

MICE Statistics - Comparison 2015 and 2016

Number of Meetings

Comparing the statistical data for 2015 and 2016 provided by PCB members and the internet searching, there was **an increase** in the number of meetings in Prague last year. While in 2015, according to data provided by PCB members, the total of 1 564 meetings took place in Prague, last year Prague hosted **2 528 meetings**. There was an increase by 964 meetings, i.e. **by 61 %**, which was also caused by better reporting by PCB members.

Looking more closely at the individual quarters of 2015 and 2016, we can see an increase in the number of meetings in all quarters. The highest annual increase was in the **3Q** (112 %). In 2016 the most meetings were held in the **2Q** of the year (773). In 2015, it was the most in **2Q** (460) too. The busiest month of 2016 was **September** (355). The second busiest month of the year was **November** with the total of 293 meetings, next **October** with 292 meetings and **June** with 287 meetings. On the other hand, the lowest number of meetings traditionally took place in summer months of July (81) and August (75), and in December (107) too. The busiest month of 2015 was **March** (179 meetings), next November (173 meetings) and October (167 meetings). As in 2016, the lowest number of meetings was held in July and August (42 and 59) and in December (73) too.

Number of meetings

	2015	2016	%
1Q	451	552	+22
2Q	460	773	+68
3Q	240	511	+112
4Q	413	692	+68
Total	1564	2528	+61

Number of meetings by month

	2015	2016	%
January	125	176	+41
February	147	176	+20
March	179	200	+12
April	148	238	+61
May	163	248	+52
June	149	287	+93
July	42	81	+93
August	59	75	+27
September	139	355	+155
October	167	292	+75
November	173	293	+69
December	73	107	+47

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Meetings by Purpose

Comparing the meetings by their type or purpose, we find out that there was an increase in the number of all types of meetings in 2016. The highest increase was recorded in the category **Trade show**, from 14 meetings in 2015 to 41 meetings in 2016, i.e. 193 %. Considerable growth was also recorded in the **Incentive meetings** which increased by a total of 64 meetings (from 44 meetings in 2015 to 108 meetings in 2016), which was 145 %. There was also an increase in the number of **Association conference/congress** by 12 %, from 164 meetings in 2015 to 183 meetings in 2016. Increase was also recorded in the most frequent type of meetings - **Corporate meetings**, which rose by a total of 692 meetings (from 1047 meetings in 2015 to 1739 meetings in 2016), which, however, was 66 %. There was also an increase in the number of **Other business meetings** by 55 %, from 295 meetings in 2015 to 457 meetings in 2016.

Comparing individual types of meetings by quarters of the year it is evident that most of **association conferences/congresses** were held in the second quarter of each year and the least in the first quarter of each year. Most **corporate meetings** took place in the second quarter of the year 2016 and in the first quarter of the year 2015. The biggest number of **incentive meetings** were held in the second quarter of each year. Most **trade shows** were held in fourth quarter in 2016 and in second quarter in 2015. Most events referred to as **other business meetings** took place in the second quarter of each year.

Number of meetings by Purpose

	2015	2016	%
Association conference/congress	164	183	+12
Corporate meetings	1047	1739	+66
Incentive meetings	44	108	+145
Other business meetings	295	457	+55
Trade (Consumer) show	14	41	+193

Number of meetings by Purpose – by quarters of the year

	2015				2016			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Association conference/congress	16	57	39	52	20	58	56	49
Corporate meetings	326	255	159	307	393	500	347	499
Incentive meetings	9	15	11	9	17	43	27	21
Other business meetings	96	128	30	41	113	162	72	110
Trade (Consumer) show	4	5	1	4	9	10	9	13

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Average Length of Meeting

In 2016 was recorded an increase of all types of events, so their average length was increased too. In 2015 the average length of meetings was **1,99 day**, in 2016 was **2,22 days**. Appreciable annual increase was recorded in the number of **three-day** meetings by 116 %, although a decrease wasn't recorded. Similar increase was by **four-day** and **more than six-day** meetings, i.e. more than 100 %.

Number of meetings by Length

	2015	2016	%
1 day	883	1293	+46
2 days	277	444	+60
3 days	165	356	+116
4 days	96	200	+108
5 days	64	125	+95
6 days and more	81	164	+102

Accommodation

There was a significant annual growth in the number of meetings **with accommodation**, i.e. 73 %. There was also an increase in the number of meetings **without accommodation** by 54 %.

Number of meetings by Accommodation

	2015	2016	%
Yes	641	1108	+73
No	923	1420	+54

Size of Meeting

As for the size categories, it is evident that smaller meetings are becoming more and more significant. As well as in 2015, meetings for **10-49 participants** were the most common type of event in 2016 with 1256 events. The second most frequent type of meeting in 2016 were meetings for **50-149 participants** (in total 700 events), whose number rose by 70 %. Another increase in 2016, by 18 %, was recorded in case of the third most frequent type of events for **250-499 participants**. The number of meetings for **150-249 participants** rose as well, by 14 %. Last year, higher increase was recorded in major events for **2000-2999 participants**, whose number, compared to 2015, increased by 83 %. A decrease was in meetings hosting **3000-3999** and **5000 and more participants** by 2 events and in meeting hosting **1000-1999 participants** by 9 events. On the contrary to 2015, in 2016 were held 2 events with participation of **4000-4999**.

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Number of meetings by Size

	2015	2016	%
10-49	641	1256	+96
50-149	411	700	+70
150-249	169	192	+14
250-499	186	219	+18
500-999	112	113	+0,9
1000-1999	41	32	-22
2000-2999	6	11	+83
3000-3999	4	2	-50
4000-4999	0	2	-
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Venue

There was a small change in the positioning of venues in 2016. **Hotels** remained the most frequently used type of venue in 2016 (the total of 2161 events took place in the hotels), the second position, in contrast with 2015, belong to the category of **Others** with growth by 20 % (the total of 230 events), and **Universities** (the total of 32 events). There was a sharp decrease in number of meetings hosted in **Congress centres** in 2016 by 45 %, from 191 meetings in 2015 to 105 in 2016.

Number of meetings by Venue

	2015	2016	%
Hotels	1156	2161	+87
Congress Center	191	105	-45
Others	191	230	+20
University	26	32	+23

Type of Client

As for the type of client, the situation in 2016 distinctly changed. Direct clients still prevailed over intermediate agencies. In category **intermediate agency**, there was a significant increase by 117 %, in category **direct client** was recorded the growth by 48 %.

Number of meetings by Client

	2015	2016	%
Intermediate agency	307	665	+117
Direct client	1257	1863	+48

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Participants

Compared to 2015, there was a significant growth of number of meeting by participants and a settlement of differences between types of participations. The meetings with **international** participants prevailed by 96 % (from 642 in 2015 to 1263 events in 2016). **Local** participation rose from 922 to 1292 events.

Number of meeting by Participants

	2015	2016	%
International	642	1263	+97
Local	922	1292	+40

Meetings by Subject

The most events were specifically specialized at **Pharmacy**, when we leave out the section **Other** with the number of 729 events, where subject of meeting is various, while in 2015 were the most events in category **IT & Telecommunication**. All categories recorded growth, except of category **Linguistics, Literature** and **Science**, where the situation was the same as in 2015. The highest increase was recorded by categories **Arts** (from 3 to 7 events in 2016) and **Architecture** (from 3 to 7 events in 2016). Numerously, the most increase was recorded by categories **Pharmacy, Technology, Industry, Economics** and **IT & Telecommunication**.

Number of meetings by Subject

	2015	2016	%
Architecture	3	7	+133
Safety & Security	9	10	+11
Transport & Communication	33	43	+30
Ecology & Environment	21	27	+29
Economy	88	153	+74
Pharmacy	122	244	+100
IT & Telecommunication	152	213	+40
Culture	25	27	+8
Linguistics	2	2	-
Literature	3	3	-
Medical Science	131	184	+39
Management	36	63	+75
Mathematics & Statistics	5	8	+60
Commerce	110	159	+45
Law	14	26	+86
Industry	128	232	+81
Social Sciences	8	16	+100

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<i>Sports & Leisure</i>	28	53	+89
<i>Technology</i>	112	162	+45
<i>Arts</i>	3	7	+133
<i>Science</i>	27	27	-
<i>Education</i>	104	109	+5
<i>Agriculture</i>	11	24	+118
<i>Other</i>	388	729	+88