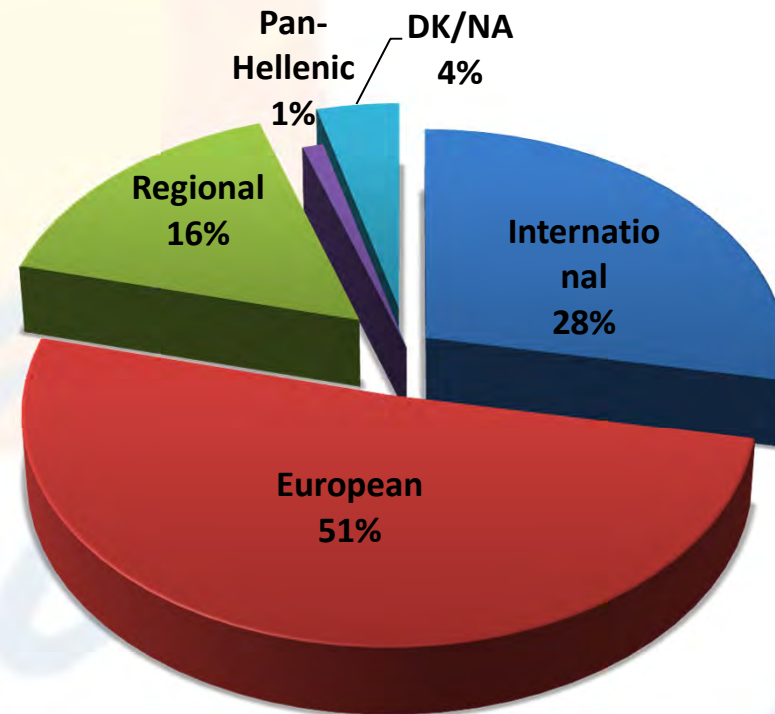


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## CONFERENCES



## INCENTIVES



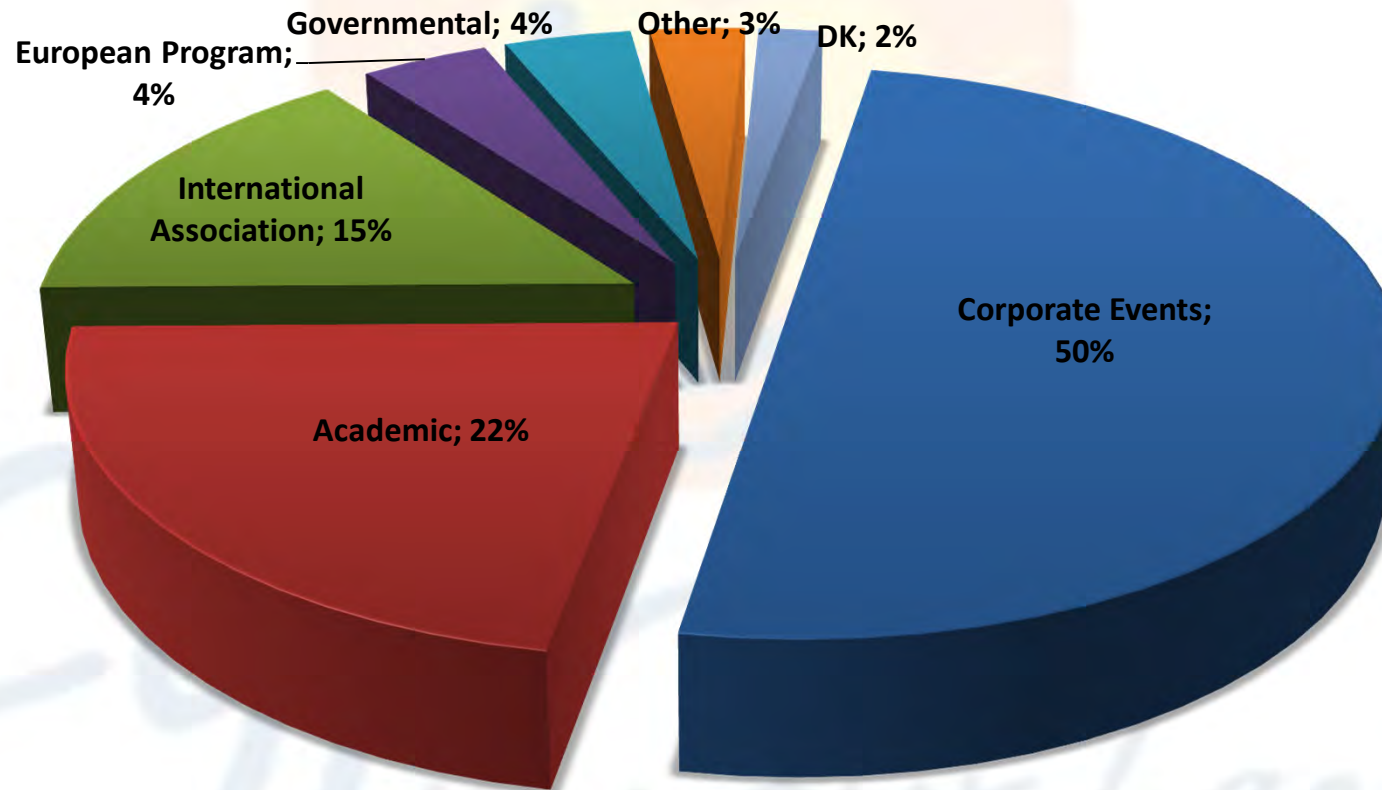
# Categories of Events



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One out of two events organized in 2011 were corporate

N=352



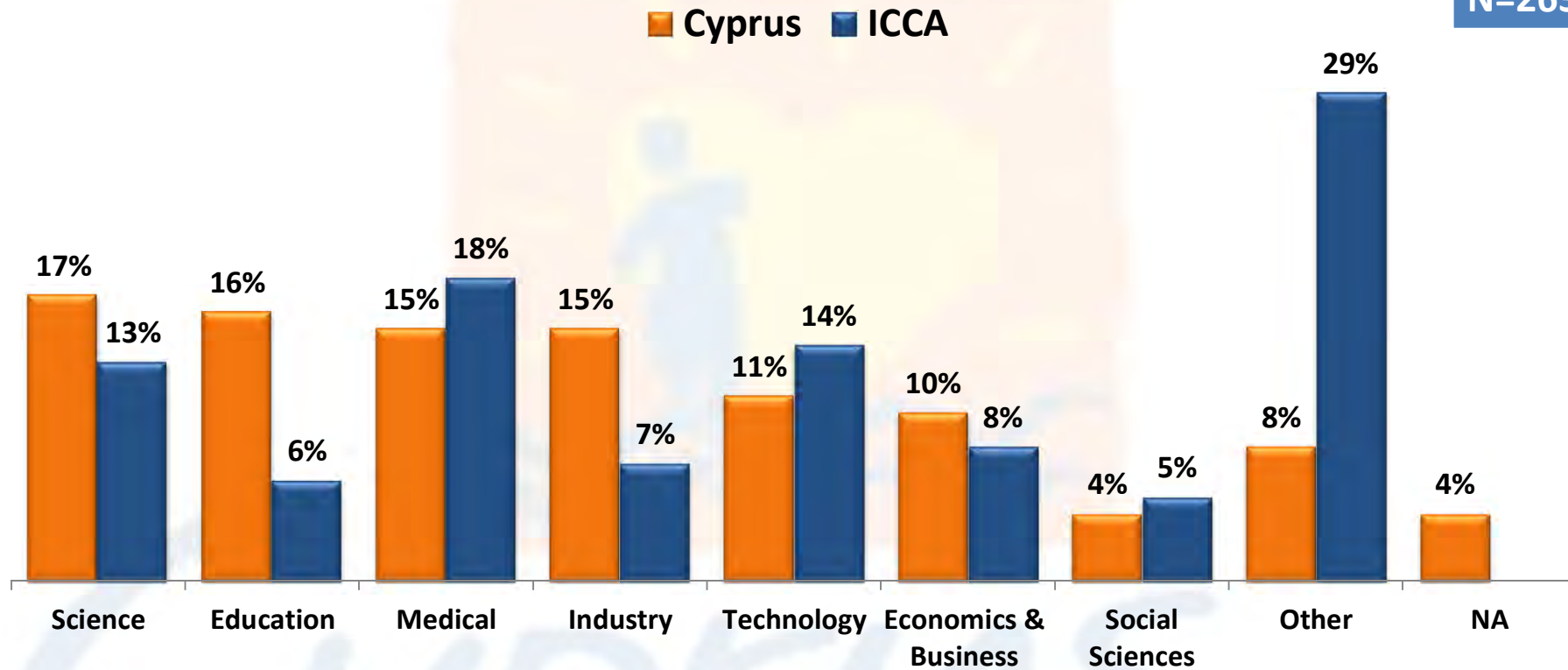
- 67% of corporate conferences were organized in Limassol and 24% in Paphos
- 42% of Association conferences were organized in Paphos and 25% in Limassol

# Main Themes Covered in Conference Events



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N=263

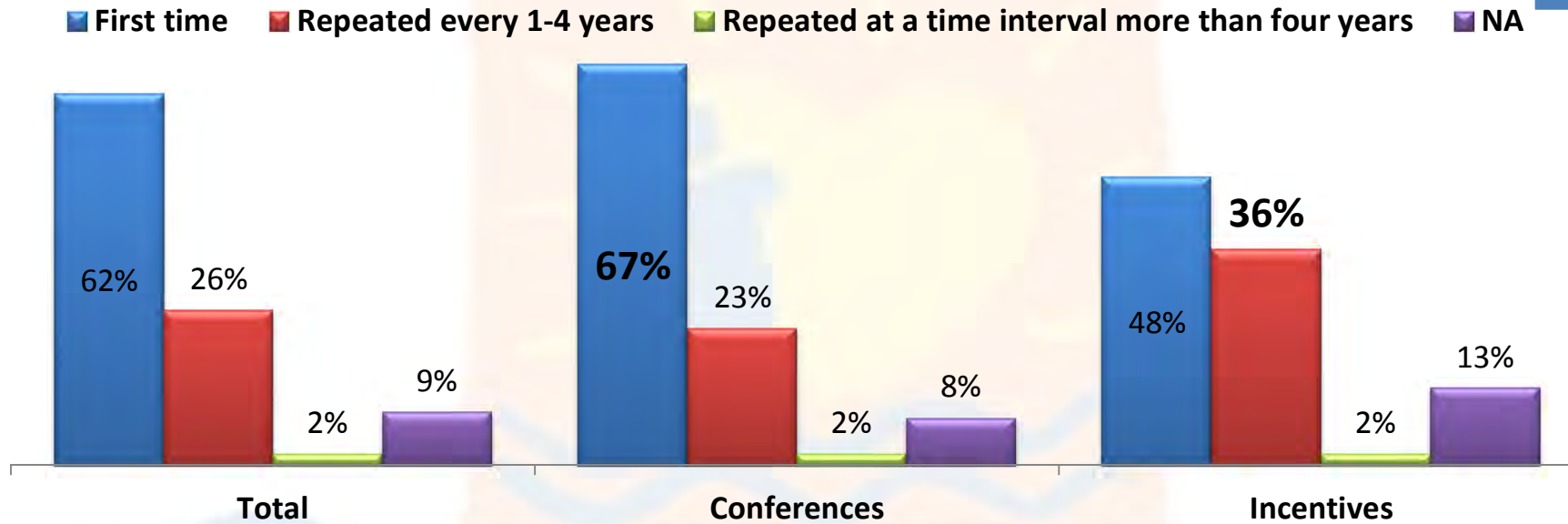


- **Associations:** Science 30%, Medical 21%
- **Corporate:** Industry 33%, medical 16%
- **Academic:** Science 34%, Education 22%
- **EU Program:** Education 46%
- **Governmental:** Economic 46%, Education 38%

# Repetitive and Occasional Events



**N=352**



**Conferences and incentive events with high repetition index**

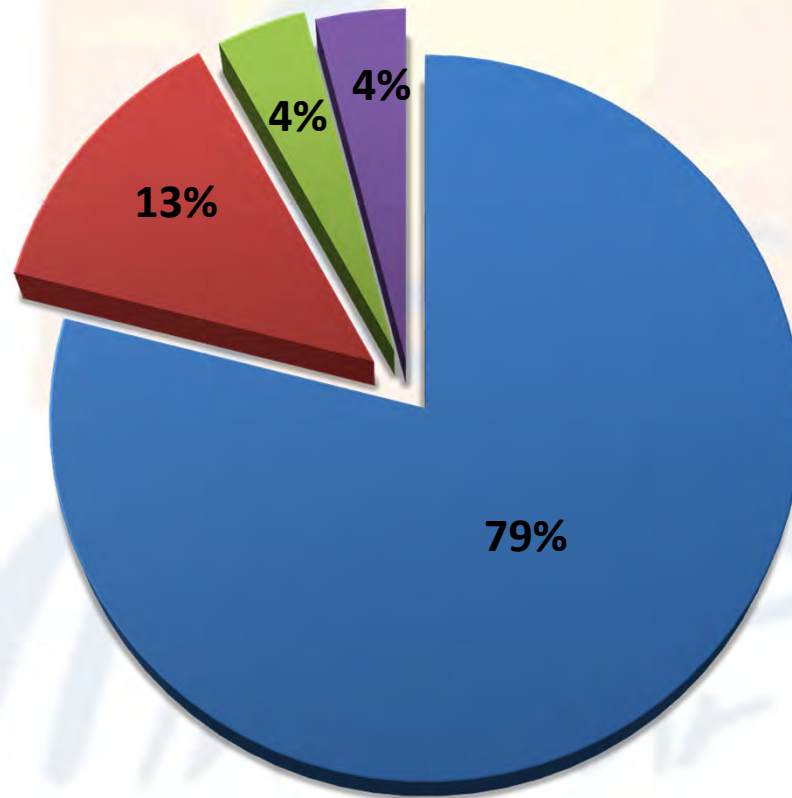
- Regional conferences 40%
- Conferences organized in Nicosia 41%
- International incentive events 72%
- Incentive events organized in Limassol 45%



The majority of events were conducted in hotels and this applies for both conferences and incentive events.

N=352

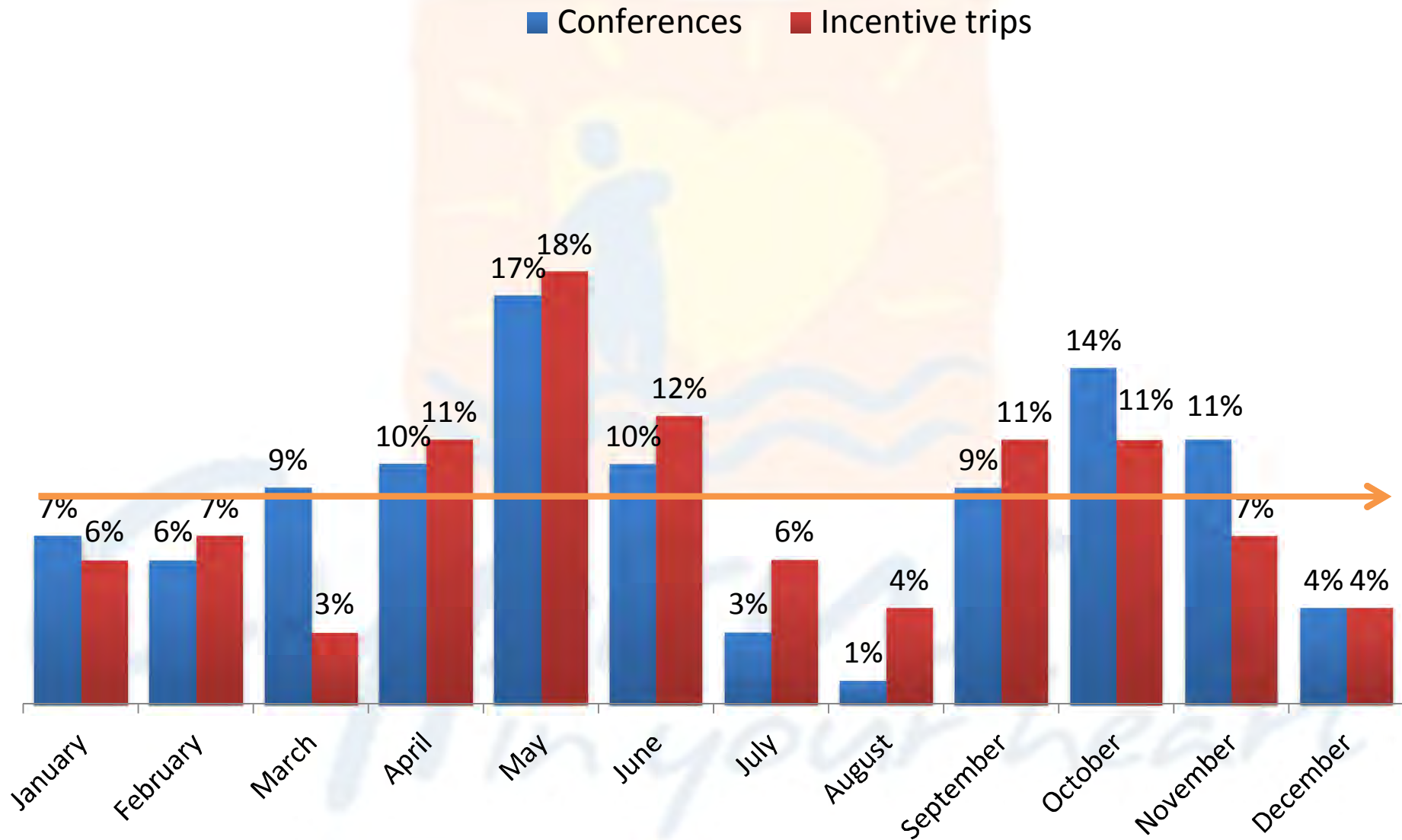
Hotels Other venues Academic Institutions NA



# Allocation of Events by Month



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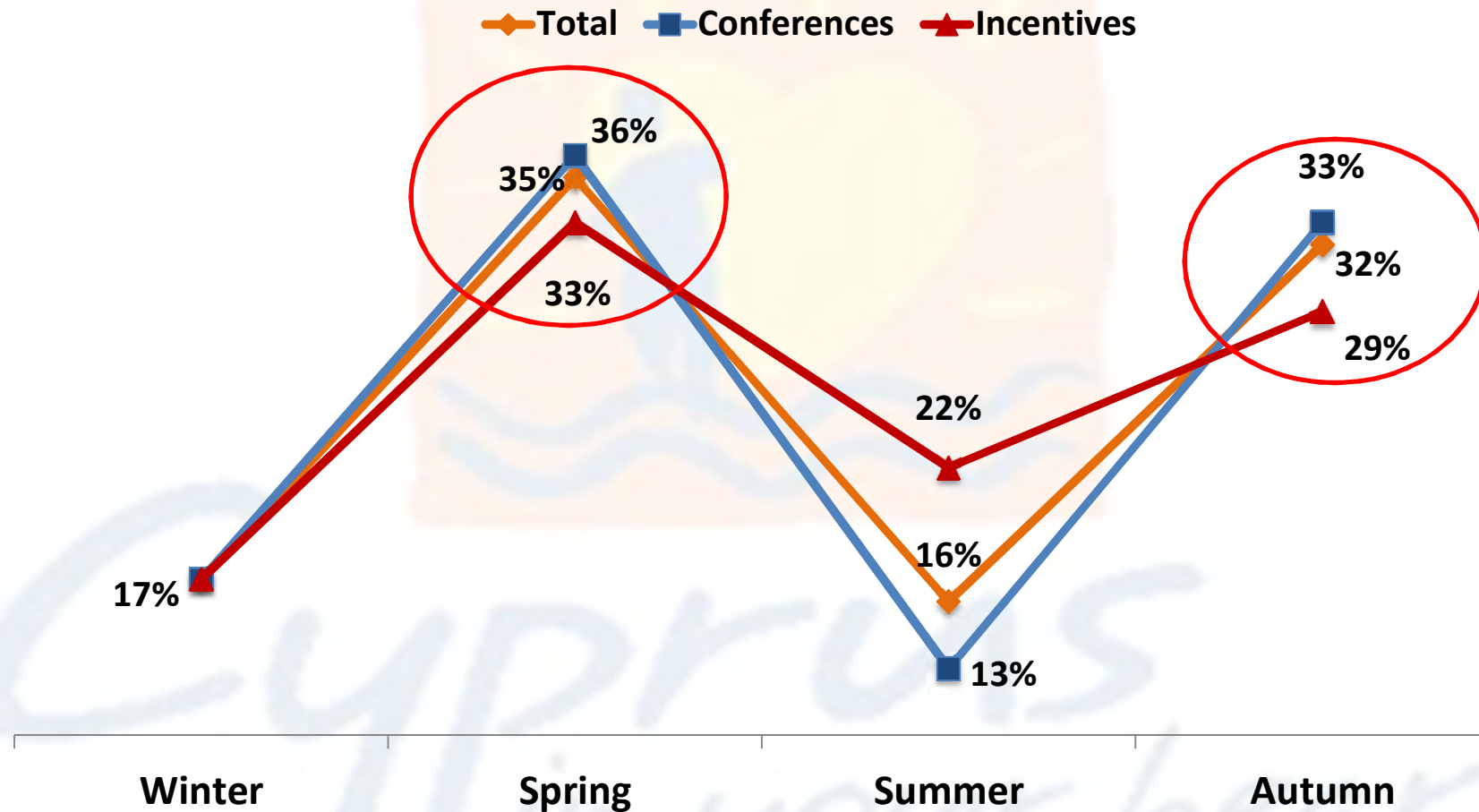


# Seasonality of Events



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N=352



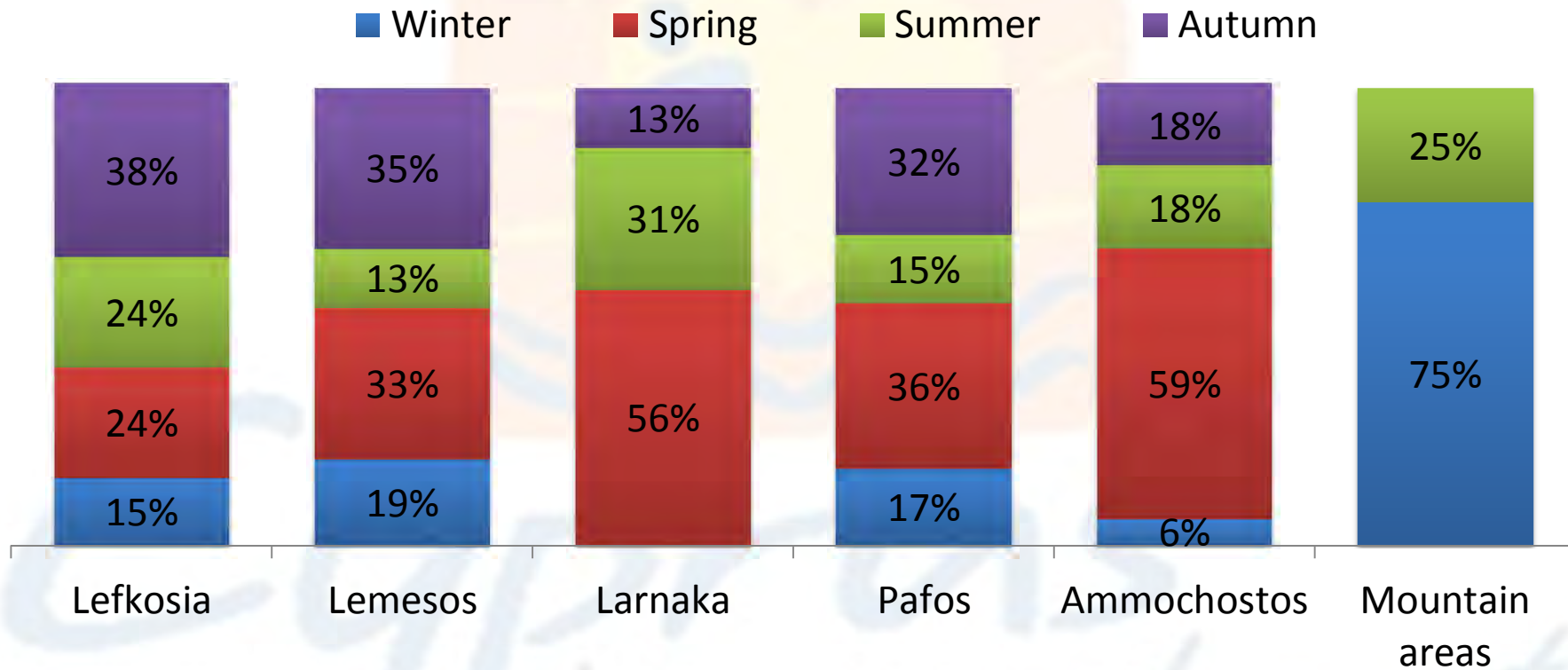


# Seasonality of Events



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N=352

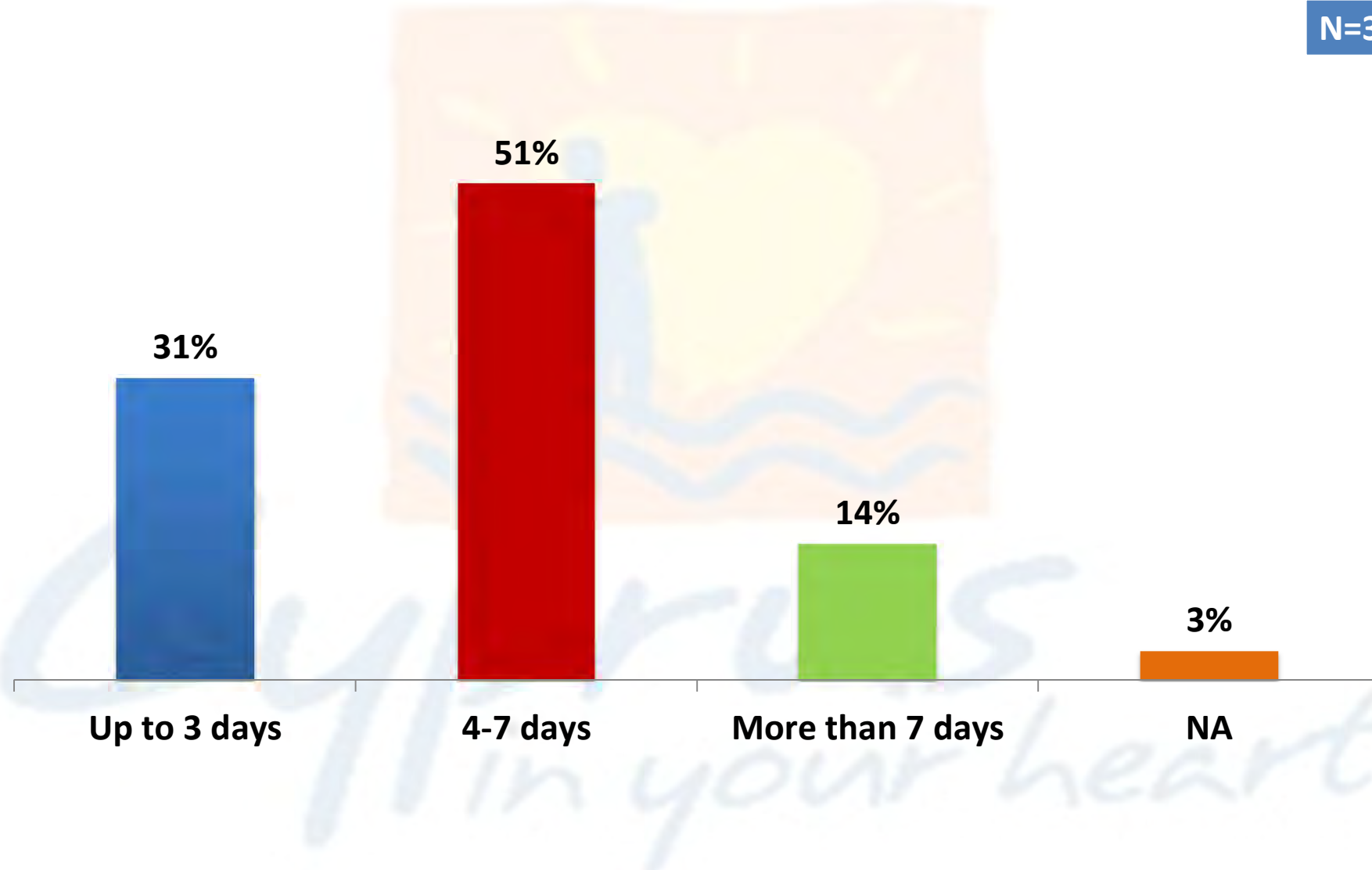


# Duration of Events



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N=352



# Average Number of Days

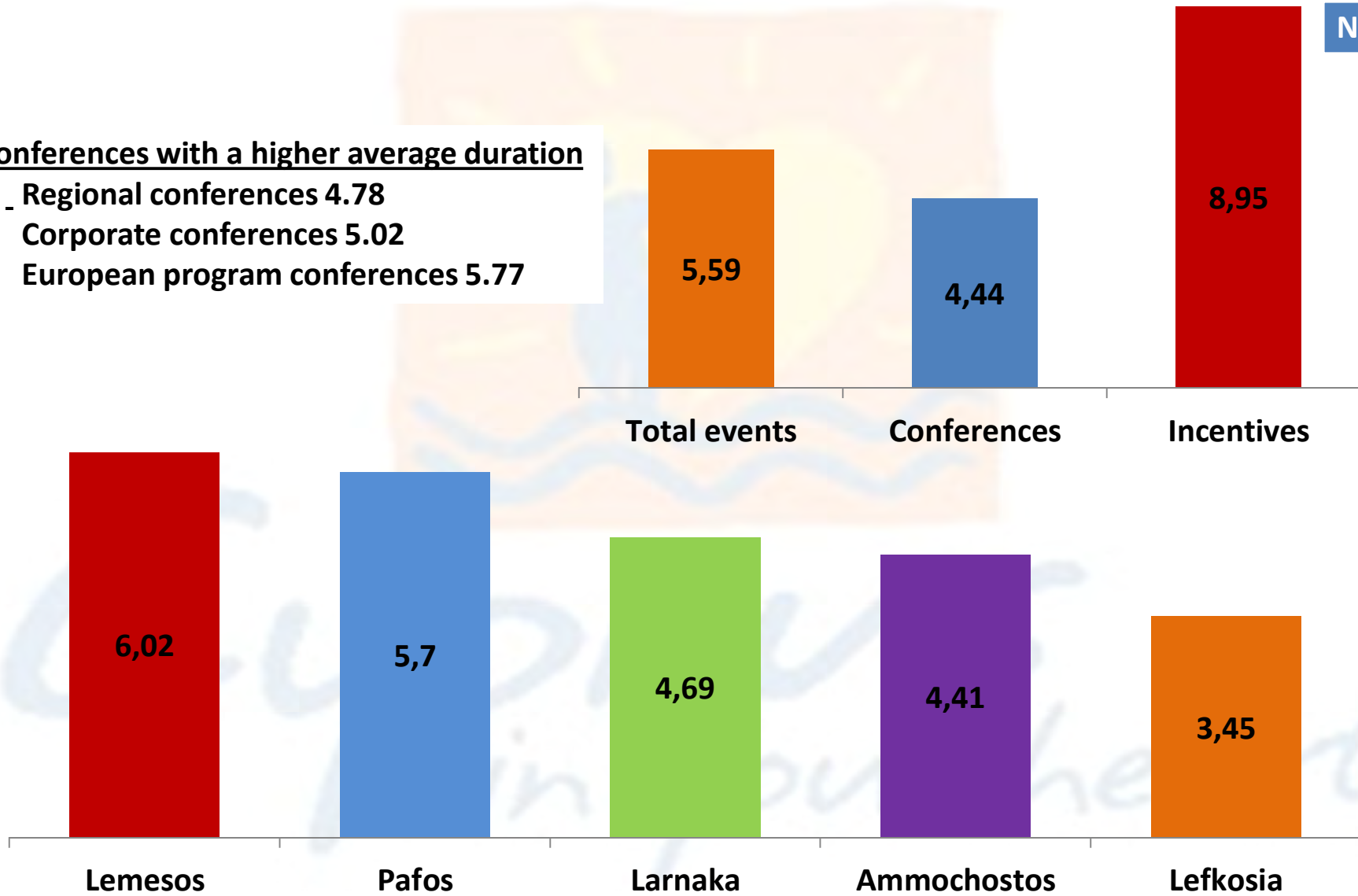


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N=335

## Conferences with a higher average duration

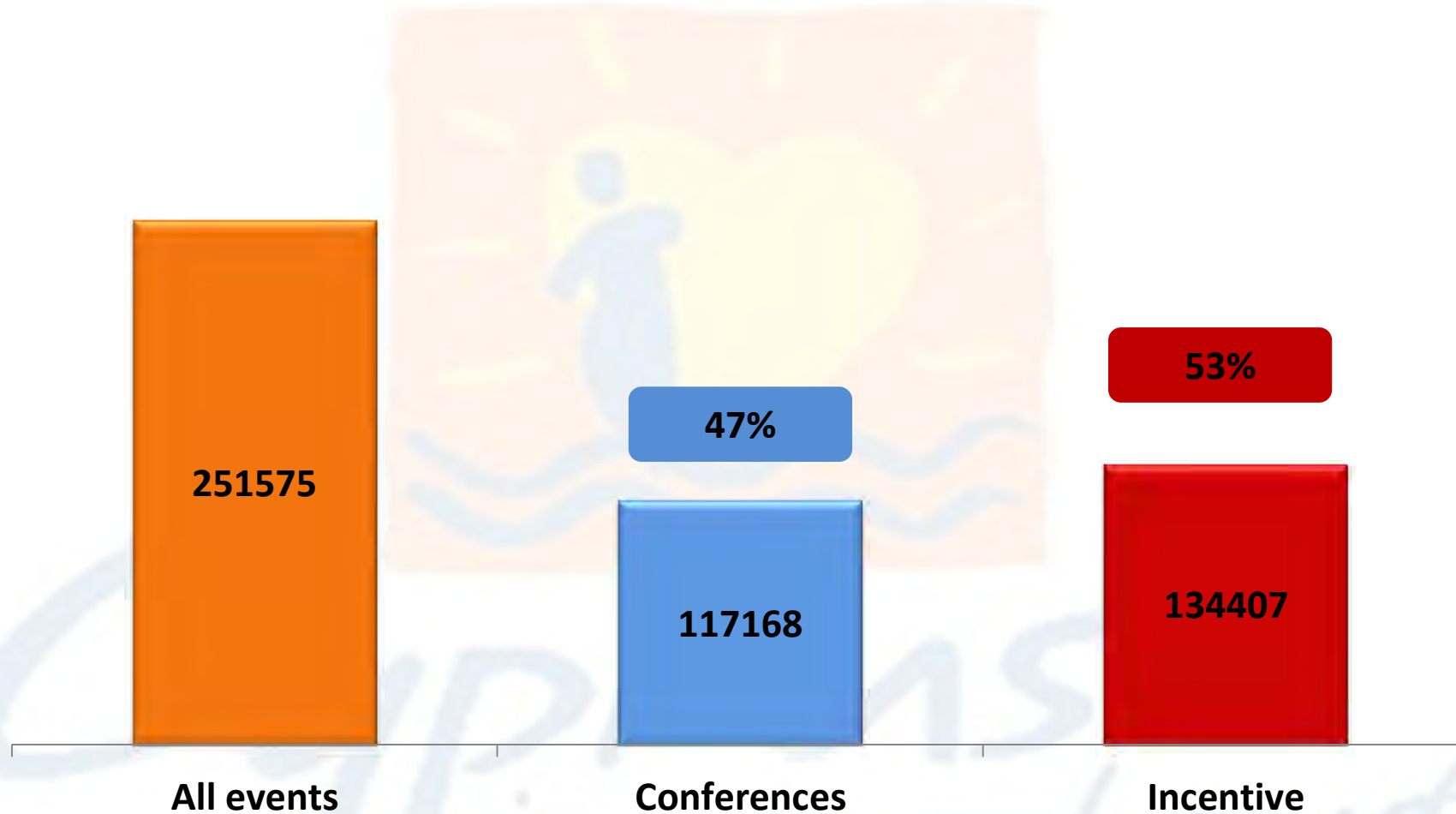
- Regional conferences 4.78
- Corporate conferences 5.02
- European program conferences 5.77



# Estimated Overnight Stays of Foreign Participants



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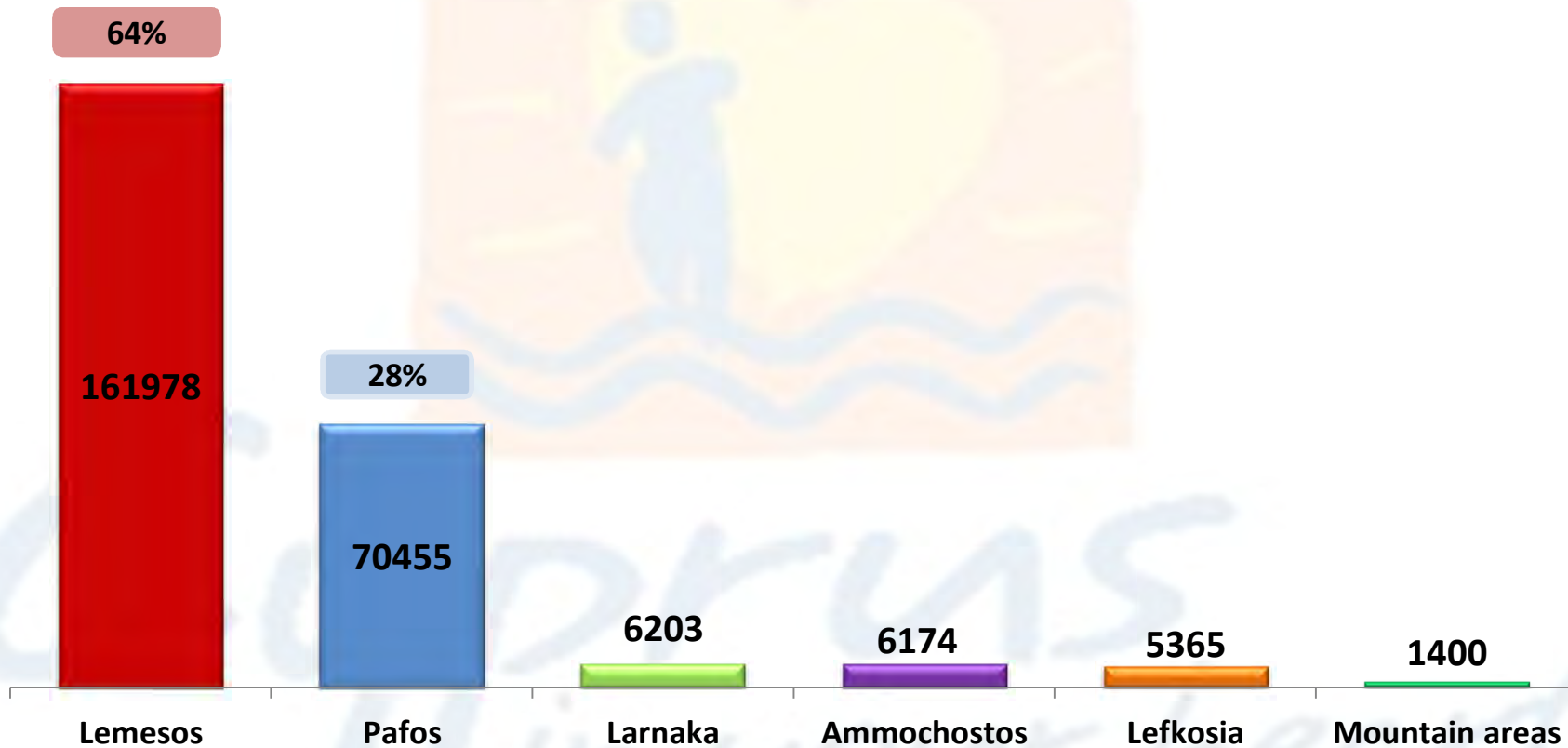
Data is estimated based on the number of foreign participants in the events and the duration of each event



# Estimated Overnight Stays of Foreign Participants



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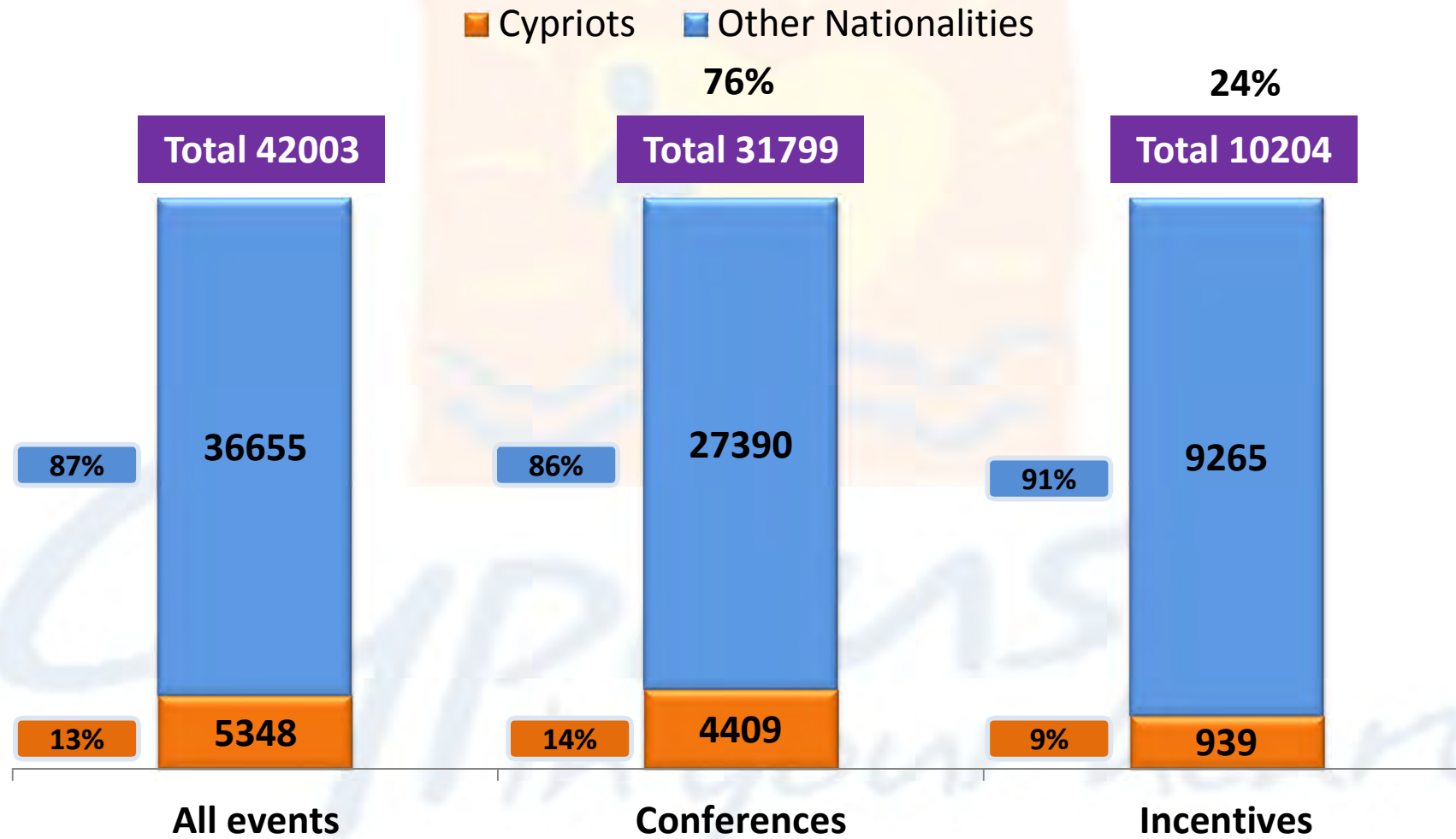


Data is estimated based on the number of foreign participants in the events and the duration of each event

# Total Number of Participants



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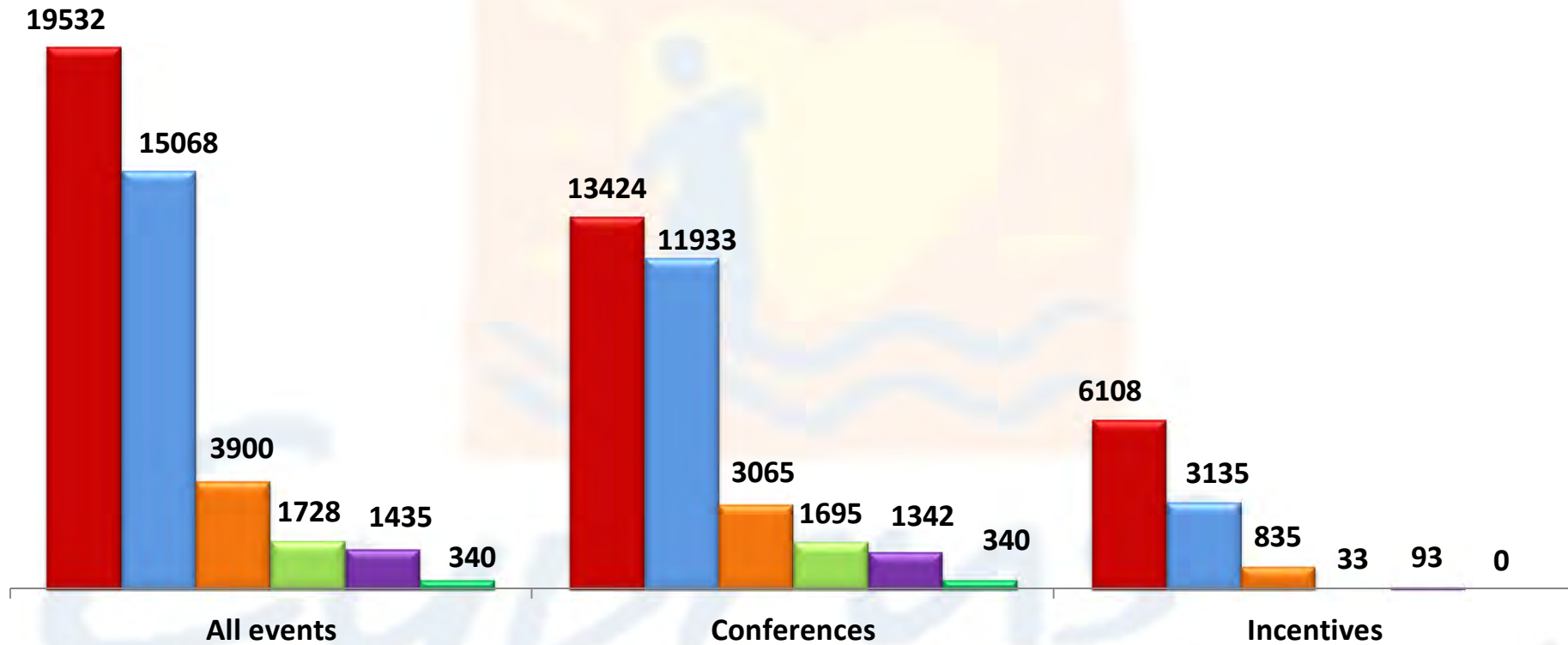


# Total Number of Participants



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■ Lemesos 
 ■ Pafos 
 ■ Lefkosia 
 ■ Larnaka 
 ■ Ammochostos 
 ■ Mountain areas



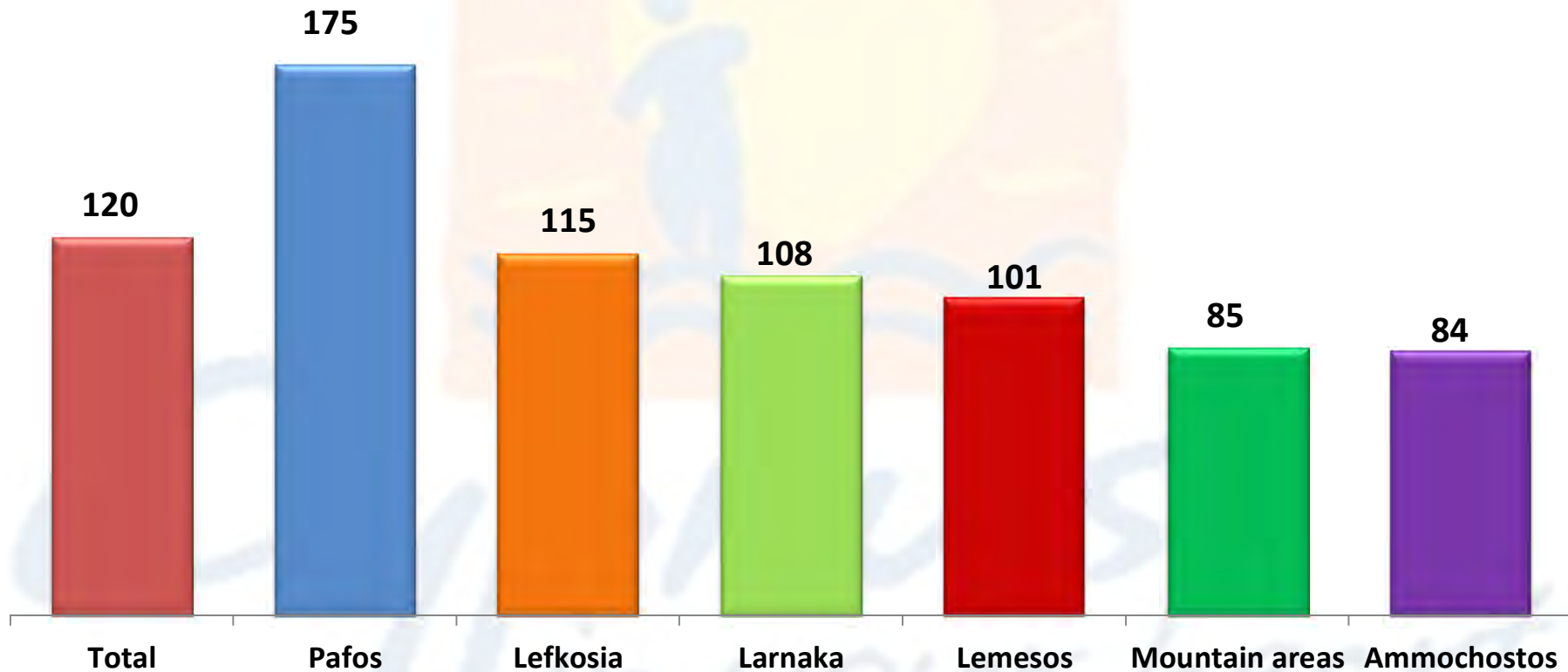
47% of the total number of participants were accommodated in Lemesos  
 Pafos obtained 36%, Lefkosia 9%, Larnaka 4%,  
 Ammochostos 3% and mountain areas 1%.

# Average Number of Participants by Geographical Area



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## ALL EVENTS

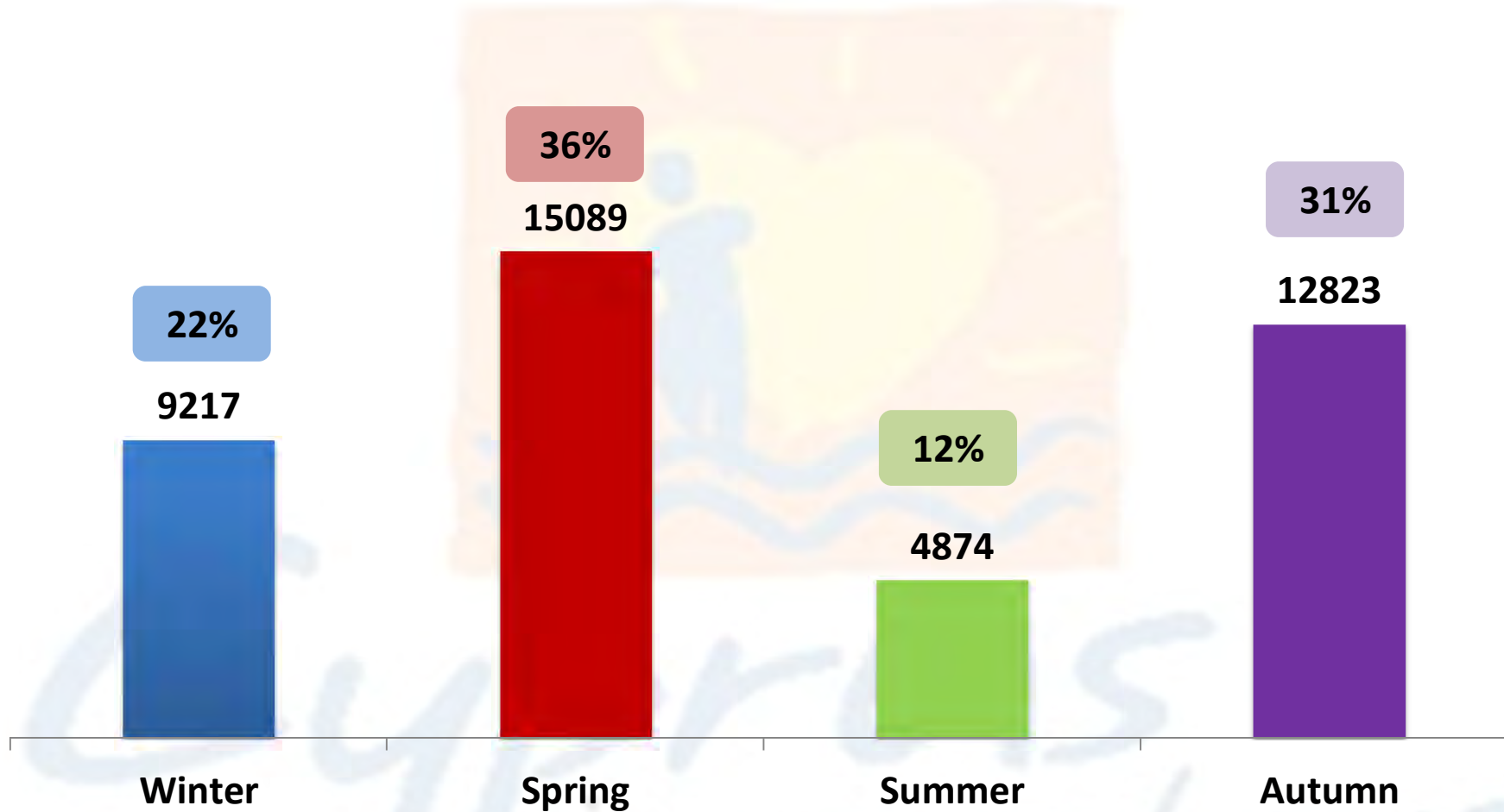




# Total Number of Participants by Season



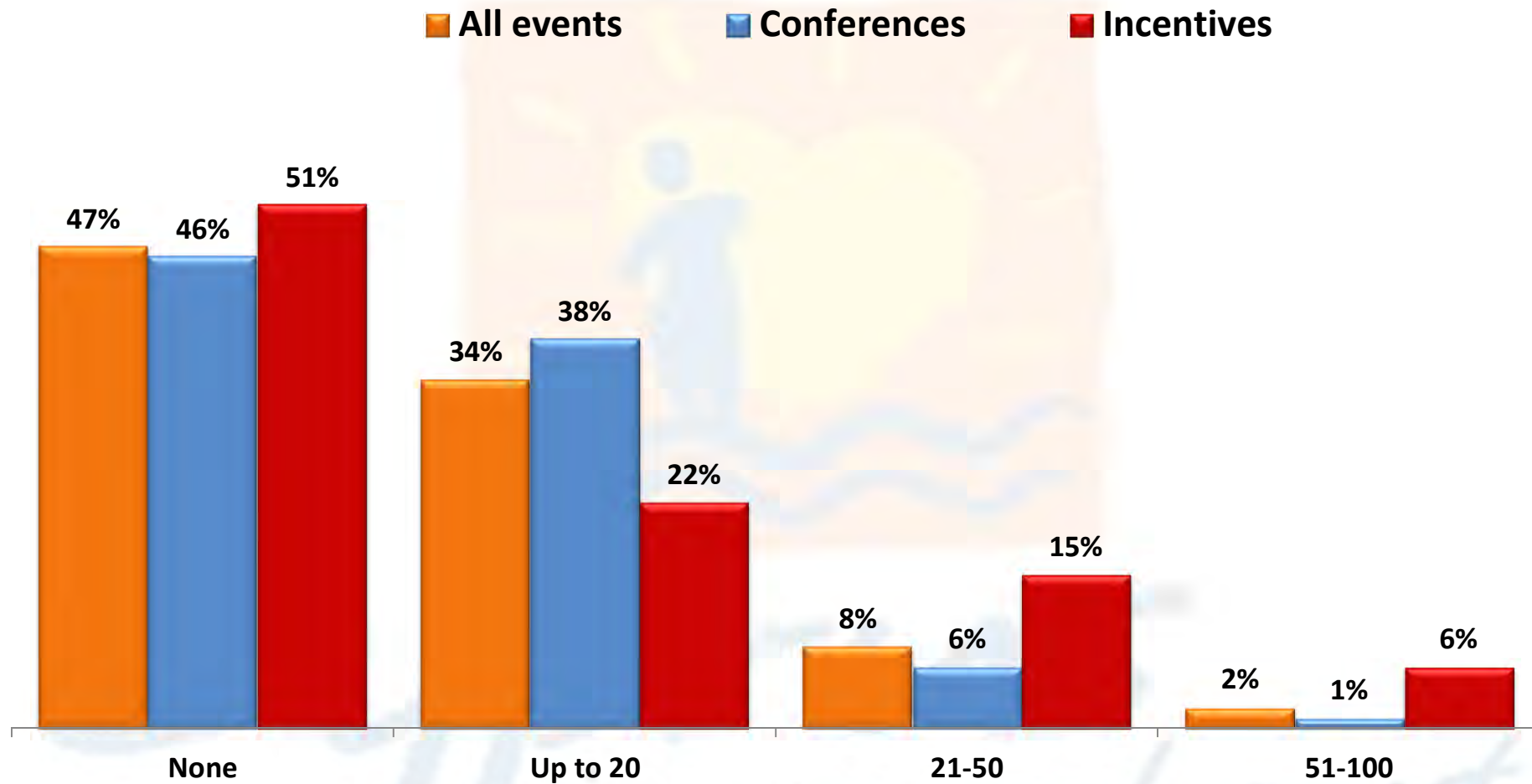
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# Number of Accompanying Persons



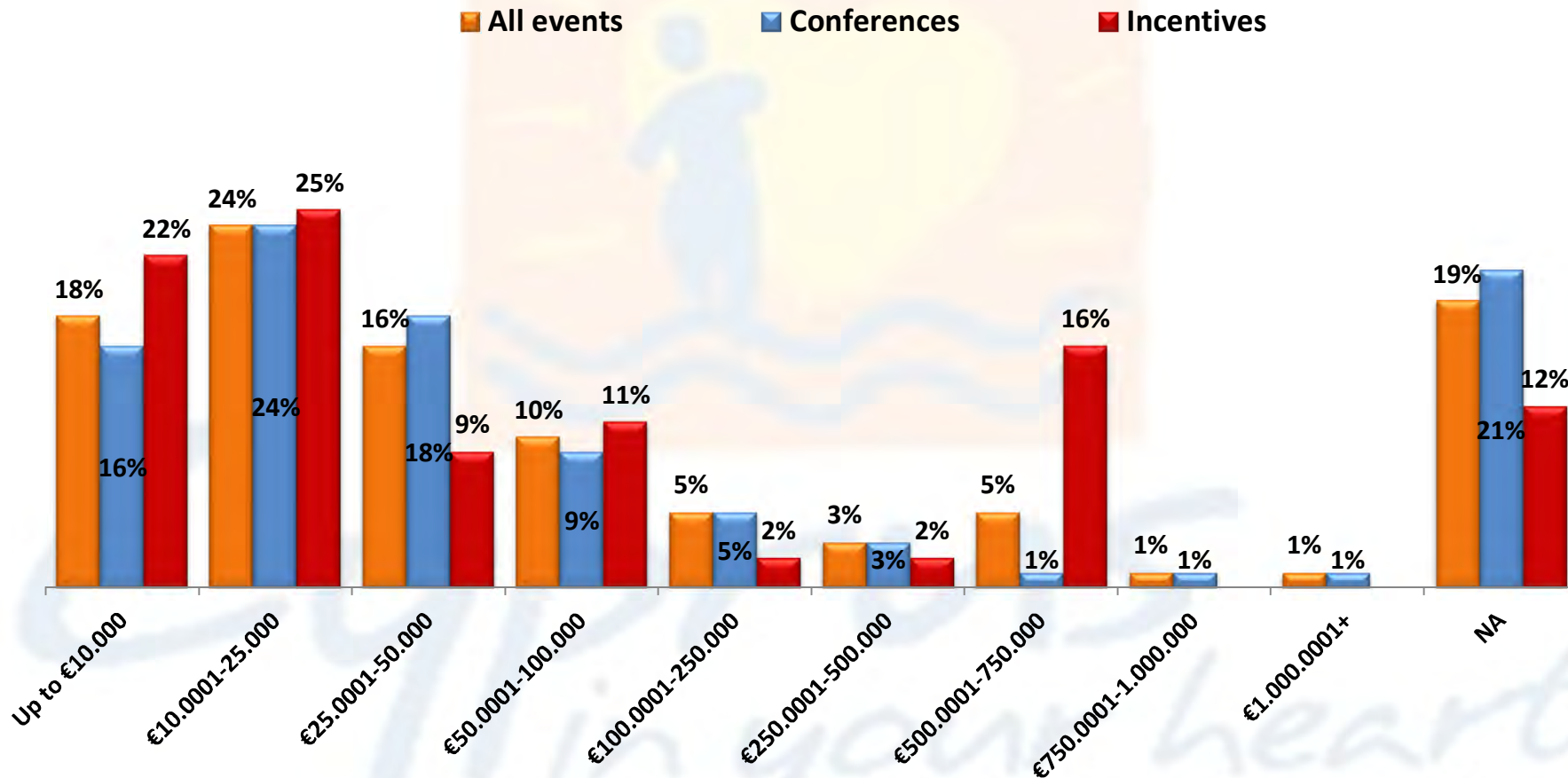
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# Total Budget for Conferences and Incentive Trips



The majority (58%) of events conducted in 2011 had a total budget of up to €50.000, one out of ten events had a budget of €50.001-100.000 and 15% exceeded the amount of €100.000.



# Comparative Data for Conferences and Incentive Events

Source: CTO's surveys



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Selection criteria up to 2010	Selection criteria for 2011
1. At least 50 participants for conferences and 20 for incentive events, irrespective whether the origin of these participants was from Cyprus or abroad.	1. At least 30 participants from abroad for conferences and at least 20 participants from abroad for incentive events

	2011	2010	2009
<b>Number of conferences per city</b>			
Lemesos	132	114	65
Pafos	65	74	25
Lefkosia	32	45	48
Larnaka	15	21	20
Ammochostos	15	10	6
Mountain areas	4	NA	NA
<b>TOTAL</b>	<b>263</b>	<b>264</b>	<b>167</b>

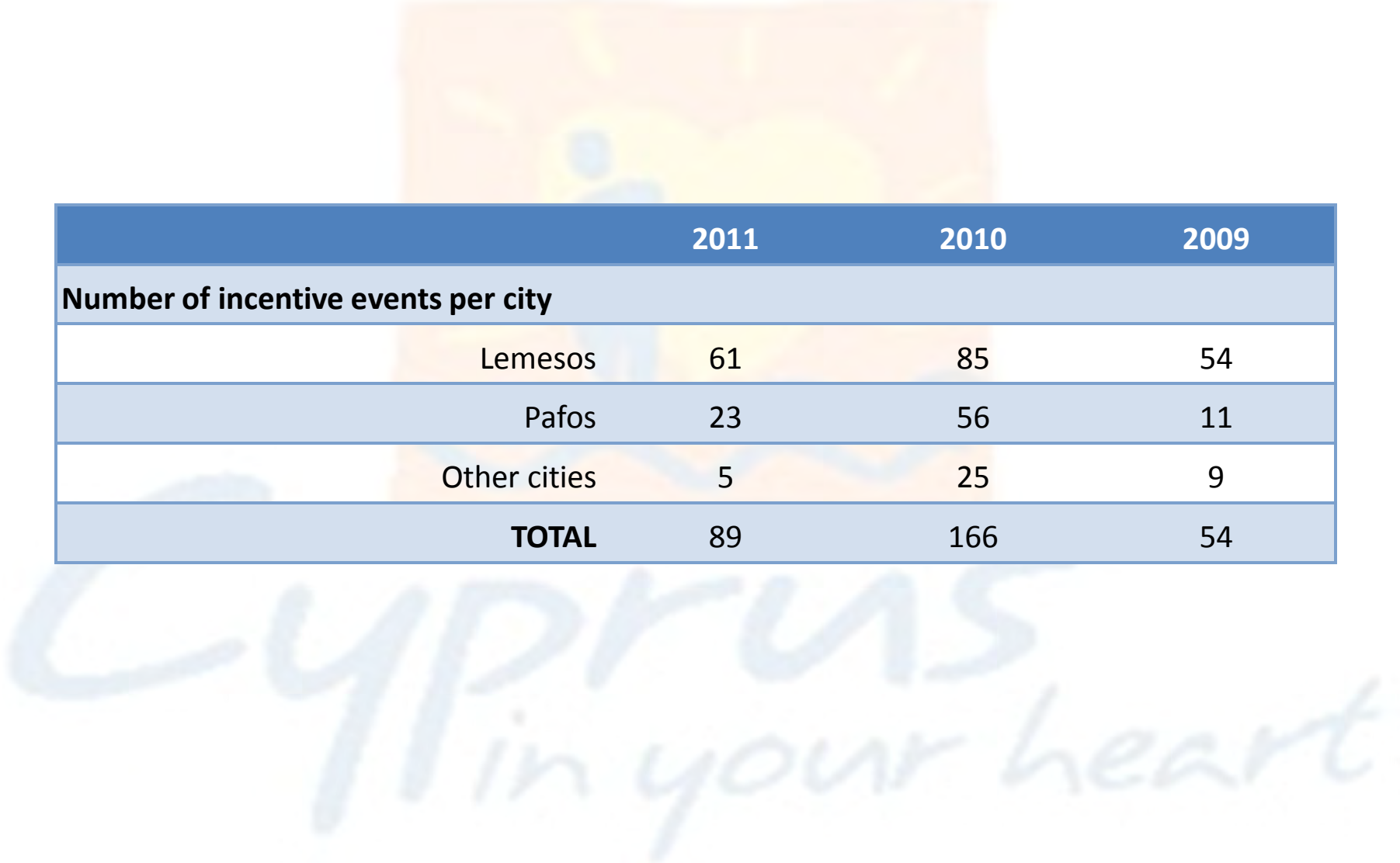
# Comparative Data for Conferences and Incentive Events

Source: CTO's surveys



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	2011	2010	2009
<b>Number of incentive events per city</b>			
Lemesos	61	85	54
Pafos	23	56	11
Other cities	5	25	9
<b>TOTAL</b>	<b>89</b>	<b>166</b>	<b>54</b>



# Comparative Data for Conferences and Incentive Events

Source: CTO's surveys



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	2011	2010	2009
<b>Classification of all events</b>			
Corporate	177	246	93
Academic	77	73	NA*
Associations	53	73	48
European Program	13	NA	NA
Governmental	13	35	65
Other	12	3	15

# Comparative Data for Conferences and Incentive Events

Source: CTO's surveys



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	2011	2010	2009
<b>Number of participants in conferences</b>	<b>31,799</b>	<b>34,283</b>	<b>19,609</b>
<b>Number of participants in incentive events</b>	10204	9,400	3,267
<b>Average no. of participants per conference</b>	122	118	117
<b>Average no. of participants per incentive event</b>	114	57	67
<b>Average duration of conferences (days)</b>	4.44	4	4
<b>Average duration of incentive events</b>	8.95	5	5



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Ευχαριστούμε θερμά όλους όσους συνεργάστηκαν  
μαζί μας για τη διεκπεραίωση της έρευνας

Cyprus  
in your heart

