



## **PRESS RELEASE**

### **ITALY "IN CORSA": AT IMEX FRANKFURT A RUN TO PROMOTE ITALY**

### **IN 2024 WE WILL RETURN TO THE BUSINESS TRAVEL NUMBERS OF 2019**

### **THE CHOICE FACTORS OF MICE LOCATIONS CHANGE: IN THE LEAD FACILITIES WITH TOP REPUTATION AND OUTDOOR AREAS**

### **ATTENTION TO SUSTAINABILITY, FOOD AND WINE, EXTRA CONFERENCE OPPORTUNITIES AND ADVANCED TECHNOLOGICAL EQUIPMENT**

Italy makes its voice heard in one of the most important events to promote international congress tourism, Imex in Frankfurt from 31 May to 2 June 2022, where the Italy's Mitur and Enit stand will promote the Peninsula, in synergy with the Italian regions and international buyers in a shared strategic network.

This year there will be a race with a symbolic value, the Imex Run. It will involve all the great international buyers for 5 kilometers of a metaphorical "restart" with Italia.it branded T-shirts.

Business travel is a crucial sector of Italian tourism and booming despite the setback also dictated by the impossibility of planning in the long term, which is one of the characteristics of MICE based on advance planning. Enit has increased the share of the budget allocated to the promotion of this sector that counted 13,254 meetings throughout the world in 2019, with Italy in fifth place with 218 thousand business travel, surpassing Canada in that same position in 2018.

Trends still see September, October and June among the most popular months to organize meetings, while December, January and February being the least popular. Medical science (17%), technology (15%) and science (13%) are the main topics of international meetings.

Looking at the other countries, the United States with 934 meetings is confirmed in first place in the ranking of the 10 countries that hosted the highest number of conventions in 2019 and remain firmly in first place also in the ranking of countries by number of participants, with 357 thousand delegates hosted in 2019. Germany remains in second place with 714 conferences, while France takes third place, replacing Spain, with 595 meetings. The United Kingdom in fifth position and Italy, with 550 conventions hosted, remains in sixth (+5.4% on 2018). China, Japan, the Netherlands and Portugal follow.

As for the number of MICE events in Italy, they exceed 100: Rome (373 locations, approximately 7.0% of the total), Milan (272, 5.0%) and Florence (117, 2.2%). There are about 1,727 Italian municipalities that have at least one structure for conventions and events: 56.7% a single venue, 31.1% from 2 to 4, 8.0% from 5 to 9 and 4.2%, 10 locations. There are 23 cities with at least 20 locations, almost 29.0% of the total. Milan is among the cities of preference in eighth place in 2019 and joins Hamburg, Prague, Beijing and Athens. Approximately 53% of the venues for conferences and events are located in the North, 25.3% in the Center, 13.6% in the South and 8.2% in the Islands.

Conference hotels in the area represent 67.3% of the total venues and hosted approximately 81.0% of the events in 2019.

According to the European Convention Bureaus, following the pandemic there will still be a prevalence of hybrid events with a local or national horizon. In fact, a series of elements of uncertainty persist that have a strong impact on the sector. Think about the degree of attendant participation to future face-to-face meetings and the reduction of organizations' budgets. According to the Strategic Alliance of the National Convention Bureaus of Europe, the number of events with spending levels will still remain 33% lower than in 2019 with the number of participants expected to grow again by 2024.

However, with the replacement of international events with national ones, together with a reduction in the average stay of participants and spending, it is estimated that the sector will find the strength of the past in 2026. "The success of face-to-face meetings must be based in the future on the quality of the content and the contribution that the destination can give to the achievement of the objectives of the event, the support of virtual elements, the offer of an effective networking experience, sustainability. It is necessary to focus on the intellectual value that the destination can offer the meetings with interactions between public and private. Effective networking experiences by the organizer will be fundamental for the success and return on investment of meetings with attendance" says Enit CEO, **Roberta Garibaldi**.

"If we analyze the available data we realize how much the determination of factors such as reputation, accessibility of places, environmental factors, climate, extra conference opportunities, the characteristics of accommodation facilities for quality and safety standards has increased and how we also move toward facilities with fewer rooms with a more familiar hospitality. Interest in structures with outdoor areas with flexibility of spaces, attention to sustainability and food and wine and with advanced technological equipment has grown", says Enit President, **Giorgio Palmucci**.



**Francesca Ciatelli**

ENIT Press Office

+39 392 9225216

francesca.ciatelli@enit.it