

The Strategic Evolution of Emilia-Romagna into an International Mice Hub

Emilia-Romagna's meeting industry has seen exceptional growth in recent years.

According to the latest OICE - Italian Observatory of Congresses and Events Data, the region has solidified in 2024 its position as a premier strategic hub for business tourism, bolstered by the world-class congress centers of **Bologna** and **Rimini**.

This regional excellence is currently taking center stage at **IMEX Frankfurt**. Representing the territory's competitive edge are the **Bologna and Rimini Convention Bureaus**, alongside **Monrif Hotels**, a premier 4-star collection specializing in high-end business and event facilities. Completing the delegation is **Modenatur** (the DMO for Modena), showcasing the "Motor Valley"—a unique MICE proposition that seamlessly blends automotive heritage with the requirements of the high-value corporate and incentive markets.

The region now accounts for nearly 9% of Italy's conference infrastructure, hosting a staggering **42.000 events** and more than **3.7 million participants** in 2024.

These gatherings drove approximately **6.4 million overnight stays**, representing a significant **13.6%** of the total national volume.

- **Bologna** continues to stand out as Italy's third most popular destination for events (ICCA ranking), following only Rome and Milan. It remains the preferred choice for hotel-based congresses and prestigious events hosted in historic venues.
- **Rimini** holds the regional record for the largest average event size, leading the sector for major international conventions and trade-fair-related congresses.

While the majority of regional events (over 75%) are hosted in dedicated conference hotels, Emilia-Romagna also boasts a higher-than-average utilization of historic venues compared to the rest of Italy. The market remains well-balanced between domestic and local participants, with corporate businesses and professional associations acting as the primary drivers of demand.

The MICE industry has become a central pillar of the region's economic strategy. It not only drives tourism volume but also **showcases local excellence** in key sectors such as the **Motor Valley, Wellness, and Gastronomy**.

With over 180 major events already scheduled between Bologna and Rimini for the coming year, the 'Meeting Valley' of Emilia-Romagna is firmly established as a leading global destination for international business travel.

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