



AIPC Global Benchmarking Program Creates New Insights

After months of intensive work HLT Advisory, AIPC's contractor charged with developing this ground-breaking program, launched the new program results at AIPC 2017 in Sydney. Here's their story as related by HLT Director Matt Klas;

HLT Advisory is pleased to have completed the first comprehensive benchmarking survey of financial and operating parameters from AIPC's leading international convention and congress centres. Initiated through AIPC, with participation available to all AIPC members, this benchmarking project assembled data from 52 centres in 27 countries across six continents.

Beginning in 2015, this initiative was identified as a key priority of AIPC and of individual AIPC members. Underpinning the benchmarking project was extensive consultation among potential participants to understand areas of interest, logistical matters (such as timing) and confidentiality /reporting constraints.

This report, developed with the full participation of those 52 members, confirms the interest in data sharing among members and was made that much more useful given the strong initial response.

The 52 participating venues, categorized by geography and venue size/scale/type, are listed below. Where more than one

AIPC member is present in a location the venue name is provided in brackets.

Survey results were segregated to facilitate comparisons but without compromising the commitment we made to ensure individual data confidentiality. The **Unclassified** category resulted from an insufficient number of participants in a given geographic location (e.g., three venues from Australia, an insufficient number to properly maintain confidentiality).

The 2017 report is the first of a three-year trial program supported by AIPC. At the end of this three-year period, results will be analyzed and a framework for long-term program maintenance determined.

Data was presented in the following areas:

- > Space parameters
- > Costs per square foot/meter
- > Profitability
- > Event profile
- > Revenue and utilization
- > Food and beverage
- > Labour

Each of the 52 participating venues received a customized report showing the participating venue's data compared with other venues in the same grouping as well as a summary report, containing anonymous data for all other venues. A sample output page of the custom report is shown below:

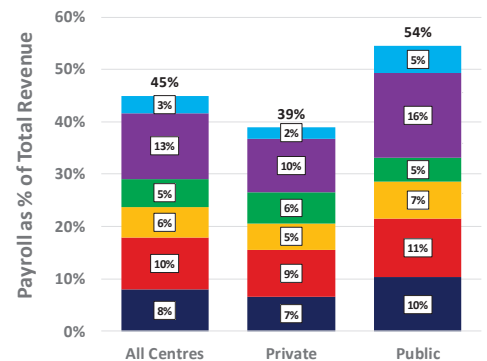
Each centre's data is anonymized on each page, so centre "1" on the above page may be centre "5" on another page.

The report output gives centres comparable statistics for a wide range of operating variables, while still protecting the anonymity of participant's data. A sample of the type of analysis that can be done with the variables received can be seen in the graph below analyzing payroll as a percentage of revenue.

We have been very encouraged with the results of this year's benchmarking study, and based on feedback received from centres at the AIPC conference in Sydney, we are optimistic that benchmarking participation will grow even further next year. In February of 2018, all centres will have the opportunity to complete a template providing 2017 data. In the meantime, if existing participants would like to reach out with feedback, or potential new participants have questions about the report, please do not hesitate to contact me directly. matthewklas@hlta.ca

52 PARTICIPATING CENTRES

Buildings 12 Geography Americas Building Type Large Convention/ Exhibition Centre	Buildings 15 Geography Europe Building Type Large Convention/ Exhibition Centre	Buildings 10 Geography Europe Building Type Congress Centre	Buildings 15 Geography Unclassified Building Type Unclassified
Boston (BCEC)	Aberdeen	Antwerp	Abu Dhabi
Boston (Hynes)	Amsterdam	Den Haag	Adelaide
Hawaii	Baku	Helsinki (Finlandia)	Bali
Las Vegas	Barcelona (CCIB)	Lausanne (SwissTech)	Busan
Los Angeles	Belfast	London (QEII)	Cape Town
Mexico City	Copenhagen	Luxembourg	Cartagena
Montreal	Florence	Montreux	Durban
Ottawa	Harrogate	Moscow (WTCC)	Halifax
Quebec	Lisbon	Prague	Kuala Lumpur
San Diego	Liverpool	Valencia (Conference Center)	Kyoto
Toronto	Manchester		London (Canada)
Washington	Nantes		Melbourne
	Pamplona		Seoul
	San Sebastian		Singapore (SingEx)
	Stockholm (Stockholmsmässan)		Sydney



Source: HLT Advisory Inc. based on AIPC International Benchmarking data.

CUSTOM REPORT

Convention Centre Grouping: Geography: Americas, Building Type: Large Convention/Exhibition Centre

Your Centre: Event Profile

Comparable Centres (Anonymized to protect data confidentiality)

Measurements (Standardized across grouping): Currency: US Dollars, Space Measurement: Square Feet

# Events	Sample	Comp Set Buildings (Sorted by Number of Events)					
		1	2	3	4	5	6
Conventions/Congresses (with Exhibit)	40	71	30	32	24	26	61
Conventions/Congresses (without Exhibit)	10	167	-	8	5	15	10
Total Conventions/Congresses	50	238	30	40	29	41	71
Trade Shows	20	40	8	27	19	11	6
Consumer Shows	30	431	16	26	43	30	7
Meetings	250	29	243	172	83	88	51
Food and Beverage	50	531	140	38	-	14	5
All Other Events	75	4	-	27	125	50	18
Total	475	1,273	437	330	299	234	158