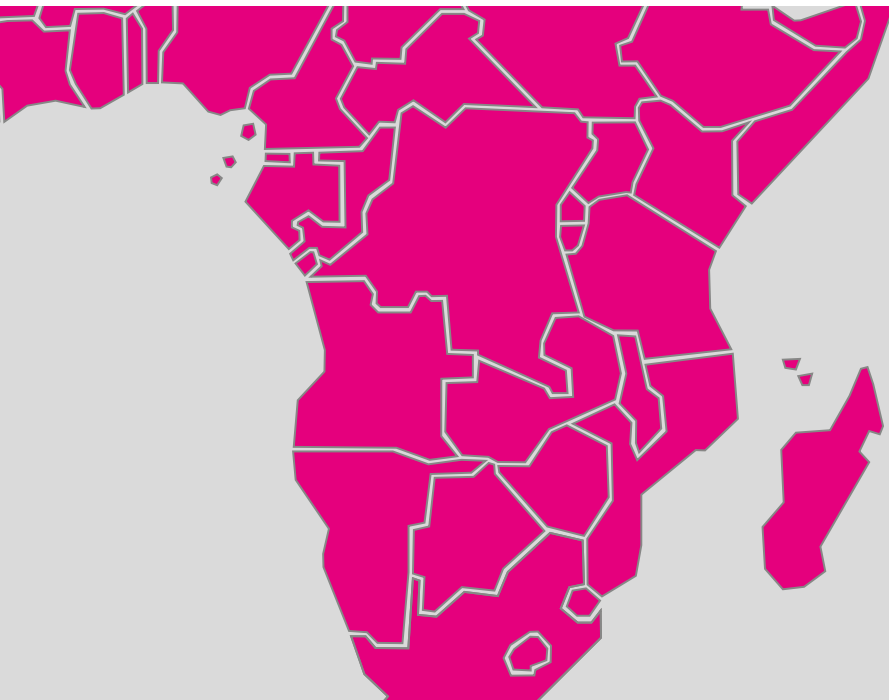




**Six Month update:** Dublin and Tel Aviv added

# Where to hold your international marketing event in 2014

EMEA Cost-Per-Delegate Benchmarking Report



**OUTSOURCED  
EVENTS**

# Which location offers the best value for your marketing event?

In December 2013 we published Outsourced Events' first EMEA cost-per-delegate benchmarking report. We've now updated that report six months on and using our contacts and experience of international events we've added two more locations to investigate....

**199 venues**  
**at 25 locations**  
**in 25 countries**

spanning **Europe**, the **Middle East** and **Africa**...

...which gives you a straightforward cost-per-head comparison, based on a simple, one-day marketing event.

It proved such a popular and useful tool that we've investigated a couple more locations and contacted more venues to keep the information as accurate as we possibly can. You'll also find more information on the locations to help you choose where to hold your marketing event.

Organisations are noticeably starting to invest in event marketing once again, to regain the business benefits that only face-to-face relationships can provide – a fact supported in the latest ISES report.

If you have any comments, or if you'd like any help, please feel free to call.

Kind Regards

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# City Fact file

In the last report, we gave you nine quick tips to bear in mind when choosing a location. This time, we've collated three facts about each city to help you make the right decision for your marketing event.

## Amsterdam

- Amsterdam is a transport hub, so is easily accessible from other destinations.
- According to the World Economic Forum, the Netherlands ranks in the top three of Europe's most competitive economies. In the overall ranking of its Europe 2020 Competitiveness Report 2014, the Netherlands comes third, with only Finland and Sweden surpassing the Dutch.
- The city has 413 hotels, of which 14 are five star, over 1300 restaurants and 55 theatres and concert halls.

## Brussels

- Brussels is the capital of Europe, home to the European Parliament, NATO and the European Commission.
- There are more castles per square kilometre in Belgium than in any other country and it offers over 1000 different beers from 150 breweries. Most beers are served in their own special glass.
- Brussels has 138 restaurants per square kilometre and Belgium generally has the highest density of Michelin Starred restaurants in Europe.

## Doha

- The capital city of the State of Qatar, Doha is situated on the Persian Gulf, is an Islamic country and has an arid climate.
- More than US\$15 billion has been invested in the New Doha International Airport (NDIA), opened in the second half of 2013, while a further US\$25 billion has been allocated to railways, including a high speed long-distance line to Saudi Arabia and a metro with four lines covering 130 kilometres.
- Chief among meeting venues in Doha is Qatar National Convention Centre which has a 2500 seat auditorium and a 4000 seat conference hall. The hotel venues are also magnificent.

## Dubai

- In just twenty years, Dubai, situated on the southern shore of the Arabian Gulf, has risen from the desert as a modern metropolis, boasting some of the tallest buildings in the world one of which is the Burj Khalifa.
- January to March and October to November are considered peak visitor months for Dubai, so expect to be quoted higher rates during these periods.
- Dubai's safari park is under construction and scheduled to open at the end of 2014 as is the new arts and opera district in the heart of Downtown Dubai that boasts a multi venue performing arts centre.

## Dublin

- Ireland's Corporate Meeting Support (Failte Ireland) offer a suite of financial and practical support to attract corporate meetings and events to Ireland
- Easily accessible by air and sea, Dublin offers a multitude of direct flights from Europe, the US and Middle East. There is also a choice of ferry services from the UK.
- A proven track record in handling major international events, Dublin hosted the 2003 Special Olympics (the first time it was held outside the US), The Ryder Cup 2006 (at the K Club in Kildare, just outside Dublin) and the early stages of the 1998 Tour de France, the world's best known bicycle race.

## Frankfurt

- Frankfurt is home to continental Europe's largest airport, Germany's busiest train station and its most travelled motorway intersection.
- The largest financial centre in Europe, Frankfurt is home to the European Central Bank and its modern skyline has earned it the nickname "Mainhattan"
- The city is famous for its cider and holds a cider festival every August.

## Helsinki

- Helsinki is easy to get to from anywhere in the world. Around two hundred international flights arrive at Helsinki-Vantaa Airport each day.
- The sea is an essential part of everyday life as it surrounds the city on three sides with almost 100 kilometres of shoreline and around 300 islands.
- In high summer, it stays light all night so people take full advantage of the outdoors.

## Istanbul

- Istanbul is one of Turkey's busiest congress destinations with convention centres able to accommodate over 33,000 delegates.
- The city straddles two continents, Europe and Asia and prides itself on being tolerant of all cultures and religions.
- The Grand Bazaar is the biggest covered bazaar in the world with more than 3000 shops where haggling is encouraged.

## Johannesburg

- Johannesburg is the most powerful commercial centre on the African continent.
- In 2010, Johannesburg was the official host city for the FIFA World cup, and as a consequence, infrastructure was upgraded and improved to accommodate the enormous influx of people.
- Home to the top four conference centres in South Africa, each hosting over 5000 people each.

## Lagos

- The commercial capital of West Africa, and a port sat on the Gulf of Guinea with 100 miles of coastline. Marketed as Africa's Big Apple, Victoria Island is upscale and includes a polo club.
- Lagos sits on a series of islands and can be accessed by three bridges from the mainland. Murtala Muhammed Airport lies North west of the city and is a major transport hub.
- In 2010, Lagos' new governor enforced tax collection which now means that the city is set to open two new power plants and is already improving roads and travel.

## London

- The most connected city on the planet with direct flights to 348 destinations from its five airports.
- Following the 2012 Olympics, greater investment has meant greener and better transport links, a greater range of accommodation and new attractions to add to the city's peerless heritage.
- London is also home to global financial, media, advertising and ICT hubs and the largest cluster of European company headquarters, making it the best city in Europe to build business networks and meet future partners.

## Madrid

- The capital city of Spain, it is situated on a plateau 650m above sea level and is serviced by Barajas airport and two main railway stations, Chamartin (North) and Atocha (South).
- Madrid has one of the longest underground systems in the world, a huge fleet of taxis and an excellent bus network.
- With over 200 hotels, the number of beds has increased by 40% in recent years. All its five star hotels are close to the shopping and business centres and offer a mix of historical legacy and modernity.

## Milan

- Capital of Lombardy, a region in the North of Italy, it is serviced by Milan Linate Airport. There is also an international airport in Bergamo which is only an hour's drive away.
- Via della Spiga is the first "smart street" in Europe offering intelligent LED lighting (over 70% energy saving), free wifi, LED projectors, charging stations for electric cars and bikes, video surveillance and multimedia touch screens.
- Fiera Milano is the largest trade fair complex in the world and the new convention centre can seat 10,000 delegates under one roof.

## Moscow

- Moscow is a city of five ports and has three commercial airports, nine railway stations and two river stations.
- The city has the reputation of having the most expensive accommodation costs in the world, however, the report proves otherwise.
- You'll find 116 parks, 64 monuments, 2 botanical gardens and a zoo, so there's plenty for your delegates to enjoy.

## Munich

- The city is the capital of Bavaria, in the south of the country, and sits on the River Isar north of the Bavarian Alps.
- Munich's international airport is 35km outside the city but regular train and taxi services are available. All taxis in the city are Mercedes Benz and the city also operates an excellent tram service.
- The Olympiapark is one of the best known and largest convention centres in the city.

## Oslo

- The capital city of Norway, in the south of the country, situated at the top of Oslofjord, a large sea inlet.
- It's a safe and stable modern, compact metropolis serviced by Oslo Gardermoen Airport, 45km to the north of the city, which receives 1300 international flights a week.
- The city has a variety of conference venues to accommodate up to 19,000 delegates and a plethora of unusual restaurants and locations like a lighthouse on the Oslofjord.

## Paris

- The city has two international airports with daily connections to more than 130 countries and seven train stations connecting the city to the rest of Europe. It also has a comprehensive underground system.
- You can choose from 18 convention and congress centres within the region as well as 25 conference hotels with more than 300 rooms and a further 700 hotels that can host seminars for up to 300 delegates.
- Paris' business district of La Defense is the largest purpose-built business district in Europe.

## Riyadh

- Saudi Arabia's capital and largest city is more literally translated as al-Riyadh (the gardens), A city that rose from the fiery sands of the Arabian Peninsula, Riyadh is one of the richest oil-producing metropolises in the world today. Date palms, ancient ruins, and patriarchal tradition are still as much a part of its culture as its oil wells.
- Serviced by King Khalid International Airport, welcoming around 140,000 flights a year.
- Luxury hotel chains such as Four Seasons, Ritz Carlton, Marriott, Intercontinental and Radisson Blu all have a presence in the city.

## Rome

- The capital city of Italy, Rome is in the mid- west of the country and is serviced by two international airports, Fiumicino and Ciampino. It also has two train stations connecting to the rest of Europe.
- As the centre of the city isn't big, it's easy to get around on foot, but the city boasts an underground and an extensive bus network. The River Tiber runs through the city and offers another form of transport too.
- Rome offers plenty of venues from the Auditorium Parco della Musica, the EUR Innovation quarter, the Congress Palace, the new Exhibition Centre (the famous 'Cloud' of Fuksas), 120 conference facilities and more than 600 hotels

## Stockholm

- The capital city of Sweden, it has four airports and is located on several islands on the east coast of Sweden, at the mouth of Lake Mälaren. The city houses the Swedish Government, the Parliament and also the official residence of the Swedish Monarch.
- Stockholm is often praised for its comfortable, efficient and safe transportation. Stockholm Public Transport, SL, is responsible for buses, underground trains, commuter trains, trams and certain ferry lines in Greater Stockholm.
- The city is sometimes referred to as 'Venice of the North', thanks to its beautiful buildings and exquisite architecture, abundant open water and numerous parks. It also has a wide selection of conference venues and 30,000 hotel rooms.

## Tel Aviv

- Tel Aviv is Israel's engine of commerce and a centre for contemporary art and culture. Less than an hour west of Jerusalem, Tel Aviv is sometimes called "the city that never sleeps," because its downtown looks like a miniature New York City, with tall buildings and sky-high real estate prices. Unlike the Big Apple, the city also boasts nearly nine miles of turquoise Mediterranean coastline.
- Ben Gurion International Airport (TLV), which is Israel's largest international airport, serves Tel Aviv and Jerusalem; it is known for its thorough security and is 20 minutes' drive outside the city.
- Tel Aviv boasts 32 hotels and a convention centre with 9 pavilions as well as a number of cultural and unique spaces such as the Tel Aviv museum of Art.

## Vienna

- The Vienna International Airport connects travellers with over 180 destinations worldwide, while train stations shuttle passengers to and from major European cities. Meanwhile, a modern public transportation network eases any confusion over inner-city travel.
- As the capital of Austria, the city sees over 1,700 events annually, including those held by prestigious groups such as OPEC and the United Nations. It has also maintained a top spot on the International Congress and Convention Association's list of top conference destinations for many years.
- Sitting on the banks of the River Danube and the seat of the old Hapsburg Empire, the city is steeped in history and culture. It has 206 hotels and several large congress centres including the Austria Centre Vienna which can host 15,000 delegates.

## Warsaw

- On the Vistula River, Warsaw is the capital and largest city in Poland. Known as the Phoenix City, for having survived through many wars and invasions, the city today is a thriving cultural centre with a modern skyline (although some ornate, historical buildings remain). More than 40 percent of Warsaw is parkland and other outdoor space.
- The international airport is the Warsaw Chopin Airport (WAW), six miles southwest of the city centre, which receives almost 10 million passengers a year and has direct flights to Chicago, Newark, New York City and Toronto on LOT, the Polish national carrier.
- The largest event space is the MT Polska Trade Fair & Congress Centre that can hold up to 6300 delegates. It has 220 hotels including the 314 room Hilton Warsaw.

## Zurich

- Zurich is as ordered, clean and confident as the Swiss banks that are based in the city. It is a very stable destination, with famously little crime.
- Zurich International Airport (ZRH) is one of the largest in the world, with direct flights to 196 destinations. The airport is 10 minutes from the city centre, and has its own railway station. Getting around Zurich is easy, as it has one of the best public transportation systems in the world.
- With 91 hotels, and convention centres, the chief among them being the Messe Zurich, which comprises more than 322,920 square feet in nine exhibit halls. Halls 1 to 6 have the same capacities: up to 2,500 attendees in a conference.



# What's included in the price

To help you compare like with like, we've based the benchmark report around room hire and catering costs for a simple, standard event:

a **one-day** conference  
one **plenary** room  
with two **coffee breaks**  
and a standing **buffet lunch**.

We've also benchmarked each location across a range of event sizes: 50, 200, 500 and 1,000, including additional breakout facilities to match:

**50 & 200** delegates: 1 breakout room

**500** delegates: 2 breakout rooms

**1,000** delegates: 3 breakout rooms.






The prices were collected between January –June 2014, are excluding VAT and have all been converted into US Dollars. None of the prices have been negotiated.






## And what's not included

Don't forget: the report covers catering and room hire for the event day only. That means it excludes:

- construction of booths or exhibition stands
- room hire for a set up day
- AV & staging costs
- signage & merchandise
- accommodation
- travel
- evening hospitality events

# The five cheapest v the five most expensive

Ease of travel	City	Event size: Up to 50 (USD)	Event size: Up to 200 (USD)	Event size: Up to 500 (USD)	Event size: Up to 1000 (USD)	Average across all sizes (USD)
	Warsaw	51	66	39	40	49
	Tel Aviv	47	44	68	59	55
	Dublin	79	49	61	48	59
	Johannesburg	73	54	48	62	60
	Lagos	114	108	87	61	92

Ease of travel	City	Event size: Up to 50 (USD)	Event size: Up to 200 (USD)	Event size: Up to 500 (USD)	Event size: Up to 1000 (USD)	Average across all sizes (USD)
	Oslo	176	158	159	129	156
	London	160	210	125	143	160
	Zurich	215	205	174	102	174
	Doha	293	193	124	102	178
	Paris	235	236	181	162	204

As you can see, it's not always necessary to go far from the beaten track to get a great deal – several of our cheapest locations also have good transport links.

Don't forget, though: the established centres of business are popular for a reason. The most expensive options tend to be easy to reach, with great facilities and the cachet of a desirable location.

# The cost comparison: results in full

Ease of travel	City	Event size: Up to 50 (USD)	Event size: Up to 200 (USD)	Event size: Up to 500 (USD)	Event size: Up to 1000 (USD)	Average across all sizes (USD)
✈	Warsaw	51	66	39	40	49
✈✈	Tel Aviv	47	44	68	59	55
✈✈	Dublin	79	49	61	48	59
✈	Johannesburg	73	54	48	62	60
✈	Lagos	114	108	87	61	92
✈✈	Helsinki	111	116	84	92	101
✈✈✈	Brussels	124	94	113	98	107
✈✈	Milan	145	112	79	97	108
✈✈	Vienna	157	114	76	89	109
✈	Dubai	147	120	92	82	110
✈✈	Riyadh	157	114	98	80	112
✈✈	Stockholm	154	121	97	82	113
✈✈✈	Frankfurt	135	104	121	112	118
✈✈✈	Rome	127	125	128	103	121
✈✈	Munich	132	125	107	140	126
✈✈✈	Amsterdam	150	156	117	106	132
✈✈✈	Madrid	202	134	113	110	140
✈✈	Istanbul	127	215	115	105	140
✈✈	Moscow	160	112	149	165	146
✈	Oslo	176	158	159	129	156
✈✈✈	London	160	210	125	143	160
✈✈	Zurich	215	205	174	102	174
✈	Doha	293	193	124	102	178
✈✈✈	Paris	235	236	181	162	204

# Where to go? Our picks for 2014.

Every event has slightly different requirements. But based on this year's benchmarking figures, we've picked out five strong contenders:

## **Best buy – tight budget: Dublin, Ireland**

With the current incentives offered to international event planners, added to the culture, scenery and venues, Dublin is a very attractive and fantastic location. It's also easy to travel to and has some really big venues that can cater for congresses.

## **Best buy – prestige location: London, UK**

New venues, improved infrastructure, steeped in history and very easy to get to, your delegates will be very impressed with this capital. We recently took the waterbus down the Thames, a great way of getting around but also gives some amazing views of the city.

## **Best buy – ease of travel: Brussels, Belgium**

Right in the heart of Europe, Brussels has superb air, road and rail connections and in fact it's just an hour and a half from Paris and two from London and Amsterdam via high speed rail. With NATO HQ and the European Parliament based in the city, access by air is also excellent.

## **Best buy – new and unusual: Dubai, UAE**

In just twenty years this amazing modern metropolis has grown out of the desert. It's expanding and developing all the time and not only offers high tech business facilities but there is also plenty to do in your leisure time.

## **Best buy – all round: Helsinki, Finland**

Whilst it's not a travel hub, access is good, being the Capital of Finland with 90 per cent of all international flights arriving at Helsinki-Vantaa airport. There are also ferries across to Estonia, Sweden and Germany. Venue costs are reasonable, the scenery is amazing and the vibe is relaxed and friendly. It also has a buzzing IT sector which provides 16% of all jobs in the region.

# Other locations of note

This report is by no means exhaustive and we felt we had to mention some other notable locations.

**Copenhagen, Denmark:** Wonderful Copenhagen! Compact, eco-friendly and efficient, it also has good access and venues to suit all budgets. It ranks in the top ten of the world's most popular convention cities.

**Budapest, Hungary:** The capital of Hungary, and split by the River Danube, the cities of Pest, on the plains and Buda in the hills, were unified in 1873. Steeped in history with cost effective accommodation and venues, it's worth considering for your next event.

**Barcelona, Spain:** Ranking sixth in the top ten most popular convention cities, Barcelona is situated on the Mediterranean coast in the East of the country. It has the climate, the venues and the culture and history, what's not to like!

# Outsourced Events

We hope you've found this updated 2014 report useful. We will continue to publish updated reports twice a year.

Here at Outsourced Events, we handle event communications and management for companies in the technology and professional services sectors – so we know a trick or two.

Our strong, loyal team integrates seamlessly with your own people and resources – delivering your experience using our experience (our in-house technology, contacts and value-added communications help, too).

We treat every business relationship as a partnership delivering our clients' events in the same way as we run our business: with professionalism, efficiency, integrity and friendliness.

So if you'd like a little help, please get in touch.

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