

Results of the Hungarian MICE market Year 2014

The Hungarian Tourism Ltd. 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 300 partners, an analysis of the international conferences¹ held in Hungary in 2014 is provided below.

In 2014, Hungary hosted 1020 international conferences.

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

Table 1: International conferences in Hungary, 2008-2014

	2008	2009	2010	2011	2012	2013 ²	2014
Number of international conferences	531	356	537	602	505	1017	1020
Number of participants	119.500	82.000	125.600	125.818	135.340	237.801	152.430

Source: HCB

Based on the data provided by the partners of the Hungarian Convention Bureau, the average number of participants per meeting was 149 in 2014. 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 152.000. The average conference duration was 3.5 days.

¹ The Hungarian Convention Bureau considers a meeting international where there is at least 2 different nations and 50 participants present. In addition, the statistics of the Hungarian Convention Bureau include corporate events as well.

² The method of data collection was changed in 2013.