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**MARKET SEGEMENTATION OF CONGRESS TOURISM  
IN THE WORLD**

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**Abstract:** *Market segmentation of congress tourism can be made according to various criteria: type of meeting (congress, conference, exhibition, prize trips, etc.), size meetings, the purpose of meetings (education, information and motivation), geographical criteria (international, national, local meetings), but also in literature, it is the power demand of corporations and associations. Congress participants are increasingly demanding guests, but also are able to pay, so they need to provide all the necessary conditions for quality work, but also to adequately fulfill his spare time. In this regard, the fundamental role of congress tourism is to promote tourism in a well-organized meeting, market research, application of quality standards and so on. The aim of this paper is to analyze the basic characteristics of the market of congress tourism in the world.*

**Keywords:** *congress tourism, market segmentation, development of tourism*

**1. Introduction**

The process of globalization, rapid technological development, as well as more numerous network of scientific-research and educational institutions, created the need for the exchange of experience in various fields of human knowledge and educate staff from industrial and non-activity. Modern scientific and technological development is affected and the need for closer co-operation between businesses and scientists at national and international level. In order to achieve cooperation, and at the same time there was an exchange of experiences and opinions, organizes a series of various meetings. Their program contents depend on the structure of the professional participants. The abundance of organizing these meetings and contributed to the creation of new forms of tourism - business tourism. Business tourism includes various meetings, seminars, congresses, conferences, conventions, symposiums, exhibitions, prize trips, events that contribute to connecting people and sharing of knowledge and information. This form of tourism is due

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to the high tourist consumption and the involvement of all economic and non-economic activities in the realization of these developments, among the most profitable forms of tourism (Štetić, 2007). Within the business tourism as a separate market niche so - called congress tourism, in fact, congress tourism can be seen as a subset of the larger field of tourism - business tourism (Ficarelli, et al. 2013, pp. 7). However, despite the daily use of the term ICCA (International Congress and Convention Association) has not proposed a single definition of congress tourism.

Visitors within congress tourism travel due to the specific needs which is often related to their workplace. Although in the framework of congress tourism are in the domain of business trips are often mandatory and conditional workplace, task or project, all tourist receptive country very happy and these passengers fall into the group of tourists, including revenue from congress tourism total tourism revenue. In accordance with the characteristics of participants who attend various conferences, congress tourism is considered one of the lucrative tourist movements. Of all the groups in the tourism industry, the participants to the conference, they were guests for their money and time expect a marked: accuracy, reliability, quality, comfort, speed, appropriateness, flexibility, originality, creativity, innovation. These are the basic principles according to which should be organized every congress. The first trip for business reasons have emerged simultaneously with the appearance of the first forms of trafficking (exchange of agricultural products). With the development of urban centers and great empires such as Egypt, Persia, Greece and Rome, developed and trade, and often traveled to distant lands thousands of kilometers in order to obtain different products and valuables. In the Middle Ages, the trading continues, primarily thanks to the numerous and large trade fairs that were held in cities and towns placed on major roads. Trade show lasted for several days, which is over accommodation services, food services and entertainment brought significant economic benefits to the local population (Allen, et al. 2002).

In the late 19th and early 20th century in Western Europe and the USA with the help of a wide network of different associations of numerous trade associations, academic institutions, and political parties, organize large sets with hundreds, even thousands of participants. As towns soon noticed the economic benefits of organizing these meetings, they are established convention centers with the aim to present a specific city as a convention destination, and a place suitable for holding meetings (Lucianović, 1980).

Since the 60s of the 20th century a number of factors have contributed to the increase in business travel, but also the development of tourism in general (democratization of society, the growth of personal income, the excess of free time, the development of transport, new technologies, etc.). Also, during this period was observed growth of investments in the whole infrastructure that is essential for the maintenance of conventions, conferences, congresses and similar meetings. The nineties of the 20th century is characterized by the highest rate of investment in the construction and development of the convention facilities. Europe, North America, Australia and Asia certainly represent the most attractive areas for investment in the event area. In the last 20 years, important projects are run throughout Asia, the former Eastern bloc countries (Hungary, Czech Republic), the Middle East and some African countries, primarily in South Africa.

Due to the high degree of tertiarization, congress tourism directly and indirectly influence the development of tertiary activities, especially in trade, catering and hotel management, service trades and transportation. It may be noted that the promotion of

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tourism certain tourist destinations, a combination of elements generated by improving, innovating and implementing changes that involve the most complex needs of tourists on the one hand and capacity increase tourism revenues, reduction of seasonality on the other side (Whitfield, 2007).

According to the World Tourism Organization (WTO), about 30% of international tourist movement belongs to the so-called non-tourist developments, among which an important place occupied by congress. From year to year the number of congresses, conferences, meetings, growing in all countries. The progressive increase the number of meetings has surprised and very bold futurologist. Today, congress tourism as one of the most important sectors of the tourism industry. Due to the organization of conferences outside the main tourist season and high tourist consumption, most of the tourist revenue in the world belongs to this segment of the tourist offer (Dragičević et al. 2009, pp. 129).

### **2. General characteristics market congress tourism**

Corporations make up the largest part of the market, with 65% of total organized meetings and even 35% of the total realized income. Conferences organized by corporations can take various forms: meetings of boards, shareholders, educational seminars for employees, presentation (eg new products), meetings with partners, clients, incentive travel, international meetings (Lawson, 2000).

These meetings usually have a smaller number of participants, usually up to 100, mostly short-lived (40% rallies last one day), the period of preparation and organization of the meeting is usually up to one year (in the US average period of planning a corporate meeting is at 6.7 months 2000), approximately 60% of the meetings are held in hotels with three or more stars, and the rest of the convention centers, university or their own facilities (Weber, Chon, 2002).

In addition to corporations and associations, significant segment of congress tourism market, representing both the public sector and government or government institutions and agencies, local government, educational and medical institutions. This sector at the international level conference organized by high-ranking, which include the presence of high-ranking government officials and therefore attract the attention of the world media (eg conference of the European Union or the United Nations) (Rogers, 2003, Davidson, Rogers, 2006).

The duration of meetings and average stay of participants to allow them a more accurate assessment of the economic impact of the event. According to the research of the Union international associations (Union of International Associations - UIA), only 9% international conferences lasts one day, 39% two to three days, most meetings lasting four to five days (42%) and only 10% of the total number of international conferences lasts six days or more. International research conference Association (International Congress and Convention Association- ICCA) show that the average length of meetings varies from 4.4 days in Europe to 5.2 days in South and Central America and 5.5 days in Africa (Lawson, 2000).

This condition is can be explained by the fact that South and Central America and Africa are attractive and exotic tourist destinations, in which meetings are organized much

rarer than in Europe and because of the great distance of the main European countries and the emissive tourist attractions meetings more.

### 3. Congress tourism destinations in the world

CCA (International Congress and Convention Association), the leading international association congress industry, announces the annual number of international conferences held in the Association. Are taken into consideration only those sets international association that meet three criteria: are held continuously rotate between at least three countries and have at least 50 participants.

**Table 1. Top 10 city worldwide ranking by estimated total number of participants to all meetings organised in 2014, including number of meetings organised in 2014**

Rank	City	Participants	Meetings
1	Paris	130,516	214
2	Barcelona	127,469	182
3	Madrid	91,452	200
4	London	89,969	166
5	Vienna	81,902	202
6	Amsterdam	79,356	133
7	Berlin	76,880	193
8	Istanbul	75,864	130
9	Copenhagen	57,551	105
10	Singapore	57,497	142
50	Belgrade	less than 25,000	50

*Source:* ICCA statistics report, 15 June 2015

Like in the city ranking by number of meetings, Paris is ranked first, with an estimated total of 130,516 participants visiting 214 association meetings in 2014, closely followed by Barcelona (fifth in the city ranking by number of meetings with 182 meetings in 2014, which means Barcelona hosts relatively large meetings) with 127,469 participants. Third in both the city ranking by number of meetings and by number of participants is Madrid, with 91,452 participants at 200 meetings. London (sixth in the ranking by number of meetings) is fourth in this ranking, and Vienna (second in the ranking by number of meetings) fifth, with respectively 89,969 and 81,902 participants.

World congress industry each year receives revenue of \$ 11 billion, and is currently the leading center of congress tourism in the world is Paris. Behind him followed by Barcelona, Madrid, London... According to the International Congress and Convention Association ICCA (International Congress and Convention Association), 57 percent of congress events taking place in Europe, 21 percent in Asia, the Pacific and Australia, while 11 per cent is held in the United States and Canada. The average duration of the congress was 3.9 days and the average expenditure per delegate is about \$ 2,000, while the average fee \$ 526. Delegates are less retained than five years ago, when measured over an average stay of four days, but the increased number of participants congresses.

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**Table 2. Top 10 country worldwide ranking by estimated total number of participants to all meetings organised in 2014, including number of meetings organised in 2014**

Rank	Country	Participants	Meetings
1	U.S.A.	365,338	831
2	Spain	289,039	578
3	Germany	264,156	659
4	France	233,075	533
5	Unite Kingdom	199,100	543
6	Italy	175,400	452
7	Australia	151,808	260
8	Japan	147,245	337
9	Canada	133,609	265
10	Netherlands	133,105	307
46	Serbia	less than 25,000	67

*Source:* ICCA statistics report, 15 June 2015

The top five countries by estimated total number of participants is made up of the same countries as the ranking by number of meetings, but we see some position changes: USA is first in both rankings with 365,338 participants in 2014, Spain is one place higher in this ranking at the cost of Germany, which is third. France and UK switch places compared to the ranking by number of meetings and take fourth and fifth place respectively.

The most attractive destinations are the urban centers, coastal resorts, which offer adequate space, facilities, quality accommodation facilities, attractive, high level of safety and efficient traffic. The decisive role for an extension of stay of guests play attractiveness of the destination. Popular travel destinations organizers and planners Congress are large urban centers and capital, which have the necessary facilities for organizing and carrying out congresses, but also tourist attractions, and therefore, no wonder as a European metropolis, such as Vienna, Paris, London, Barcelona, leading convention destination, but also a major tourist destination.

## 4. Conclusion

Organizing international congresses, conferences, meetings, etc. Are achieved high economic effects and attract influential visitors. Conferences affect tourism development, increasing off-season traffic and create a new image of the destination. This type of tourism is a complementary business in relation to recreational tourism. Conferences promote professional development through regional and international experience accessible to local communities. On the other hand, there are expenses incurred by the organizer as well as the costs of the organization, food, refreshments, entertainment and other components of the entire congress event. However, the economic benefits related to congresses and conventions exceed the costs of individual participants, as the average daily consumption of congress guests exceeds two to three times the consumption of ordinary tourists.

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### TRŽIŠNA SEGMENTACIJA KONGRESNOG TURIZMA U SVETU

*Apstrakt: Tržišna segmentacija kongresnog turizma može biti izrađena prema različitim kriterijumima: vrsta sastanaka (kongresni, konferencijski, izložbeni, nagradna putovanja, itd), veličina sastanaka, svrha skupova (obrazovanje, informisanje i motivacija), geografskim kriterijumima (međunarodni, nacionalni, lokalni sastanci), ali i u literaturi, to je oblast potražnje korporacija i udruženja. Učesnici kongresa su sve zahtevniji gosti, ali i sposobni za plaćanje, pa im je potrebno osigurati sve potrebne uslove za kvalitetan rad, ali i na odgovarajući način ispuniti slobodno vreme. U tom smislu, osnovna uloga kongresnog turizma je promovisanje turizma na dobro organizovanom susretu, istraživanje tržišta, primena standarda kvaliteta i tako dalje. Cilj ovog rada da se analiziraju osnovne karakteristike tržišta kongresnog turizma u svetu.*

*Ključne reči: kongresni turizam, segmentacija tržišta, razvoj turizma*