

IAPCO MEMBERS RECORD GROWTH

ANNUAL ACTIVITY SURVEY SHOWS 2007 WAS A BUMPER YEAR FOR MEMBERS

IAPCO members enjoyed a bumper year of growth in 2007 according to the results of the latest IAPCO annual activity survey

Last year was an excellent year for PCO activities, with 18 percent growth in the meetings and exhibition business managed by IAPCO PCOs. Between them, IAPCO members organised almost 4,000 meetings, attracting nearly 1.8 million delegates, and featuring approximately 492,000 square metres of exhibition space.

The survey showed that an increasing proportion of IAPCO members

(22 percent) organised more than 100 events last year, up from 15 percent in 2006's survey. This growth in members' activities matched the growth of their clients. Furthermore,

given that every delegate spends approximately US\$2,515 in attending an event, the survey demonstrates that the economic impact of the meetings managed by IAPCO members is in the order of US\$4.5 billion.

The nature of IAPCO members' business had not changed from 2006, with events comprising 49 percent association, 41 percent corporate, and 10 percent governmental meetings. However, the latest survey does demonstrate the increasingly global nature of IAPCO members' activities, with 65 percent acting as international and/or national core PCOs. ●

PATA GREEN INITIATIVE

Collaborative opportunities emerge from CEO challenge

Delegates at the inaugural Pacific Asia Travel Association (PATA) CEO Challenge 2008: Confronting Climate Change agreed to collate on a range of initiatives to confront climate change as Banyan Tree's green programme, Intrepid Travel's project management plan and Expedia's World Heritage

"The CEO Challenge facilitated the sharing of valuable, practical initiatives. Association's president Peter de Jong, told the delegates who attended "It has really delivered our goals, with so many good ideas, innovative programmes and practical solutions, and, most importantly, opportunities for collaborative action."

While summarising the outcomes of the PATA CEO Challenge, event facilitator Rohit Talwar of Fast Future suggested there was a simple action plan for any leader of a travel and tourism organisation:

- 1) Start a discussion with your management team and board to agree on principles and priorities for a climate change strategy
 - 2) Create a compelling vision to ensure internal and external stakeholder support
 - 3) Conduct an environmental audit; set targets; measure, verify and record results (There are specialised service providers, such as Green Globe, that can assist)
 - 4) Communicate your environmental action plan with internal and external stakeholders
 - 5) Where emission reductions are impractical, offer optional offset charges to your customers and provide adequate incentives for their take-up
- de Jong confirmed PATA would organise another CEO Challenge. "All the positive energy and discussion generated suggests we have struck on a winning formula," he said. ●



18 FINALISTS IN 2008 AIPC APEX AWARD

RACE IS ON FOR 'WORLD'S BEST CONGRESS CENTRE'

AIPC, the International Association of Congress Centres, has announced that, with all preliminary analysis of entries now complete, there are 18 finalists in this year's AIPC Apex Award competition for 'World's Best Congress Centre'.

These finalists have been selected on the basis of their ability to meet all competition criteria, including their ability to subsequently identify a sufficient number of client evaluators to meet judging requirements.

The 18 finalists for 2008 are:

PALEXCO Palacio de Exposiciones y Congresos A Coruna
Aberdeen Exhibition & Conference Centre
Adelaide Convention Centre
Congress Center Basel
CCIB Centre Convencions Internacional Barcelona
Belfast Waterfront
Bournemouth International Centre
Bregenser Festspiel und Kongresshaus GmbH
Brisbane Convention & Exhibition Centre
Cairns Convention Centre
International Convention Center Durban
Scottish Exhibition & Conference Centre
Kyoto International Conference Center
Manchester Central Convention Complex
Nantes International Convention Centre
Toronto Congress Centre
Valencia Conference Centre
Vancouver Convention & Exhibition Centre

"This year's competition is taking place with new qualification and evaluation criteria that have made the competition even more rigorous than before, so we are very pleased that so many entrants have successfully satisfied the requirements for finalists," said AIPC

President Edgar Hirt. "As always, this competition is based entirely on client evaluations, which means that the results are a true measure of perceived quality and competitiveness in the market."

The AIPC Apex Award winner will be announced on July 1 at this year's AIPC Annual Conference in Singapore. ●



Edgar Hirt,
president, AIPC