

## **Paris attracts more foreign delegates**

**Paris welcomed 1,110 congresses in 2017 and 773,090 delegates, including 262,850 foreign delegates. Foreign delegates were more numerous, up 14.2% compared to 2016. They attended 54% of congresses and accounted for 34% of the total number of participants, an increase of 7 percentage points compared to 2016.**

These findings, from a study carried out by the Paris Convention and Visitors Bureau for the year 2017 (11th edition), are supported by the recent ICCA (International Congress and Convention Association) ranking that puts Paris as the second international congress city, behind Barcelona. The number of delegates attending congresses that met ICCA criteria also jumped by more than 50%, totalling 112,000 delegates in 2017 compared to 74,856 in 2016.

Overall for the year, and taking into account all of the congresses (1,110) listed and analysed in the study, this strategic sector of business tourism activity generated 1.27 billion euros in economic benefits (an increase of 5.2% compared to 2016) and more than 21,500 jobs (full-time equivalent) in the events industry (site rental, reception services, catering ...) and tourism (transport, hotels, restaurants, excursions ... ). French delegates spent an average of 214 euros per day during the congress, while foreign delegates spent 348 euros.

### **An increase in the number of big congresses**

Congresses with more than 5,000 participants were up by 36% with 8 congresses more than in 2016, reaching a total of 30 congresses. These events accounted for only 3% of the total number of congresses in 2017 (+ 1 percentage point compared to 2016), but attracted 302,538 participants, that is 39% of the total number of delegates (compared to 221,487 in 2016, + 36%). Events that rotate annually accounted for 60% of congresses and 58% of congresses were non-rotating (held each year in Paris). 54% of congresses attracted at least 20% of foreign delegates.

Congresses in the healthcare and medical sector accounted for the greatest number of congresses (33%) followed by congresses in the technology sector (11%) and in the social sciences (8.5%).

Regarding the type of venues hosting congresses, academic venues welcomed 51% of events compared to 19% for congress centres. On the other hand, the latter welcomed 65% of delegates as they have a larger capacity.

Finally, 53% of the year's congresses took place in the months of June, March, October and November.

## **A winning strategy**

The recent successful congress bids consolidate the strategy of the Paris Convention and Visitors Bureau. 'Paris, World Congress Capital', as evidenced by Anne-Marie Kahrovic, Director of Meetings - International Society for Magnetic Resonance in Medicine (ISMRM) - Society for MR Radiographers & Technologists (SMRT - a section of the ISMRM) that should gather 10,000 international participants in Paris in June, after having rotated in many other cities:

*'The ISMRM annual meeting is on a fixed four-year rotation, with 2018 being the European year of the rotation. The ISMRM chose Paris for the Joint Annual Meeting ISMRM-ESMRMB, from 16 to 21 June 2018, because it was an opportunity to experience not only a new city but one that offered affordable options both for the organization as well as its attendees.'*

## **Major congresses won for the next few years**

- 2018: Annual Meeting of the International Society for Magnetic Resonance in Medicine - ISMRM (10,000 participants);
- 2018: Annual Congress of the European Respiratory Society - ERS (22,000 participants).
- 2019: 47th IUPAC World Chemistry Congress & 50th General Assembly (3,000 participants);
- World Congress of the World Federation of the Deaf - WFD (4,000 participants);
- European Society of Cardiology Congress - ESC (33,000 participants).
- 2020: Congress of the European Academy of Neurology (6,500 participants).
- 2021: International Bar Association Annual Conference - IBA (5,000 participants).
- 2025: International Congress of Nutrition - ICN (5,000 participants).
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To download the study 'Congress Activity in 2017' [click here](#)

# CONGRESSES IN PARIS

## 2017

**1,110**

congresses held

**60%** with an annual frequency



**773,090**

delegates

including **34%** foreigners



**54%**

of international congresses

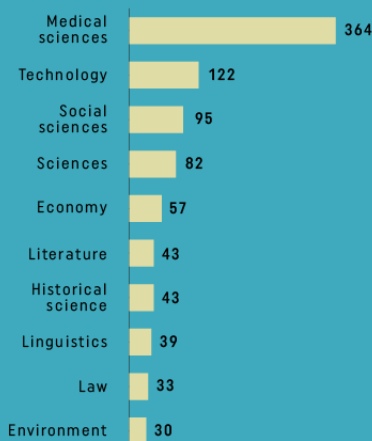


2nd position  
in ICCA ranking

**JUNE, MARCH,  
OCTOBER,  
NOVEMBER**

see the highest number  
of congresses

Field of activity  
(in number of congresses)



**351**

venues  
welcomed  
congresses



Accommodation is  
the largest expenditure  
for delegates

**1.27**

billion euros  
of economic benefits



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### About the Paris Convention and Visitors Bureau

The Convention Bureau of the Paris Convention and Visitors Bureau works daily to reinforce the attractiveness of the destination offering assistance and comprehensive advice to associations organizing major events in Paris. Bringing together the major Parisian private and public players in business tourism, its team encourages and supports professional associations that wish to propose Paris as the host destination for their events.

In 2017, the Convention Bureau assisted 325 associations, federations, public establishments ... that had more-or-less finished projects for a congress in Paris including 154 bids. At 31 December 2017, 48 bids had been won for events gathering on average 4,222 participants. Among these successes, 17 concerned projects that rotate in Europe (only in Europe), 26 were international (all continents) and 3 were national. 77 were still 'in progress' for an average 2,466 participants.

**The Paris Tourism Research Department** collects and analyzes statistics to draw up a picture of tourism activity. It endeavours to identify and track new trends in tourism in Paris and carries out surveys enabling tourism professionals to position themselves within the sector and to better respond to demand.

A hub for Paris tourist information, the Paris Tourism Research Department is an interface between tourism industry professionals, the academic community and journalists. It works together as a network with other European cities to exchange good practice and ensure that Paris is strategically positioned to compete effectively in the international tourism market.