

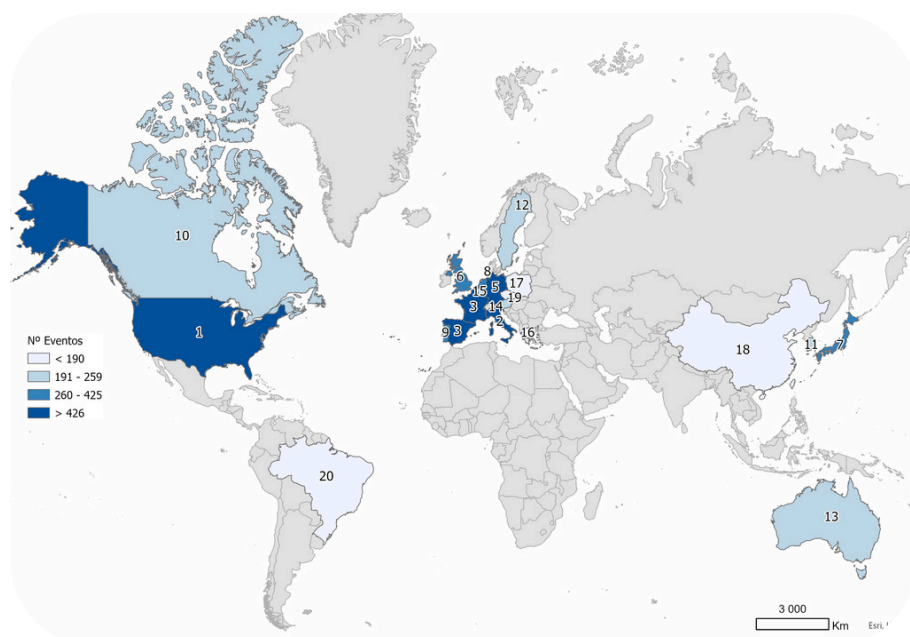
BUSINESS & EVENTS TOURISM

RANKING ICCA 2023



The ICCA – International Congress and Convention Association ranking, regarding the performance of different global destinations for this type of tourism, brought good news for Portugal. As a destination for this product, Portugal ranked 9th worldwide and 7th in Europe.

NUMBER OF EVENTS BY COUNTRY | WORLD



1.USA	690	11.SOUTH KOREA	252
2.ITALY	553	12.SWEDEN	227
3.SPAIN	505	13.AUSTRALIA	219
4.FRANCE	472	14.AUSTRIA	203
5.GERMANY	463	15.BELGIUM	202
6.UK	425	16.GREECE	190
7.JAPAN	365	17.POLAND	179
8.NETHERLANDS	304	18.CHINA	170
9.PORTUGAL	303	19.CZECH REPUBLIC	157
10.CANADA	259	20.BRAZIL	156

Source: ICCA

NUMBER OF EVENTS BY COUNTRY | EUROPE

1.Italy **553**

2.Spain **505**

3.France **472**

4.Germany **463**

5.UK **425**

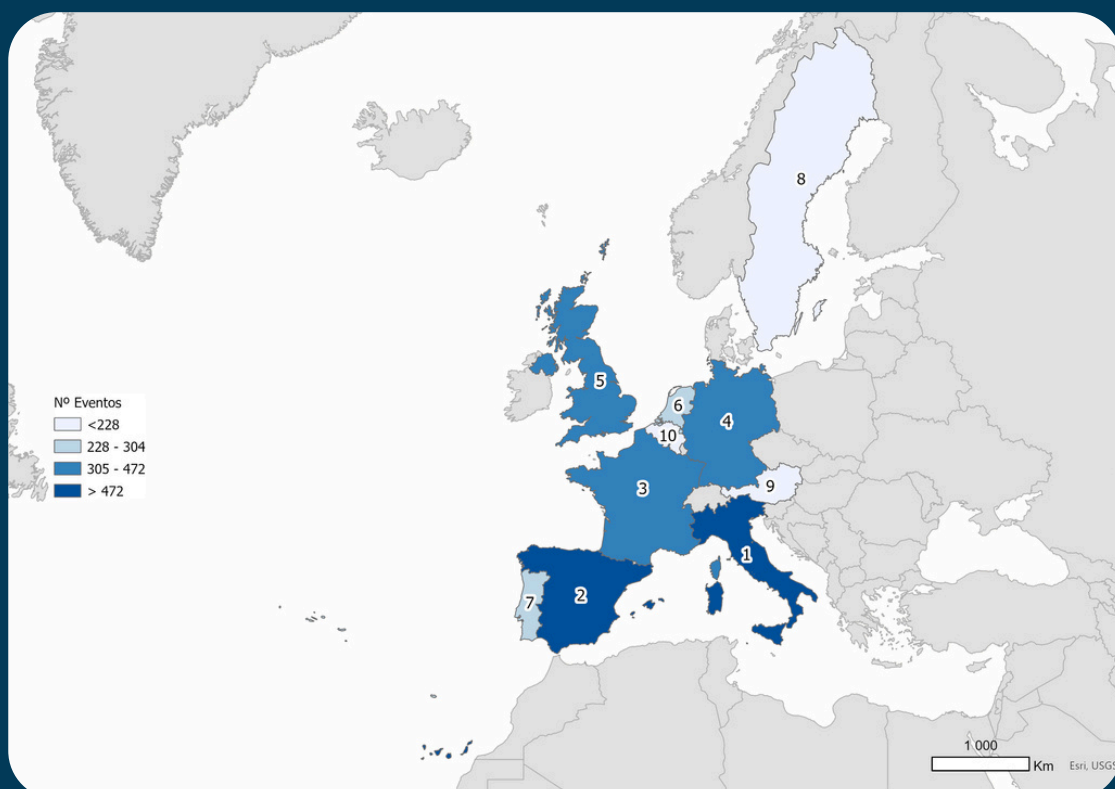
6.Netherlands **304**

7.Portugal **303**

8.Sweden **227**

9.Austria **203**

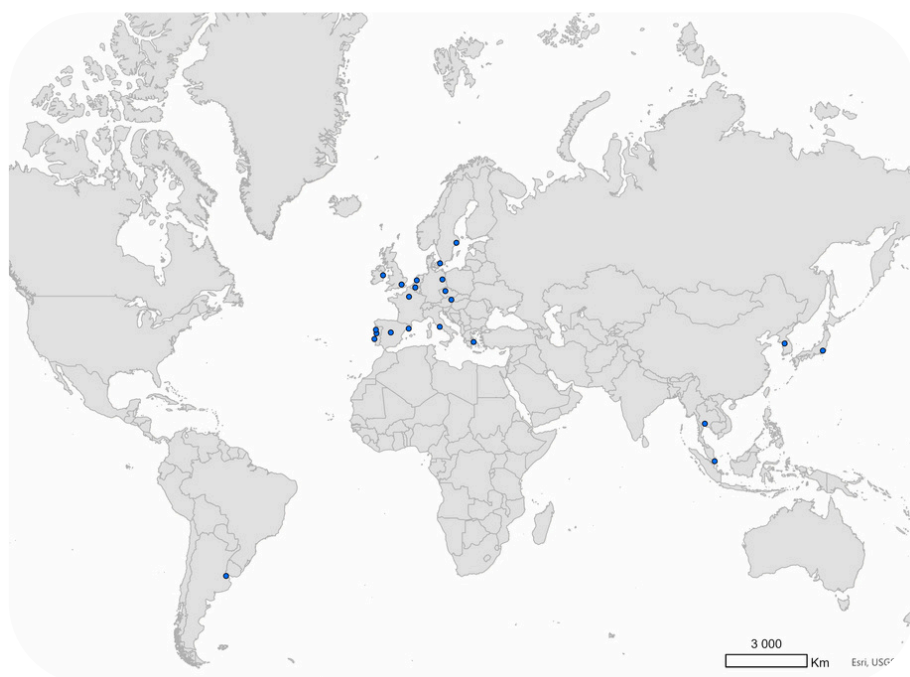
10.Belgium **202**



Source: ICCA

In the city ranking, the biggest highlight was Lisbon - 3rd worldwide and 2nd in Europe - only surpassed by Paris. Additionally, three other national destinations were in the top 100 European cities: Porto, 18th; Coimbra, 81st; and Cascais, 90th.

NUMBER OF EVENTS BY CITY | WORLD



1. PARIS	156	12. BERLIN	97
2. SINGAPORE	152	13. TOKYO	91
3. LISBON	151	14. BUENOS AIRES	90
4. VIENNA	141	15. ATHENS	88
5. BARCELONA	139	16. BANGKOK	88
6. PRAGUE	134	17. COPENHAGEN	87
7. ROME	119	18. AMESTERDAM	84
8. MADRID	109	19. BRUXELS	76
9. DUBLIN	104	20. STOCKOLM	74
10. SEOUL	103	23. PORTO	68
11. LONDON	99	143. COIMBRA	16

Source: ICCA

NUMBER OF EVENTS BY CITY | EUROPE

1. PARIS	156
2. LISBON	151
3. VIENNA	141
4. BARCELONA	139
5. PRAGUE	134
6. ROME	119
7. MADRID	109
8. DUBLIN	104
9. LONDON	99
10. BERLIN	97
11. ATHENS	88
12. COPENHAGEN	87
13. PORTO	68
14. COIMBRA	16
15. CASCAIS	14

Source: ICCA



Finally, in the top 200 European cities, there are three more national cities: Aveiro, 135th; Braga, 145th; and Faro, 167th.



NUMBER OF EVENTS BY CITY IN PORTUGAL

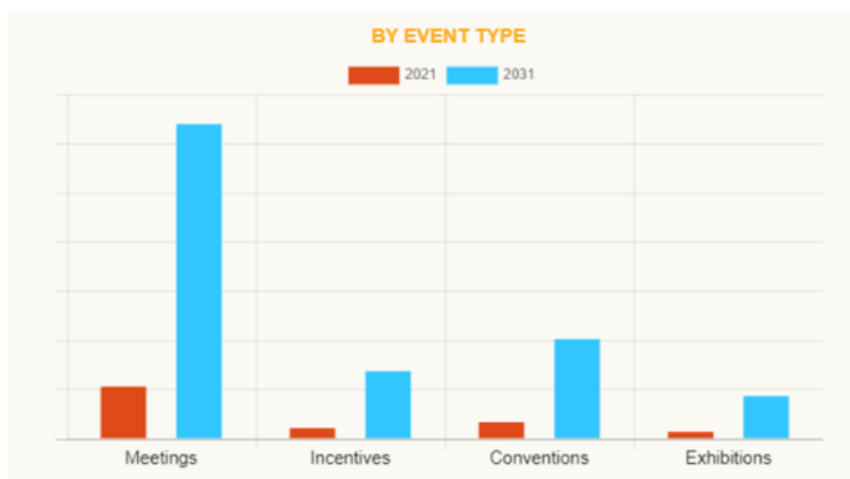
1. Lisbon	151
2. Porto	68
3. Coimbra	16
4. Cascais	14
5. Aveiro	8
6. Braga	7
7. Faro	5

Source: ICCA

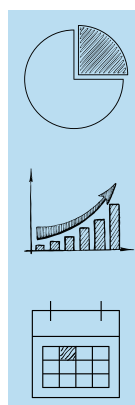
GROWTH PROSPECTS OF THE MICE SEGMENT

In 2022, considering its four components (business meetings, incentives, congresses, and fairs), it reached an estimated global value very close to 600 billion US dollars, and it is estimated to exceed 2.3 trillion US dollars by 2032, registering a CAGR of 11.6% over the considered period.

The economic development is a key factor for the success of the MICE segment. A strong and growing economy creates a favorable business environment, which in turn leads to greater investment in events and programs of the various MICE segments.



Source: Allied Market Research



ESTIMATED MARKET SIZE
IN 2031

2.1 TRILLION US DOLLARS

GROWTH RATE

CAGR OF 15,2%

FORECAST PERIOD

2021 - 2031

Source: Allied Market Research

The continuous growth of MICE implies public and private investment by the tourism industry. As a result of the growing demand for business meetings, conventions, and congresses, and seeking to enhance the economic benefits arising from these activities, many destinations have been developing robust infrastructures capable of hosting them, empowering the destinations and putting them on the radar of companies and MICE event organizers. The near future evolution of this segment will involve some of the trends already being observed, such as the increasing adoption of sustainable and eco-friendly practices; personalization and experiential tourism; digital transformation, with emphasis on visitor autonomy for self-check-in, immersive technologies, virtual reality, and augmented reality; multi-format and hybrid events.