

Results of the Hungarian MICE market Year 2012

The Hungarian National Tourist Office has been collecting and processing data since 2001 to follow the changes and define the trends of the Hungarian meetings market. With the cooperation of 400 partners, an analysis of the international conferences¹ held in Hungary in 2012 is provided below.

In 2012, Hungary hosted 505 international conferences.

The following table shows changes on the Hungarian meetings market since 2008.

Table 1: International conferences in Hungary, 2008-2012

	2008	2009	2010	2011	2012
Number of international conferences	531	356	537	602	505
Number of participants	119.500	82.000	125.600	125.818	135.340
Average number of participating nationalities	9	11	12	13	12

Source: HCB

Based on the data provided by the partners of the Hungarian Convention Bureau, the average number of participants per meeting was 268 in 2012. Projecting this average to the total number of meetings held in the country throughout the year, the estimated total number of participants is more than 135.000. Counting with the average length of conferences (3,4 days), the estimated total number of days that conferences have been held in Hungary is 1717.

The statistical analysis can be downloaded free of charge from:

www.hcb.hu / Market Information / Statistics.

¹ Following the criteria of ICCA, the Hungarian Convention Bureau considers a meeting international where there is at least 3 different nations and 50 participants present. In addition, the statistics of the Hungarian Convention Bureau include corporate events as well.