



Meeting statistic

Aim

Why enter your meetings, conferences, incentives, product presentations, seminars and similar events taking place in your property in a joint database?

1. You can analyse and evaluate your own data in an easy way
2. You have access to the computed data and analysis
 - Comparison of your own data with benchmark groups
 - annual analysis of the overall development of the destinations, regions and of Switzerland
 - Use of the data for your own marketing strategy and possible future investments
3. **Your contribution is of great importance to finally have regional and nationwide statistics on meetings and incentives in Switzerland, based on reliable data and available to all of us.**

Winning on all levels!

Once a year, the hotel or congress centre, the destination and the service provider with the highest number of entries will be rewarded!

You can win a free participation to a marketing activity, a wellness weekend or a nice piece of jewellery. To participate is worth the effort on all levels!

Mandatory fields

- Name of the meetings
- Arrival and departure date
- Type of meeting
- Type and country of meeting planners
- Number of participants

Criteria

Participant

- Only the venue who is accommodating the conference has to insert the data
- The host venue inserts the total of participants (even if not all have an overnight)
Example: Conference with 200 participants in a hotel, but only 100 participants overnight at the hotel – the hotel has to insert the 200 pax and the date of the meeting

Date

- Date: choose the main date of the meeting (even if some participants arrive before or departs later)
- In the statistic we will count just the number of days of the conference (not the overnight)
Example: 22.-23. March 2010 = 2 days conference

Kind of events

- All MICE events have to be inserted in the database (including trade exhibitions)
- Congresses from associations: important to add also the website, which is an important information for the yearly ranking of ICCA (www.iccaworld.com)

Reporting

SCIB will upload a benchmark reporting on all accounts two times a year (mid-July for the first half of the year and mid-January for the second half and a complete year reporting).

Following information can be studied from the report:

- Region (big city, small city, country, mountain)
- Participants
- Duration
- Country of origin
- Season

Note: only region/destination with at least 100 events and hotels with at least 50 events per year will get the benchmark analyse two times a year. The other can download directly an excel sheet and do their own statistic.