

Cyprus Tourism Organization

Market Research Report:
'Collection of Statistical Data for Conference and
Incentive Events 2013'

Final Submission: September 2014



UNIVERSITY OF NICOSIA
ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

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I. INTRODUCTION

Conference and Incentive Tourism is a major business sector and according to data provided by the International Congress and Convention Association (ICCA) the sector has witnessed a rapid growth during the last decade. Recognizing the potential of the sector and especially its contribution towards the seasonality goal, the Cyprus Tourism Organisation has established as a priority the development of proper infrastructure for Conferences and the promotion of the comparative advantages of Cyprus as a Conference and Incentive Tourism destination.

In this context, the Cyprus Tourism Organisation is implementing a comprehensive product and marketing strategy to target the sector of Conference and Incentive Tourism. In order to assess the current trends and future developments of the sector, CTO has been commissioning since 2006 a Market Research project through which systematic and objective statistical data is gathered from organizers of Conference and Incentive events in Cyprus.

The primary objective of this project is to investigate the factors that are necessary in allowing Cyprus to establish itself as a popular destination for Conference and Incentive Tourism. The research objectives as they were defined by CTO in the Terms of Reference are:

- ➡ Identify and record the number of Conference and Incentive events organized in Cyprus during 2013.
- ➡ Provide an in depth analysis of the major characteristics of the events organized in Cyprus with emphasis on the classification (Association, Corporate, etc), the main themes covered in the events, the implementation date and duration, the estimation of the total number of participants, the type of venue used and the assessment of the total budget of the events.

Data collection and analysis of the results for 2013 was assigned by CTO to Insights Market Research (IMR) / University of Nicosia.

II. METHODOLOGY

The survey covered all potential Organizers of Conference and Incentive trips operating in Cyprus. The potential enterprises and organizations were extracted from CTO's lists of Destination Management Companies, Professional Congress Organisers, Travel Agents, Hotels, Higher Education Institutions, Associations, Government and semi-Government Organizations and other private Enterprises.

Selection Criteria

The criteria defined by CTO in order to record an eligible Conference/Incentive event were:

- For Conferences: To include at least thirty (30) participants from abroad
- For Incentives: To include at least twenty (20) participants from abroad
- For both Conferences and Incentives: To include at least one overnight stay

Sampling Method and Data Collection

The sampling method was divided into three stages. Firstly, an email was forwarded to all potential participants providing information regarding the project focusing mainly on the objectives and the methodology. The email included an attached letter from CTO indicating the importance of the project and asking the cooperation of the organizations/enterprises.

At the second stage all potential participants were contacted through telephone in order to identify their eligibility to participate in the survey. If the enterprise/organization was eligible for participation then the project team forwarded the questionnaire and arranged a meeting for a personal interview.

The personal interview was conducted at the premises or the participants during the period of March and June of 2014. The interview length depended on the amount of data provided by the participant. The average length of interview was approximately 25 minutes long.

Questionnaire

The structured questionnaire was designed by CTO. The questionnaire was designed based on the research objectives of the project and the various indicators that had been researched previously by CTO from 2006 through 2013.

Interviewer's team and training

The fieldwork team included five (5) interviewers and one fieldwork supervisor. The fieldwork team participated in a training program administered by IMR's fieldwork manager which focused on the methodology approach, the objectives of the project and the questionnaire structure.

Data entry and validation

In order to avoid the problem of double data entry for the same conference/incentive, the completed questionnaires were edited and approved by the project team. The approved questionnaires were processed in QPS statistical software.

III. EXECUTIVE SUMMARY

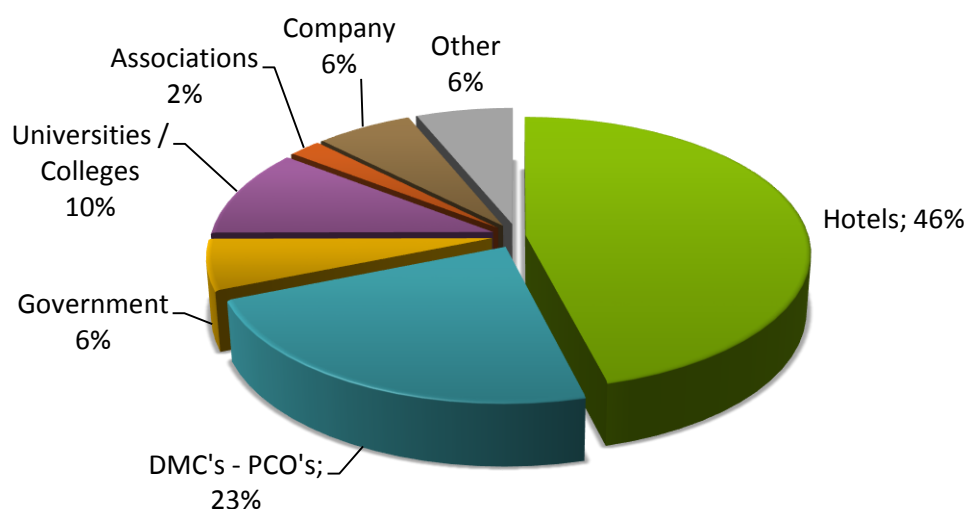
- The total number of organizations / enterprises that participated to the collection of the statistical data for conferences and incentive events in 2013 was 48. Many organizers agreed that due to the economic crisis they were unable to conduct any events or as many as they did last year. Some DMC's / PCO's also are no longer active. These were the main factors that had affected the total number of events accommodated in Cyprus during 2013.
- The majority of events organized during 2013 were conferences (593) while the number of incentive trips was 170. There was an increase to the total number of conferences comparing to 2012 (435), but the data collected this year concerned only 317 of all events (many of them did not meet the criteria regarding the minimum number of participants and some providers were unable to give more information about the events).
- Hotels were the main providers of the data collected (46%), while DMC's / PCO's provided less information (23%).
- The most popular conferences categories were corporate conferences (22%), academic conferences (17%) and international association conferences (16%).
- The ideal seasons for conferences were autumn and spring. These two seasons had attracted the majority of all events. Winter was mostly preferred by corporate conferences. The most popular month for conferences was October (15%), while May (15%) was the most popular month for incentive events.
- Educational (14%), technology (11%) and medical (9%) subjects were three of the most common themes covered by conferences.
- Approximately one of two conferences (55%) and 64% of incentive events were organized for the first time in Cyprus, while 26% of all events were repeated within one to four years period.
- Pafos (32%) attracted more events than Limassol and Nicosia (both 28%) during 2013. Larnaca accommodated only 9% of them. One of two incentives (46%) were organized in Pafos. Limassol and Nicosia had accommodated more conferences (both 30%) compared to Pafos (26%).
- The most preferable venue for the events were hotels (89%) followed by alternative spaces with only 6% of the events being accommodated there. Conferences were mainly conducted in hotels (86%) while almost all incentives were accommodated by hotels (98%).
- The total duration for all events was 1376 days, with conferences allocating 62% (or 848) of them and incentives 528 days.
- There were 33.559 people participating in all events during 2013. Conferences had attracted the majority of these people 85% (or 28.550).
- Most participants were visitors from other countries (22.277 or 66%) while Cypriots were only 11.282 (or 34%).

IV. ANALYSIS OF FINDINGS

1. Data providers

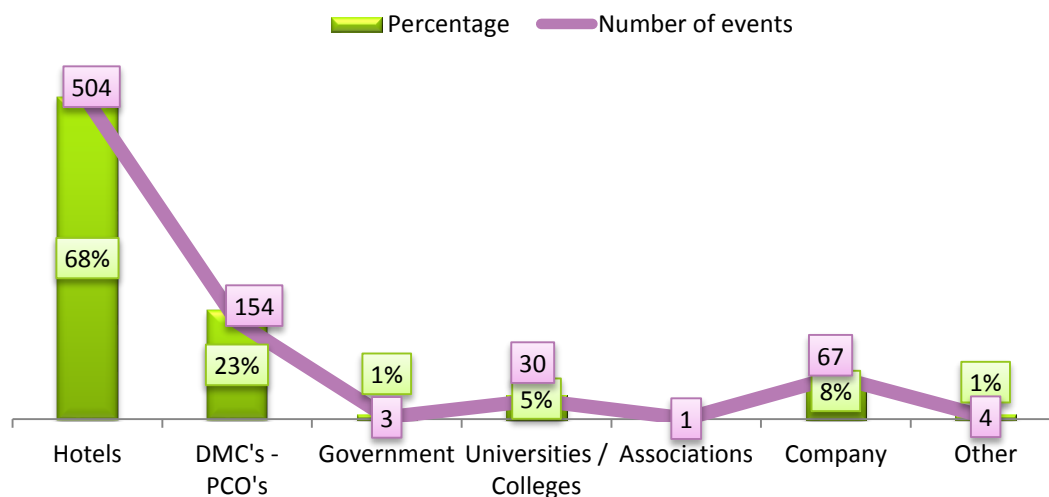
1.1 Sample analysis (N=48)

The data was mainly provided by hotels (46%) and DMC's / PCO's (23%). Academic institutions (universities / colleges) contributed to the collection of data by providing 10% of the total data. Other providers that also contributed were: the Government sector (6%), various Companies (6%), a few Associations (2%).



1.2 Analysis of data by data provider (N=48)

Hotels provided the majority of information about all events/conferences that were organized in 2013. Specifically, the total number of events organized/accommodated by hotels was 504 or 68% of all events. DMC's / PCO's organized 154 events or 23% of all events, while Academic institutions 30 events, Companies 67 events, the Government sector 3 events, Associations 1 event and Others 4 events.

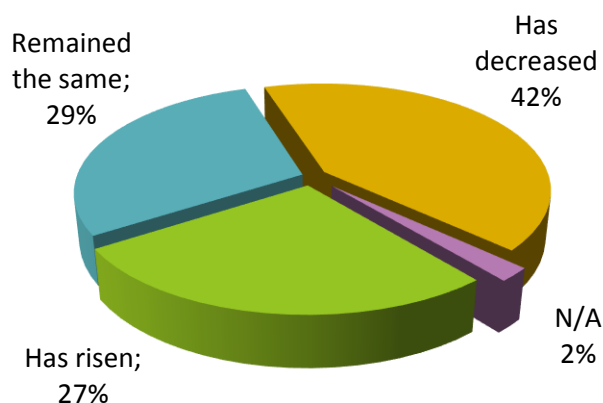


2. Perceptions on Current and Future Trends in Conference / Incentive Sector

2.1 Perceptions on Current Trends in Conference Sector (N=48)

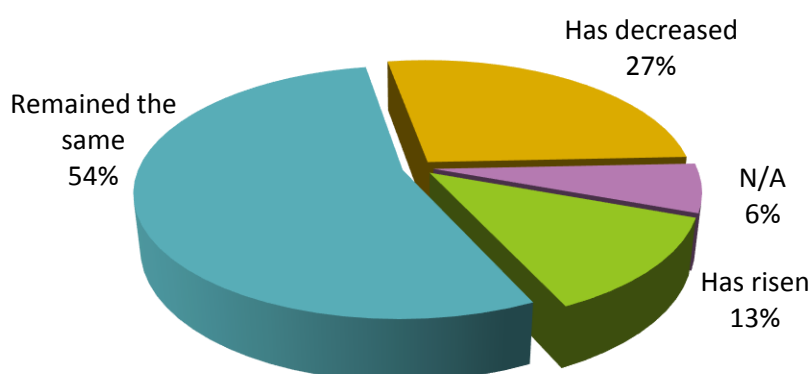
Four out of ten respondents (42%) indicated that the total number of conferences they had organized during 2013, had decreased, while three out of ten (29%) respondents denoted that the number of conferences had remained at the same level. Also, 27% of all respondents indicated that the number of conferences had risen.

In regards to the hotels, 33% claimed that there was an increase to the number of events they had organized/accommodated against 38% which indicated a decrease on this number. The majority of DMC's / PCO's (73%) indicated a significant decrease on the number of events organized in 2013.



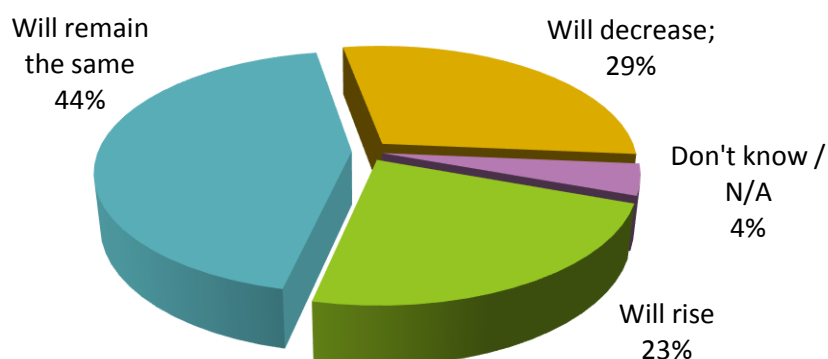
2.2 Perceptions on Current Trends in Incentives Sector (N=48)

Only 13% of all respondents indicated an increase to the number of incentive trips organized in 2013. One out of two respondents (54%) claimed that the number of these trips fluctuated at the same levels as in 2012. Twenty seven percent indicated that the incentives sector had experienced a decrease during 2013 in contrast to 2012 when 49% of the respondents noted an increase to the number of these events. It should be noted that only 25 respondents had organized incentive trips during 2013.



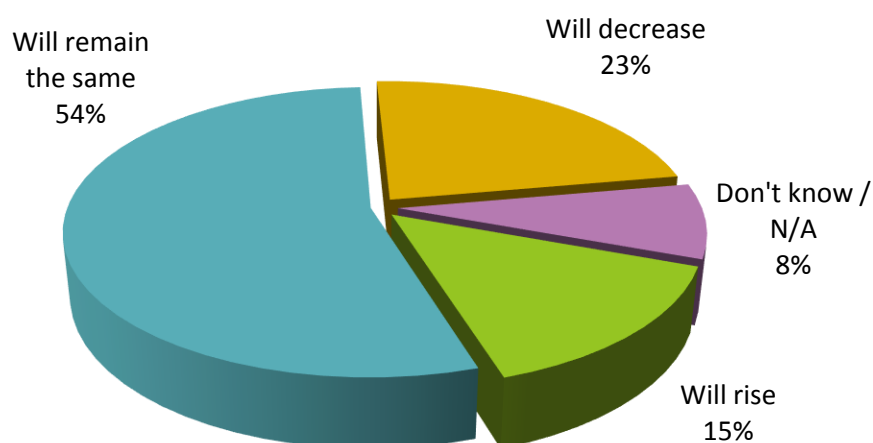
2.3 Perceptions on Future Trends in Conference Sector (N=48)

Like any other sector in Cyprus, the Conference sector is experiencing a decrease on the number of events organized. According to the perception of the participants, it is not expected an increase on the number of these events, since 23% indicated that this number will rise the next two years, while 44% indicated that it will remain at the same level as in 2013. Twenty nine percent of the participants believe that the Conference sector will experience a further decrease on the demand of these events.



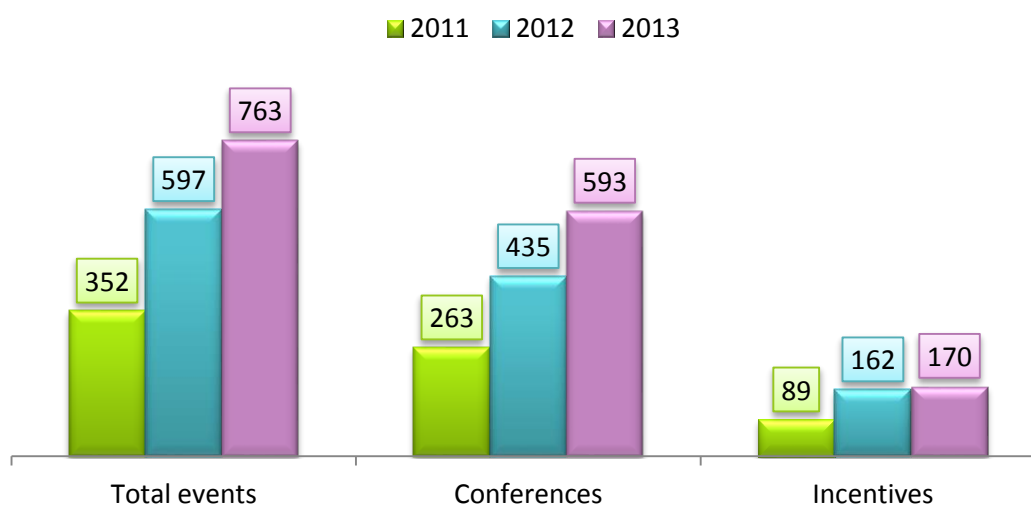
2.4 Perceptions on Future Trends in Incentives Sector (N=48)

One of four participants (23%) are expecting a decrease in regards to the number of events in the Incentives sector, while only 15% believe that it will increase. Fifty four percent of participants expect that the market volume in the Incentives sector will remain the same as in 2013.



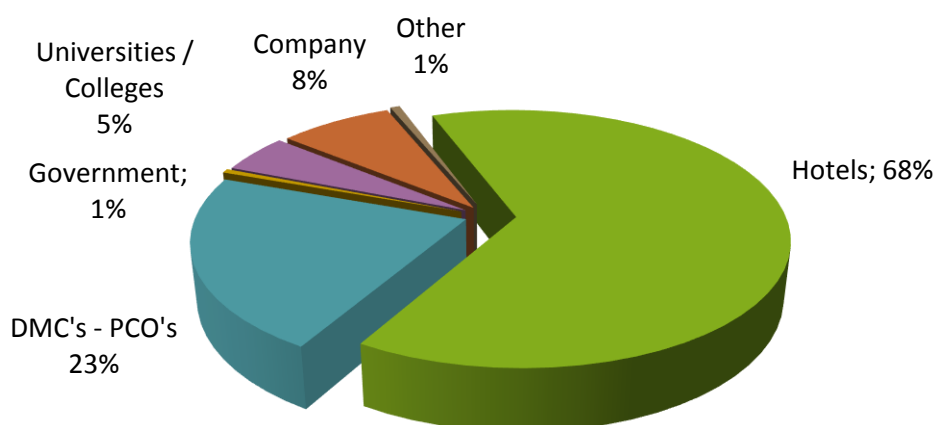
3. Number of Eligible Events Recorded

The total number of events organized in 2013 in Cyprus (763), seems to have increased according to the data provided by all respondents. Specifically, it has been an increase to the number of conferences organized (593) comparing to the previous years. There was also a small increase on the number of incentives (170) comparing to 2012. Though, the information that has been collected concerns only 317 of these events because either some participants did not want to expand on this information or because of the small number of persons that some events consisted of.



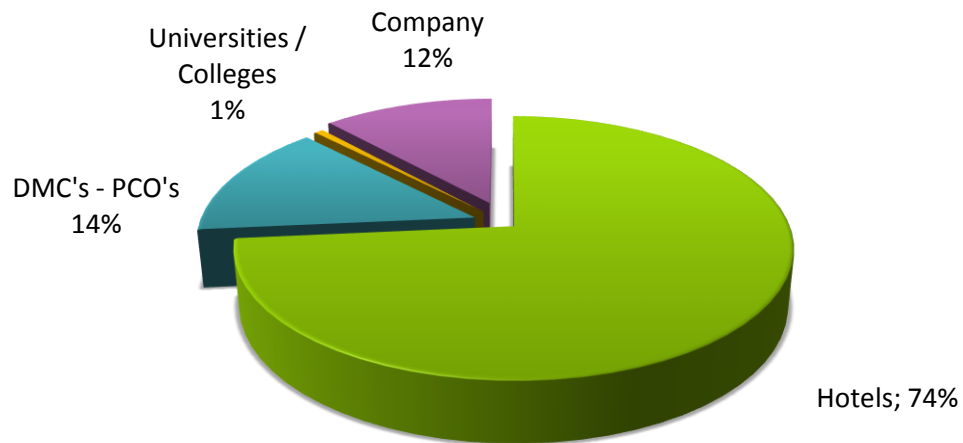
3.1 Number of eligible Conferences recorded by classification of data providers (N=593)

The majority of conferences were organized/accommodated by hotels (68%), while DMC's / PCO's organized 23% of the total number of events. Academic institutions (5%), companies (8%) and the Government sector (1%) had conducted fewer conferences/events comparing to 2012.



3.2 Number of eligible Incentive events recorded by classification of data providers (N=170)

The hotels had organized/accommodated most of the incentive events (74%) or 126 events comparing to 2012 where hotels had organized/accommodated 60% of the total number of incentives (or 97 incentives). DMC's and PCO's had only organized 14% (N=24) of all incentives rather than 40% (N=65) in 2012. Some companies (12%) organized incentive events too in 2013.

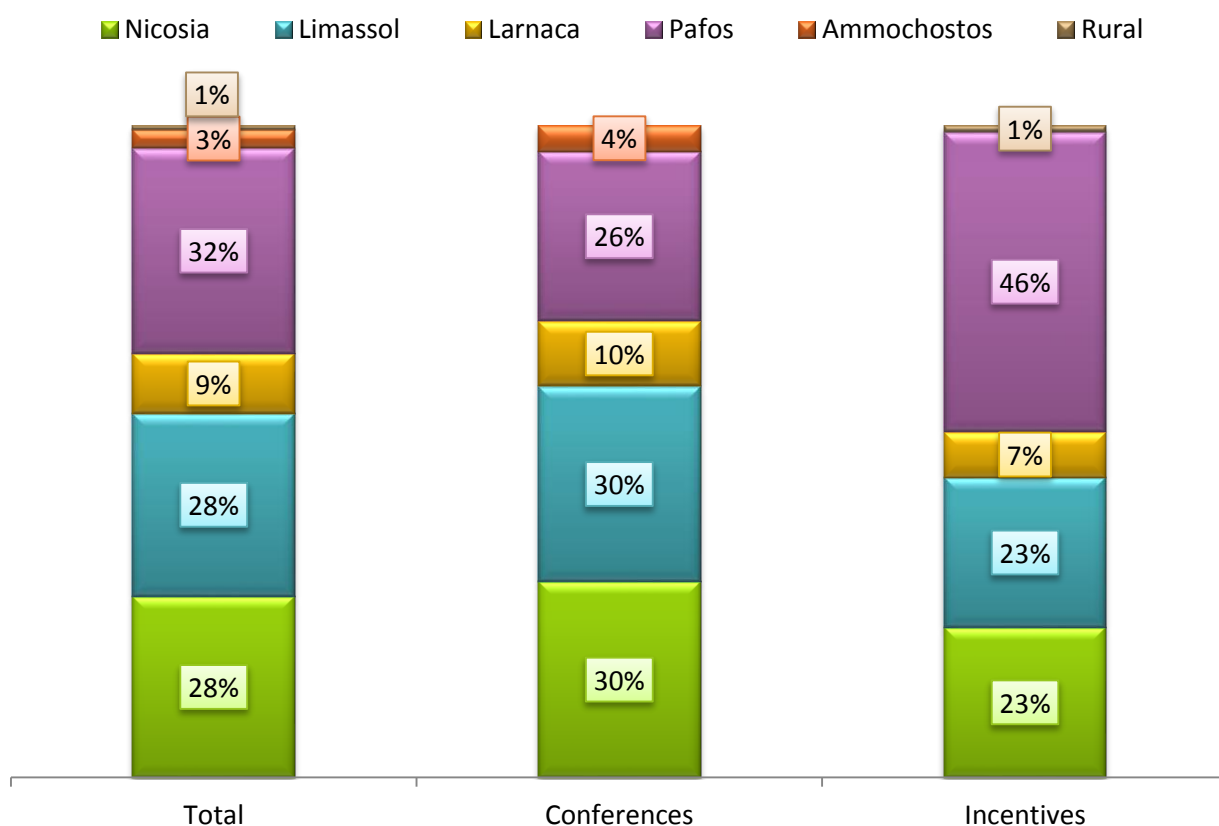


4. Geographical Distribution of Events (N=317)

Pafos accommodated 32% of the conferences/incentives, Nicosia 28% and Limassol 28%, during 2013. Larnaca accommodated only 9% of the events.

Limassol along with Nicosia contributed more on the percentage of all conferences with 30% comparing to Pafos which accommodated 26% of all conferences.

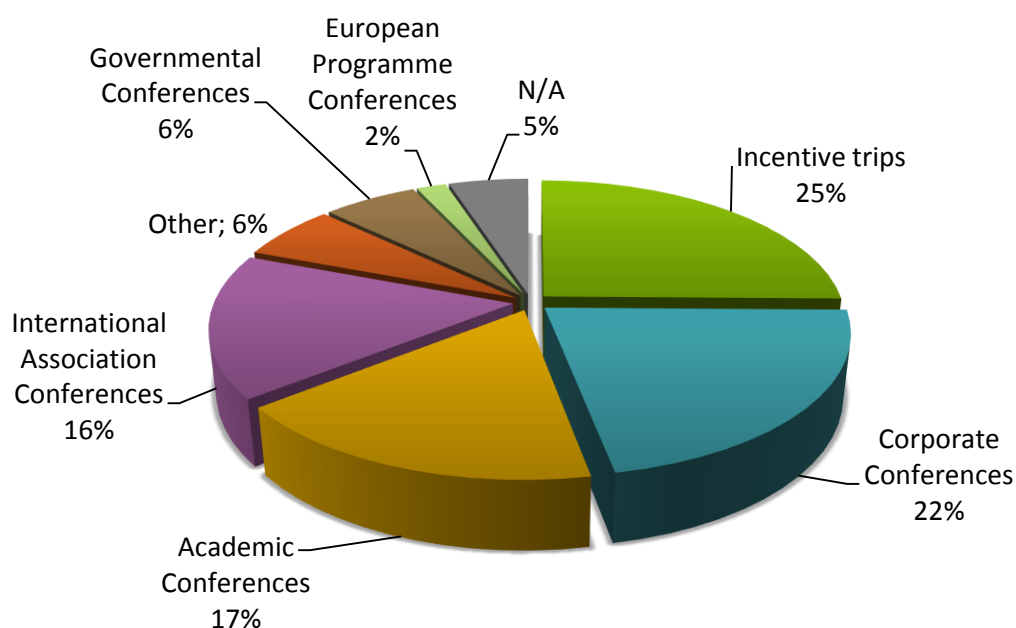
The majority of incentive events in 2013, were conducted in Pafos (46% or 39 events), while Limassol and Nicosia ranked at the same level with each of them accommodating 23% of all incentive events. Larnaca had accommodated only 7% of the incentive events.



5. Classification of events

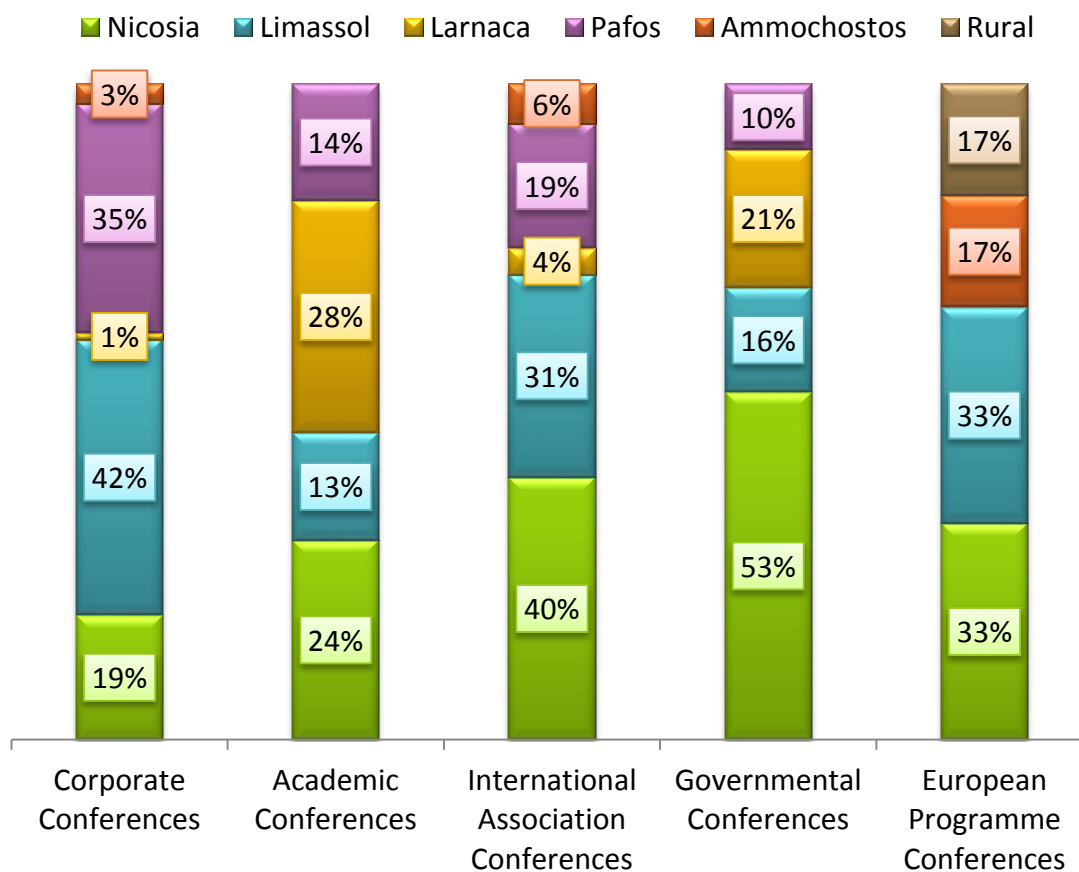
5.1 Classification of all events organized in 2013 (N=317)

Corporate events organized in 2013 constituted 22% of all events, in contrast to 2012 when corporate events contributed to 48% of all events. One of four events was an incentive trip (25%), while 17% were academic conferences and 16% international association conferences.



5.2 Classification of all conferences organized in 2013 (by district) (N=233)

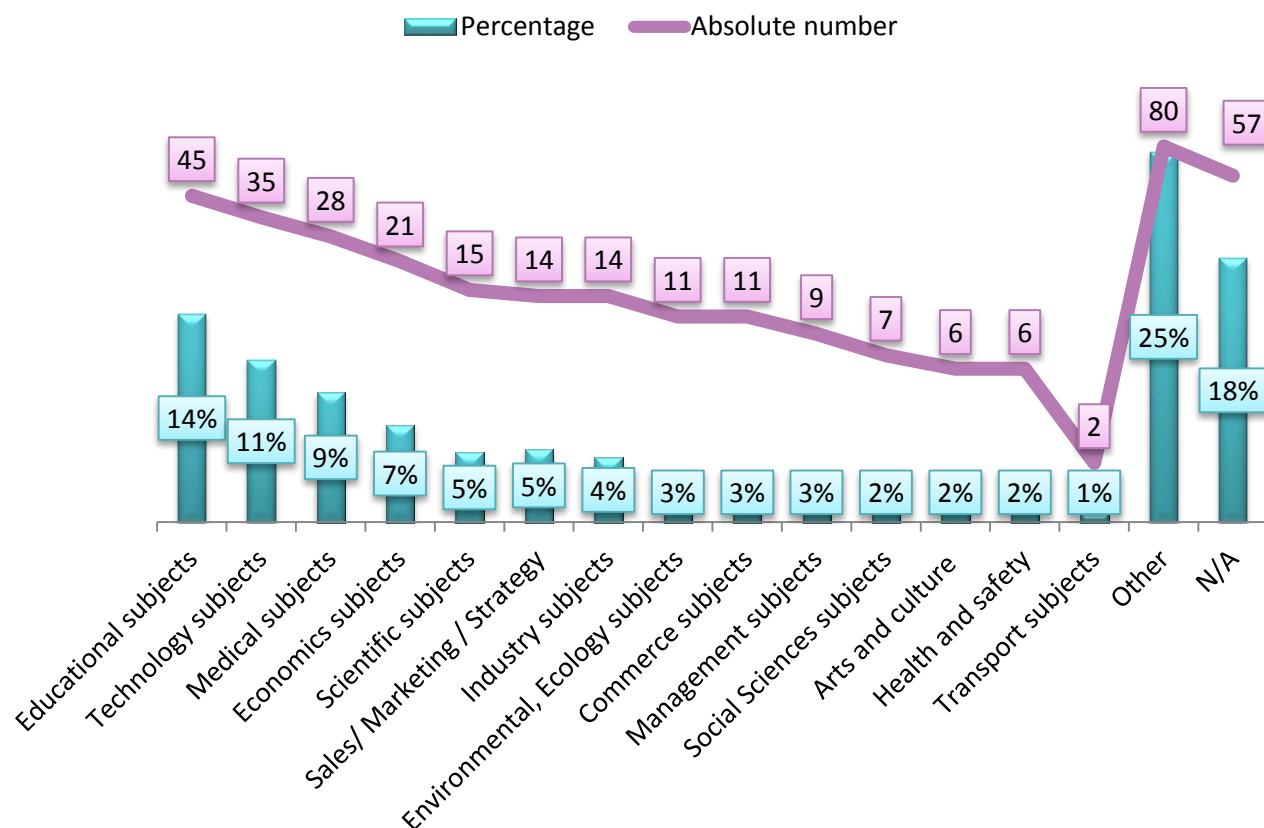
Forty two percent of corporate conferences were conducted in Limassol while 35% of them were conducted in Pafos. Nicosia accommodated most International Association Conferences (40%). Most academic conferences were conducted in Larnaca (28%). Nicosia also accommodated 24% of academic conferences. One of two (53%) governmental conferences was conducted in Nicosia.



Note: Insufficient base for European Programme and Governmental conferences

6. Main themes covered in Conference Events (N=233)

The main themes covered in conference events were Educational subjects (14%), Technology subjects (11%), Medical subjects (9%) and Scientific subjects (5%). There was an important decrease on the number of medical subjects comparing to 2012 when this percentage had reached 20% of all conferences. Education subjects conferences increased by 3% comparing to 2012. Industry subjects also experienced a significant decrease from 9% in 2012 to 4% in 2013. Also, Economics conferences suffered a major decrease from 13% in 2012 to 7% in 2013.

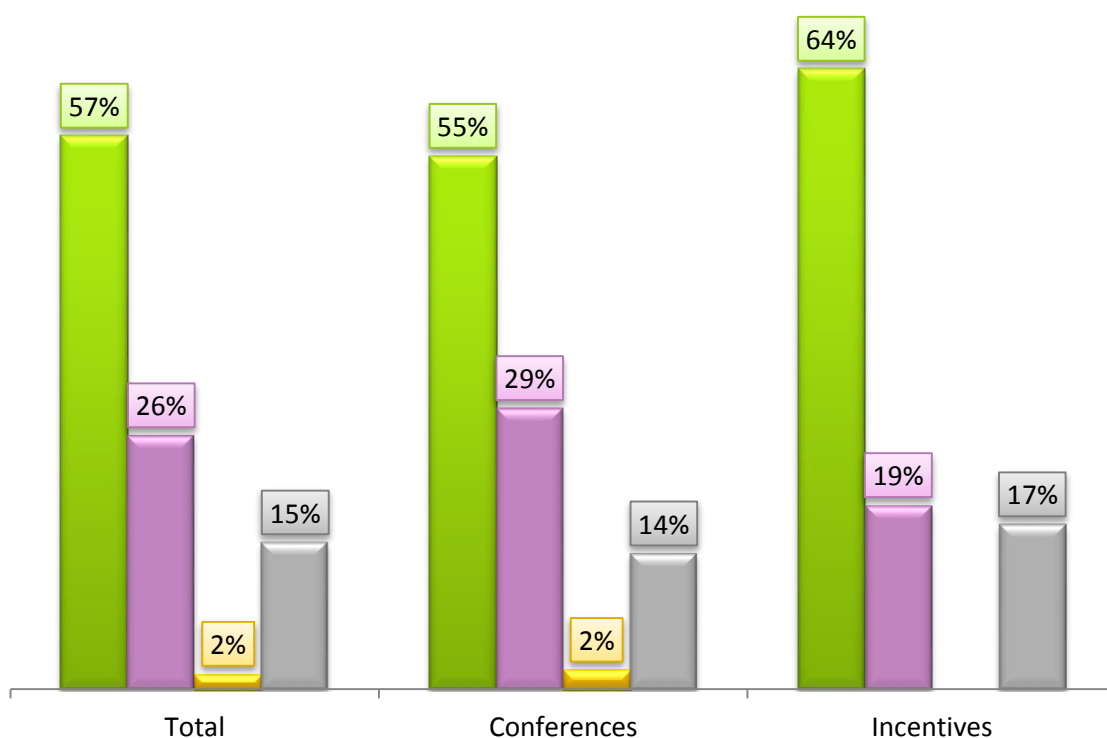


Note: Some respondents did not define the conference theme and they are included in the "Other/Undefined" response, while others didn't know or didn't want to specify the theme – these are under the "N/A" response.

7. Repetitive and Occasional Events (N=317)

Approximately one of two events (57%) was organized for the first time in Cyprus. More specifically, 55% of all conferences and 64% of all incentive trips were organized for the first time in Cyprus. Comparing to 2012, there was a dramatic decrease on the number of events organized for the first time in Cyprus, since 70% of all 2012 events were newly attracted events.

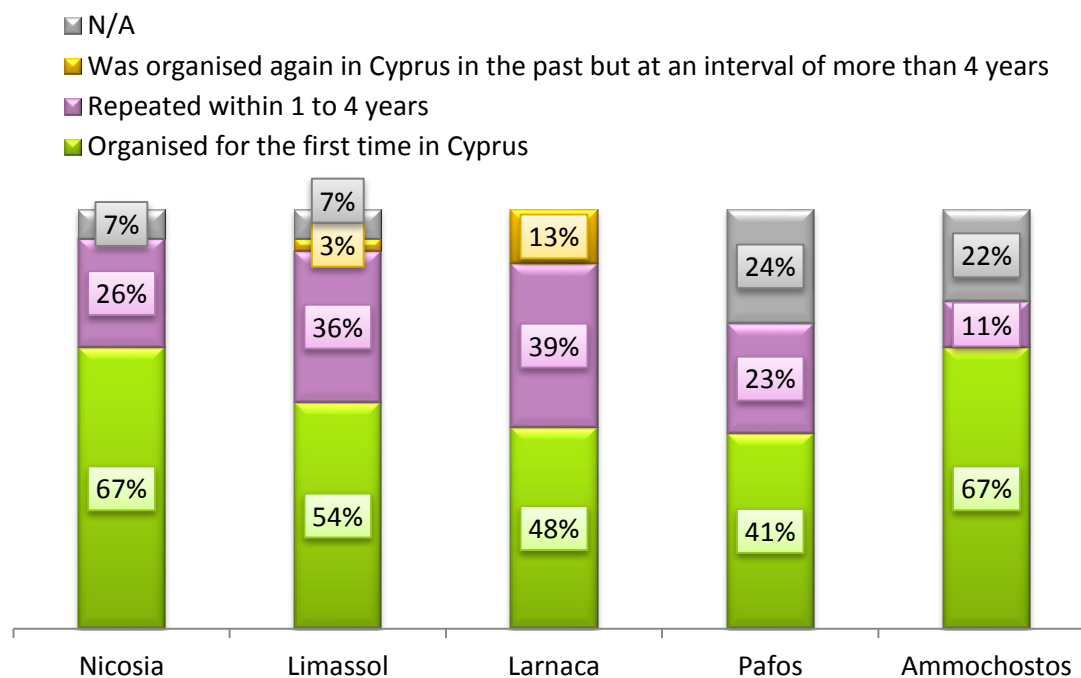
- Organised for the first time in Cyprus
- Repeated within 1 to 4 years
- Was organised again in Cyprus in the past but at an interval of more than 4 years
- N/A



7.1 Repetitive and occasional conferences by district (N=233)

Most conferences organized in Nicosia (67%) were conducted for the first time, while in Limassol approximately one of two conferences (54%), in Larnaca 48% and in Pafos 41% were organized for the first time in Cyprus.

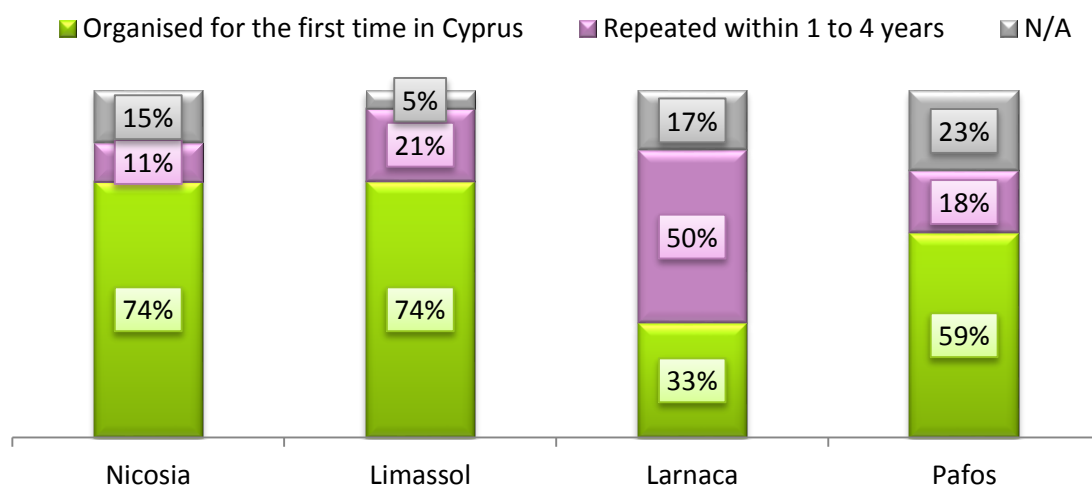
Nicosia (26%), Limassol (36%) and Larnaca (39%) retained many conferences which were repeated within 1 to 4 years period of time.



Note: Insufficient base for Ammochostos (N=9)

7.2 Repetitive and occasional incentive events by district (N=84)

The majority of incentive events in Nicosia (74%), Limassol (74%) and Pafos (59%) were organized for the first time in Cyprus.

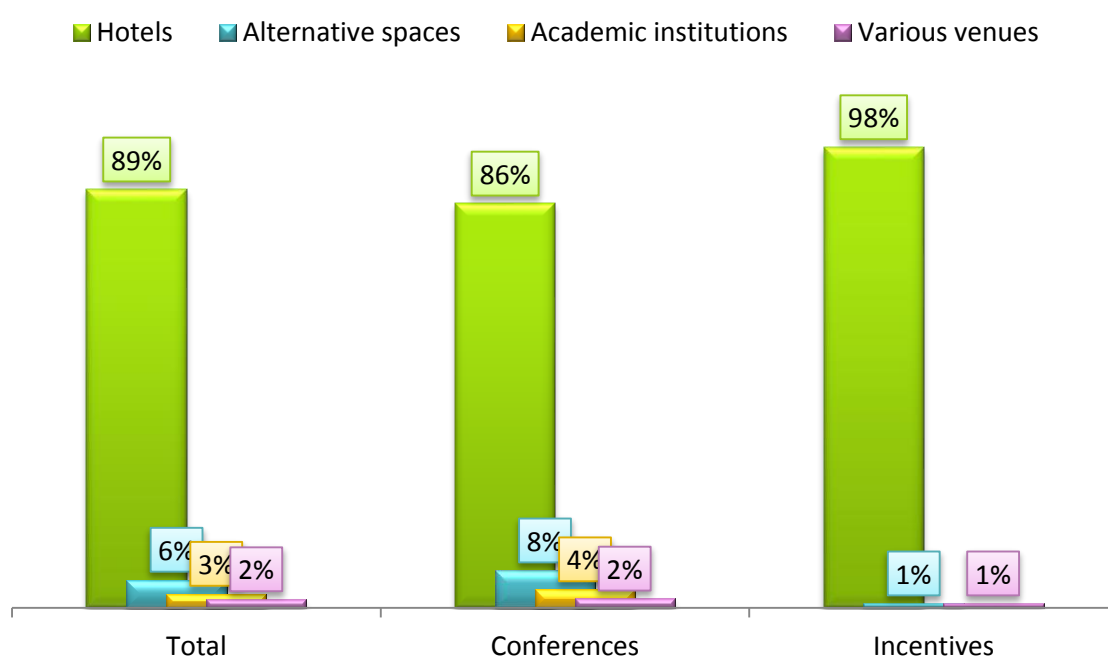
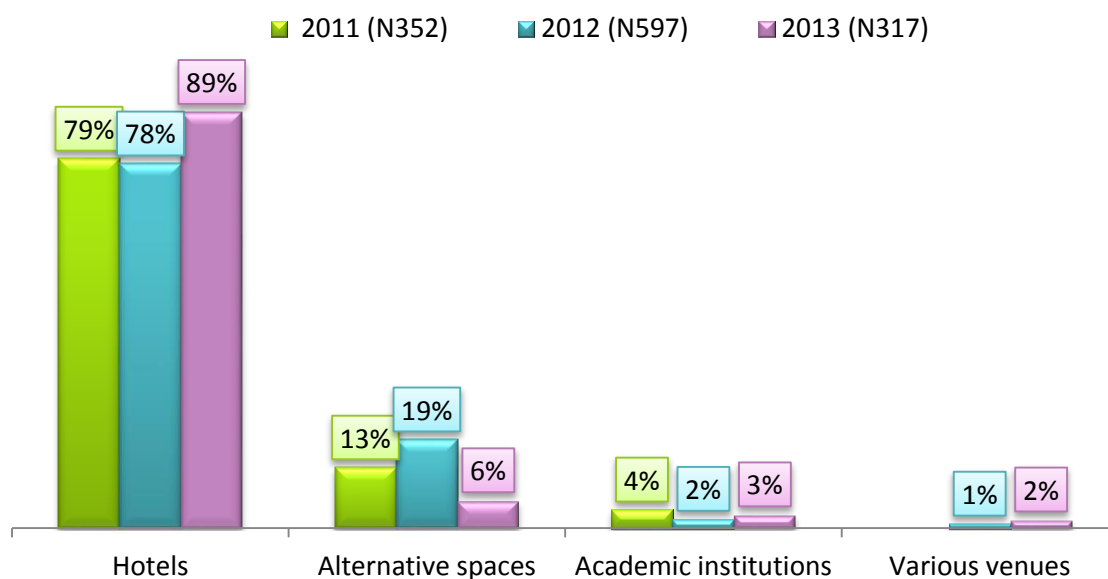


Note: Insufficient base Larnaca (N=6)

8. Venue of Events

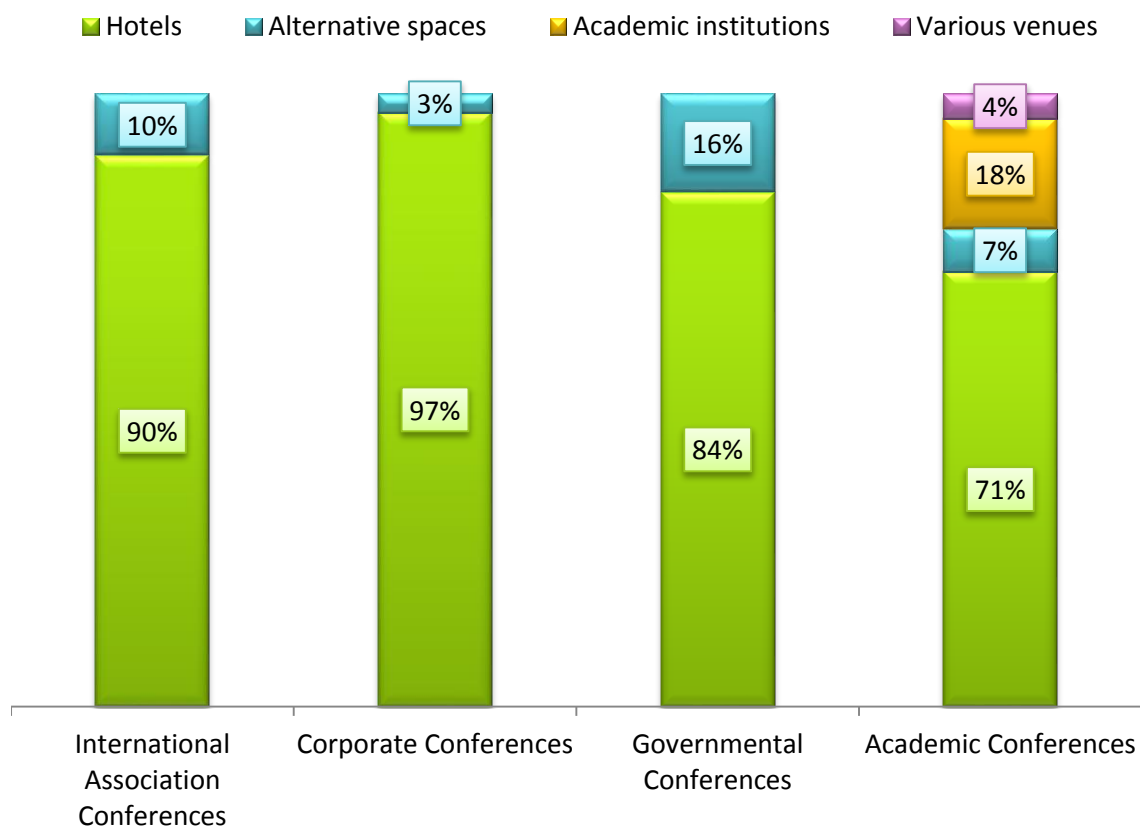
8.1 Venue of all events organized in 2013 (N=317)

The majority of all events organized in 2013 were accommodated by hotels (89%). Specifically, 86% of all conferences and 98% of all incentive trips were accommodated by several hotels throughout Cyprus. Hotels experienced an increase on the number of events conducted at their spaces from 78% in 2012 to 89% in 2013, while Alternative spaces were less preferred since there was a remarkable decrease from 19% in 2012 to 6% in 2013.



8.2 Venue by conference classification (N=233)

Almost all Corporate Conferences (97%) were conducted in hotels. The majority of International Association Conferences (90%) were accommodated by hotels while 10% of them were conducted at other Alternative spaces. In regards to the Academic Conferences, 71% of them were conducted in hotels and 18% at several Academic institutions (including University of Cyprus and other Private Universities).



Note: Insufficient base for Governmental Conferences (N=19)

9. Seasonality of Events

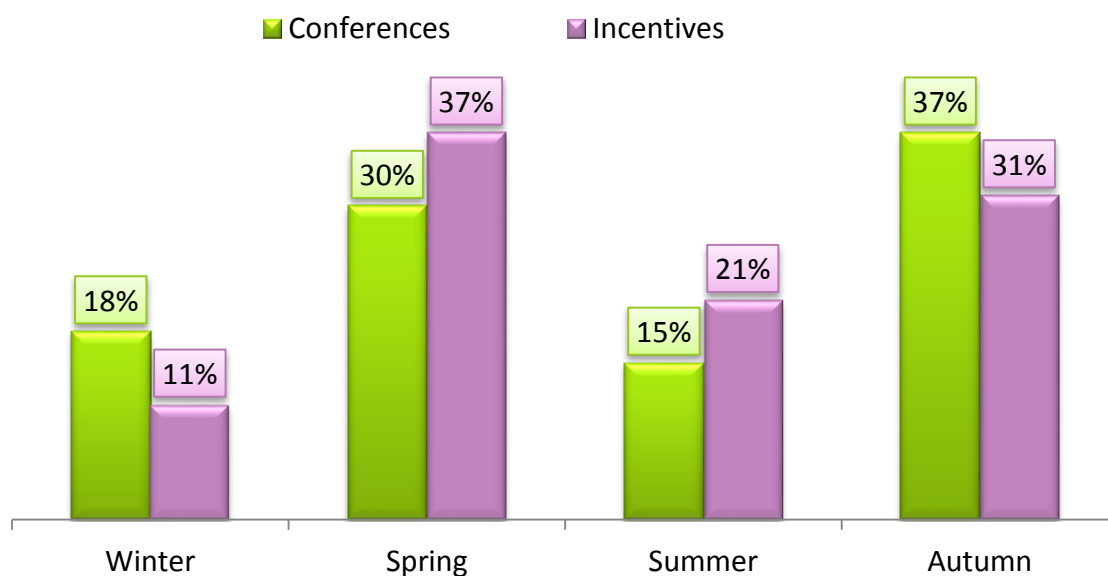
9.1 Seasonality for all events organized in 2013 (N=317)

Winter – December, January, February

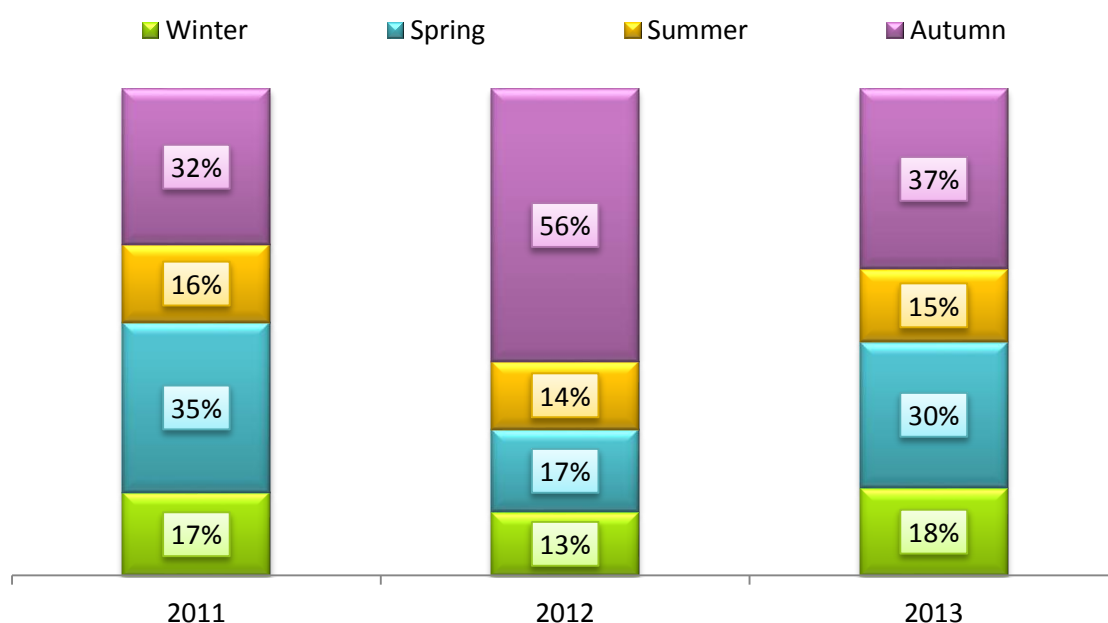
Spring – March, April, May

Summer – June, July, August

Autumn – September, October, November

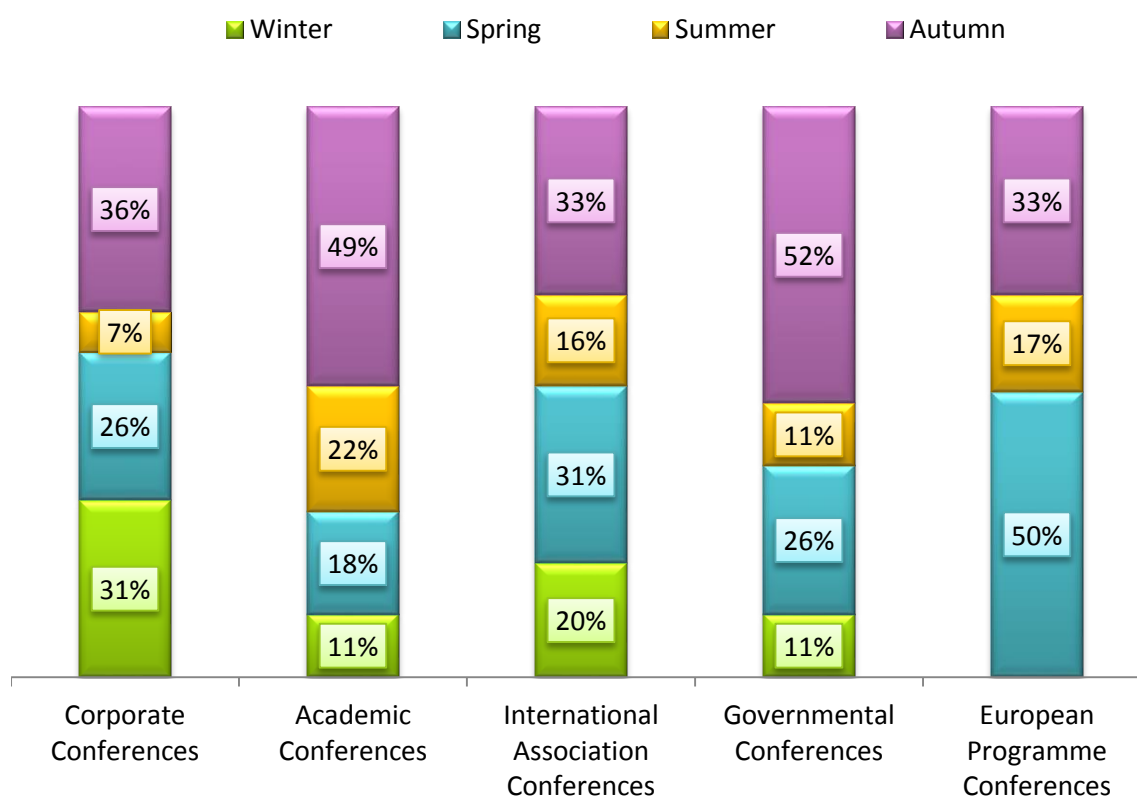


The most preferable season for all events was autumn - for conferences 37% and for incentives 31%. Spring ranks second as a preference for the conduct of events (30% for conferences and 37% for incentives). Both winter and summer are less preferred for organizing conferences/incentives.



9.2 Seasonality of conferences by classification (N=233)

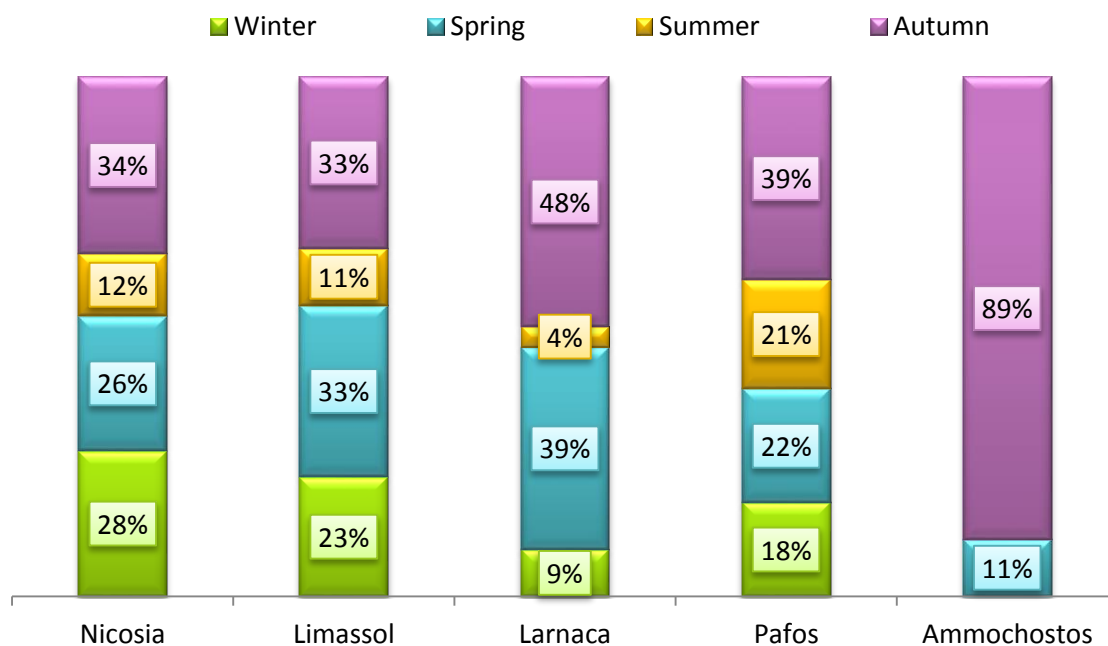
Winter was mostly preferred for Corporate conferences (31%) while spring was chosen at a greater point for the conduct of International Association conferences (31%). One of two Academic conferences was conducted during autumn (49%). Autumn was also an ideal season for the conduct of Corporate conferences (36%) and International Association conferences (33%).



Note: Insufficient base for Governmental Conferences and European Programme Conferences

9.3 Seasonality of conferences by district (N=233)

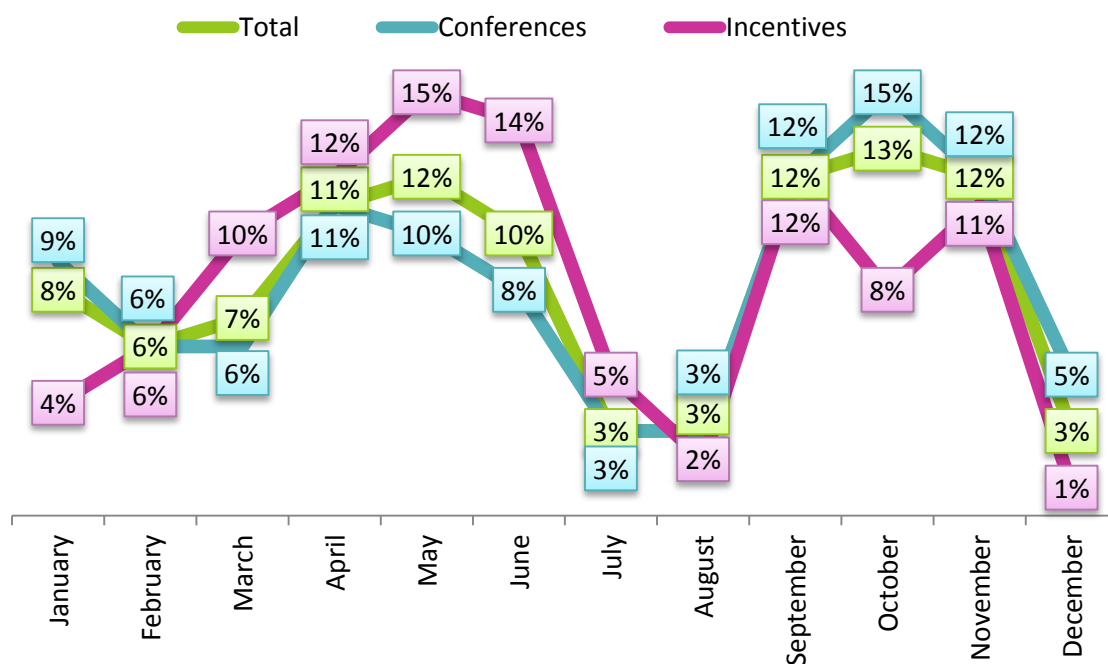
Nicosia was the most preferable city during winter (28%), while the corresponding percentage for Larnaca in spring was 48%. Pafos was mostly chosen in autumn (39%) while Limassol was chosen both autumn and spring conferences (33%). Autumn ranked first for all cities, both during 2013 and 2012, as the ideal season for conferences.



Note: Insufficient base for Ammochostos (N=9)

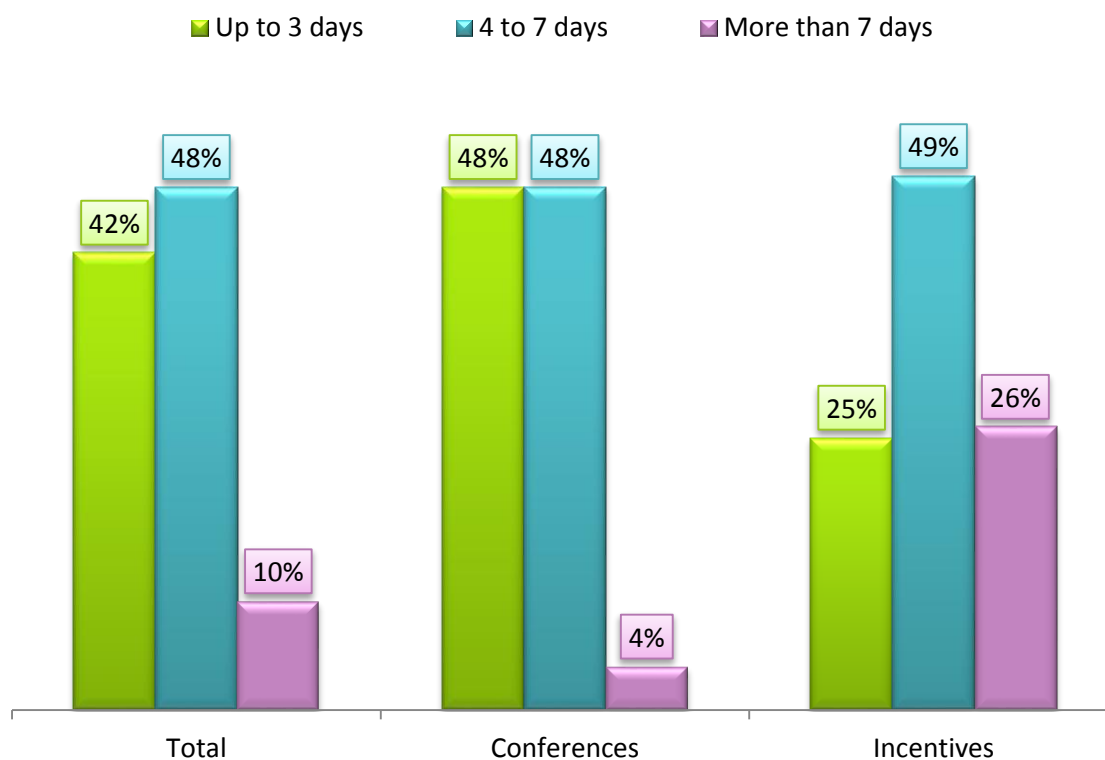
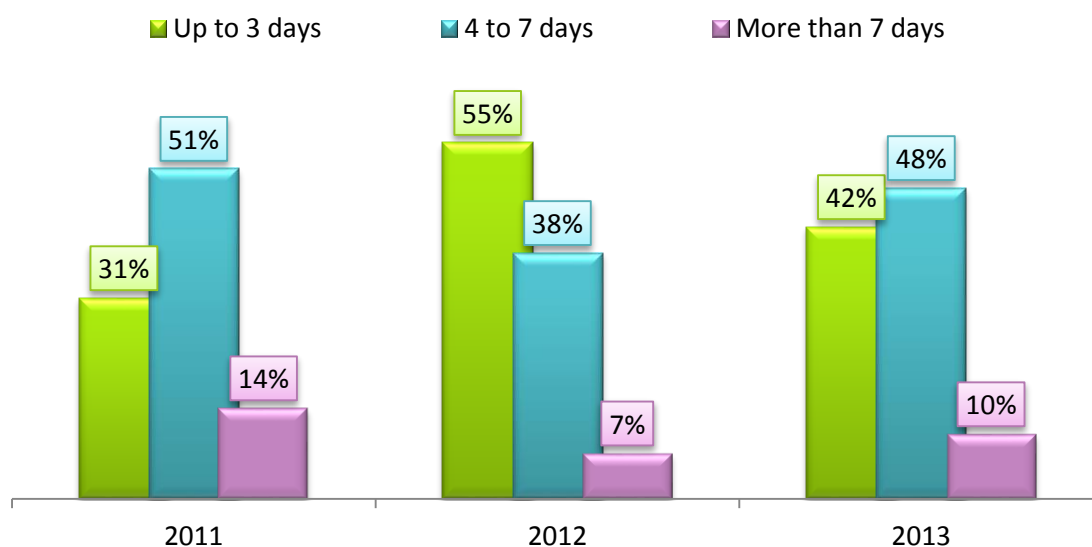
9.4 Distribution of events by month (N=317)

As previously described, all spring (March, April, May) and autumn (September, October, November) months were more preferred both for conferences and incentives. May (15%) and June (14%) ranked first as a choice for incentive trips, while October was the most preferred month for conferences (15%).



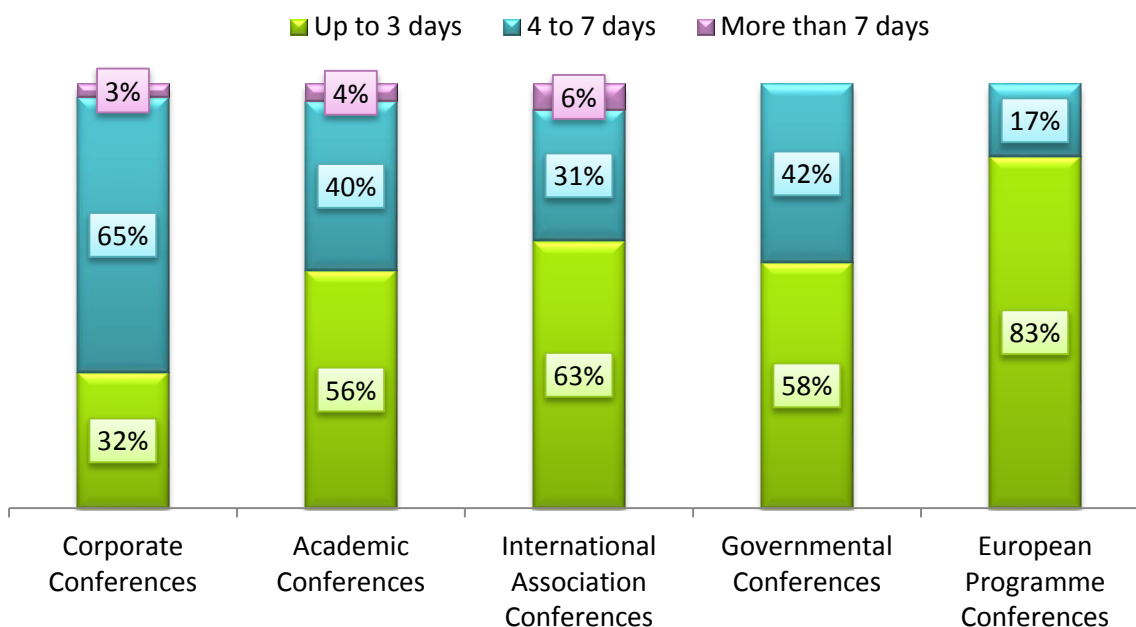
10. Duration of Events

In 2013, the total duration of one of two events was 4 to 7 days (48%), both for conferences (48%) and incentives (49%). Forty two percent of all events lasted up to 3 days (48% of all conferences and 25% of all incentives) and only 10% of the events lasted more than 7 days. Unlike 2013, during 2012 one of two events (55%) lasted up to 3 days, while the duration for 38% of all events was 4 to 7 days.



10.1 Duration of conferences by classification (N=233)

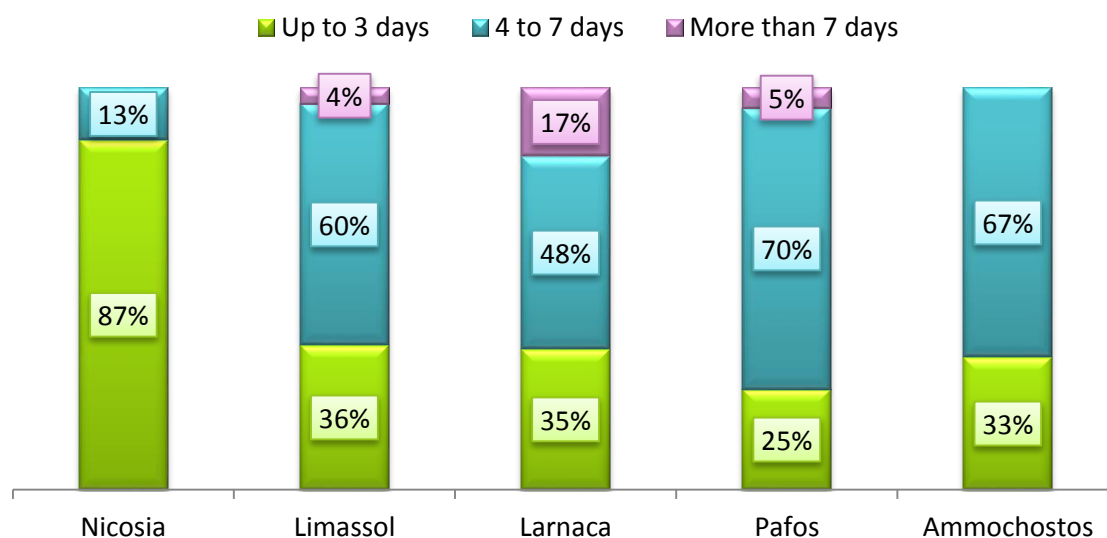
The majority of corporate conferences lasted 4 to 7 days (65%). The majority of Academic and International Association conferences lasted up to 3 days. 56% of all Academic conferences lasted up to 3 days and 63% of all international association conferences respectively.



Note: Insufficient base for Governmental and European Program Conferences

10.2 Duration of conferences by district (N=233)

Most conferences conducted in Nicosia did not last more than 3 days (87%) while 13% of them lasted 4 to 7 days maximum. For all other cities, the most common duration was 4 to 7 days. The majority of conferences with duration more than 7 days were in Larnaca (17%).

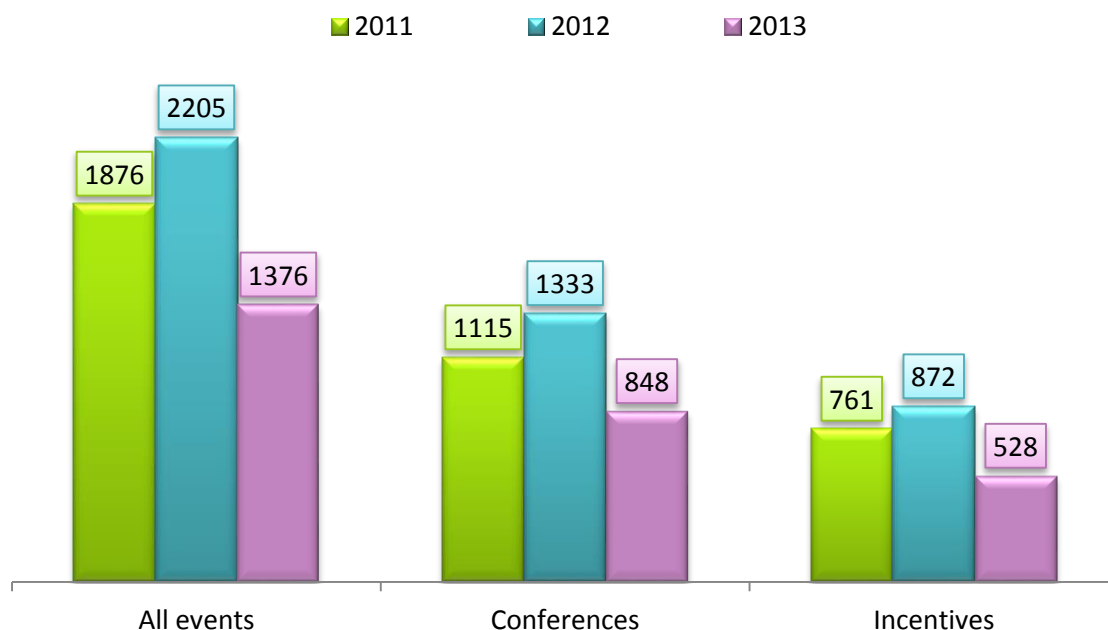


Note: Insufficient base for Ammochostos

10.3 Total number of days

10.3.1 Comparison of total number of days for all events (2011-2013)

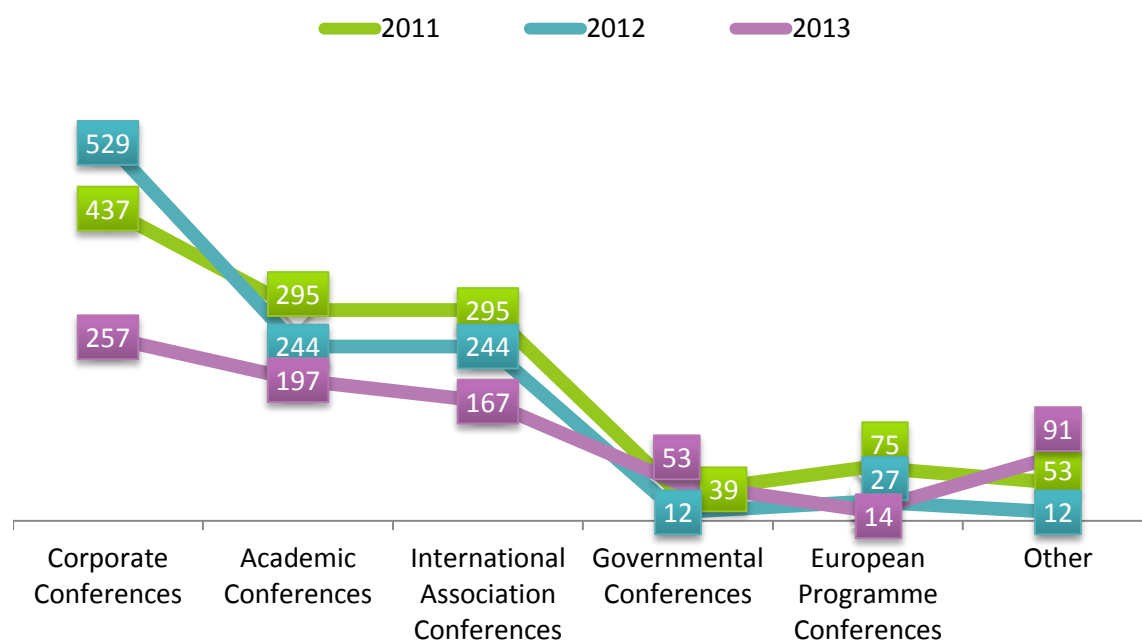
The total number of days of all events organized in 2013 has decreased significantly comparing to 2012 and 2011. Specifically, 1376 days was the total duration of all events, 848 for all conferences and 528 for all incentives.



**All totals differ at a great point from the two previous years (2012 and 2011) due to the smaller number of events recorded for 2013.*

10.3.2 Total number of days for all conferences by classification (N=233)

The longest total duration of days was recorded for corporate conferences (257), with academic conferences ranking second (197 days) and international association conferences (167 days) ranking third.

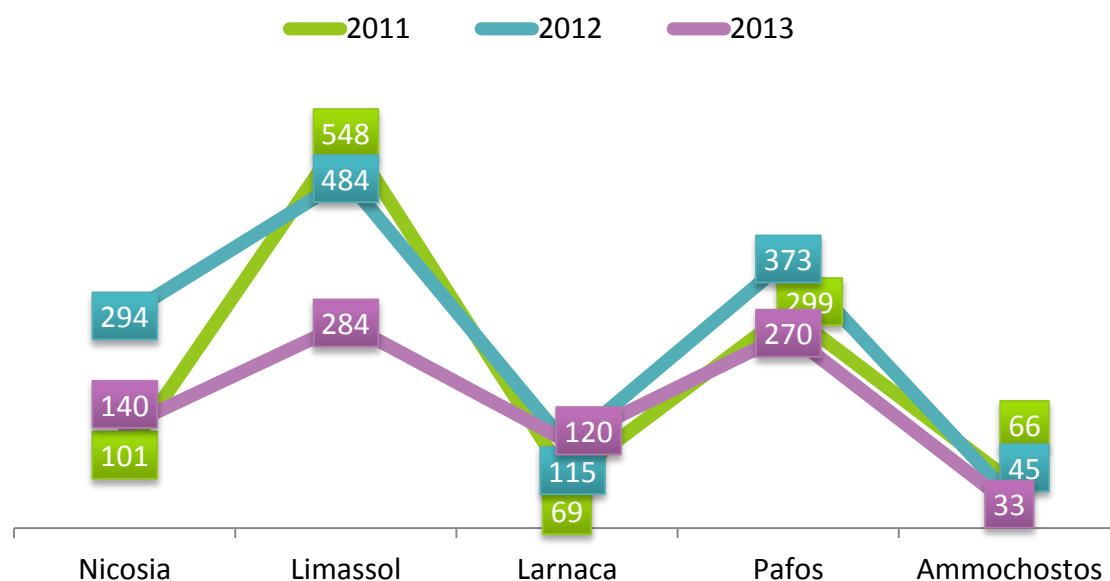


Note: Insufficient base for Governmental and European Program Conferences

	Corporate	Academic	International Association	Governmental
Average duration in days	3.7	3.6	3.3	2.8

10.3.3 Total number of days for conferences by district (N=233)

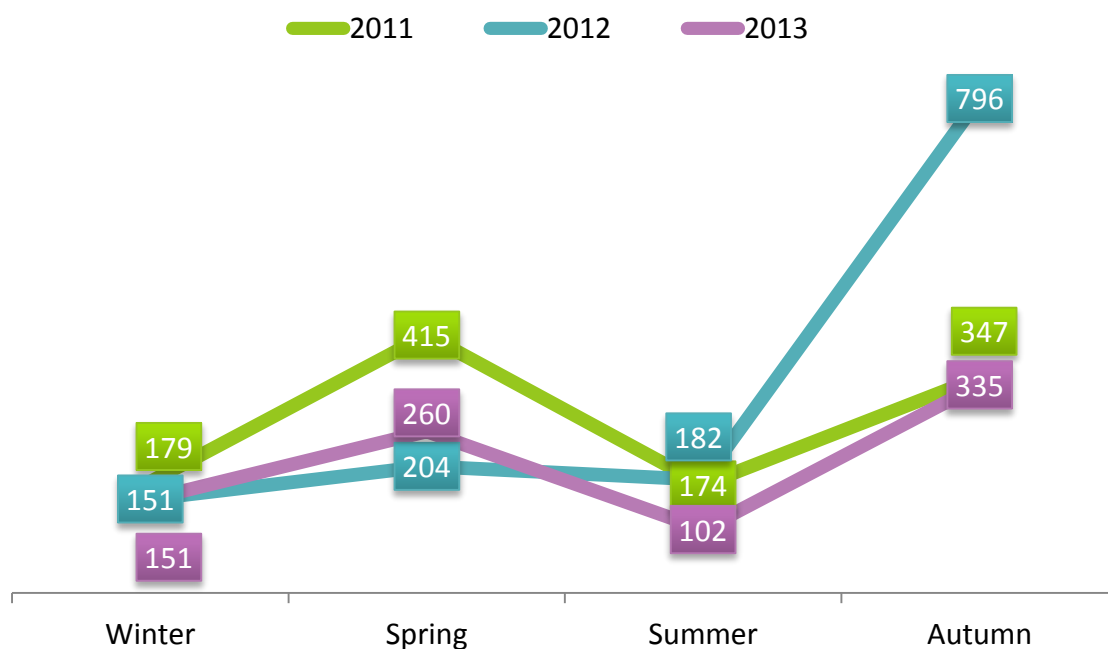
Limassol and Pafos accommodated conferences with the longest duration: 284 days in Limassol and 270 days in Pafos. This is mainly due to the fact that most conferences had taken place in Limassol and Pafos. Nicosia accommodated conferences for 140 days (more than 50% less than 2012). For Larnaca there was a small increment on the total number of days from 115 in 2012 to 120 in 2013.



Note: Insufficient base for Ammochostos and rural areas

10.3.4 Total number of days for conferences by season (N=233)

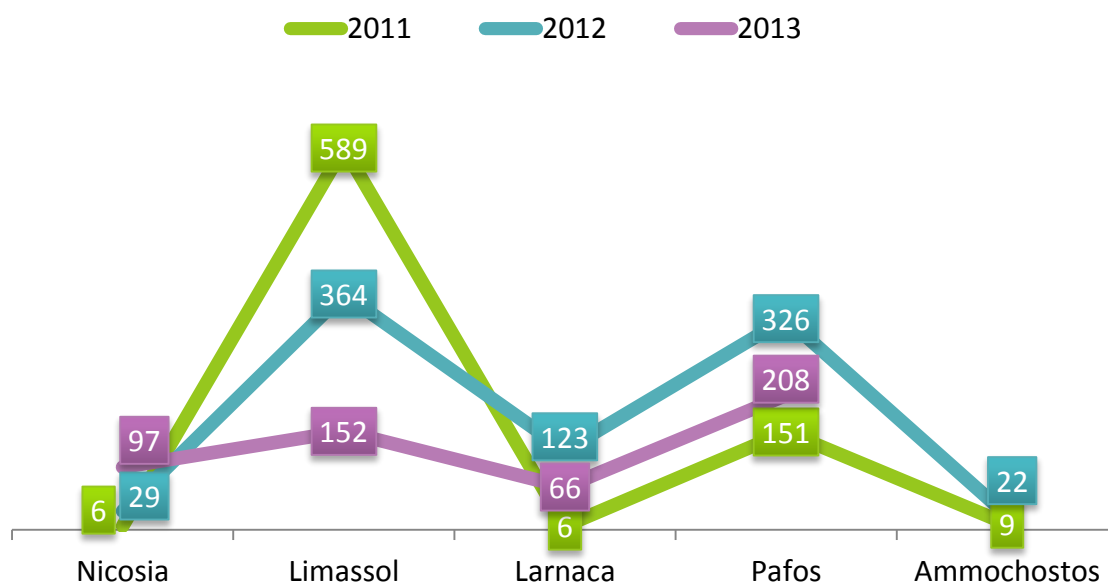
The longest total number of days in terms of conferences' duration was recorded during autumn (335 days) and spring (260 days). As previously stated, these two seasons were the most preferred ones for the conduct of all conferences in 2013.



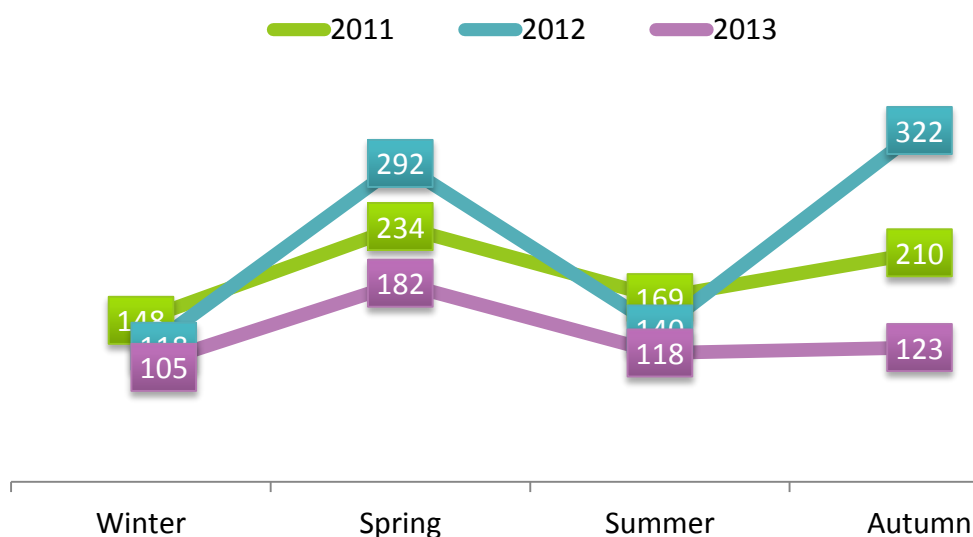
	Winter	Spring	Summer	Autumn
Average duration in days	3.6	3.7	0.7	3.9

10.3.5 Total number of days for incentive events by district (N=84)

The greatest total number of days for incentive events was recorded for Pafos (208 days). The corresponding number for incentives in Limassol was 152 days, demonstrating a dramatic decrease compared to 2012 (364 days) and 2011 (589 days). Also, the total number of days for incentives in Larnaca has decreased from 123 days to 66 days only. Nicosia demonstrated an increase compared to 2012, since the total number of days increased from 29 days (2012) to 97 days.

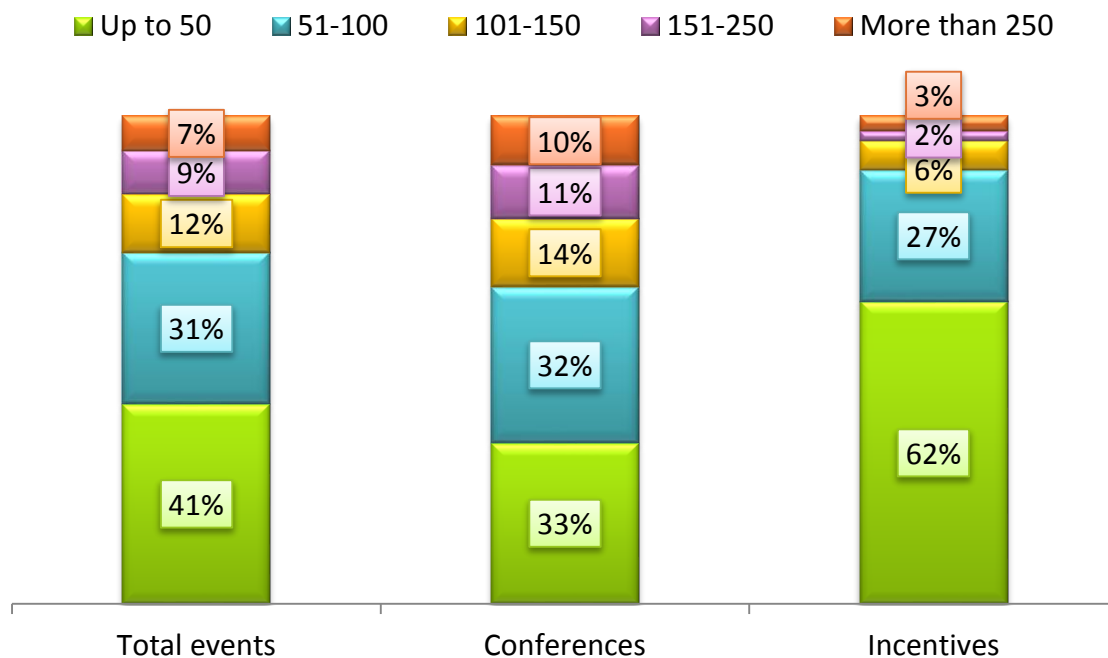
10.3.6 Total number of days for incentive events by season (N=84)

Incentives conducted during spring recorded the longest duration amounting to 182 days demonstrating a significant decrease though comparing to 2012 where the corresponding number amounted to 292. Autumn ranks second with total duration of 123 days for all incentives. Winter is less preferred season for incentives with duration only 105 days long.

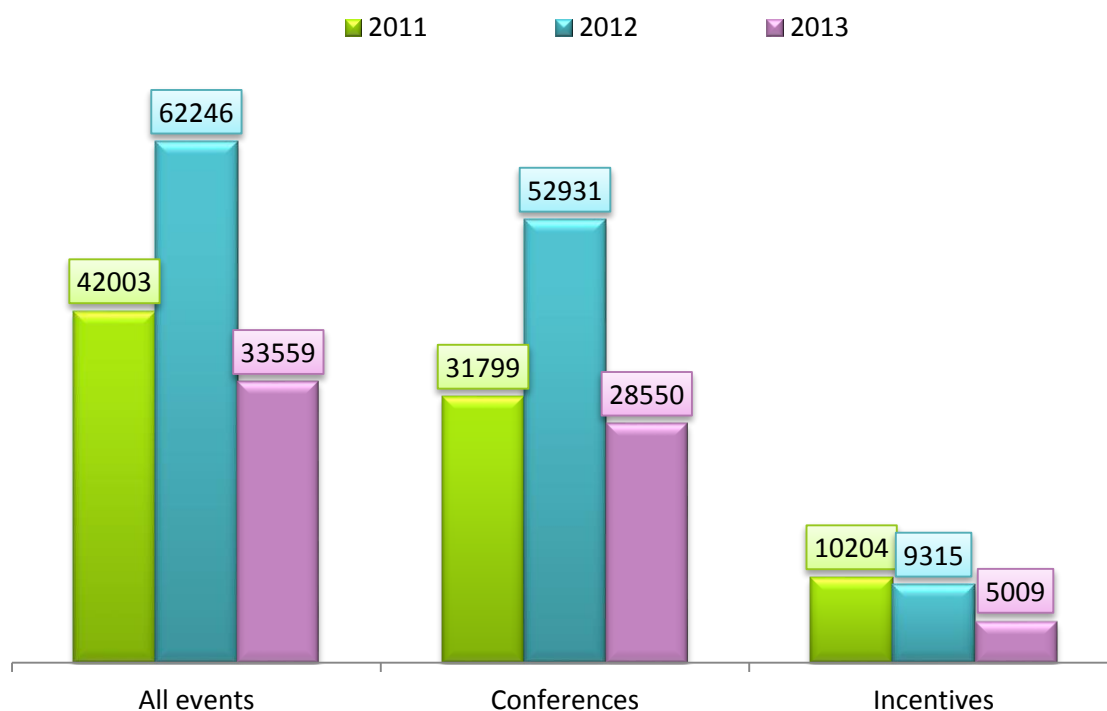


11. Number of participants

The majority of all events organized in 2013 (72%), consisted of up to 100 participants. The corresponding percentage for conferences was 65% while for incentives 89%.



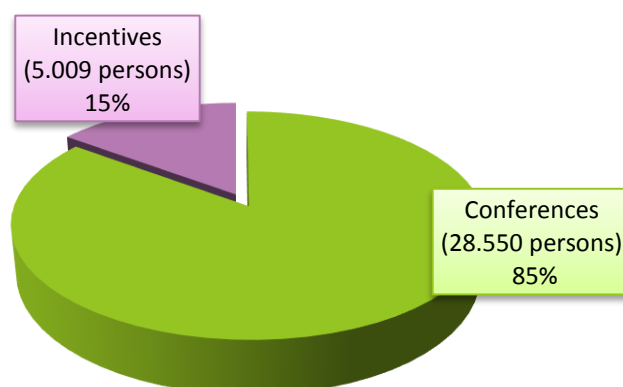
The total number of participants for all events, decreased dramatically (33.559) comparing to 2012 (62.246) and 2011 (42.003). This is mainly due to the fact that the total number of events has also decreased during 2013.



	2011	2012	2013
Average number of participants in each conference	121	122	123

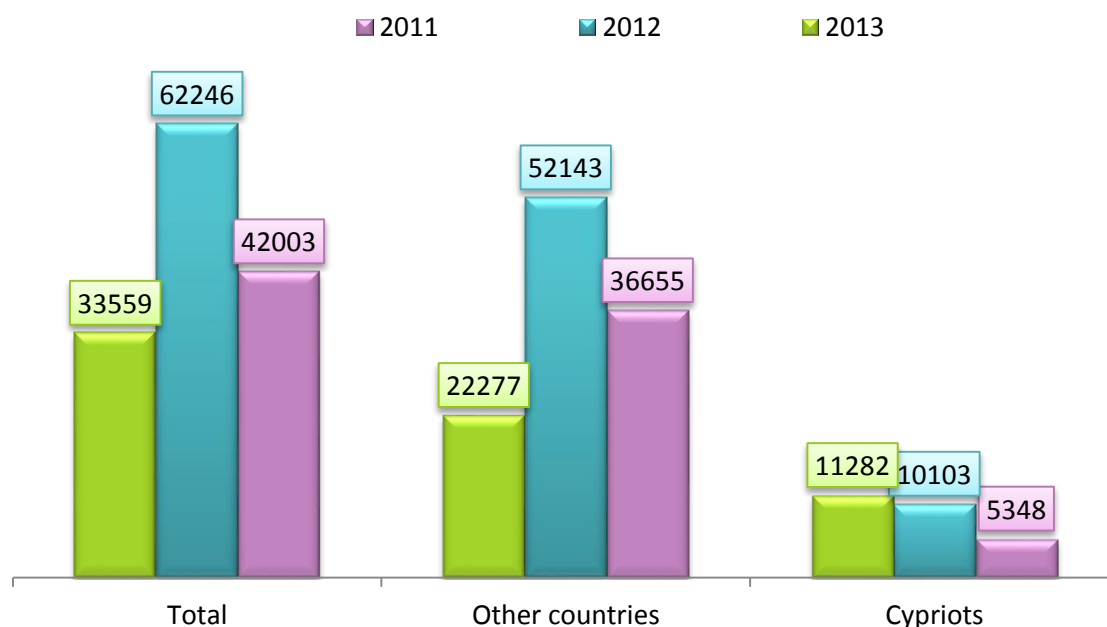
11.1 Total number of participants by conferences and incentive events (N=317)

The total number of all participants in all events organized during 2013 was 33.559. All conferences' participants allocated 85% of the total number of participants (28.550 persons), while people participating in incentive events amounted to 5.009 (or 15%).

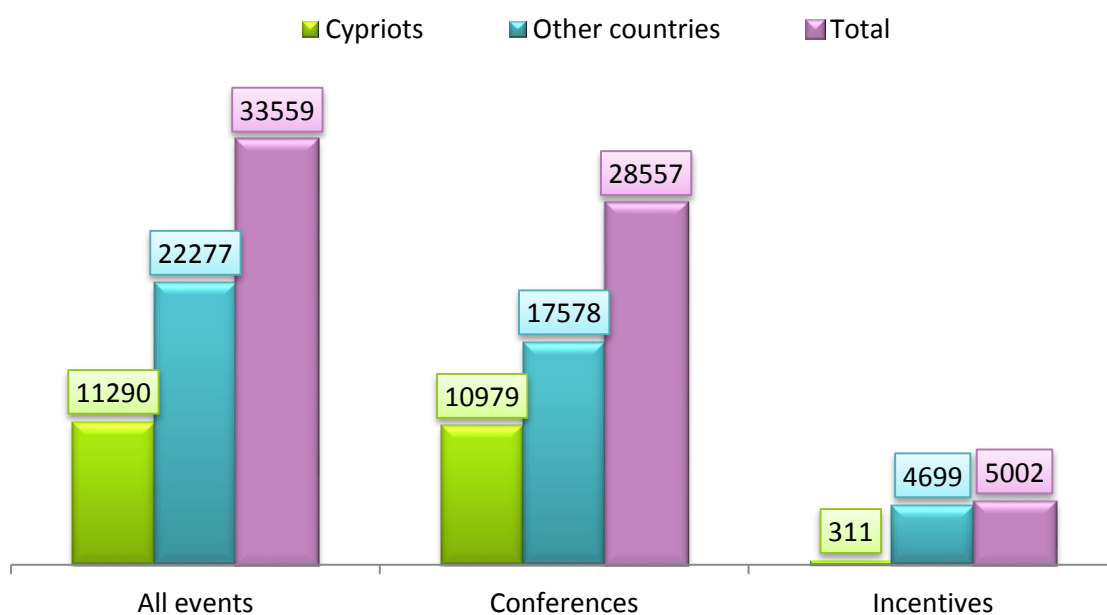


11.2 Total number of participants by nationality (N=317)

Most participants of the events were people from other countries (outside Cyprus) – 22.277, while Cypriots participating to the events amounted to 11.282 only. Comparing to previous years, the total number of foreigners has decreased to around 40% of the corresponding number in 2012.

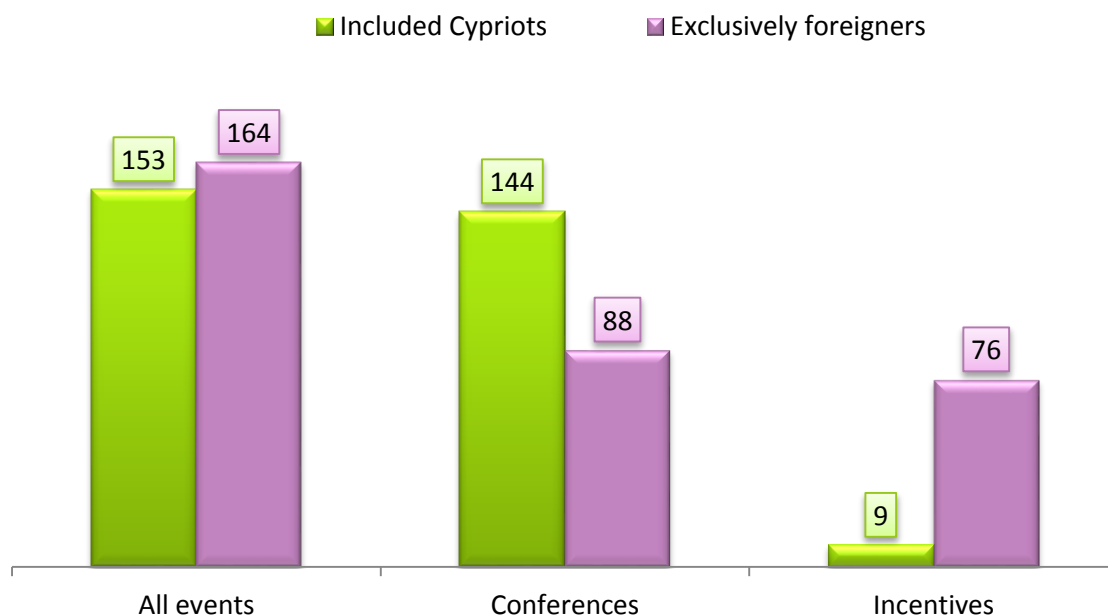


Cypriots constituted only 34% of the total number of participants in all events (or 11.290). 62% of the participants of all conferences were people outside Cyprus. Similar to conferences, the vast majority of the participants of all incentive events were foreigners (94%).



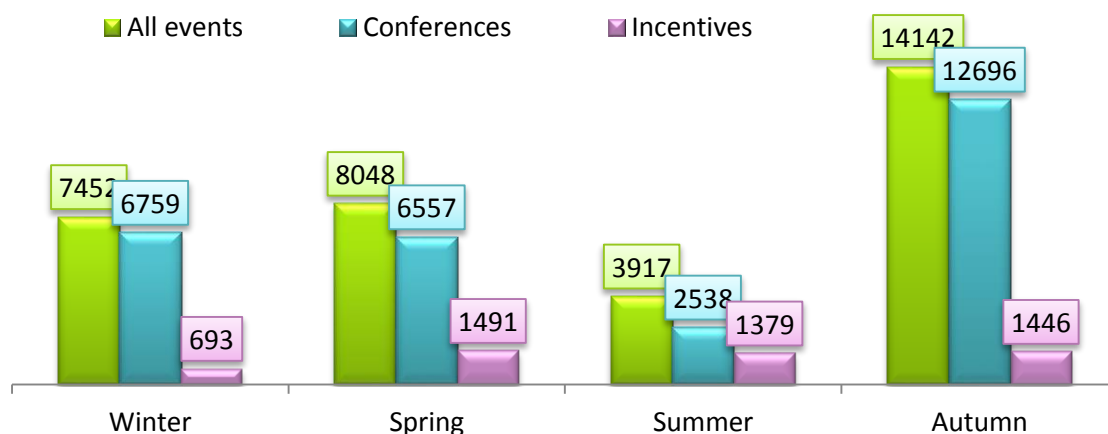
11.3 Number of events that included Cypriots or Exclusively participants from abroad (N=317)

Approximately two out of five events (or 153 events) conducted in Cyprus in 2013 included Cypriot participants. There were 144 conferences which included Cypriots. Forty five percent (or 88) conferences included exclusively foreign participants (except from Cypriots). Almost all incentive events included exclusively foreigners (or 89%).



11.4 Total number of participants by season (N=317)

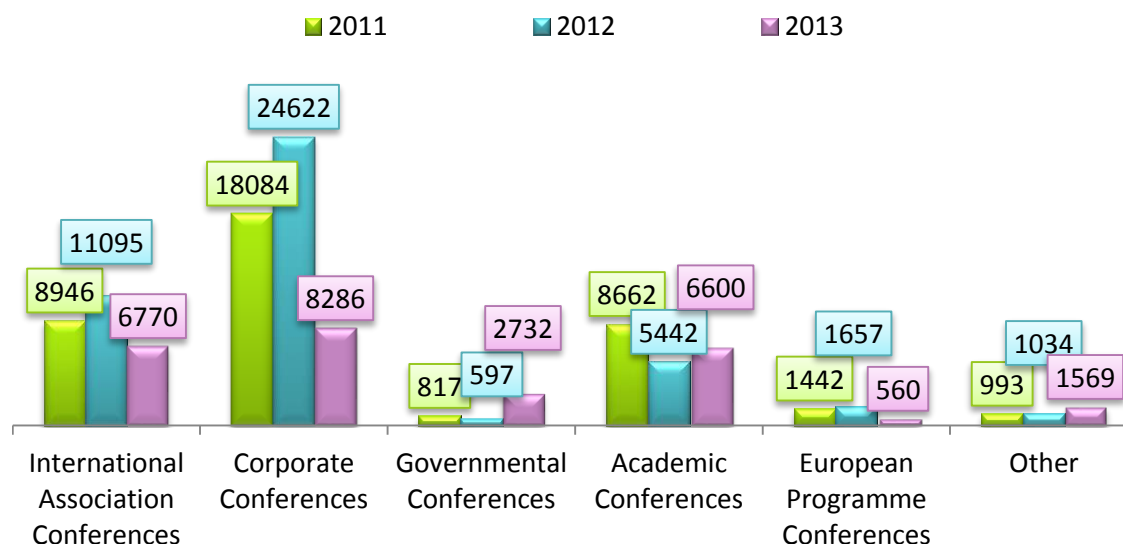
The majority of participants (37%) were accommodated in Cyprus during autumn, with 14,142 participants. Spring was the next preferable season (8,048 participants) comparing to winter (7,452) and summer (3,917). The participants of incentive events distributed in a different way comparing to conferences. The most popular season for incentives was summer (1,491 participants), and the next preferable season was autumn (1,446 participants) followed by summer (1,379 participants).



	Winter	Spring	Summer	Autumn
Average number of participants in each conference	161	94	17	148

11.5 Total number of participants by event category (N=317)

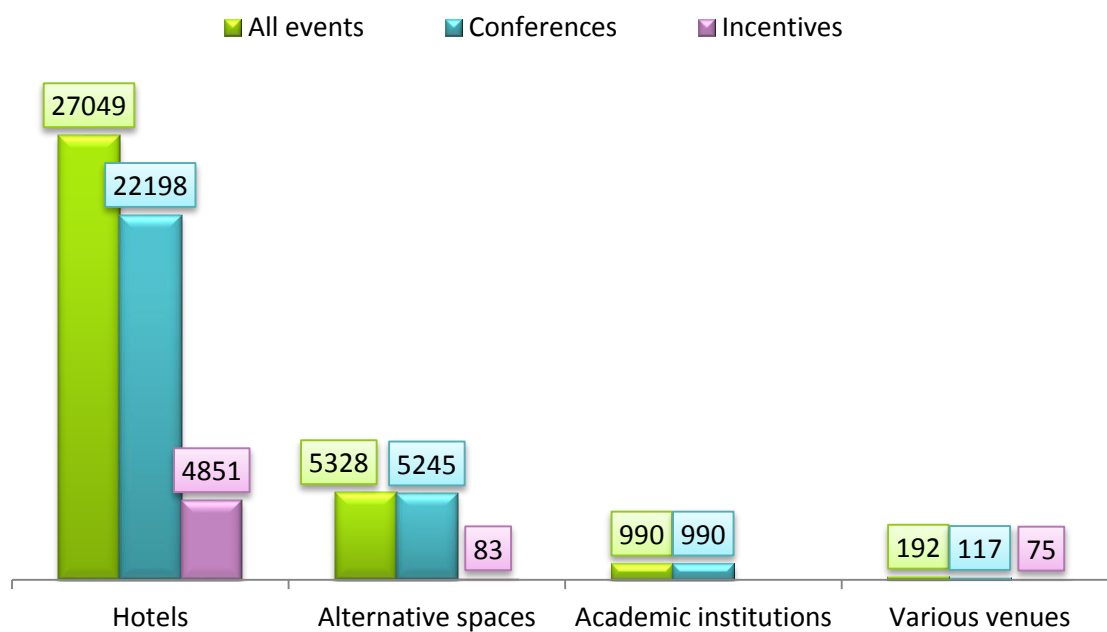
Corporate conferences attracted the highest number of participants (8.286) during 2013, followed by international association conferences (6.770) and then academic conferences (6.600). There was an increase on the total number of participants in academic conferences compared to the corresponding number in 2012 (5.442). Both corporate conferences and international association conferences experienced a great decrease compared to 2012 and 2011.



	International Association	Corporate	Governmental	Academic
Average number of participants in each conference	133	118	144	122

11.6 Total number of participants by type of venue (N=317)

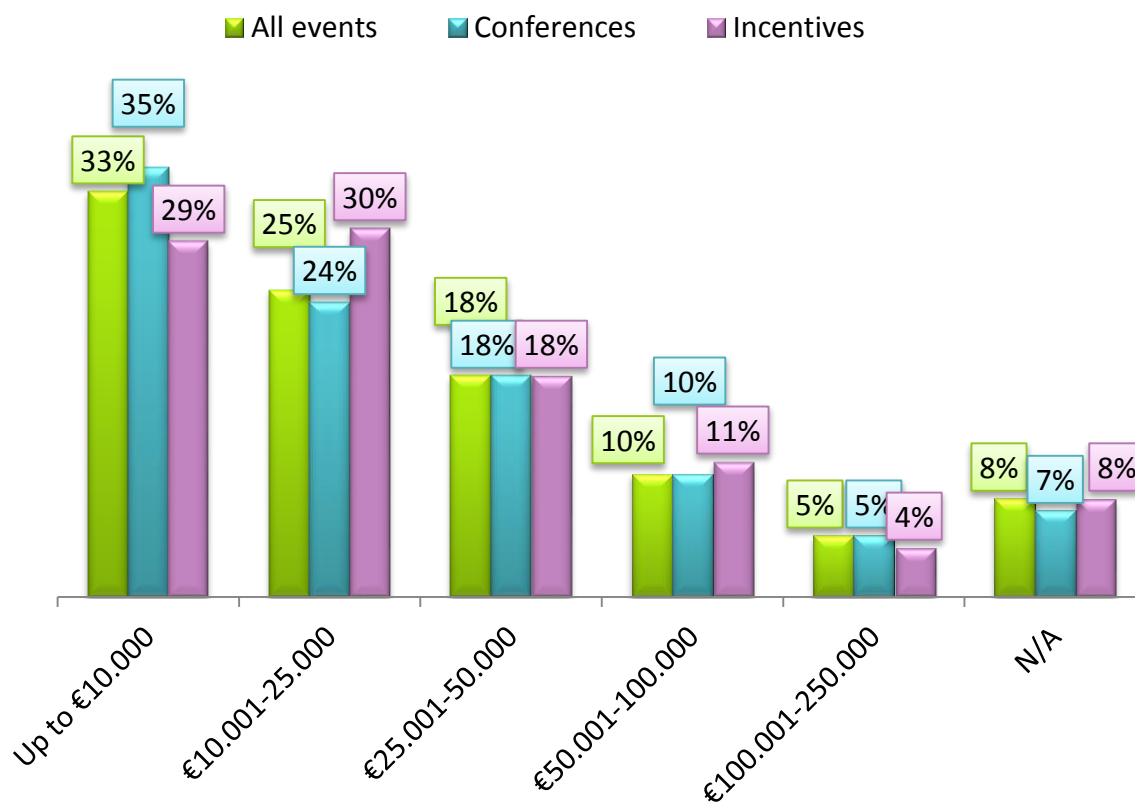
As mentioned before, hotels accommodated the majority of all conferences and incentives. This also mirrors on the total number of participants. Hotels accommodated 27.049 participants while alternative spaces, which ranks second, 5.328.



12. Total budget for conferences and incentive events

More than one of two events expended up to €25.000 (58%). For 18% of all events the budget spanned between €25.001 and €50.000. The budget allocated for 10% of the events rise between €50.001 and €100.000 while only 5% of all events had a budget up to €250.000.

The above budget expenditure trends apply both for conferences and incentive events.



V. APPENDIX – QUESTIONNAIRE

QUESTIONNAIRE FOR THE COLLECTION OF STATISTICAL DATA FOR CONFERENCES & INCENTIVES TRIPS 2013

COMPANY'S / ORGANISATION'S DETAILS

Company's/ Organisation's name:	
Respondent's Name :	
Respondent's Position :	
Date of questionnaire completion:	

Instructions for completion:

a. Please put a **✓** or **X** in the square that applies for you.

Q.01. Does your company/ organisation deal with conference/ incentive trips?

YES	
NO	☐ Terminate

Q.02. In which of the following categories does your company/ organisation belongs to?

Hotels	
Destination Management Companies	
Professional Congress Organizers	
Semi – public organisation	
Universities / Colleges	
Bank organisations	
Insurance companies	
Ministries and other Government Sectors	
The Parliament	
Associations	
Other (specify:	

Q.03. Please complete in the table below the total number of conferences and incentive trips you have organised during 2013.

Conference Total:	
Incentive Trips Total:	
Grand Total:	

Q.04. In comparison to 2012 did the number of conferences and incentives trips you have organised in 2013 risen, remained the same or has decreased?

	Conferences	Incentive Trips
Has risen		
Remained the same		
Has decreased		

Q.05. What are your predictions regarding the number of conference/ incentive trips for 2014-2015? Do you think the number will rise, will remain at the same levels as 2013 or will decrease?

	Conferences	Incentive Trips
Will rise		
Will remain the same		
Will decrease		

PLEASE FILL THE FOLLOWING TABLES (pp. 4-7) with data for conferences/incentive trips that you have organized in 2013, BASED ON the instructions below.

Please list only the conferences that had at least **30 participants from abroad** and the incentive trips that had at least **20 participants from abroad**. Also, all the events that will be recorded should include at least **one overnight accommodation**.

1. In Q.1 write the exact title of the conference /incentive trips that you have organized
2. In Q.2 fill in the date of the event in the format DD / MM / YYYY, eg. 18/01/2013
3. In Q.3 fill in the expiration date of the event in the format DD / MM / YYYY, eg 19/01/2013
4. In Q.4 fill in the category of conference/incentive tourism for each event using the following codes:
 - For Conferences Associations circle code **4A**
 - For Corporate Conferences circle code **4B**
 - For Government / Semi / local authorities Conferences circle code **4C**
 - For Academic Conferences circle code **4D**
 - For Europe Programme Conferences circle code **4E**
 - For Incentive Travel circle code **4F**
 - If conferences does not covered by any of the categories above circle **4G** and please specify the category

5. In Q.5 note the main themes covered in the conference / incentive trip using the following codes:

- For Medical topics circle code **5A**
- For Technology issues circle code **5B**
- For Scientific subjects circle code **5C**
- For Industry subjects circle code **5D**
- For Educational topics circle code **5E**
- For Social Science subjects circle code **5F**
- For Economics circle code **5G**
- For Management issues circle code **5H**
- For Environmental, Ecology subjects circle code **5I**
- For subjects related to Transport circle code **5J**
- For Commerce related subjects circle code **5K**
- For other issues not covered by any of the above categories circle the code **5L** and please specify the category

6. In Q.6 please fill in the name of the main venue used for conducting the conference / incentive trip as well as the city

7. In Q.7 please indicate whether the conference is organized for the first time in Cyprus or it is repeated at regular intervals from 1 to 4 years or it has been organized in the past but at more than 4 years interval period. Please use the following codes:

- For conference organized for the first time in Cyprus, circle code **7A**
- For conferences repeated within 1 to 4 years circle code **7B**
- For conference that was organized again in Cyprus in the past but at an interval of more than 4 years circle code **7C**

8. In Q.8 indicate the total number of participants in the conference / incentive trip.

9. In Q.9 please specify the breakdown of the total number of participants in the conference/incentive trip to Cypriots and other nationalities.

10. In Q.10 please indicate approximately the total budget expenses of the conference / incentive travel using the following codes:

Up to € 10.000 circle code **10A**

- € 10.001-25.000 circle code **10B**
- € 25.001-50.000 circle code **10C**
- € 50.001-100.000 circle code **10D**
- € 100.001-250.000 circle code **10E**
- € 250.001-500.000 circle code **10F**
- € 500.001-750.000 circle code **10G**
- € 750.001-1.000.000 circle code **10H**
- More than € 1.000.000 circle code **10I**

Event 1	
Q.1 Title of conference/incentive trip:	
	Conference:
	Incentive trip:
Q.2 Starting date of the event:	//
Q.3 Concluding date of the event:	//
Q.4 Category of conference:	4A 4B 4C 4D 4E 4F 4G
Q.5 Main themes covered in the conference:	5A 5B 5C 5D 5E 5F 5G 5H 5I 5J 5K 5L
Q.6 Type of conference venue used:	
Name of venue:	
City:	
Q.7 Conference organized for the first time or repeated:	7A 7B 7C
Q.8 Total number of participants:	
Q.9 Breakdown of total number of participants in Cypriots and other nationalities	Cypriots: Other nationalities:
Q.10 Total budget expenses of conference/ incentive trip:	10A 10B 10C 10D 10E 10F 10G 10H 10I

Q.11 Finally, please give us any feedback, comments or suggestions you have for the Cyprus Tourism Organization relating to conference tourism.

THANK YOU FOR YOUR PARTICIPATION