

## MICE Statistics - Comparison 2014 and 2015

### *Number of Meetings*

Comparing the statistical data for 2014 and 2015 provided by PCB members and the internet searching, there was **an increase** in the number of meetings in Prague last year. While in 2014, according to data provided by PCB members, the total of 1213 meetings took place in Prague, last year Prague hosted **1564 meetings**. There was an increase by 351 meetings, i.e. **by 29 %**, which was also caused by better reporting by PCB members.

Looking more closely at the individual quarters of 2015 and 2014, we can see an increase in the number of meetings in the 1Q, 2Q and 4Q and a decrease in the 3Q. The highest annual increase was in the **1Q** (59 %), on the contrary a decrease in the number of meetings was recorded in the **3Q** (7 %). In 2015 the most meetings were held in the **2Q** of the year (460). It was the most in 2014 too. In the **4Q** of the year 413 meetings were held. The busiest month of 2015 was **March** (179 meetings). The second busiest month of the year was November with the total of 173 meetings, next October with 167 meetings and May with 163 meetings. On the other hand, the lowest number of meetings traditionally took place in summer months of July (42) and August (59), and in December (73) too. The busiest month of 2014 was **October** (129 meetings), next September (125 meetings) and May (124 meetings). As in 2015, the lowest number of meetings was held in July and August (50 and 40) and in January (63) too.

### *Number of meetings*

	<b>2014</b>	<b>2015</b>	<b>%</b>
<b>1Q</b>	283	451	+59
<b>2Q</b>	358	460	+28
<b>3Q</b>	258	240	-7
<b>4Q</b>	314	413	+32
<b>Total</b>	<b>1213</b>	<b>1564</b>	<b>+29</b>

### *Number of meetings by month*

	<b>2014</b>	<b>2015</b>	<b>%</b>
<b>January</b>	100	125	+25
<b>February</b>	67	147	+119
<b>March</b>	116	179	+54
<b>April</b>	123	148	+20
<b>May</b>	124	163	+31
<b>June</b>	111	149	+34
<b>July</b>	50	42	-16
<b>August</b>	40	59	+48
<b>September</b>	125	139	+11
<b>October</b>	129	167	+29
<b>November</b>	122	173	+42
<b>December</b>	63	73	+16

## MICE Statistics - Comparison 2014 and 2015

### Meetings by Purpose

Comparing the meetings by their type or purpose, we find out that with the exception of incentive meetings, there was an increase in the number of all types of meetings in 2015. The highest increase was recorded in the category **association conference/congress**, from 87 meetings in 2014 to 164 meetings in 2015, i.e. 89 %. Considerable growth was also recorded in the **other business meeting** which increased by a total of 118 meetings (from 177 meetings in 2014 to 295 meetings in 2015), which was 67 %. There was also an increase in the number of **trade (consumer) show** by 16 %, from 12 meetings in 2014 to 14 meetings in 2015. Increase was also recorded in the most frequent type of meetings - **corporate conferences/meetings**, which rose by a total of 165 meetings (from 882 meetings in 2014 to 1047 meetings in 2015), which, however, was 19 %. The only type of meetings that recorded decrease in 2014 was **incentive meeting**, which declined significantly by 20 %.

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 in 2015 and in the third quarter in 2014 and the least in the first quarter of each year. Most **corporate conferences/meetings** took place in the second quarter of the year 2014 and in the first quarter of the year 2015. The biggest number of **incentive meetings** and **trade (consumer) show** were held in the second quarter of each year. Most events referred to as **other business meetings** took place in the first quarter in 2014, while in 2015 their highest number was recorded in the second quarter.

### Number of meetings by Purpose

	2014	2015	%
<b>Association conference/congress</b>	87	164	+89
<b>Corporate meetings</b>	882	1047	+19
<b>Incentive meetings</b>	55	44	-20
<b>Other business meetings</b>	177	295	+67
<b>Trade (Consumer) show</b>	12	14	+16

### Number of meetings by Purpose – by quarters of the year

	2014				2015			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
<b>Association conference/congress</b>	7	24	36	20	16	57	39	52
<b>Corporate meetings</b>	210	263	176	233	326	255	159	307
<b>Incentive meetings</b>	7	19	14	15	9	15	11	9
<b>Other business meetings</b>	58	47	29	43	96	128	30	41
<b>Trade (Consumer) show</b>	1	5	3	3	4	5	1	4

## MICE Statistics - Comparison 2014 and 2015

### *Average Length of Meeting*

Although the number of meetings held in Prague in 2015 generally increased, their average length stayed the similar as in the 2014. In 2014 the average length of meetings was **2 days**, in 2015 was **1,99 day**. Appreciable annual increase was recorded in the number of **one-day** meetings by 34 %, although a decrease wasn't recorded. Similar increase was by **five-day** and **more than six-day** meetings, i.e. 31 %.

### *Number of meetings by Length*

	<b>2014</b>	<b>2015</b>	<b>%</b>
<b>1 day</b>	660	883	+34
<b>2 days</b>	232	277	+19
<b>3 days</b>	158	165	+4
<b>4 days</b>	79	96	+22
<b>5 days</b>	49	64	+31
<b>6 days and more</b>	35	81	+31

### *Accommodation*

There was a significant annual growth in the number of meetings **without** accommodation, i.e. 54 %. There was also an increase in the number of meetings **with** accommodation by 5 %.

### *Number of meetings by Accommodation*

	<b>2014</b>	<b>2015</b>	<b>%</b>
<b>Yes</b>	612	641	+5
<b>No</b>	601	923	+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 2014, meetings for **10-49 participants** were the most common type of event in 2015 with 641 events. The second most frequent type of meeting in 2015 were meetings for **50-149 participants** (in total 411 events), whose number rose by 9 %. Another increase in 2015, by 27 %, 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 48 %. Last year, the highest increase was recorded in major events for **1000-1999 participants**, whose number, compared to 2014, increased by 116 %, and in meetings hosting **5000 and more participants** by 2 events. On the contrary to 2014, the number of meetings hosting **2000-2999 participants** decreased in 2015 by 1 event.

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### Number of meetings by Size

	2014	2015	%
10-49	463	641	+38
50-149	376	411	+9
150-249	114	169	+48
250-499	146	186	+27
500-999	83	112	+35
1000-1999	19	41	+116
2000-2999	7	6	-14
3000-3999	4	4	0
4000-4999	0	0	0
5000-more	1	3	+200

### Venue

There was a change in the positioning of venues in 2015. **Hotels** remained the most frequently used type of venue in 2015 (the total of 1156 events took place in the hotels), the second position, however, compared to 2014, belong to the category of **congress centres** with enormous growth by 260 % (the total of 191 events), and **other** venues (the total of 191 events). There was a sharp increase in number of meetings hosted in **universities** in 2015 by 333 %, from 6 meetings in 2014 to 26 in 2015.

### Number of meetings by Venue

	2014	2015	%
Hotels	1047	1156	+10
Congress Center	53	191	+260
Other	107	191	+79
University	6	26	+333

### Type of Client

As for the type of client, the situation in 2014 distinctly changed. Direct clients still prevailed over intermediate agencies. In category **intermediate agency**, there was a decrease by 13 %, in category **direct client** was recorded the growth by 46 %.

### Number of meetings by Client

	2014	2015	%
Intermediate agency	352	307	-13
Direct client	861	1257	+46

## MICE Statistics - Comparison 2014 and 2015

### Participants

As well as in 2014, the meetings with local participants prevailed in 2015. In 2015, there was an increase in the number of meetings with both types of participants, i.e. by 29 %. **International** participation rose from 499 to 642 events and **local** participation rose from 714 to 922 events.

### Number of meeting by Participants

	2014	2015	%
<b>International</b>	499	642	+29
<b>Local</b>	714	922	+29

### Meetings by Subject

The most events were specifically specialized at **IT & Telecommunication**, when we leave out the section **Other** with the number of 388 events, where subject of meeting is various, while the situation in 2014 was the same. All categories recorded growth, except of category **Management**, with the decrease by 14 %. The highest increase was recorded by categories **Safety & Security** (from 2 to 9 events) and **Culture** (from 7 to 25 events). Against the year 2014 were added new categories of events - **Linguistics** with 2 events, **Mathematics & Statistics** with 5 events and **Raw material processing** with 2 events.

### Number of meetings by Subject

	2014	2015	%
<b>Architecture</b>	1	3	+200
<b>Safety &amp; Security</b>	2	9	+350
<b>Transport &amp; Communication</b>	22	33	+50
<b>Ecology &amp; Environment</b>	17	21	+24
<b>Economy</b>	81	88	+9
<b>Pharmacy</b>	85	122	+44
<b>Geography</b>	1	3	+200
<b>IT &amp; Telecommunication</b>	96	152	+58
<b>Culture</b>	7	25	+257
<b>Linguistics</b>	0	2	0
<b>Literature</b>	2	3	+50
<b>Medical Science</b>	90	131	+46
<b>Management</b>	42	36	-14
<b>Mathematics &amp; Statistics</b>	0	5	0
<b>Commerce</b>	77	110	+43
<b>Law</b>	12	14	+17
<b>Industry</b>	63	128	+103
<b>Social Sciences</b>	5	8	+60

## MICE Statistics - Comparison 2014 and 2015

<b><i>Sports &amp; Leisure</i></b>	14	28	+100
<b><i>Technology</i></b>	86	112	+30
<b><i>Arts</i></b>	2	3	+50
<b><i>Science</i></b>	12	27	+125
<b><i>Education</i></b>	89	104	+17
<b><i>Agriculture</i></b>	6	11	+83
<b><i>Raw material processing</i></b>	0	2	0
<b><i>Other</i></b>	308	388	+26