

MICE STATISTICS

Comparison 2016, 2017 & 2018

Number of Meetings

Comparing the statistical data for 2017 and 2018 provided by PCB members and the internet searching, there was **an increase** in the number of meetings in Prague last year. While in 2017, according to data provided by PCB members, the total of 2 046 meetings took place in Prague, last year Prague hosted **2 130 meetings**. There was an increase by 84 meetings, i.e. **by 4 %**.

Looking more closely at the individual quarters of 2017 and 2018, we can see an increase in the number of meetings in third and fourth quarter. Only the first & second quarter, there was a slight decrease. The busiest month of 2018 was **October** (258). The second busiest month of the year was **November** with the total of 249 meetings, next **April** with 228 meetings and **September** with 209 meetings. On the other hand, the lowest number of meetings traditionally took place in summer months of July (68) and August (78), and in December (133) too.

Number of meetings

	2016	2017	2018	%
1Q	552	555	533	-4
2Q	773	658	602	-9
3Q	511	323	355	+10
4Q	692	510	640	+25
TOTAL	2528	2046	2130	+4

Number of meetings by month

	2016	2017	2018	%
January	176	151	168	+11
February	176	173	161	-7
March	200	231	204	-12
April	238	185	228	+23
May	248	252	176	-30
June	287	221	198	-10
July	81	89	68	-24
August	75	66	78	+18
September	355	168	209	+24
October	292	207	258	+25
November	293	182	249	+37
December	107	121	133	+10

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Meetings by Purpose

Comparing the meetings by their type or purpose, the highest increase was recorded in the category **Association conferences/congresses**, from 101 meetings in 2017 to 201 meetings in 2018, i.e. 99 %. Next growth was also recorded in the **incentives meetings** which increased by a total of 230 meetings. There was an decrease in the number of **corporate conference/congress** by 1 %. Decrease was also recorded in **other business meetings**.

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

Number of meetings by Purpose

	2016	2017	2018	%
<i>Association conference/congress</i>	183	101	201	+99
<i>Corporate meetings</i>	1739	1276	1260	-1
<i>Incentive meetings</i>	108	174	230	+32
<i>Other business meetings</i>	457	448	387	-14
<i>Trade (Consumer) show</i>	41	47	52	+11

Number of meetings by Purpose – by quarters of the year

	2016				2017				2018			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
<i>Association conference/congress</i>	20	58	56	49	10	41	23	27	32	60	43	66
<i>Corporate meetings</i>	393	500	347	499	357	409	196	314	220	348	234	458
<i>Incentive meetings</i>	17	43	27	21	21	55	46	52	30	67	55	78
<i>Other business meetings</i>	113	162	72	110	148	142	53	105	237	116	10	24
<i>Trade (Consumer) show</i>	9	10	9	13	19	11	5	12	14	11	13	14

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Average Length of Meeting

In 2018 was recorded an increase of all types of events, so their average length was increased too. In 2018 the average length of meetings was **2,67 day**, in 2017 was **2,06 days**. The highest annual increase was recorded in the number of **more than five-days** meetings by 59 %.

Number of meetings by Length

	2016	2017	2018	%
1 day	1293	970	1049	+8
2 days	444	360	368	+2
3 days	356	317	230	-27
4 days	200	185	142	-23
5 days and more	289	214	341	+59

Accommodation

There was a significant annual growth in the number of meetings **with accommodation**, i.e. 18 %.

Number of meetings by Accommodation

	2016	2017	2018	%
Yes	1108	920	1081	+18
No	1420	1126	1049	-7

Size of Meeting

As for the size categories, it is evident that smaller meetings are becoming more and more significant. As well as in 2017, meetings for **10-49 participants** were the most common type of event in 2018 with slight decline of 995 events. The second most frequent type of meeting in 2018 were meetings for **50-149 participants** (in total 580 events). Another decrease in 2018, by 15 % and 42 %, was recorded in case of the **1000-2999 participants**. Last year, higher increase was recorded in major events for **3000-3999 participants**. A significant increase was in meetings hosting **5000 and more participant**.

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Number of meetings by Size

	2016	2017	2018	%
10-49	1256	1002	995	-1
50-149	700	545	580	+6
150-249	192	171	172	+1
250-499	219	175	218	+25
500-999	113	103	124	+20
1000-1999	32	33	28	-15
2000-2999	11	12	7	-42
3000-3999	2	1	2	+100
4000-4999	2	3	0	-300
5000 a více	1	1	4	+400

Venue

There was a change in the positioning of venues in 2018. **Hotels** remained the most frequently used type of venue in 2018 (the total of 1659 events took place in the hotels), the second position belong to the category of **Others** with decrease by 36 % (the total of 240 events). There is a significant growth in the **Congress centres** (the total of 220 events) due to the newly open CUBEX Conference Centre.

Number of meetings by Venue

	2016	2017	2018	%
Hotels	2161	1790	1659	-7
Congress Center	105	75	220	+193
Others	230	177	240	+36
University	32	4	11	+175

Participants

Compared to 2017, there was a slight decrease of number of meeting by International participants. **Local** participation increased from 1040 to 1270 events.

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Number of meeting by Participants

	2016	2017	2018	%
<i>International</i>	1263	1006	860	-15
<i>Local</i>	1292	1040	1270	+22

Meetings by Subject

The most events were specifically specialized at **Pharmacy and Industry**, when we leave out the section **Other** with the number of 512 events, where subject of meeting is various, like in. All categories recorded increase, except of category **Economy & Finance and Farmacy**. Numerously, the most increase was recorded by categories **Technology, Industry, Education & Social Sciences** and **IT & Telecommunication**.

Number of meetings by Subject

	2016	2017	2018	%
<i>Ecology</i>	27	20	21	+5
<i>Economy & Finance</i>	312	286	230	-20
<i>Farmacy</i>	244	234	206	-12
<i>IT a telekomunication</i>	213	145	168	+16
<i>Medical</i>	184	121	130	+7
<i>Management</i>	63	70	-	-
<i>Industry</i>	232	204	252	+24
<i>Education & Social Sciences</i>	172	186	278	+49
<i>Sport & Leisure</i>	53	53	89	+68
<i>Technology</i>	162	156	169	+8
<i>Science</i>	27	21	25	+19
<i>Other</i>	839	560	512	-9
<i>Marketing & Design</i>	-	-	50	-