



CYPRUS TOURISM ORGANISATION

Cyprus Tourism Organization

Market Research Report:

'Collection of Statistical Data for Conference and Incentive
Events 2012'

Final Submission: April 2014



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I. INTRODUCTION

Conference and Incentive Tourism is a major business sector and according to data provided by the International Congress and Convention Association (ICCA) the sector has witnessed a rapid growth during the last decade¹. Recognizing the potential of the sector and especially its contribution towards the seasonality goal, the Cyprus Tourism Organisation has established as a priority the development of proper infrastructure for Conferences and the promotion of the comparative advantages of Cyprus as a Conference and Incentive Tourism destination.

In this context, the Cyprus Tourism Organisation is implementing a comprehensive product and marketing strategy to target the sector of Conference and Incentive Tourism. In order to assess the current trends and future developments of the sector, CTO has been commissioning since 2006 a Market Research project through which systematic and objective statistical data is gathered from organizers of Conference and Incentive events in Cyprus.

The primary objective of this project is to investigate the factors that are necessary in allowing Cyprus to establish itself as a popular destination for Conference and Incentive Tourism. The research objectives as they were defined by CTO in the Terms of Reference are:

- Identify and record the number of Conference and Incentive events organized in Cyprus during 2012.
- Provide an in depth analysis of the major characteristics of the events organized in Cyprus with emphasis on the classification (Association, Corporate, etc), the main themes covered in the events, the implementation date and duration, the estimation of the total number of participants, the type of venue used and the assessment of the total budget of the events.

Data collection and analysis of the results for 2012 was assigned by CTO in February 2013, to Symmetron Market Research and the project was completed by the end of November 2013. This is the final report submitted to CTO.

¹ “The number of events per year in the ICCA Association Database has grown by almost 4,000 events over the past 10 years” (Source: Statistics Report 2002-2011, ICCA)

It should be noted that the project commencement date (March 2013), coincided with the Eurogroup decision for Cyprus and due to the negative economic and social conditions, fieldwork commencing date was postponed for May 2013.

II. METHODOLOGY

Universe

The survey covered all potential Organizers of Conference and Incentive trips operating in Cyprus.

The potential enterprises and organizations were extracted from CTO's lists of Destination Management Companies, Professional Congress Organisers, Travel Agents, Hotels, Higher Education Institutions, Associations, Government and semi-Government Organizations and other private Enterprises. Apart from CTO'S lists, Symmetron prepared additional lists of possible candidates which were developed through personal contacts and information searched through the internet.

Selection Criteria

The criteria defined by CTO in order to record an eligible Conference/Incentive event were:

- *For Conferences*: To include at least thirty (30) participants from abroad
- *For Incentives*: To include at least twenty (20) participants from abroad
- *For both Conferences and Incentives*: To include at least one overnight stay

Sampling Method and Data Collection

The sampling method was divided into three stages. Firstly, an email was forwarded to all potential participants providing information regarding the project focusing mainly on the objectives and the methodology. The email included an attached letter from CTO indicating the importance of the project and asking the cooperation of the enterprises.

At the second stage all potential participants were contacted through telephone in order to identify their eligibility to participate in the survey. If the enterprise/organization was eligible for participation then the project team forwarded the questionnaire and arranged a meeting for a personal interview.

The personal interview was conducted at the premises or the participants during the period of May and November of 2013. The interview length depended on the amount of data provided by the participant. The average length of interview was approximately 25 minutes long.

Questionnaire

The structured questionnaire was designed by Symmetron and approved by CTO. The questionnaire was designed based on the research objectives of the project and the various indicators that had previously been researched by CTO through 2006-2011.

Interviewer's team and training

The fieldwork team included five (5) interviewers and one fieldwork supervisor. The fieldwork team participated in a training programme administered by Symmetron's fieldwork manager which focused on the methodology approach, the objectives of the project and the questionnaire structure.

Data entry and validation

In order to avoid the problem of double data entry for the same conference/incentive, the completed questionnaires were edited and approved by the project team. The approved questionnaires were processed in QPS statistical software.

Response Rate

In total 219 enterprises/organizations were contacted, mainly consisting of Hotels and DMC's/PCO's, which are the main organizers of conferences and incentive events. Among these, 122 or 56% did not fulfil the criteria for participating in the project and 35 or 16% refused to participate in the survey or avoided communicating with the fieldwork team. The final qualified sample was 62 enterprises/organizations or 28% of the total units contacted. It is important to note that the response rate amongst eligible participants' (those who organized events fulfilling the criteria) reached 64% since 62 out of the 97 qualified enterprises/organizations provided data.

Hotels provided the bulk of information compared to DMC's/PCO's, Educational Institutions, Associations or Government Organizations.

Definitions for the classification of events

'Presidency events', refer to the events organized in 2012 under the auspices of the Cyprus Presidency of the Council of European Union.

III. EXECUTIVE SUMMARY

- The data collected comprises 597 events organized in 2012 and is considerably higher than the data collected in 2011 (352 events). The majority of the events were conferences (435) and 162 were incentive trips.
- The events which were held under the auspices of the Cyprus Presidency of the Council of the European Union, add up to 187 and constitute 31% of the total events organized, while other events constitute the majority (69% - N=410).
- Among all events, the most popular categories are corporate events (48%) and events coordinated by the Cyprus Presidency (31%). Events organized for International Associations earned 11%, followed by Academic conferences (7%).
- Excluding the Presidency events, the most popular category are corporate events (70%), while international association conferences come second with (16%) and Academic conferences ranked third with 10%.
- Conferences focusing on medical issues were the most popular in 2012, accomplishing 20%. Technology was the second most important theme with 17%, while conferences concentrating on economic subjects ranked third with 13%.
- The majority of conferences (69%) and incentive events (73%) were organized for the first time in Cyprus while the repetition rate was 31% for conferences and 37% for incentive trips.
- Limassol attracted most of the events organized in 2012 (209). However, Limassol's share has decreased from 55% in 2011 to 35% in 2012. Paphos ranked second with 25% and a total of 149 events. Nicosia, ranked third achieving 24% (N=144) and displaying a significant increase, compared to 2011 (10%). Larnaca ranked fourth with 12% (N=70), followed by Famagusta achieving 3% (N=17) and the mountain/rural areas with 1% (N=6).
- Limassol ranked first in the conference market with 32%, followed closely by Nicosia with 31% and Paphos was third with 23%. Limassol is the leader in the incentive market with 43% followed by Paphos with 31% and Larnaca with 19%.
- Hotels dominate the market in terms of venue selection achieving a share of 97% for incentive events and 92% for conferences.
- The majority of all events (including Cyprus Presidency events) were organized in autumn (56%) while the corresponding percentage for spring was 17%.

- Excluding the Presidency events, 54% of conferences were conducted during autumn and 21% during spring. With regard to the incentive market, autumn (38%) and spring (32%) were also the most popular seasons.
- October is the most popular month for conferences (23%) followed by November (17%), September (14%) and May (9%). November is the most preferred month for incentive events accomplishing 15% followed by October (13%) and March (12%).
- The total duration of events was 2,205 days allocated to 1,333 days for conferences and 872 days for incentive trips. Compared to 2011 (1,867 days) there was an increase in the total length of events.
- The average duration for all events was 3.69 days, with incentive events achieving a significantly higher average (5.38) compared to conferences (3.06).
- The total number of participants for all events was 62,246 persons distributed to 52,931 for conferences and 9,315 persons for incentive events. Compared to 2011, there is a significant increase of participants since the corresponding number for 2011 was 42,003 persons.
- The events organized in the context of the Cyprus Presidency contributed 18,014 participants obtaining a share of 29% while other events contributed 44,232 participants achieving a share of 71% of the total event's participation
- Participants from abroad comprised the majority with 52,143 persons and Cypriot participants were 10,103. Compared to 2011, the number of foreign participants increased significantly from 36,655 to 52,143 and the number of Cypriot participants increased from 5,348 to 10,103.
- The average number of participants for all events was 104 persons, for conferences 122 and for incentive events 58.
- A total number of 20,385 participants or 33% were accommodated in Limassol followed by Nicosia with 18,393 participants or 30% and Paphos with 18,117 participants or 29%.
- October is the month with the highest concentration of participants amounting to 14,179 for all events. November ranked second with 11,335 participants followed by September with 9,661.
- Cooperate events accommodated the highest number of participants (24,622) followed by Presidency events (18,014) and Association conferences (11,095).
- Two out of five events organized in 2012 (excluding the events organized by the Cyprus Presidency), had a total budget of up to €25.000, 27% fluctuate between €25.001-50.000, 19% had a budget of €50.001-100.000 and 14% exceeded the amount of €100.000.

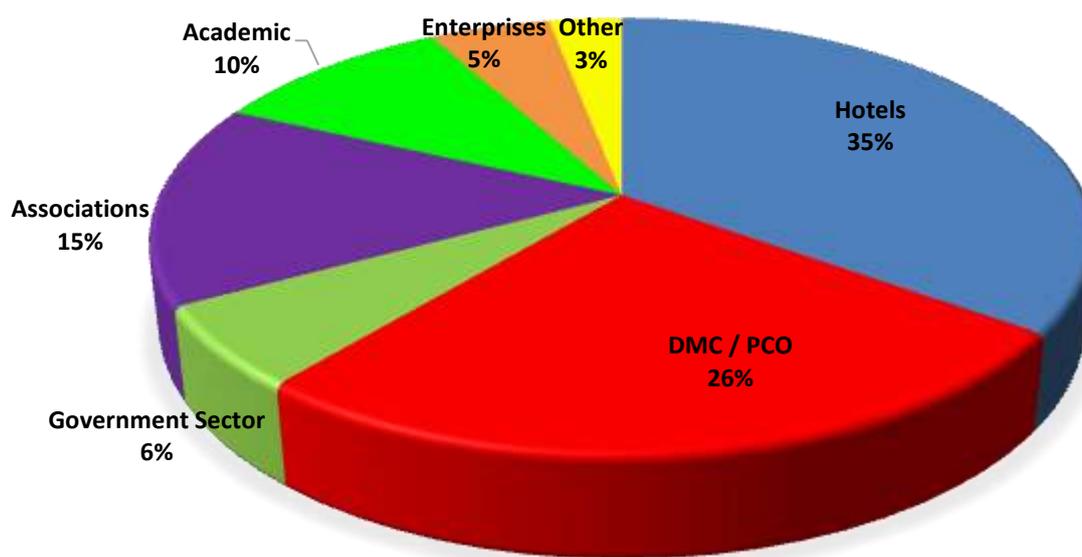
IV. ANALYSIS OF FINDINGS

1. Data Providers (excluding data provided by the Cyprus Presidency of the Council of European Union)

1.1 Sample analysis

Hotels were the major data providers, constituting 35% of the total participants. The proportion for DMC's/PCO's represent 26% of the total sample while the corresponding figure for Associations/NGO's is 15%. The percentage of Academic Institutions (including various Departments) adds up to 10% while the Government Sector (including semi Government Organizations) represents 6% of the sample and private Enterprises 5%.

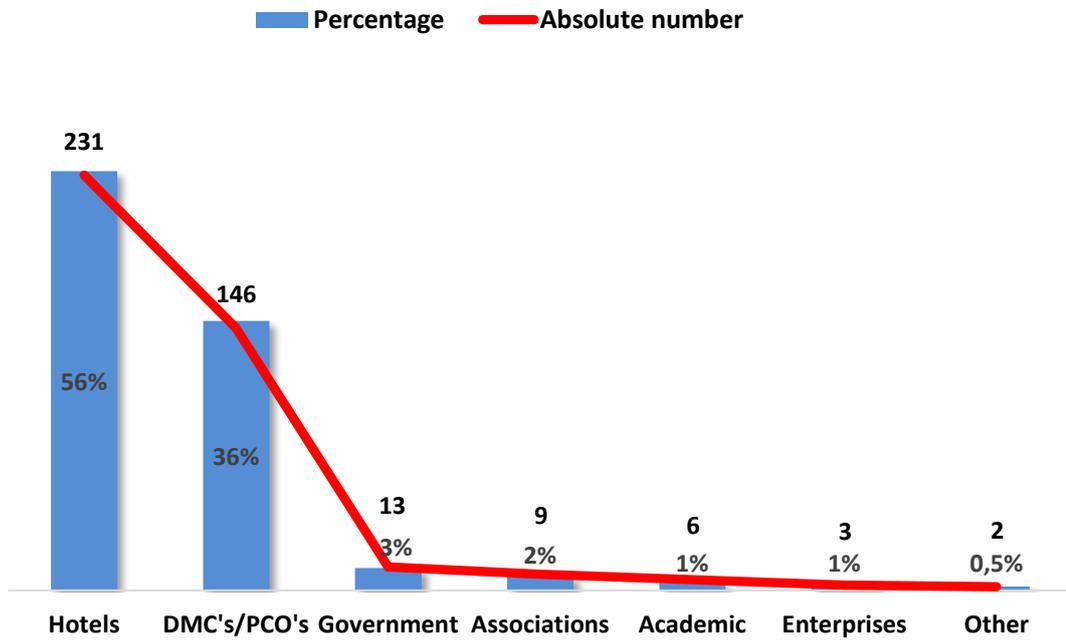
Graph 1: Analysis of Participants (N=62)



1.2 Analysis of data (events) by data provider

The majority of events (231 out of 410) was provided by hotels constituting 56% of total events, DMC's/PCO's provided data for 146 events or 36% of total events. The Government sector provided data for 13 events, Associations/NGO's for 9 events, Academic institutions for 6 events, private enterprises for 3 events and other organizations put forward data for 2 events.

Graph 2: Analysis of data (N=410 events)

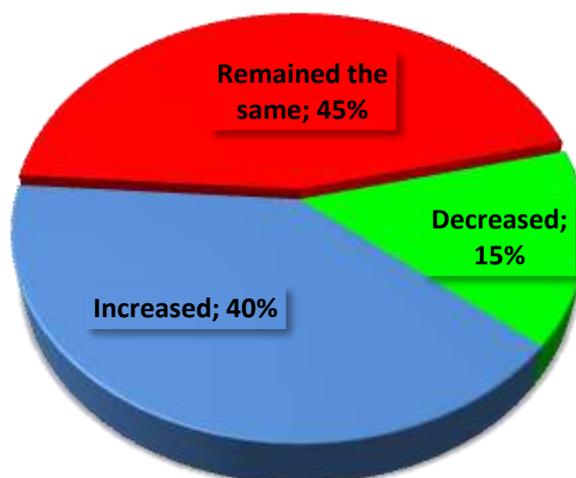


2. Perceptions on Current and Future Trends in the Conference / Incentive Sector

Most of the participants (45%) claimed that the number of conferences organized in 2012, more or less fluctuate around the same level as in 2011. Two out of five respondents (40%) indicated that the total number of conferences organized by their enterprise has increased compared to 2011, whereas 15% mentioned that there was a decrease in the number of conferences compared to 2011. Two out of five Hotels (41%) indicated that the number of conferences has increased, while the corresponding figure for DMC's/PCO's was 50%.

Forty one percent of the Hotels participating in the project, indicated that the number of conferences was about the same as in 2011 and 18% said there was a decrease. With regard to DMC's/PCO's, 19% mentioned that the number of conferences fluctuated at the same level as in 2011 and 31% stated that there was a decrease.

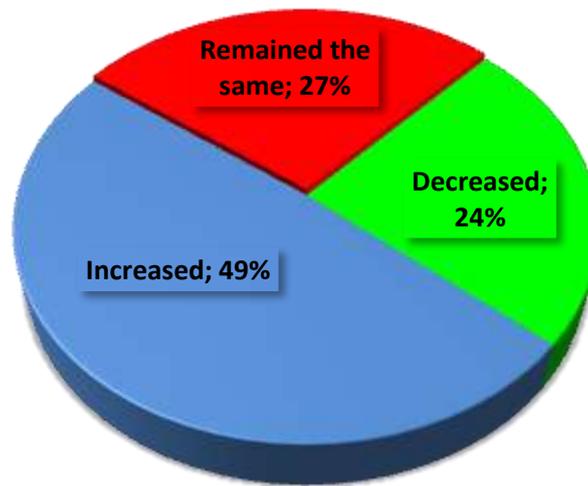
Graph 3: Perceptions on Current Trends in the Conference Sector (N=62)



Note: Data provided on this question by participants refers to any conferences organized and is not restricted to conferences defined as eligible by CTO (see "Selection criteria" in the Methodology section of this report)

The trend for the incentive sector during 2012, differs significantly compared to the conference sector, since most of the participants (49%) agreed that the incentive sector experienced an increase compared to 2011. Twenty seven percent mentioned that incentive events in 2012 remained about the same as in 2011, while 24% indicated that the incentive market suffered a decrease in 2012.

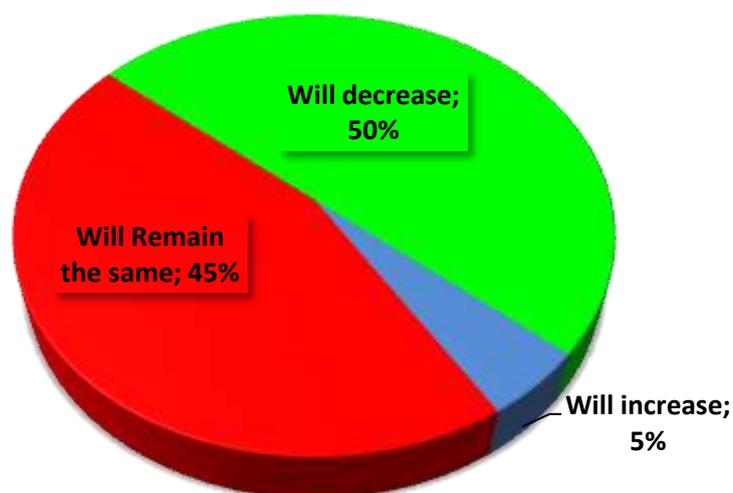
Graph 4: Perceptions on Current Trends in the Incentive Sector (N=37)



Note: Data provided on this question by participants refers to any incentive events organized and is not restricted to incentive events defined as eligible by CTO (see "Selection criteria" in the Methodology section of this report)

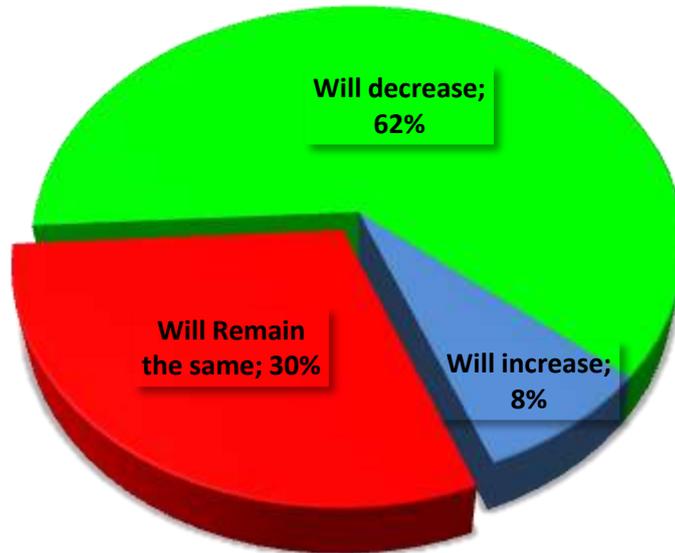
The prospects for the conference sector for the next two years (2013-2014) are not promising, since one out of two participants expects a decrease in the demand for conferences. Forty five percent expect that the volume of the conference market will not experience any major changes but rather it will remain about the same as in 2012. Only 5% anticipate an increase in the market for the next years.

Graph 5: Perceptions on Future Trends in the Conference Sector (N=62)



The projections for the incentive sector are even more discouraging than that for the conference sector. Specifically, 62% foresee a reduction in the volume of the market in the next years, while 30% expect that the market volume will remain about the same as in 2012 and 8% expect an increase.

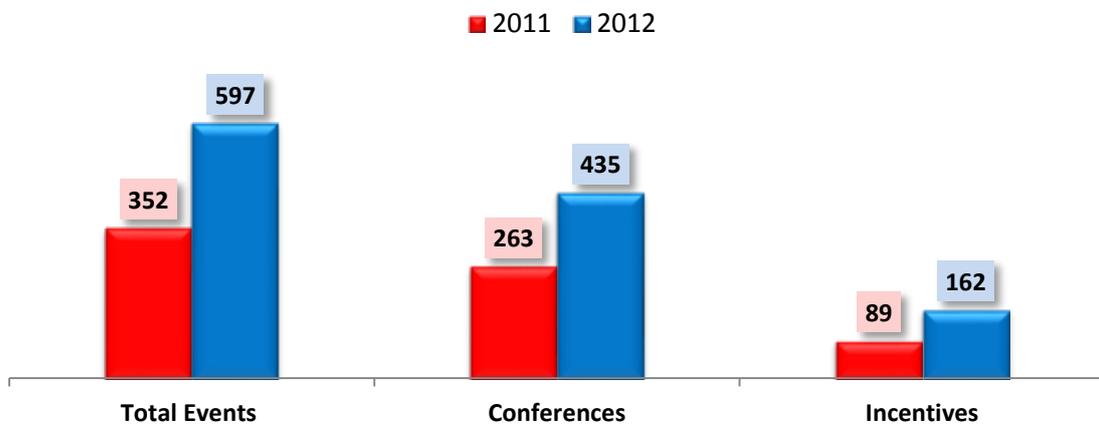
Graph 6: Perceptions on Future Trends in the Incentive Sector (N=37)



3. Number of Eligible Events Recorded

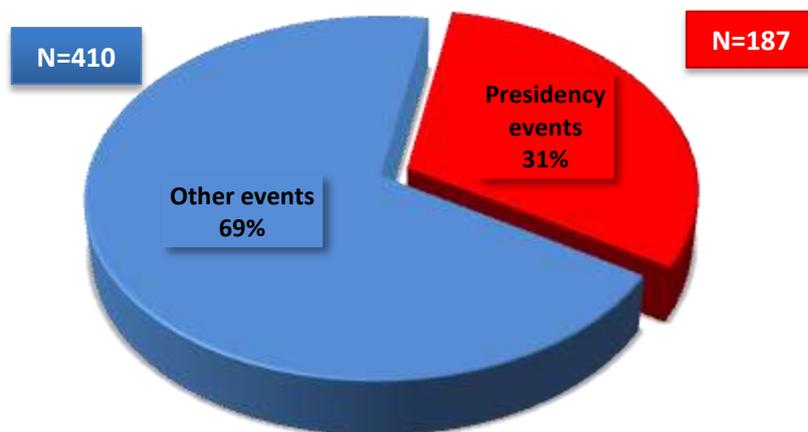
The total number of events organized in 2012, fulfilling the selection criteria, amounted to 597. Compared to 2011, there was a significant increase amounting to 70%, since the corresponding events in 2011 were 352. The percentage increase for conferences was 65% (2011:263 conferences, 2012:435 conferences) and for incentive events 82% (2011:89 incentive events, 2012:162 incentive events).

Graph 7: Comparative data 2011-2012 – Number of events



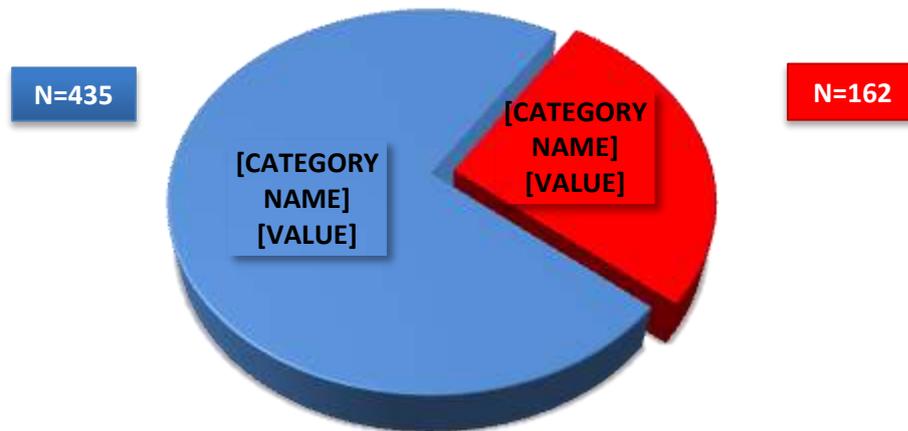
The events which were held under the auspices of the Cyprus Presidency of the Council of the European Union, add up to 187 and constitute 31% of the total events organized, while other events constitute the majority (69% - N=410).

Graph 8: Events organized by the Cyprus Presidency of the Council of the European Union and other independent events organized in 2012 (N=597)



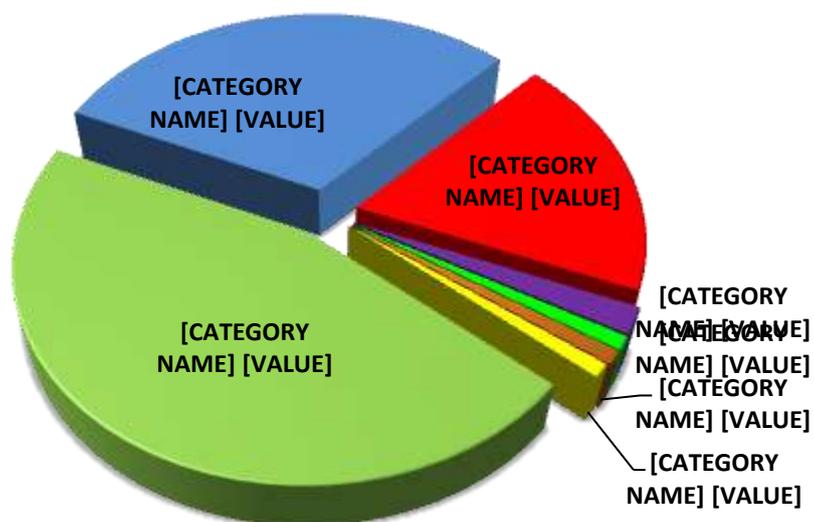
Among the total number of events recorded in 2012, 73% were conferences (N=435) and 27% were incentive events (N=162). Compared to 2011, there was a slight proportional growth of incentive events and a parallel proportional decrease of conferences. Specifically, the ratio of incentive events increased from 25% in 2011 to 27% in 2012 while the corresponding ratio for conferences decreased from 75% in 2011 to 73% in 2012.

Graph 9: Conferences and Incentive events recorded in 2012 (N=597)



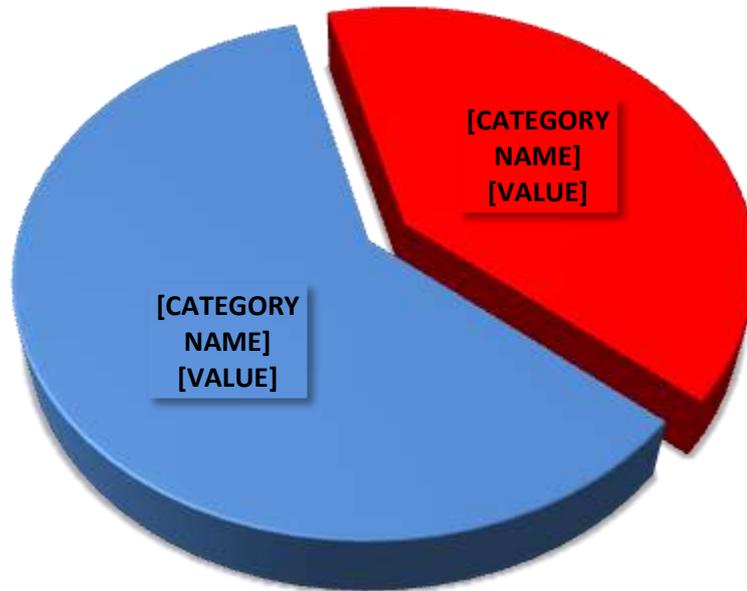
Most of the conferences (46%) were put forward by the Government sector (N=199). The contribution of the Government sector is significantly higher than the previous years, and obviously this is attributed to the large number of events organized by the Cyprus Presidency of the Council of the European Union. Hotels provided data for 134 conferences (31%), whereas data for 81 conferences or 19% was provided by DMC's/PCO's and 2% (N=9) by various Associations.

Graph 10: Number of eligible Conferences recorded by classification of data providers (N=435)



The data collected for incentive events was provided mostly by Hotels (60%, N=97) while DMC's/PCO's contributed data for 65 incentive events (40%).

Graph 11: Number of eligible Incentive Events recorded by classification of data providers (N=162)



4. Geographical Distribution of Events

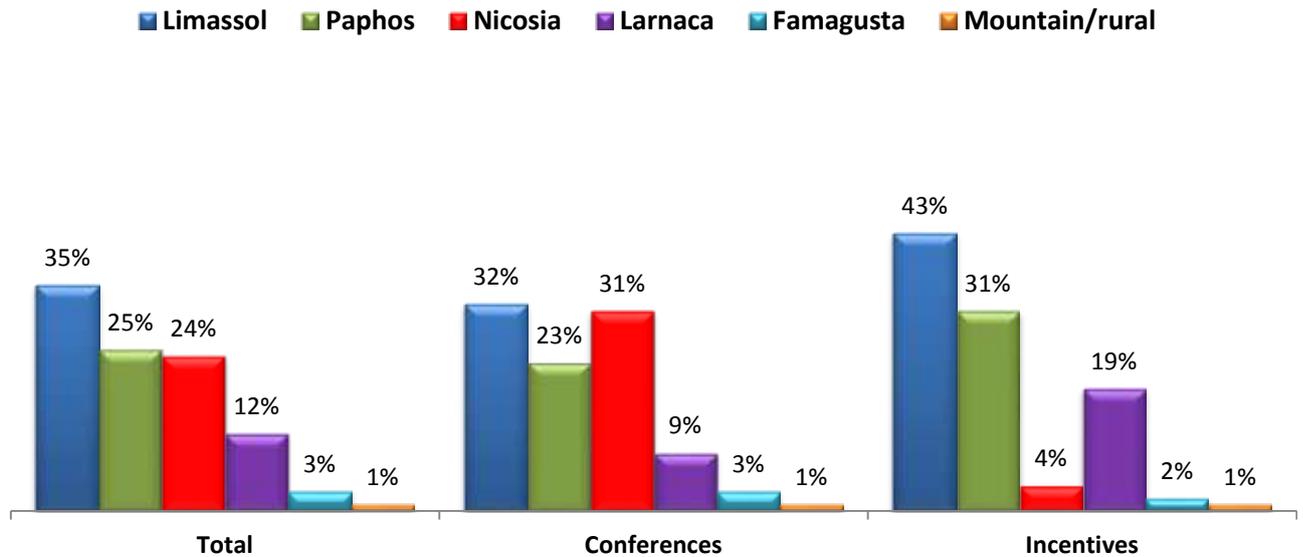
4.1 Geographical distribution of all events organized in 2012

Most of the events organized in 2012, were recorded in Limassol, obtaining a share of 35% (N=209). Paphos ranked second with 25% share and a total of 149 events, while Nicosia ranked third, with a minor difference, achieving 24% (N=144). Larnaca ranked fourth with 12% (N=70), followed by Famagusta achieving 3% (N=17) and the mountain/rural areas with 1% (N=6).

The results of 2012 display noteworthy differences compared to the results of 2011. The most significant differentiation in the results, relates to Nicosia, which achieved a substantial increase from 10% to 24% in 2012. As it was mentioned in the previous chapter, the higher ranking of Nicosia in 2012 emanates from the large number of events organized in the capital city in the context of the Cyprus Presidency of the Council of the European Union. Consequently, while Limassol maintains the top position, its share decreased from 55% in 2011 to 35% in 2012. Paphos share remained the same (25%) while a significant increase was recorded for Larnaca moving from 5% in 2011 to 12% in 2012.

Limassol (N=140) achieved the highest proportion of conferences (32%), followed closely by Nicosia with 137 conferences or 31% share. In Paphos, 98 conferences were recorded amounting to a share of 23% of the total conference market, while Larnaca earned 9% (N=40), Famagusta 3% (N=13) and the mountain/rural areas 1% (N=5).

Limassol obtained the highest share for Incentive events reaching 43% (N=69), followed by Paphos with 31% (N=51), while 19% of the incentive events recorded were organized in Larnaca (N=30). The other cities achieved marginal shares within the incentive market and specifically, Nicosia's share was 4% and Famagusta's 2%.

Graph 12: Geographical distribution of events (N=597)

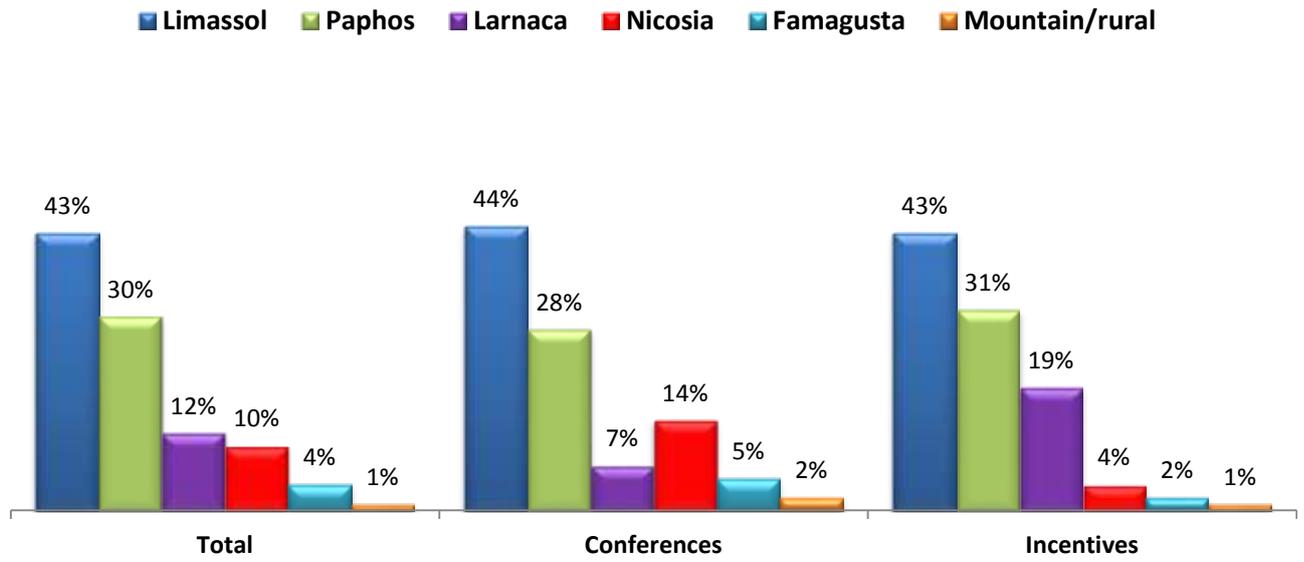
4.2 Geographic distribution of events –excluding the Cyprus Presidency events

Limassol's share for the events (conferences and incentive events) organized apart from the context of the Cyprus Presidency², adds up to 43% (N=177), which as mentioned above, is lower than the respective share achieved in 2011 (55%). Paphos contributed 30% (N=121) to total events, recording an increase of five percentile points compared to 2011 (25%). Larnaca's share amounts to 12% (N=48) and is significantly higher than the respective share of 2011 (5%), while Nicosia earned 10% as in 2011, Famagusta 4% (5% in 2011) and the mountain/rural areas 1%.

Limassol predominates the conference market achieving a share of 44% and Paphos ranks second with 28%. Nicosia obtained 14% followed by Larnaca (7%), Famagusta (5%) and the mountain/rural areas (2%). Limassol is also the leader in the incentive market, with a share of 43% and Paphos ranked second obtaining 31%. Larnaca's share is considerably high, reaching 19% while Nicosia and Famagusta achieved 4% and 2% respectively.

² 'Cyprus Presidency events' refer to the events organized in 2012 by the Cyprus Presidency of the Council of the European Union

Graph 13: Geographical distribution of events organized - excluding the Cyprus Presidency events (N=410)

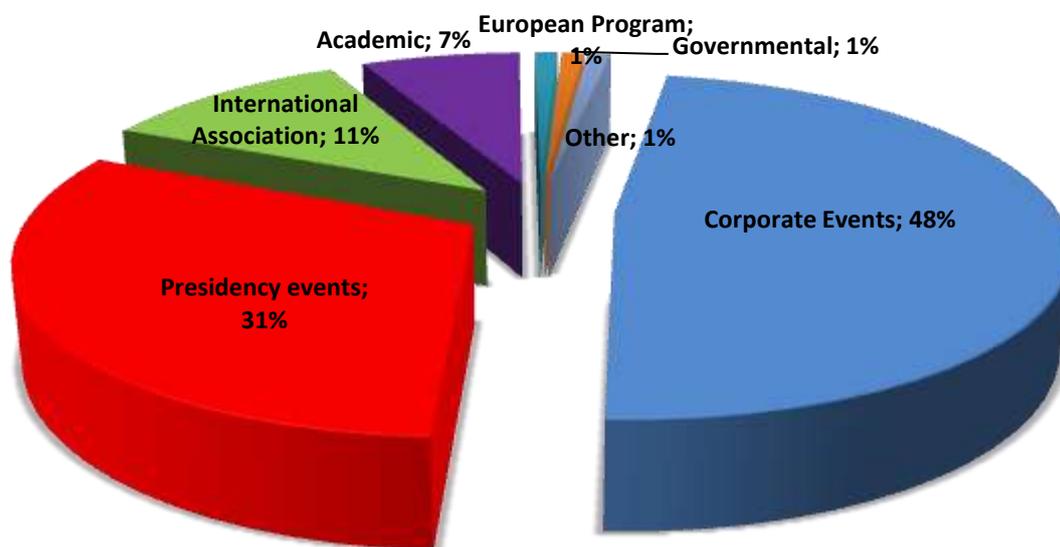


5. Classification of Events

5.1 Classification of all events organized in 2012

Corporate events (48%) and events coordinated by the Cyprus Presidency (31%) were the two major categories of events conducted in 2012. Events organized for International Associations earned 11%, followed by Academic conferences (7%) while European Program and Governmental events achieved 1% respectively.

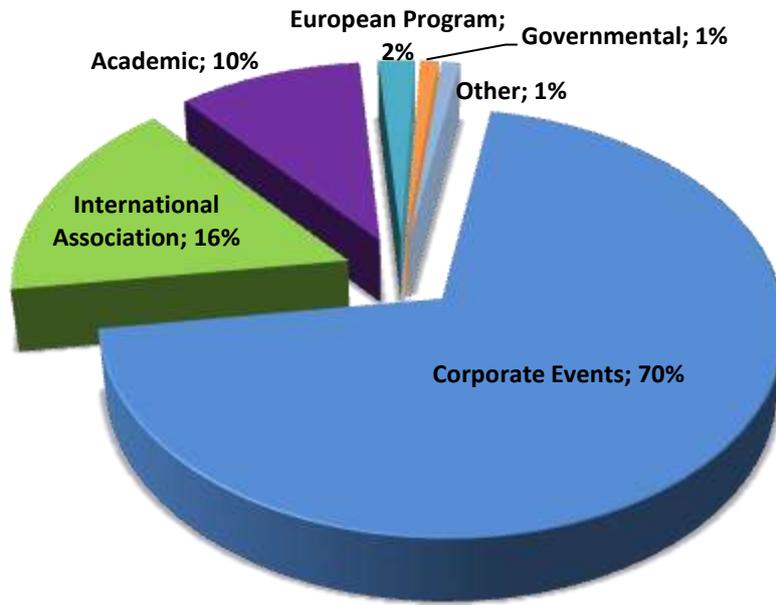
Graph 14: Classification of all events organized in 2012 (N=597)



5.2 Classification of events - excluding the Cyprus Presidency events

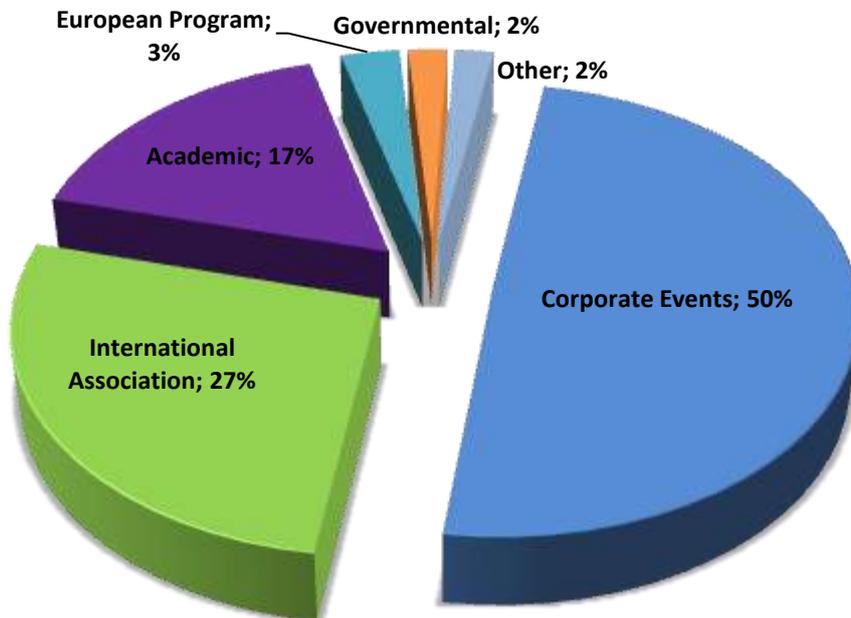
Corporate events are the dominant force in the market accomplishing a share of 70%. Compared to 2011, corporate events witnessed a significant increase since the respective share was 50%. Association's events accumulated a share of 16%, earning a slightly higher proportion in comparison to 2011 (15%) and Academic events attained 10%, displaying a significant decrease with respect to 2011 (22%). The contribution of European Programs (2%) and Governmental events (1%) remained as low as in 2011.

Graph 15: Classification of events – excluding Cyprus Presidency events (N=410)



Focusing on the conference sector, corporate conferences constitute 50% of the market while Association's conferences accrued a share of 27%. Academic conferences ranked third with 17% while 3% and 2% respectively were European Program and Governmental conferences.

Graph 16: Classification of Conferences (N=248)

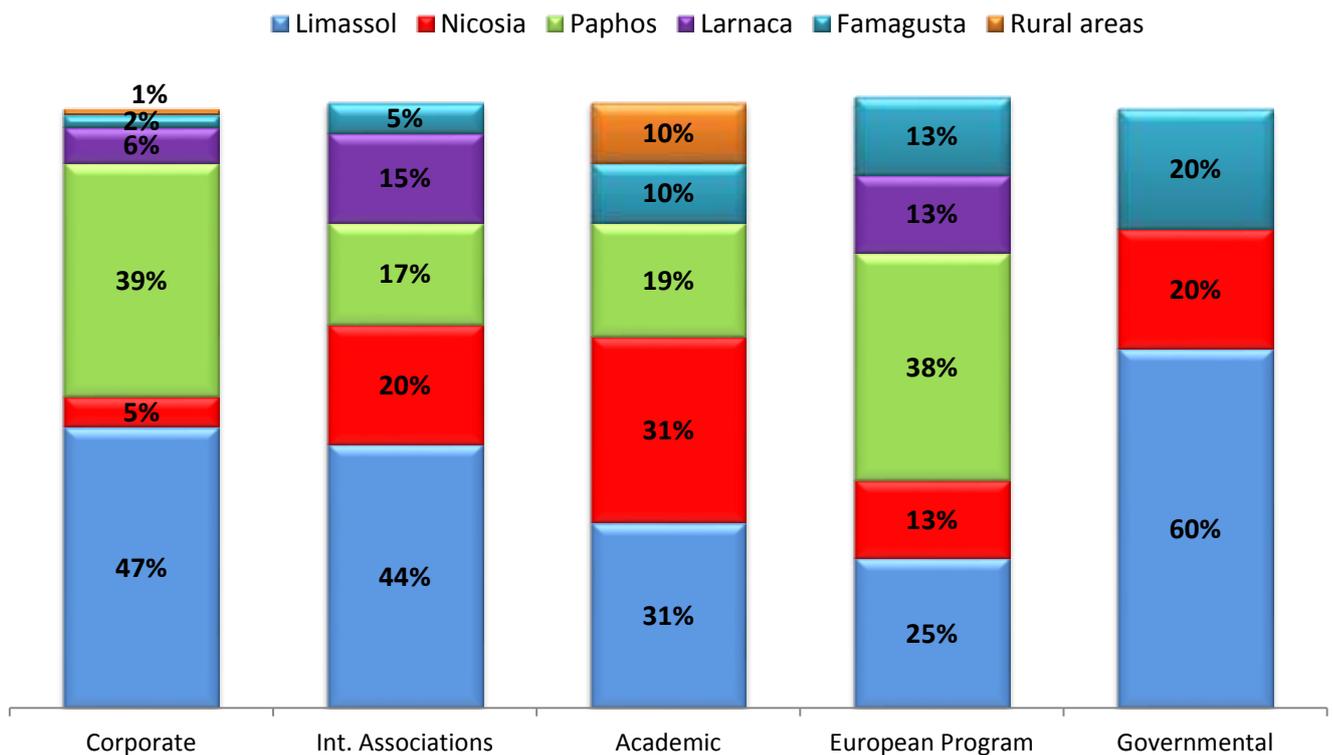


Most of the corporate conferences were conducted in Limassol (47%) while Paphos also earned a substantial share of the market (39%). Nicosia obtained just 5% of the corporate conference market, Larnaca 6% and Famagusta 2%. Limassol is also the market leader in the International Association’s conferences with 44%; Nicosia ranked second with 20% followed closely by Paphos (20%) and Larnaca (15%), while Famagusta ranked fifth with 5%.

Regarding Academic conferences, Limassol and Nicosia are on a par with 31% respectively, while 19% of Academic conferences were conducted in Paphos and 10% respectively in Famagusta and the mountain/rural areas. The statistical base for European Program and Governmental conferences is insufficient; however the tendencies show a higher preference for Paphos regarding European Program conferences and for Limassol regarding Governmental conferences.

Graph 17: Classification of Conferences

(N=248)



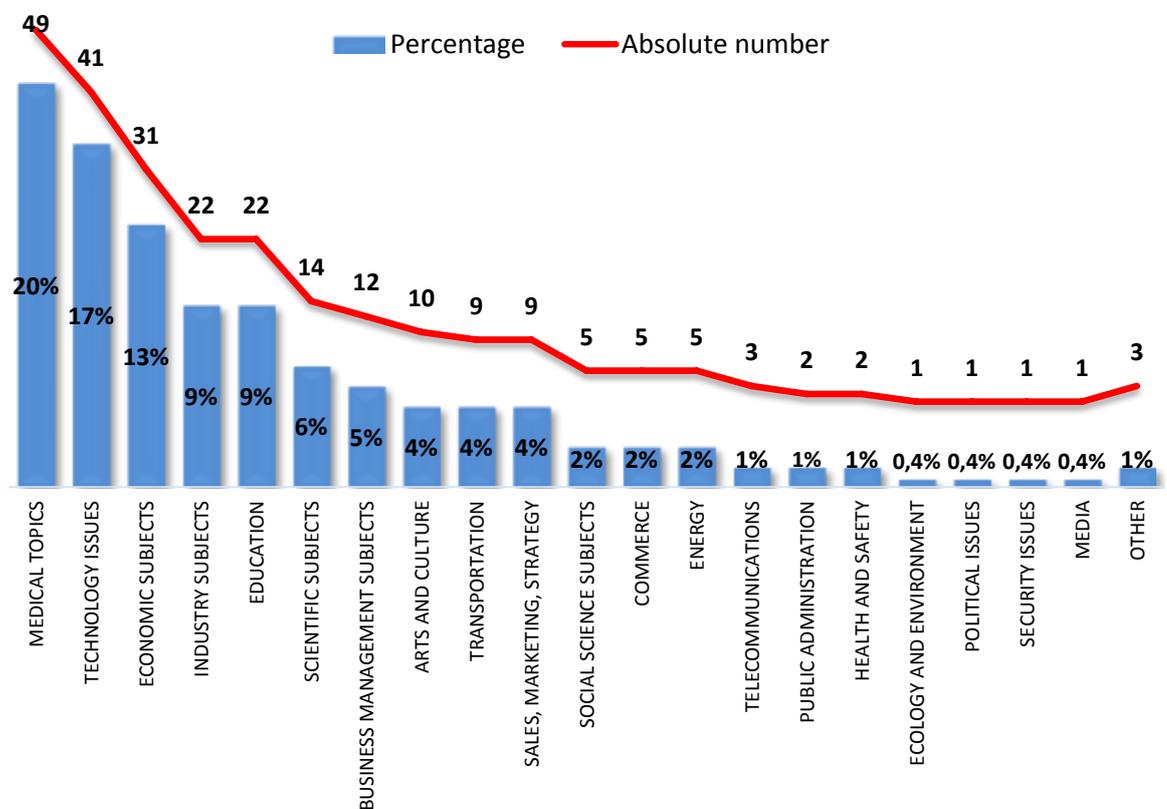
Note: Insufficient statistical base for European Program and Governmental conferences.

6. Main Themes Covered in Conference Events

Conferences focusing on medical issues were the most popular in 2012, accomplishing 20%. Compared to 2011, there was an important increase for medical conferences, moving up from 15% to 20%. Technology was the second most important theme with 17%, recording an increase of six percentage points compared to 2011 (11%). Conferences concentrating on economic subjects ranked third with 13% (10% in 2011), while educational themes come next with 9%, displaying a significant decrease compared to 2011 (16%). Industry related subjects obtained an equal percentage (9%).

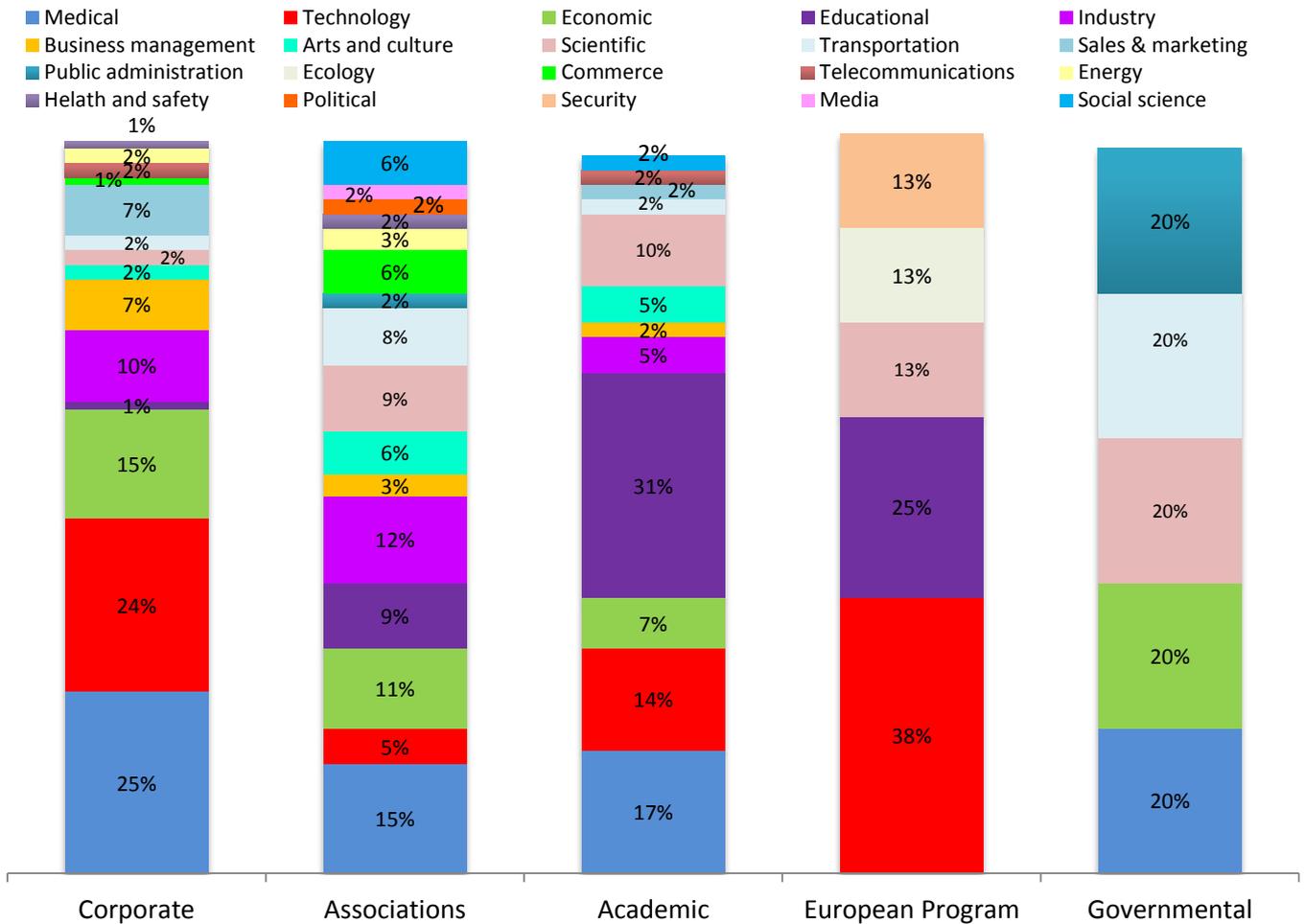
Other important themes, were scientific subjects that suffered a significant decrease from 17% in 2011 to 6% in 2012 while business management subjects obtained 5%. Two new categories in 2012, were arts and culture and transportation issues both obtaining 4%, while sales & marketing issues also achieved 4%. Other themes obtaining lower shares were commerce (2%), social sciences (2%), energy (2%), telecommunications (1%), public administration (1%) and health and safety (1%).

Graph 18: Themes covered in Conferences – excluding events of the Cyprus Presidency (N=248)



Corporate conferences concentrated mostly on medical subjects (25%), technology (24%) and economic issues (15%). International Association’s conferences also focused mainly on medical subjects (15%), industry related issues (12%) and economic issues (11%). The primary themes for Academic conferences were educational subjects (31%), medical subjects (17%) and technology issues (14%), while European Program conferences focused mainly on technology issues (38%).

Graph 19: Main themes covered by classification of Conference Events - excluding events of the Cyprus Presidency (N=248)



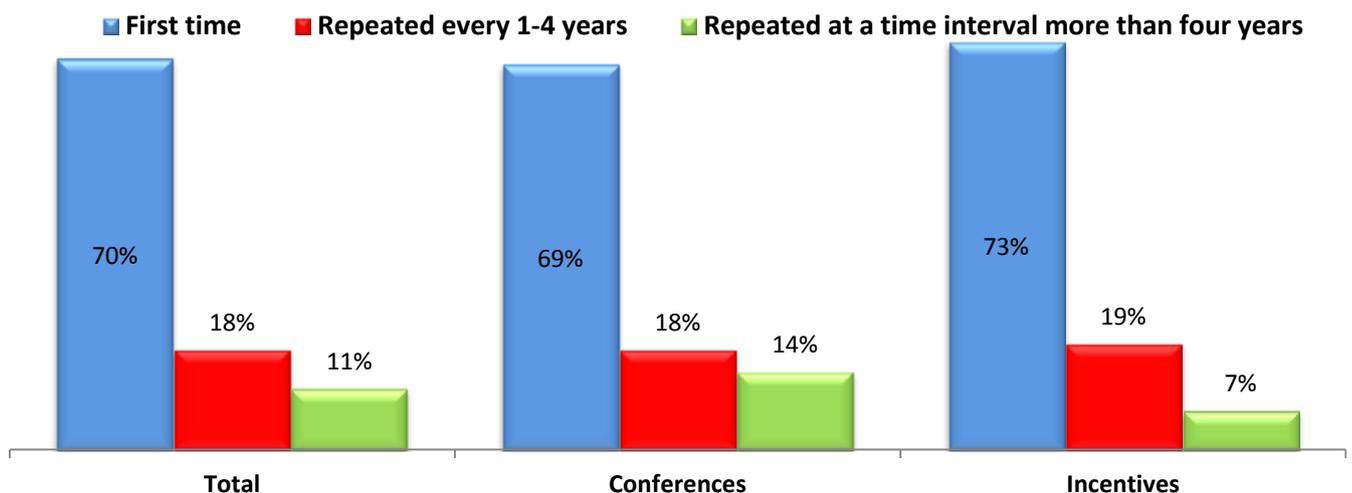
Note: Insufficient statistical base for European Program and Governmental conferences.

7. Repetitive and Occasional Events

The majority of events (70%) were organized for the first time in Cyprus, while in 2011 the respective rate was lower by eight percentage points (62%). The same tendency applies for both conferences (69%) and incentive trips (73%). In 2011, the corresponding figures were 67% for conferences and 48% for incentive trips.

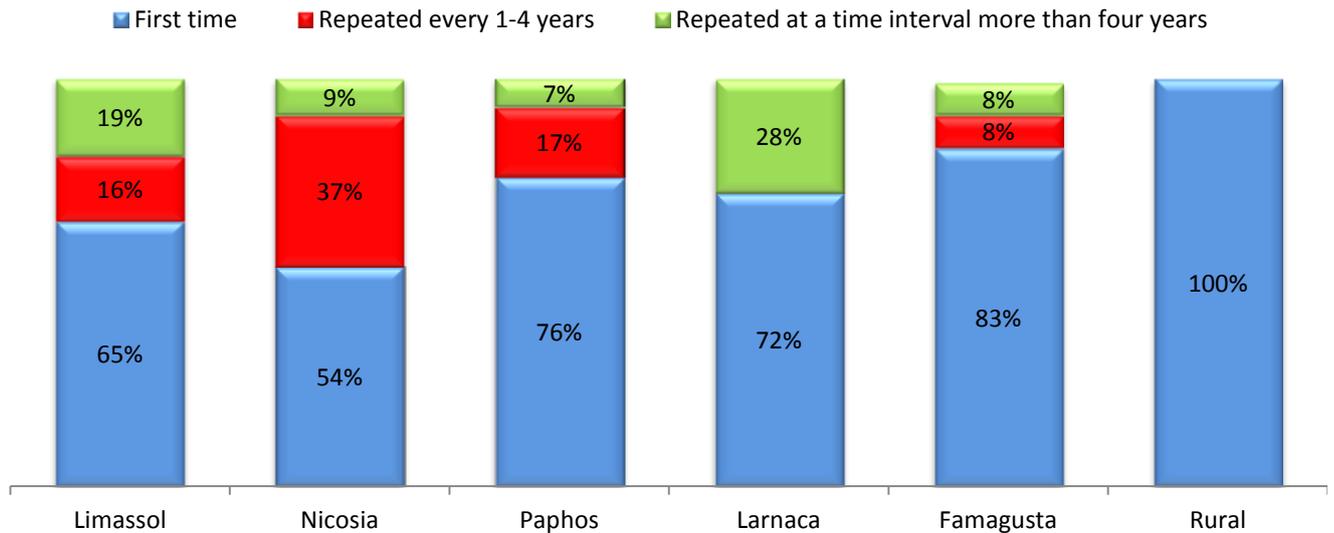
Approximately one out of five events is repeated every one to four years (18%) and 11% were organized in Cyprus more than four years ago. The repetition of incentive trips at the time interval of one to four years amounts to 19%, which is marginally higher than the corresponding rate for conferences (18%). On the contrary, the rate for conferences repeated at a time interval of more than four years amounts to 14% and is significantly higher than the respective rate for incentive trips (7%).

Graph 20: Repetitive and occasional events - excluding events of the Cyprus Presidency (N=410)



Nicosia and Limassol accomplished the highest repetition rates, while the lowest were recorded in Famagusta and Paphos. Specifically, 65% of conferences carried out in Limassol were organized for the first time and 35% were repeated in the past. In Paphos, 24% of conferences were repeated in the past and 76% were organized for the first time. On the contrary in Nicosia, the repetition rate for conferences adds up to 46% while 54% were carried out for the first time. In Larnaca 72% of conferences were carried out for the first time and 28% were repeated, while in Famagusta the proportion of conferences organized for the first time amounts to 83%.

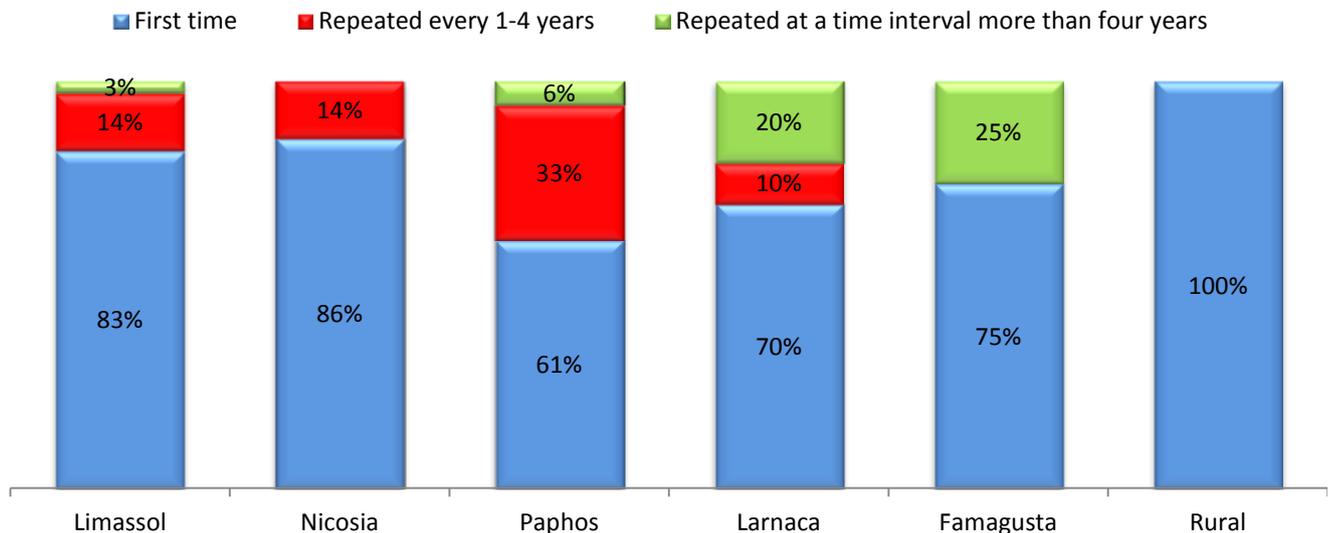
Graph 21: Repetitive and occasional conferences by district (N=248)



Note: Insufficient statistical base for rural areas.

In all districts, the majority of incentive events were conducted for the first time. Specifically, 83% of the incentive events in Limassol were organized for the first time while the corresponding figures for Nicosia and Famagusta are 86% and 75%. Paphos and Larnaca, achieved the highest repetition rates with 39% and 30% respectively.

Graph 22: Repetitive and occasional Incentive events by district (N=162)



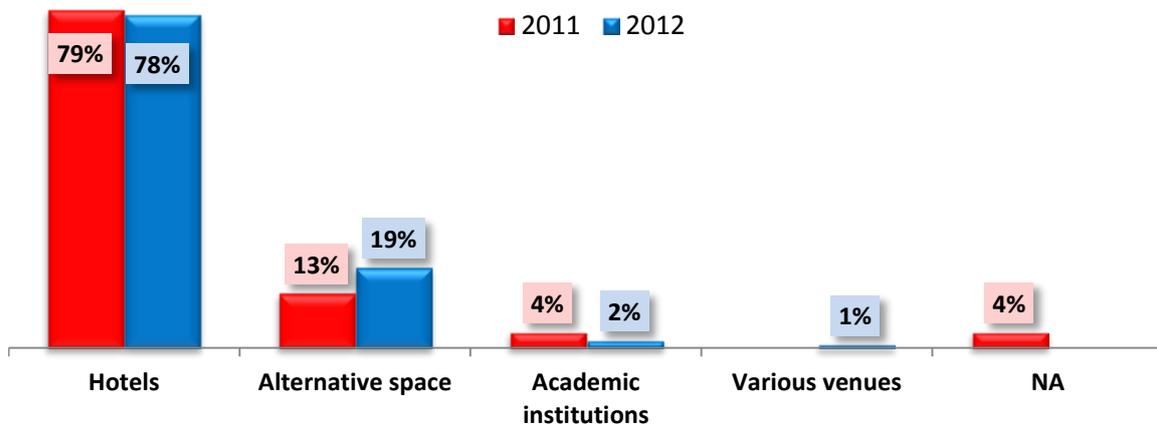
Note: Insufficient statistical base for Nicosia, Famagusta and rural areas.

8. Venue of Events

8.1 Venue for all events organized in 2012

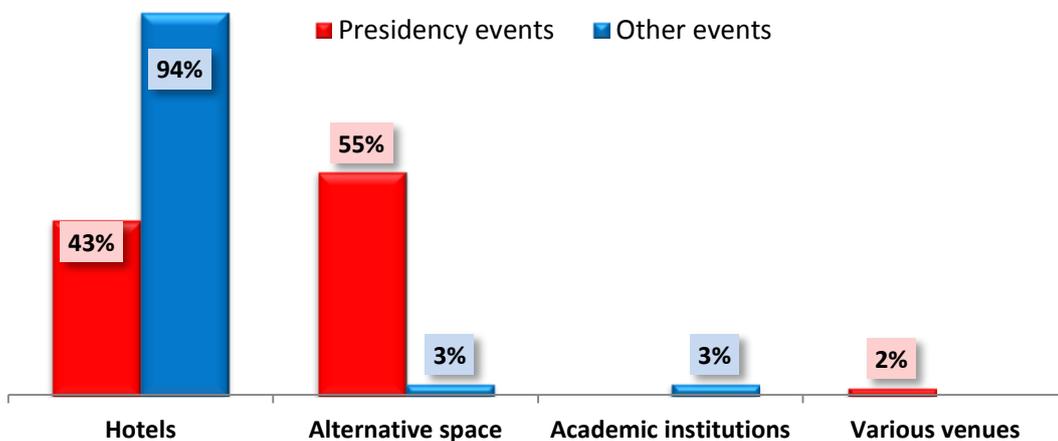
The majority of events, including those organized by the Cyprus Presidency of the Council of the European Union, were conducted in hotels (78% - N=465) while alternative spaces accommodated 19% (N=116) of all events and academic institutions managed just 2% (N=11). Compared to 2011, the share of hotels remained approximately the same (79% -78%), while on the contrary there was a significant increase for alternative spaces moving from 13% to 19%.

Graph 23: Comparison of Venues 2011-2012



Comparing the venues employed by the Cyprus Presidency and by other events, it becomes quite evident that the significant increase for alternative spaces was due to the accommodation of 55% of the Presidency events in this type of venues, compared to 43% for hotels. With regard to other events the preference for hotels reaches 94% while, just 3% were organized at alternative spaces or Academic institutions.

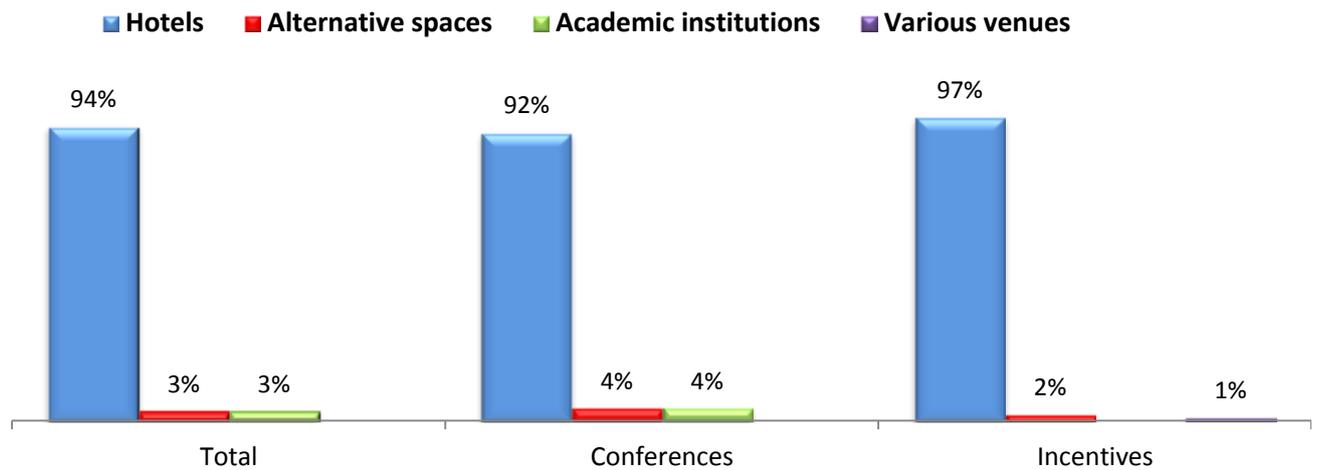
Graph 24: Comparison of Venues used by the Cyprus Presidency and other events (N=597)



8.2 Venue of events - excluding the Cyprus Presidency events

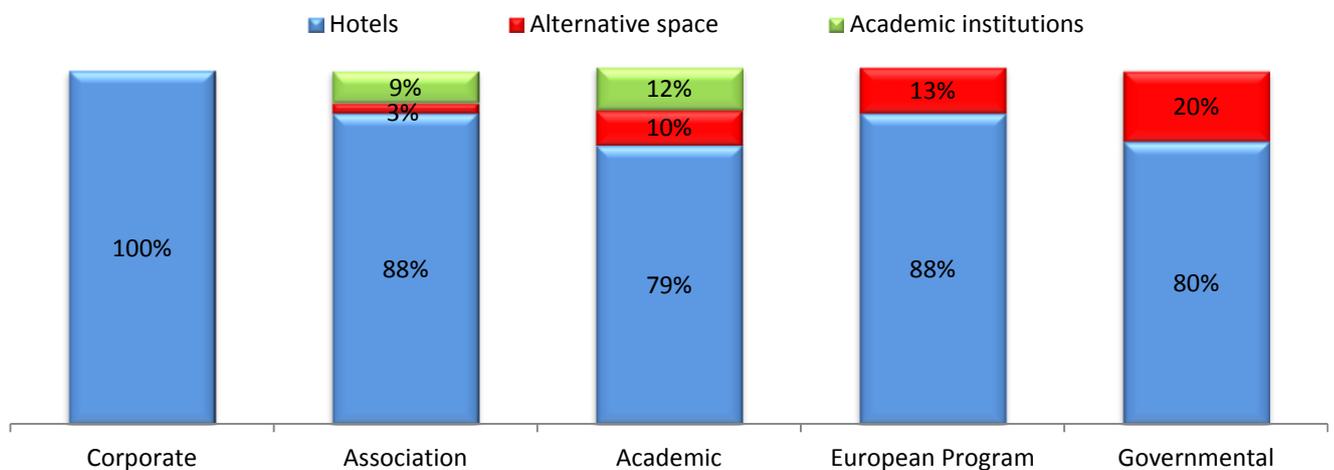
The overwhelming majority of both conferences (92%) and incentive events (97%) were accommodated in hotels. Only 4% of conferences were conducted in alternative spaces and in academic institutions. Similarly, the distribution of incentive events to alternative spaces was just 2% while 1% was administered in various venues.

Graph 25: Venue of events (N=410)



All of the corporate conferences were conducted in hotels. For Association's conferences, 88% were conducted in hotels, 9% in academic institutions and 3% in alternative spaces. More or less the same trend also applies for the other three categories of conferences with academic conferences demonstrating a slight preference for alternative spaces (10%) and academic institutions (13%).

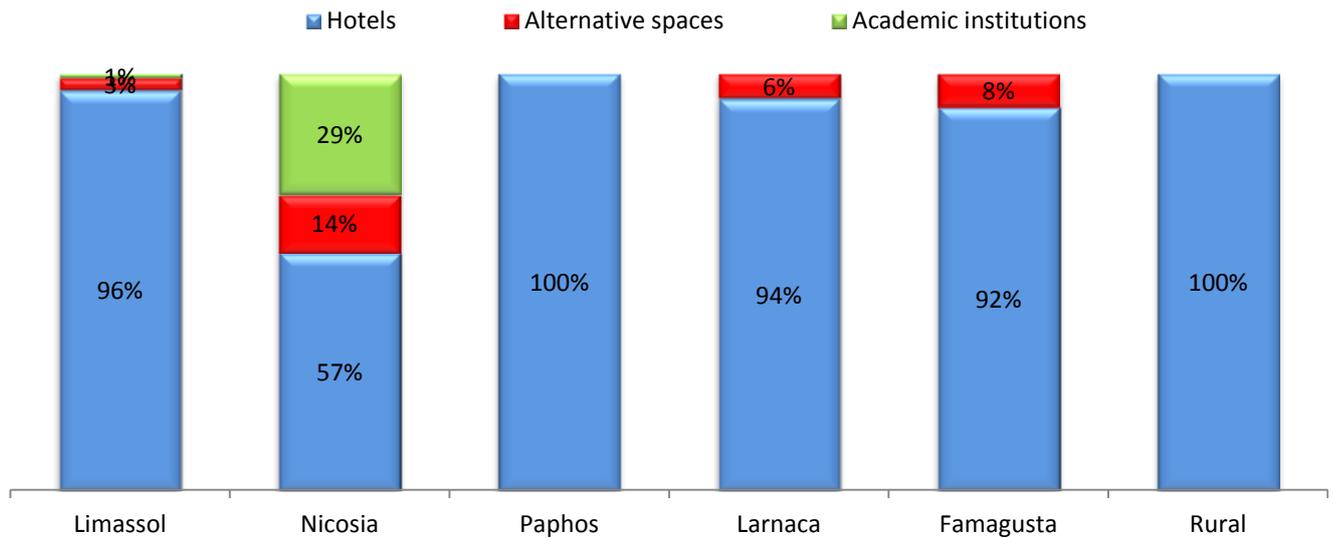
Graph 26: Venue by conference classification (N=248)



Note: Insufficient statistical base for European Program and Governmental conferences.

With the exception of Nicosia, hotels were almost exclusively the preferred venue in all other cities. Specifically, all conferences organized in Paphos and rural areas were carried out in hotels while the corresponding proportion for other cities was 96% for Limassol, 94% for Larnaca and 92% for Famagusta. In Nicosia, 57% of conferences were conducted in hotels, 29% in academic institutions and 14% in alternative spaces.

Graph 27: Venue of conferences by district (N=248)



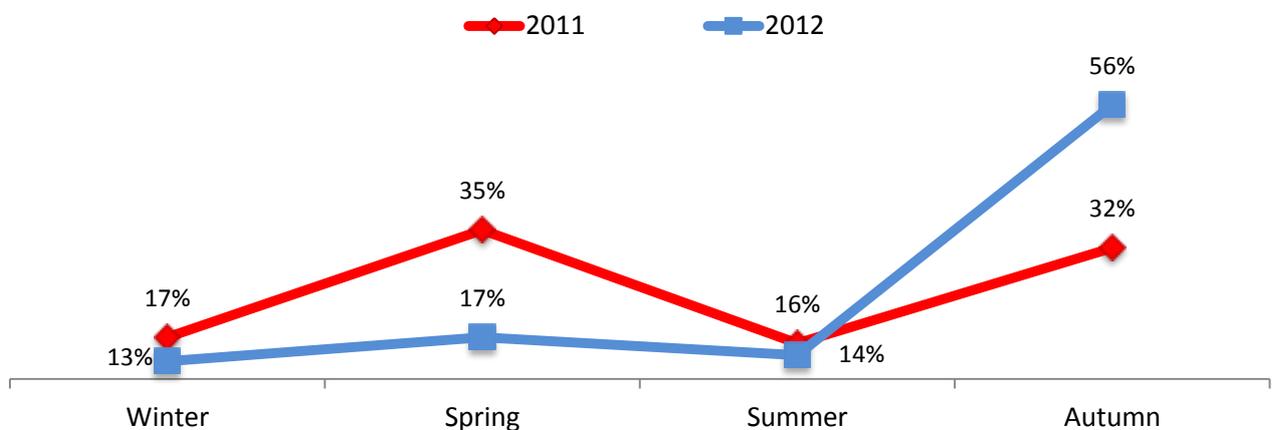
Note: Insufficient statistical base for Famagusta and rural areas.

9. Seasonality of Events

9.1 Seasonality for all events organized in 2012

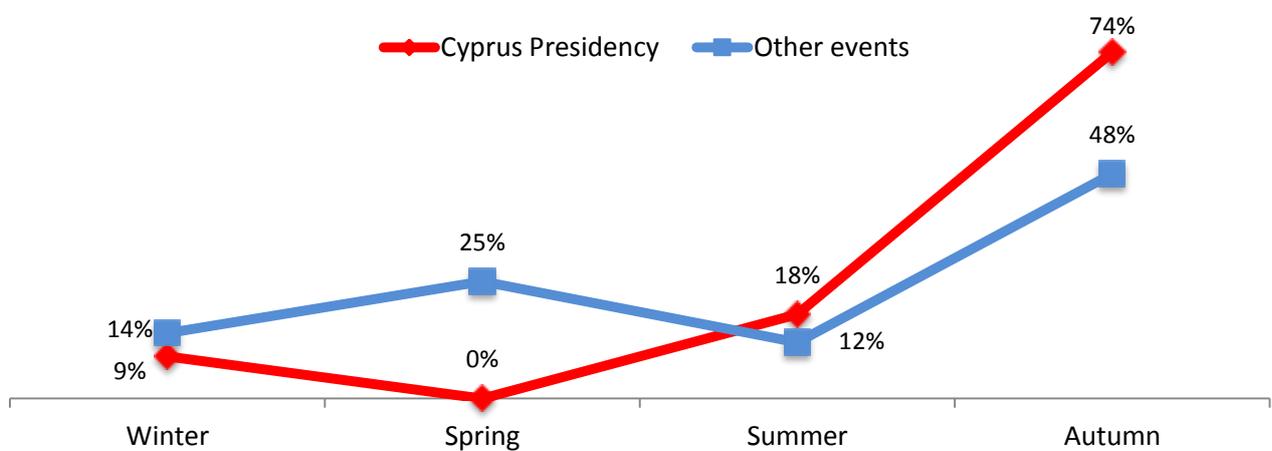
The majority of all events (including Cyprus Presidency events) were organized in autumn (56%) while the corresponding percentages for other seasons were 13% for winter, 17% for summer and 14% for spring. In 2011, spring and autumn were the most popular seasons obtaining 35% and 32% respectively while 17% were conducted during the winter and 16% during the summer.

Graph 28: Comparison of seasonality of events 2011-2012



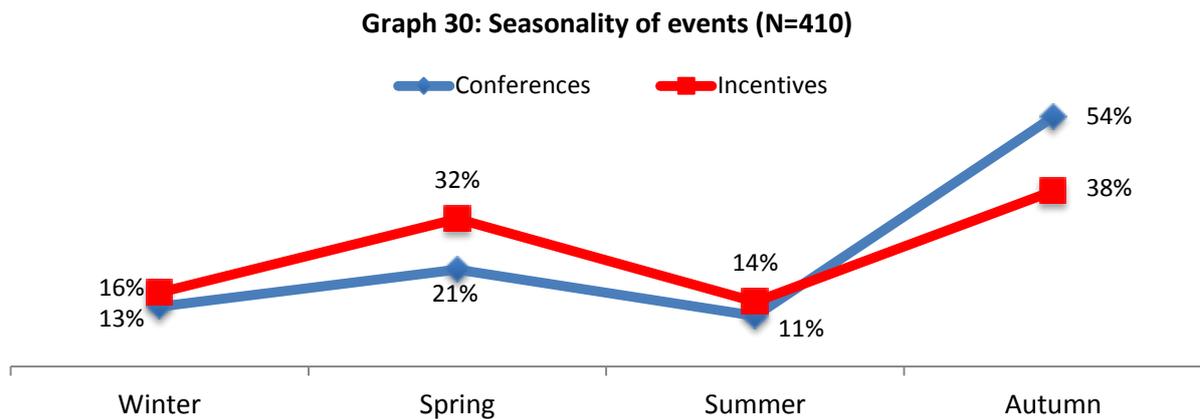
The majority (74%) of Presidency events were organized during autumn, 18% were conducted during summer and only 9% were allocated to winter. Autumn was also the most preferred season for other events obtaining 48%. Spring ranks second with 25% followed by winter (14%) and summer (12%).

Graph 29: Comparison of seasonality for the Cyprus Presidency and other events (N=597)

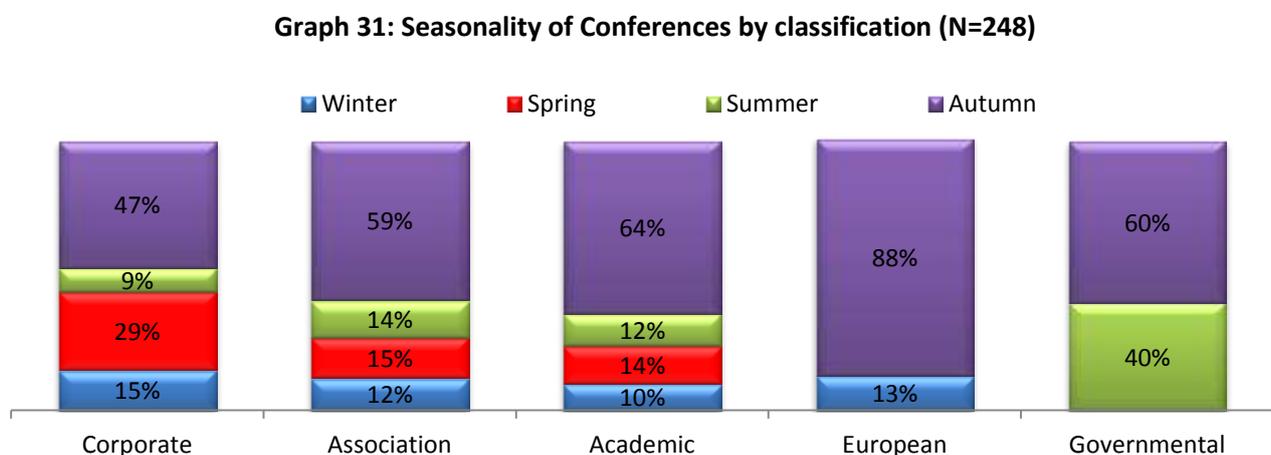


9.2 Seasonality of events – excluding the Cyprus Presidency events

Autumn is the most favorable season for organizing both conferences and incentive events while summer is the least preferred. The majority of conferences (54%) were conducted during autumn, 21% were organized during spring, 13% during winter and just 11% during summer. With regard to the incentive market, autumn (38%) and spring (32%) are also the most popular seasons, followed by winter (16%) and summer (14%).



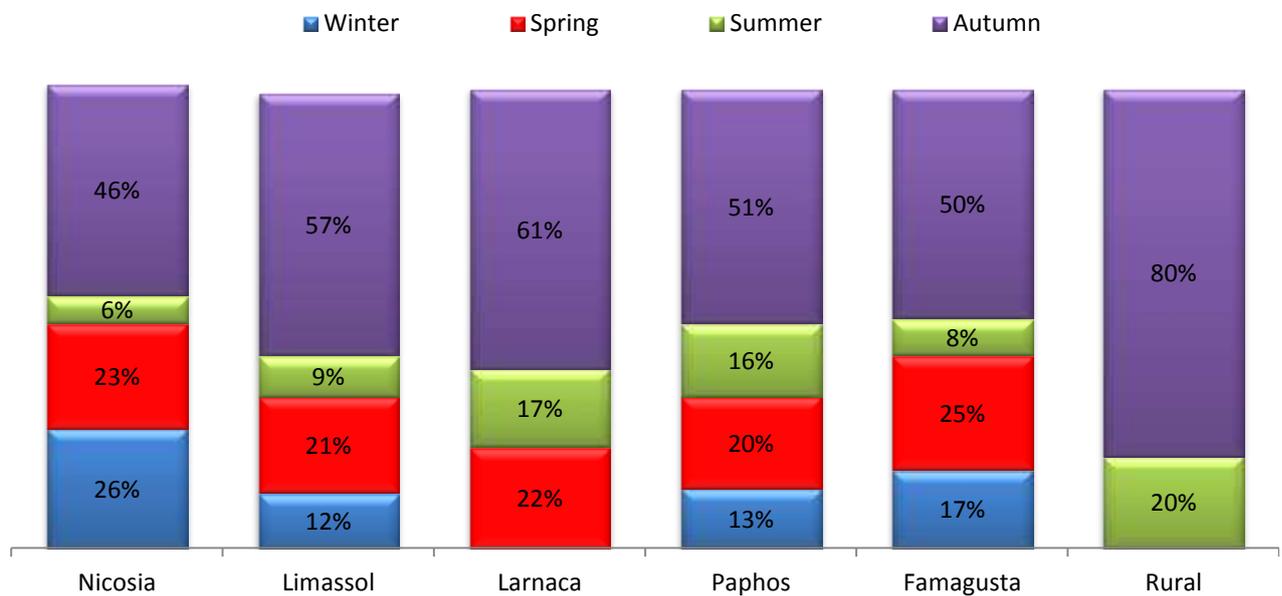
For all conference's categories, autumn is the most preferred season. Specifically, 47% of corporate conferences were conducted during autumn and the respective percentages for other categories are 59% for Associations, 64% for Academic, 88% for European Programs and 60% for Governmental conferences. Spring obtained a significant share among corporate conferences (29%) while 15% were conducted during winter. Spring is also the second most preferred season for Academic conferences (14%) followed closely by summer with 12%. For Association's conferences there is a more even balance of preferences towards the other three seasons, with spring capturing a slightly higher share (15%).



Note: Insufficient statistical base for European Program and Governmental conferences.

The most preferred season for conferences in Nicosia is autumn (46%), while winter ranked second with 26%, followed by spring (23%) and summer (6%). For Limassol, the majority (57%) of conferences was organized in autumn, 21% were conducted during spring, 12% during winter and just 9% in the summer. Three out of five conferences organized in Larnaca were run during autumn, 22% during spring and 17% during summer. In Paphos, one out of two conferences took place during autumn, 20% during spring, 16% during summer and 13% during winter. In Famagusta, 50% of conferences were organized during autumn, 25% during spring, 17% during winter and 8% during summer.

Graph 32: Seasonality of conferences by district (N=248)



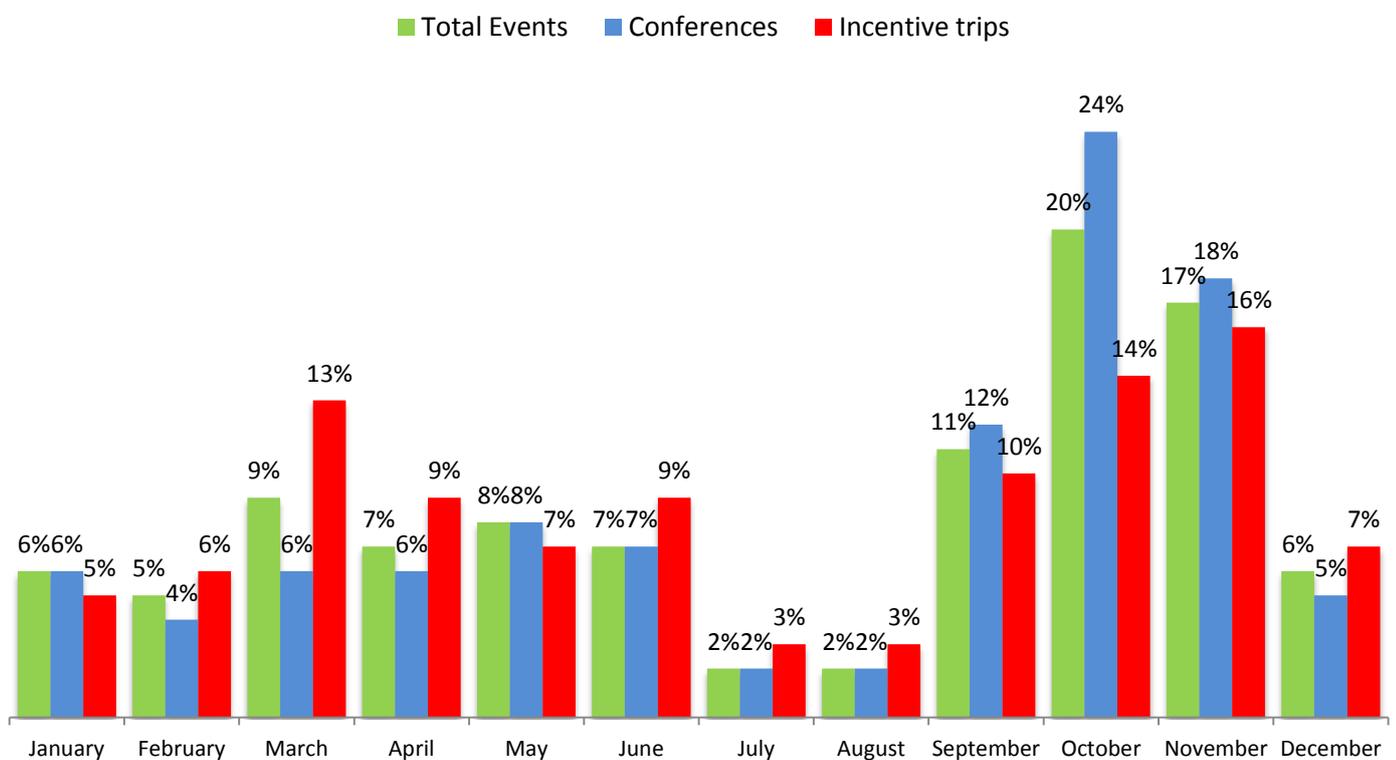
Note: Insufficient statistical base for Famagusta and rural areas.

9.3 Distribution of events by month - excluding the Cyprus Presidency events

October is the most popular month for conferences (23%) followed by November (17%), September (14%) and May (9%). June obtained 7% while 6% respectively were accorded to March and April. January accomplished a share of 5% and ranks higher than December (4%) and February (4%), July (2%) and August (2%). In 2011, May was first with 17% while October was second with 14% followed by November (11%), June (9%) and April (9%). The most significant changes relate to May, which moved from the first to the fourth position and the significant increase of October's share moving upwards from 14% to 23% in 2012.

November is the most preferred month for incentive events accomplishing 15%. October ranked second with 13% and March was third with 12%. One out of ten incentive events was carried out during September and May, 9% during April and June and 7% during December. February ranked ninth with 6% and is ahead of January (4%), July (2%) and August (2%). In 2011, May was the most popular month with a share of 18% and June was second with 12%, while September, October and April obtained 11% respectively.

Graph 33: Monthly Distribution of Events (N=410)

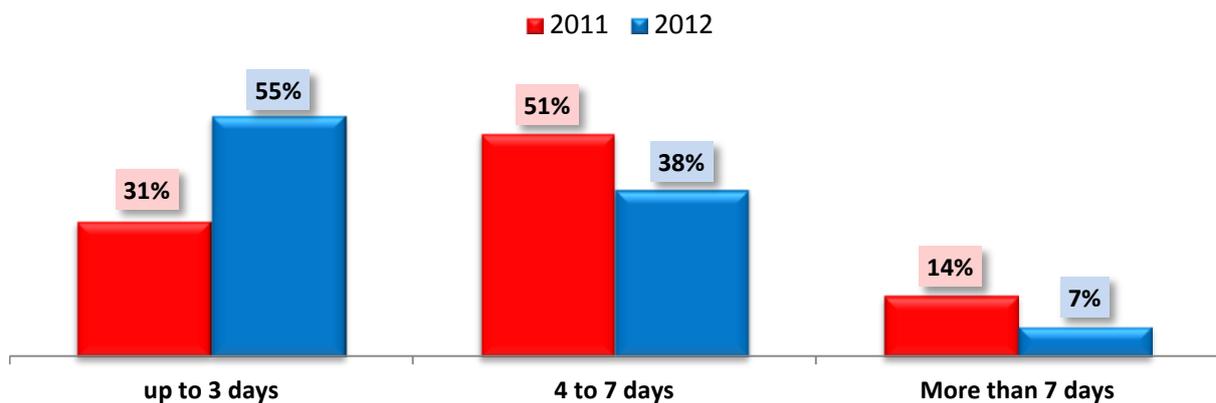


10. Duration of Events

10.1 Duration of all events organized in 2012

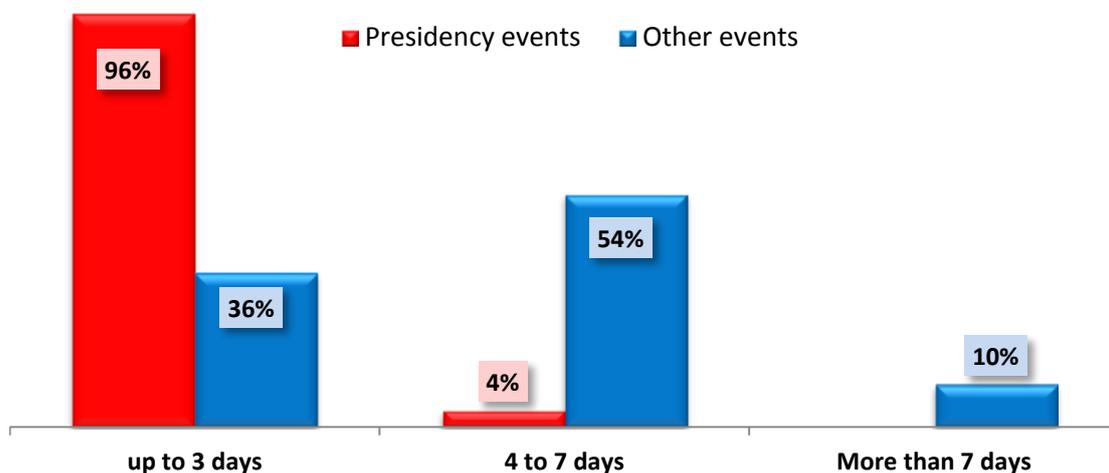
The majority of events organized in 2012 lasted up to three days (55%), while 38% carried on four to seven days and 7% ran for more than seven days. The duration of events in 2012 is significantly lower than that of events organized in 2011. Specifically, in 2011 the marginal majority of events lasted four to seven days (51%), while 31% lasted up to three days and 14% ran for more than seven days.

Graph 34: Comparison of duration 2011-2012



The discrepancy identified above, regarding the smaller duration of 2012 events, evidently was affected by the events organized within the context of Cyprus Presidency of the Council of the European Union. The overwhelming majority (96%) of the Presidency events lasted up to three days, while in the case of other events the majority (54%) ran four to seven days, 10% were carried out for more than seven days and 36% lasted up to three days. Apparently, the duration of other events in 2012, is comparable with the corresponding results of 2011.

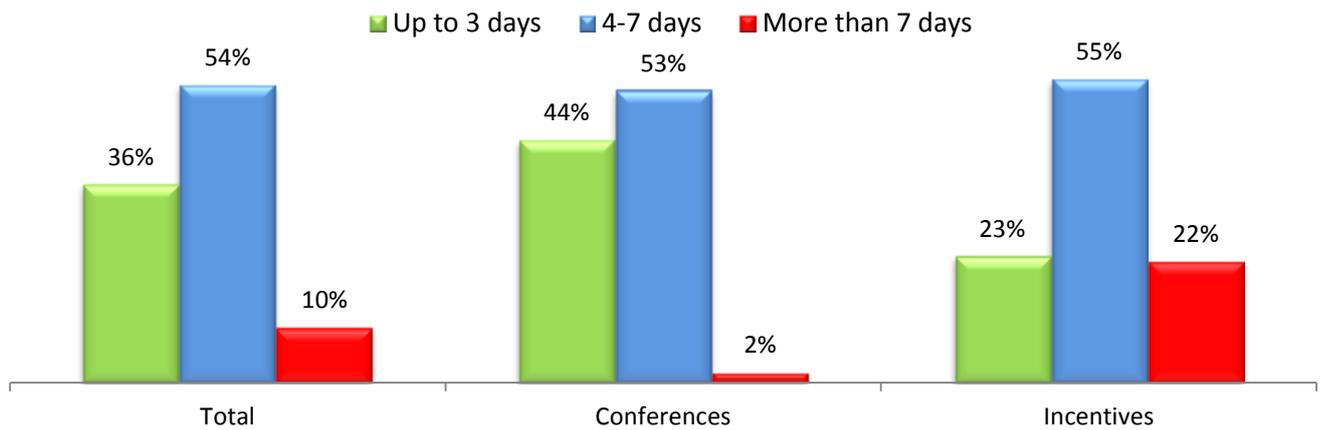
Graph 35: Comparison of duration of events conducted by the Cyprus Presidency and other events (N=597)



10.2 Duration of events – excluding the Cyprus Presidency events

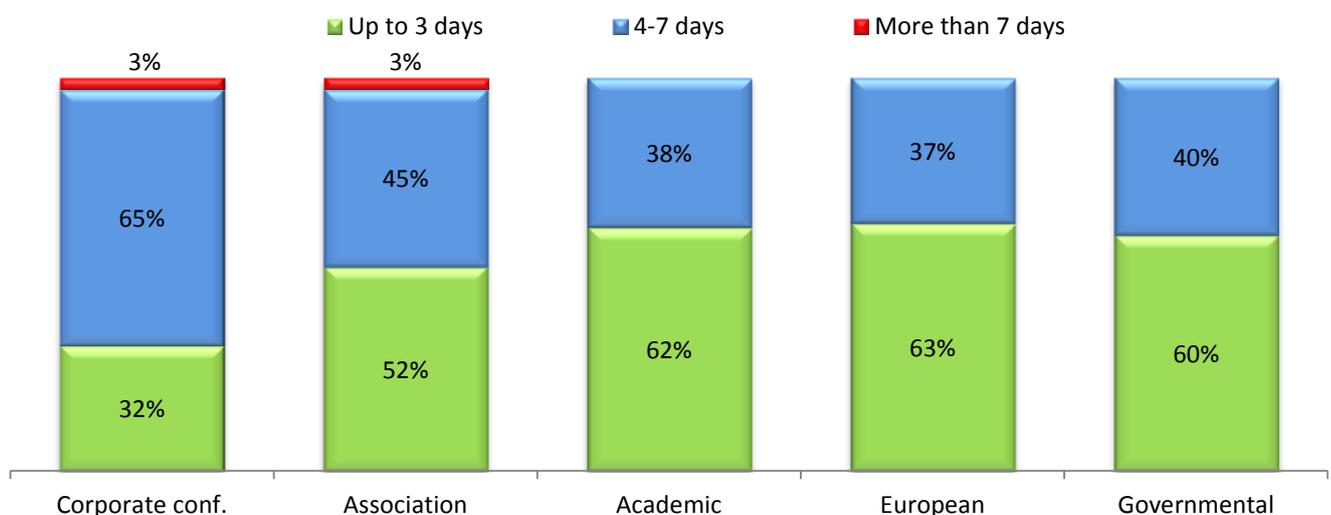
The majority of conferences (53%) lasted four to seven days, a considerable proportion ran up to three days (44%) and only 2% were carried out for more than seven days. Compared to conferences, the duration of incentive events is longer, since 55% ran four to seven days, 22% lasted more than seven days and 23% up to three days.

Graph 36: Duration of events – excluding the Cyprus Presidency events (N=410)



Contrary to other categories, the majority (65%) of corporate conferences lasted four to seven days, 32% went on for up to three days and just 3% ran for more than seven days. For all other categories, the most frequent duration was up to three days. The marginal majority (52%) of Association conferences lasted up to three days and 45% ran four to seven days. Similarly, 62% of Academic conferences fall in the range of up to three days and 38% lasted four to seven days.

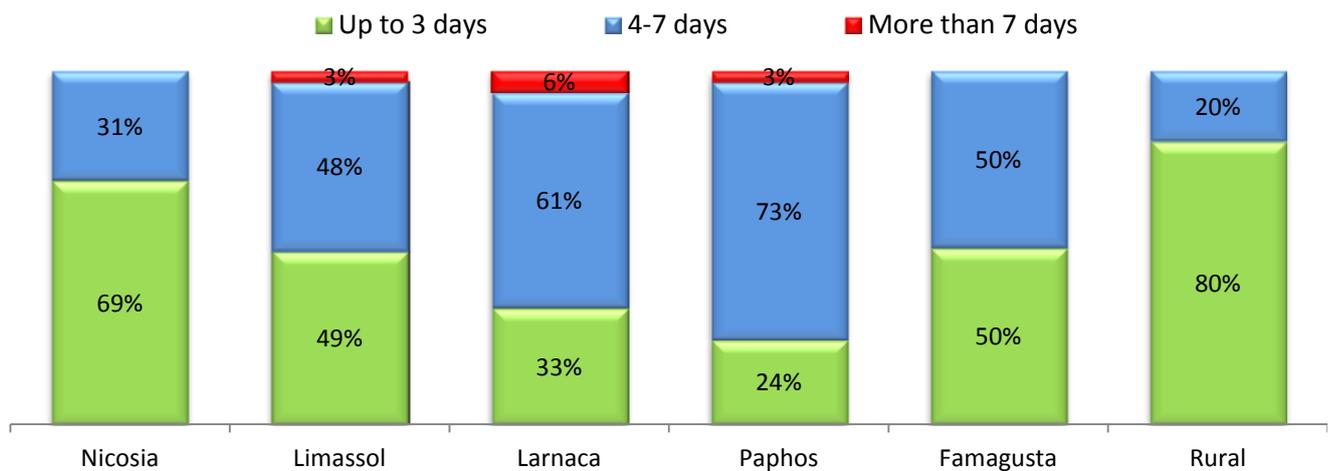
Graph 37: Duration of conferences by classification (N=248)



Note: Insufficient statistical base for European Program and Governmental conferences.

Nicosia recorded the highest share of conferences lasting up to three days; Limassol displays an almost equal share for conferences lasting up to three days (49%) and four to seven days (48%), while the most frequent duration for the other districts is four to seven days. The majority of conferences (69%) conducted in Nicosia lasted up to 3 days while 31% went on four to seven days. For Paphos (73%) of conferences lasted four to seven days and 24% up to three days while the corresponding percentages for Larnaca were 61% for conferences lasting four to seven days and 33% lasting up to three days.

Graph 38: Duration of conferences by district (N=248)

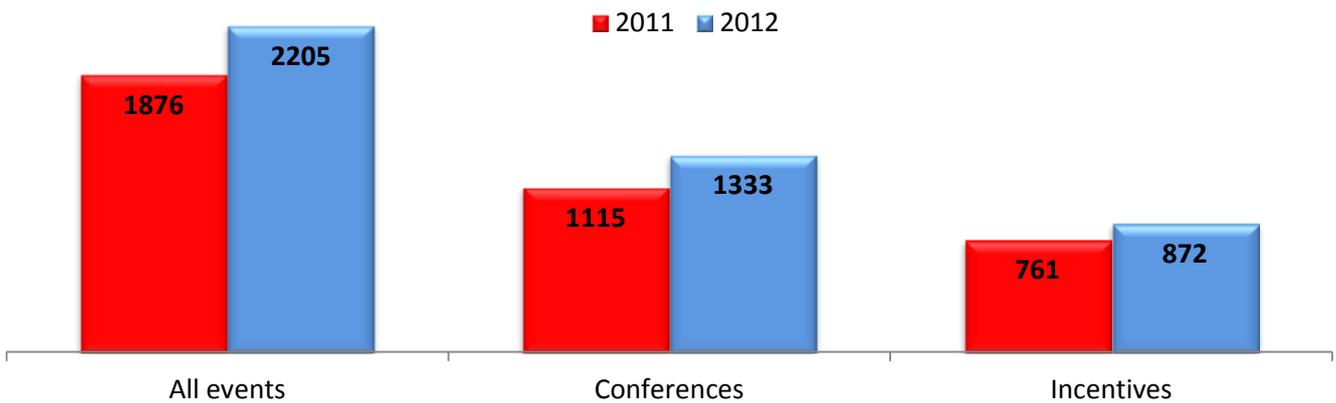


Note: Insufficient statistical base for Famagusta and rural areas.

10.3 Total and Average Days

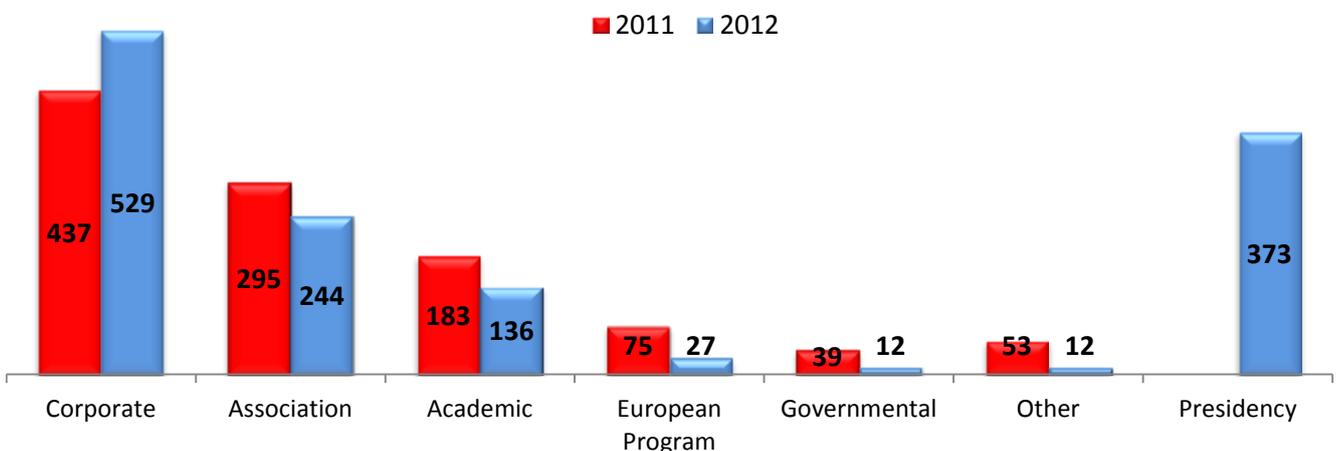
The total number of days for all 597 events conducted in 2012 was 2,205 allocated to 1,333 days or 60% for conferences and 872 days or 40% for incentive events. Compared to 2011 there was a significant increase in total number of days for all events, amounting to 18% or 329 days. The duration increment for conferences adds up to 20% or a total of 218 days and for incentives comes up to 15% or 111 days.

Graph 39: Comparison of total number of days for all events 2011-2012



The lengthiest duration was recorded for corporate conferences, with a total of 529 days compared to 437 days in 2011, while Cyprus Presidency of the Council of European Union conferences ranked second with 373 days. The total number of days for Association conferences was 244 which is lower than 2011 (295 days). The total duration of Academic conferences decreased from 183 days in 2011 to 136 days while the contribution of European Program and Governmental conferences was 27 and 12 days accordingly.

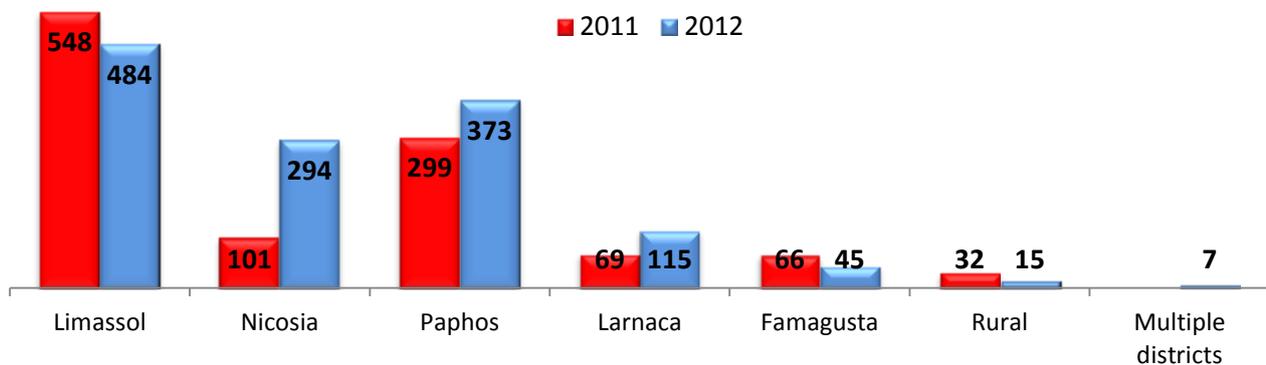
Graph 40: Total Number of days for all conferences by classification (N=435)



Note: Insufficient statistical base for European Program and Governmental conferences.

The total duration of conferences conducted in Limassol in 2012 was 484 days, demonstrating a decrease compared to 2011 (548 days). On the contrary, the total duration of conferences in Paphos has increased from 299 days in 2011 to 373 days in 2012. A similar pattern is also evident in Nicosia and Larnaca which managed to increase the total duration of conferences. Nicosia ranks third in 2012 with 294 days compared to 101 days in 2011, while In Larnaca the total days add up to 115 compared to 69 in 2011.

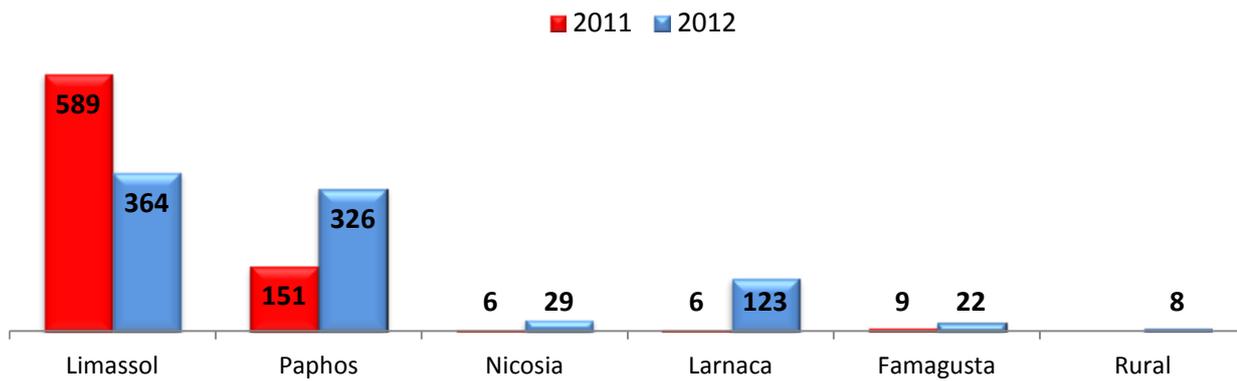
Graph 41: Total number of days for conferences by district (N=435)



Note: Insufficient statistical base for Famagusta and rural areas.

Limassol is the leader in the incentive market in terms of total duration. However, compared to 2011, there was a significant decrease in the duration of incentive events from 589 days in 2011 to 364 days in 2012. Paphos ranked second with 326 days, recording a significant increase compared to 2011 (151 days). For Larnaca, there was also a substantial increment of total duration of incentive events to 123 days compared to just 6 days in 2011 while slight increases were recorded for Nicosia, Famagusta and the rural areas.

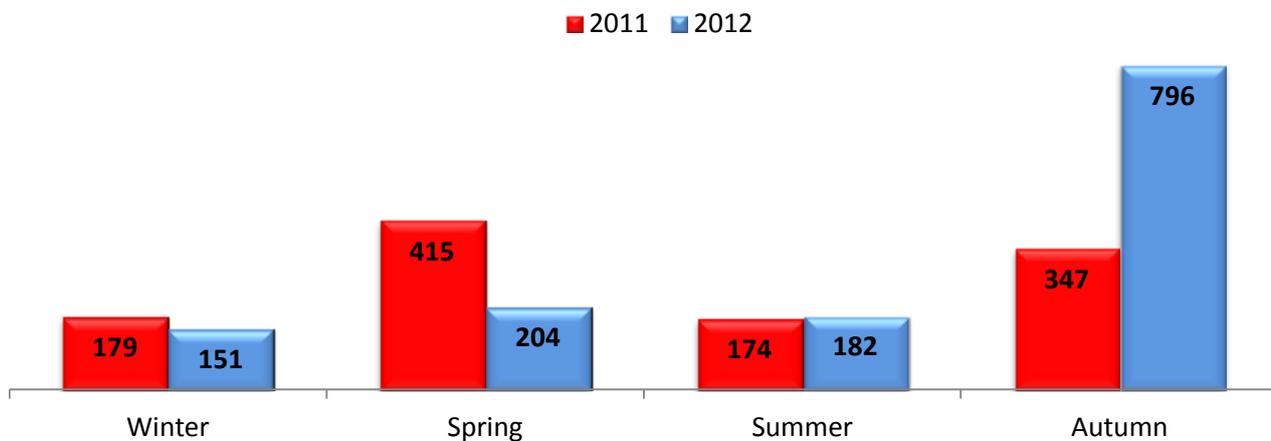
Graph 42: Total number of days for incentive events by district (N=162)



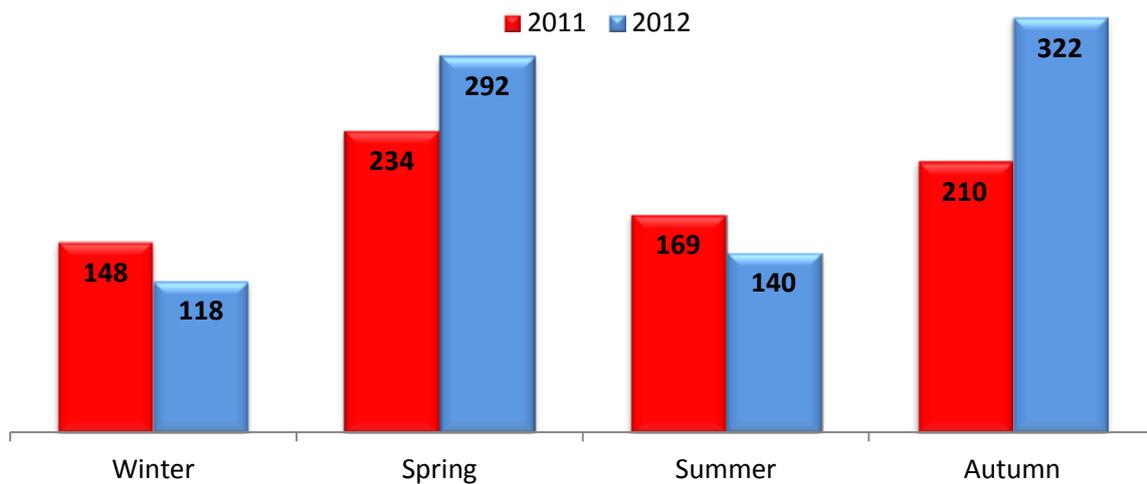
Note: Insufficient statistical base for Famagusta and rural areas.

Conferences conducted during autumn recorded the longest duration amounting to 796 days and achieving a high increment compared to 2011 (347 days). For spring there was a significant reduction of total duration from 415 days in 2011 to 204 days in 2012. Summer ranked third with 182 days and a slight increase compared to 2011 (174), followed by winter with 151 days.

Graph 43: Total number of days for conferences by season (N=435)



Incentive events organized in autumn recorded the longest duration, followed by spring, while both seasons recorded a significant increase compared to 2011. Specifically, the total days for incentive events organized during autumn increased from 210 days in 2011 to 322 in 2012, while the duration of Incentive events conducted during spring increased from 234 days in 2011 to 292 days in 2012. For summer and winter a decrease is recorded in the duration of incentive events compared to 2011. The total duration of incentive events during winter decreased from 148 days in 2011 to 118 days in 2012 and for summer decreased to 140 days, compared to 169 days in 2012.

Graph 44: Total number of days for incentive events by season (N=162)

The average duration of all events was 3.69 days with incentive events achieving a significantly higher average (5.38) than conferences (3.06). In 2011 the total average duration was considerably higher (5.59) and so was the average duration for conferences (4.44) and especially for incentives (8.95).

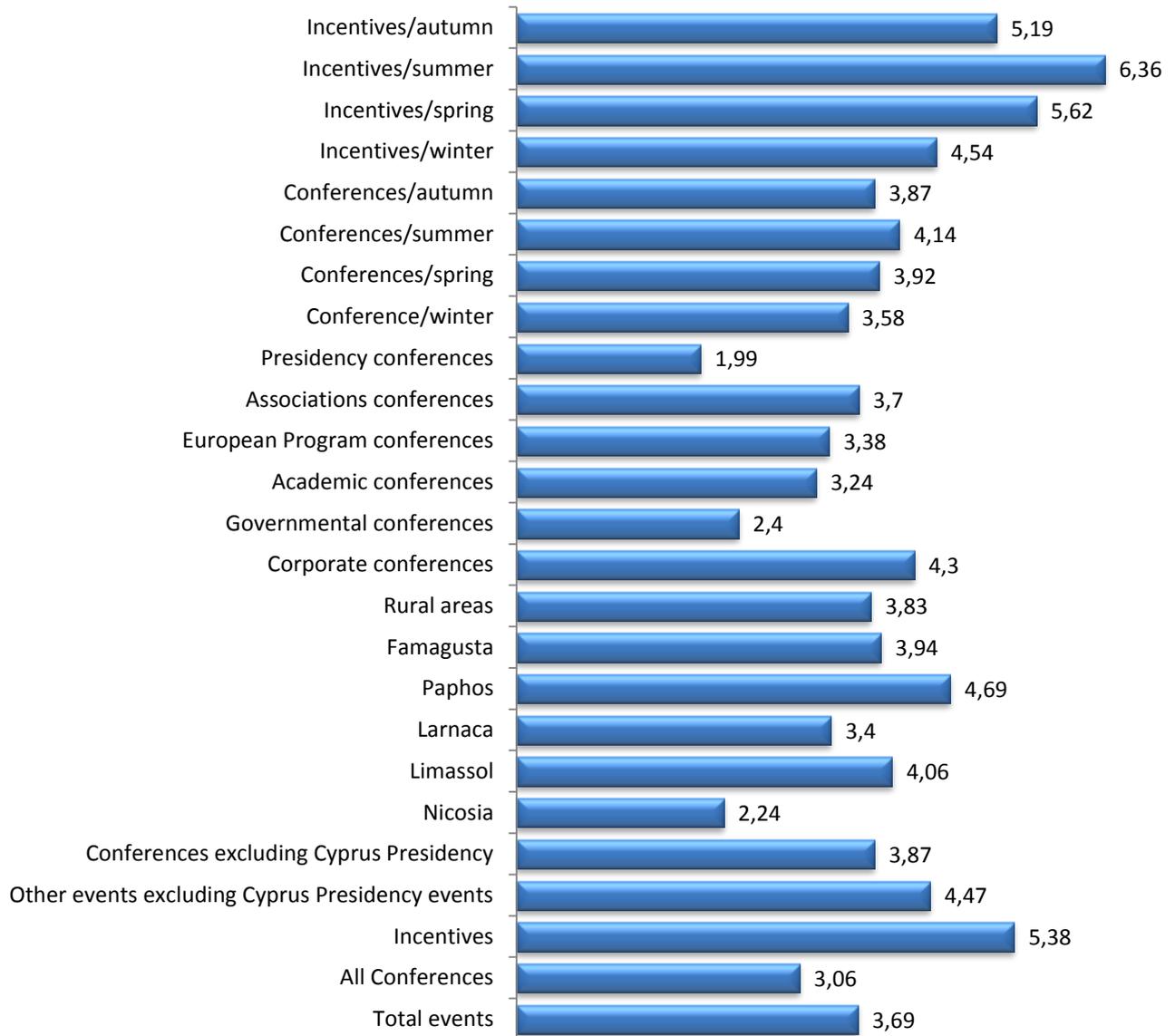
However, it should be noted that the average duration of other events, excluding the events organized by the Cyprus Presidency of the Council of European Union, was 4.47 days, which is closer to the average duration of events organized in 2011.

Regarding the classification of conferences, the highest average score was accomplished by corporate conferences with 4.30 days followed by International Association conferences 3.70, European Program conferences 3.38 and Academic conferences 3.24. The lowest average duration was recorded for the Cyprus Presidency of the Council of European Union conferences with 1.99 days, while the average duration for Governmental conferences was 2.50.

The highest duration for conferences, excluding the Cyprus Presidency conferences, by season occurred during summer with 4.14 days while spring recorded an average of 3.92 days, autumn 3.87 days and winter 3.58 days.

For incentive events the best season in terms of average duration is summer with 6.36 days followed by spring 5.62, autumn 5.19 and winter 4.54 days. Finally, the average duration for all events conducted in Paphos was 4.69 days, in Limassol 4.06, in Larnaca 3.40, in Famagusta 3.94, in rural areas 3.83 and in Nicosia 2.24.

Graph 45: Average Number of Days (N=597)



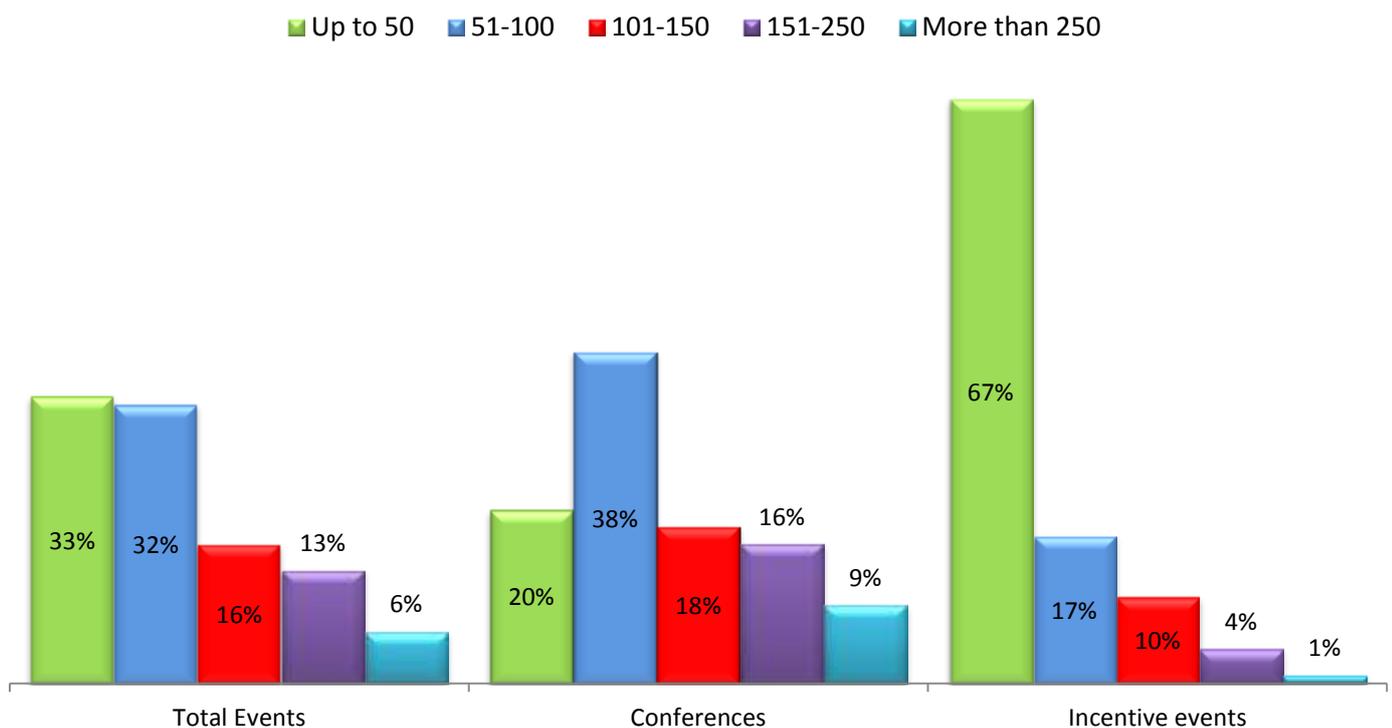
11. Number of Participants

11.1 Breakdown of Participants

The majority (65%) of all events organized in 2012 included up to 100 participants, 29% comprised 101 to 250 and 6% accommodated more than 250 participants. Breaking down the number of participants into smaller intervals it is observed that 33% of the events included up to 50 participants and an equal proportion (32%) covered 51-100 participants. Sixteen percent of all events organized in 2012, included 101-150 participants, 13% comprised 151-250 and only 6% included more than 250 participants.

The conference market comprised more participants than the incentive market, since the majority (80%) of conferences included more than 50 participants whereas the corresponding figure for incentive events was significantly lower (33%). Specifically, 20% of the conferences organized in 2012 had up to 50 participants while the corresponding percentage for incentive events rises to 67%. Thirty eight percent of conferences and 17% of incentive events included 51-100 participants, 18% of conferences and 10% of incentives accommodated 101-150 participants and 25% of conferences and 5% of incentive trips had more than 150 participants.

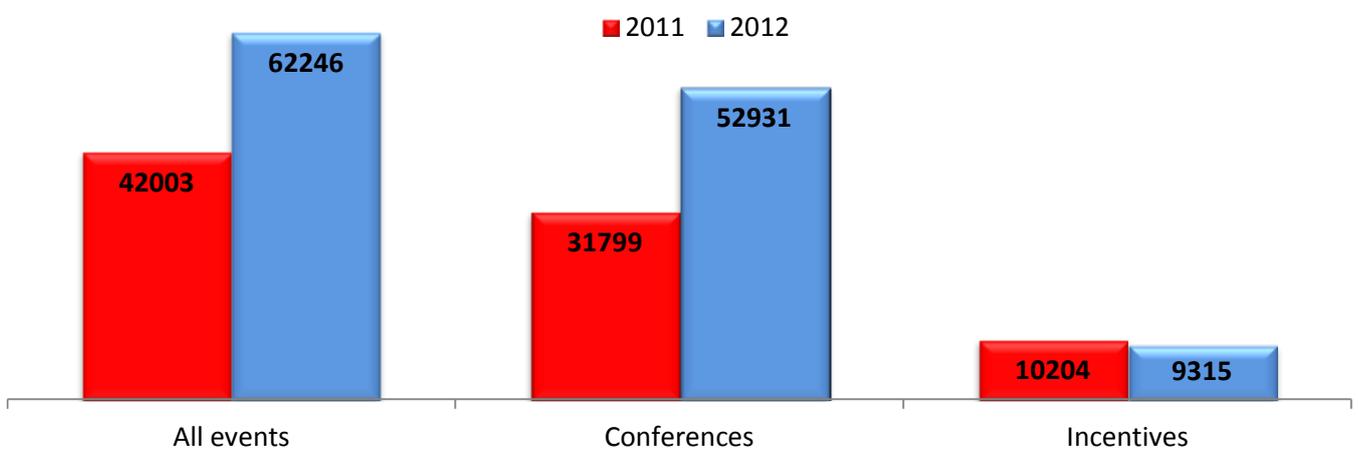
Graph 46: Breakdown of participants (N=597)



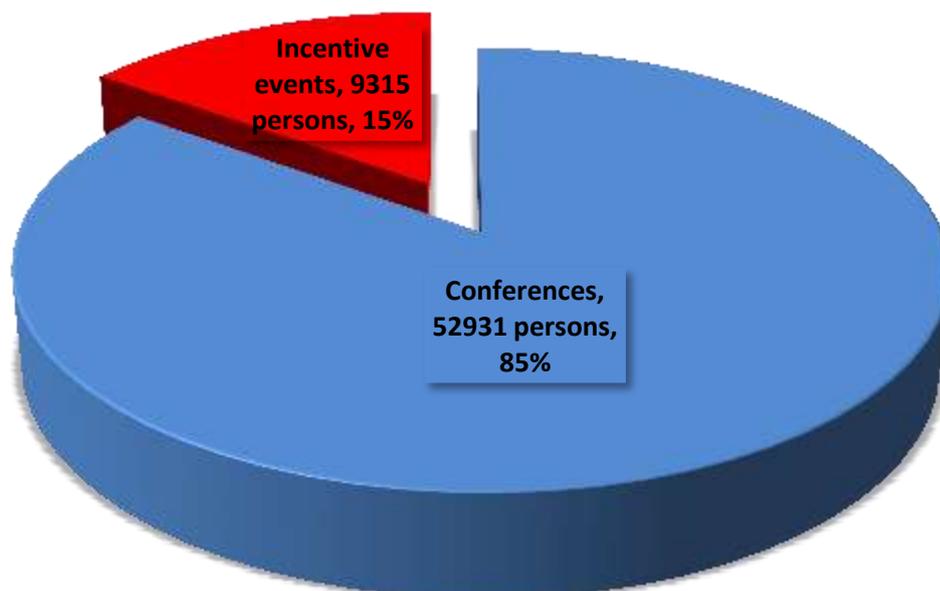
11.2 Total Number of Participants

Out of the total number of events recorded (597), the total number of participants amounts to 62,246 persons. The break down for conferences was 52,931 persons or 85% of the total market and for incentive events 9,315 persons or 15%. In comparison to 2011, there was a substantial increase of 20,243 persons for all events since the corresponding number of participants in 2011 amounted to 42,003. With regard to conferences, participants increased from 31,799 to 52,931 (plus 21,132 persons) while the reverse tendency applies for incentive events, where participants decreased slightly from 10,204 in 2011 to 9,315 in 2012 (minus 889 persons).

Graph 47: Comparison of total number of participants 2011-2012

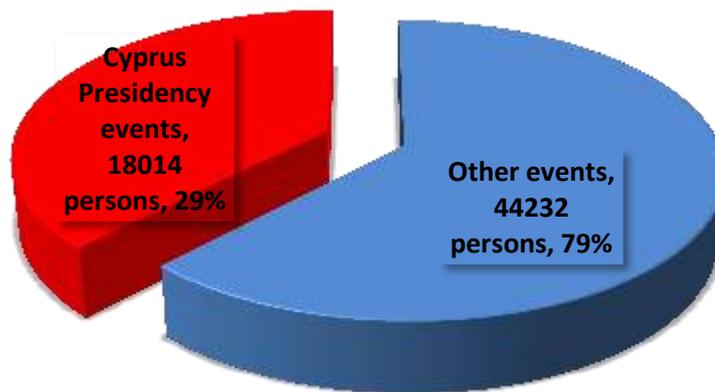


Graph 48: Total number of participants by conferences and incentive events (N=597)



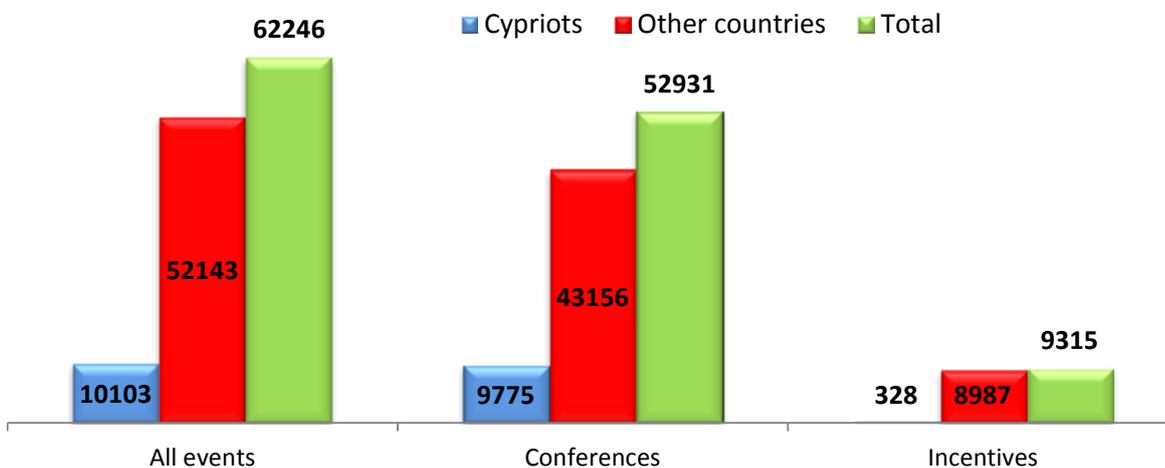
The events organized independently from the Cyprus Presidency of the Council of the European Union, contributed the majority of participants. Specifically, the events organized in the context of the Cyprus Presidency contributed 18,014 participants obtaining a share of 29% while other events contributed 44,232 participants achieving a share of 71% of the total event’s participation. It is obvious, that even if the participants of the Cyprus Presidency events are excluded from the total number of the participants, still there was an increase in participants from 42,033 persons in 2011 to 44,432 in 2012.

Graph 49: Total number of participants by events organized in the context of the Cyprus Presidency and other independent events (N=597)



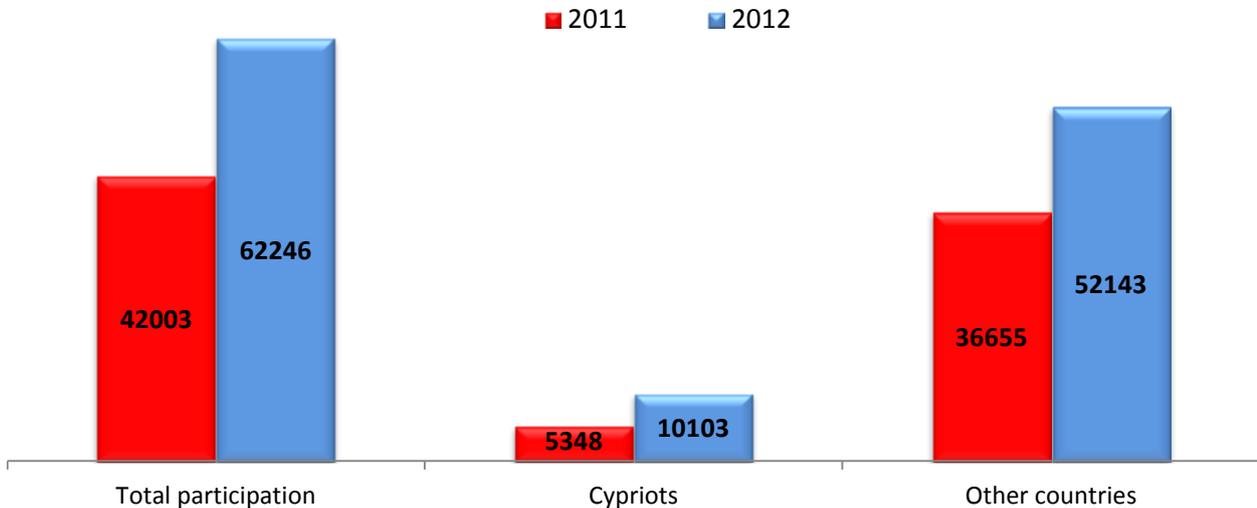
The vast majority (84%) of participants in all events came from abroad (52,143 persons) while Cypriot participants amount to 10,103 or 16% of the total participants. Regarding conferences, Cypriot participants’ amount to 9,775 (18%) and persons from other countries sum up to 43,156 (82%). The corresponding figures for incentive events are 328 Cypriots (4%) and 8,987 (96%) persons from other countries.

Graph 50: Total number of participants by nationality (N=597)



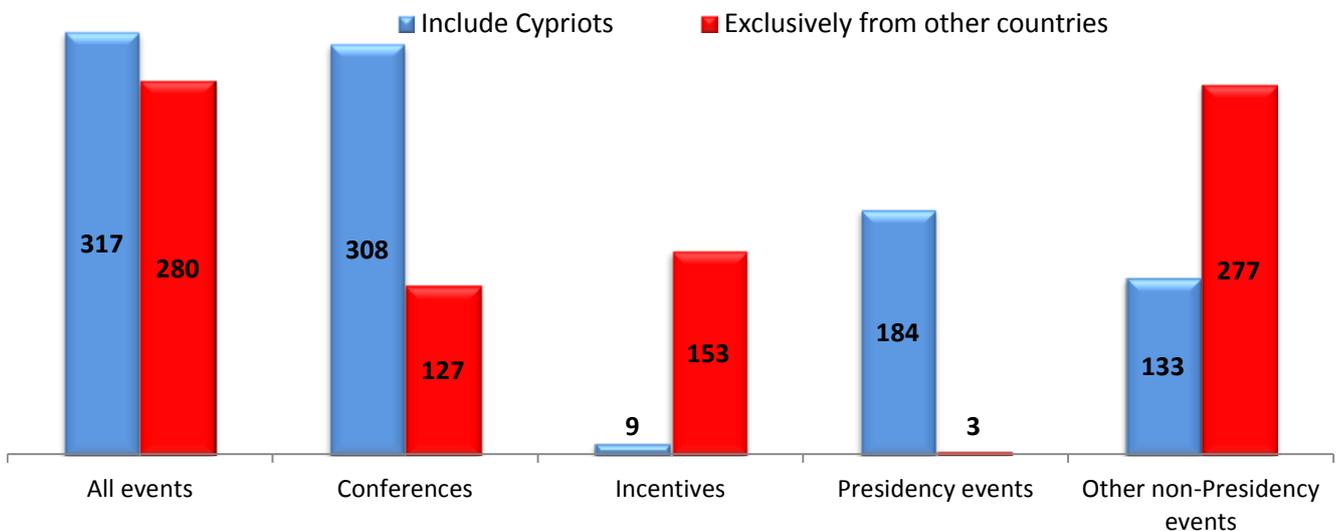
Compared to 2011, the number of foreign participants increased significantly from 36,655 to 52,143 in 2012 and the number of Cypriot participants increased from 5,348 to 10,103.

Graph 51: Comparison of total number of participants by nationality 2011-2012



Most of the events (317) included participants from Cyprus, while 280 events comprised exclusively participants from abroad. The number of conferences that included exclusively foreign participants was 127 and the corresponding number for incentive events was 153. With regard to Cyprus Presidency events the majority (184 out of 187) included both Cypriot and foreign participants, while for other events, not related to the Cyprus Presidency, the majority (277 out of 410) comprised exclusively foreign participants.

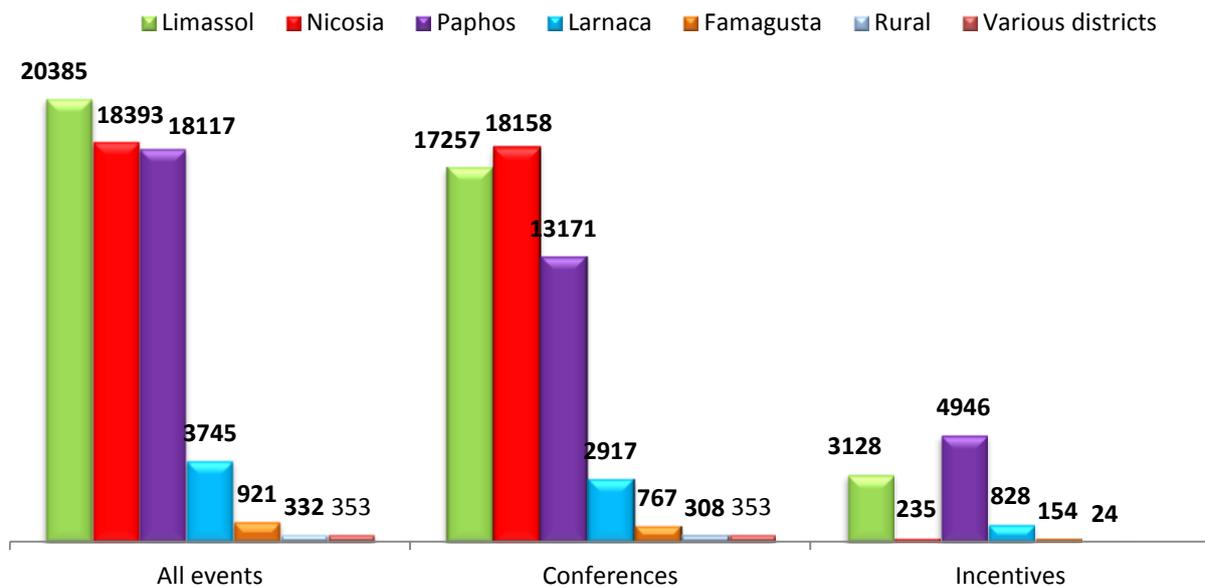
Graph 52: Number of Events that Included Cypriots or Exclusively Participants from Abroad (N=597)



Limassol managed to attract the largest number of participants while Nicosia and Paphos rank second and third respectively. A total number of 20,385 participants or 33% were accommodated in Limassol followed by Nicosia with 18,393 participants or 30% and Paphos with 18,117 participants or 29%. Larnaca is fourth with 3,745 (6%) participants trailed by Famagusta with 921 participants (1%), and the mountain/rural areas with just 332 participants (0, 5%).

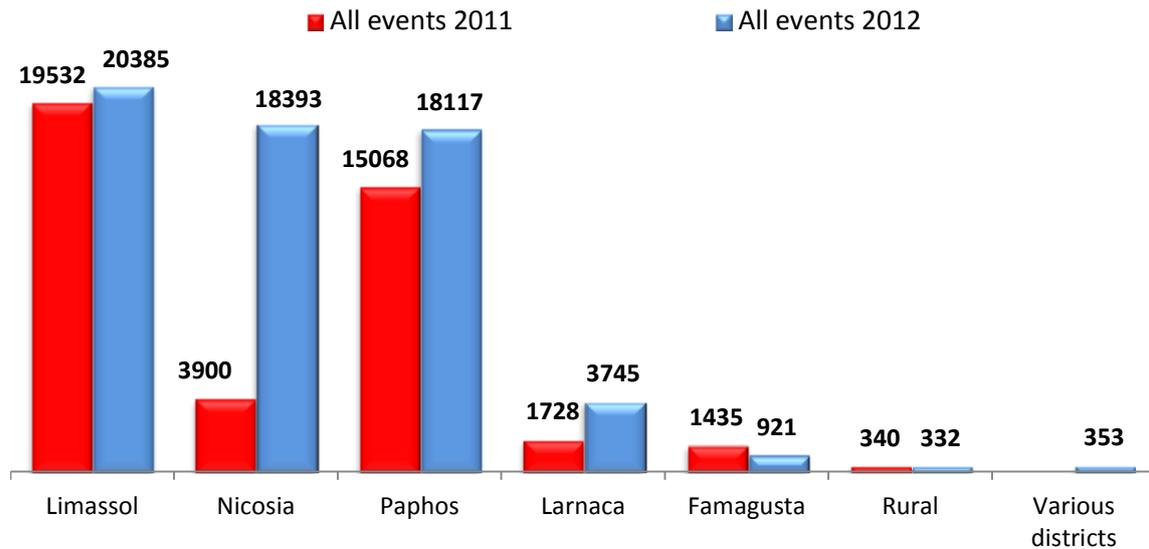
Conferences organized in Nicosia attracted 18,158 participants and those organized in Limassol and Paphos included 17,257 and 13,171 persons respectively. The participants in conferences conducted in Larnaca amounted to 2,917, in Famagusta 767 and in the mountain/rural areas 308. Paphos attracted 4,946 persons for incentive events and Limassol 3,128 while the participation for incentive events among other cities was very low and specifically, 828 were allocated to Larnaca, 235 to Nicosia, 154 in Famagusta and 24 to rural areas.

Graph 53: Total number of participants by district (N=597)



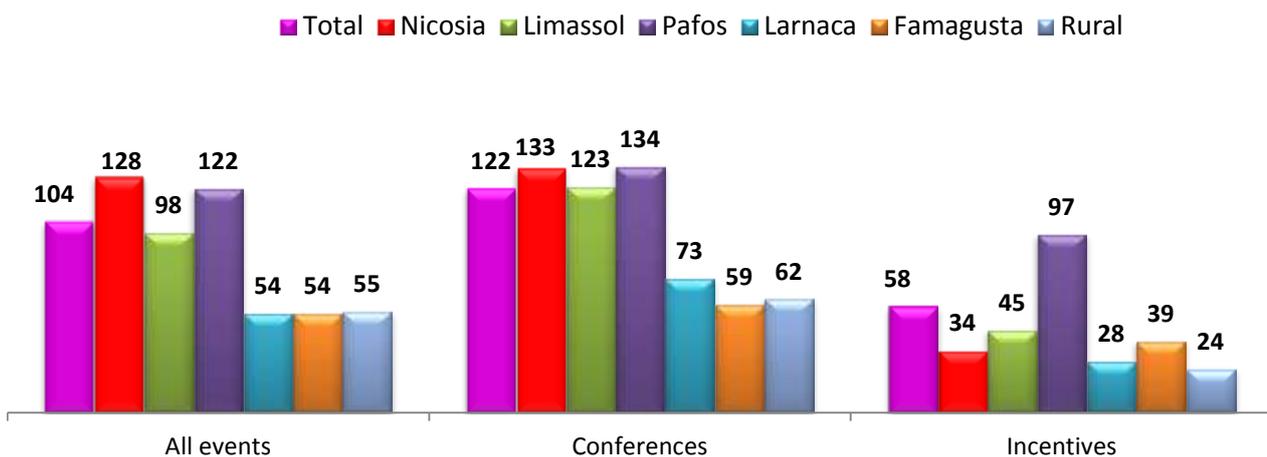
All districts, with the exception of Famagusta, accommodated more participants in 2012 compared to 2011. In Nicosia the number of participants increased from 3,900 in 2011 to 18,393 in 2012; this substantial increment is attributed to the large number of events organized in Nicosia by the Cyprus Presidency of the Council of European Union. The number of participants in Limassol increased from 19,532 to 20,385, in Paphos from 15,068 to 18,117 and in Larnaca from 1,728 to 3,745.

Graph 54: Comparison of total number of participants by district



The average number of participants for all events was 104 persons, for conferences 122 and for incentive events 58. Compared to 2011, there is a decrease in the average number of participants, especially for incentive events. Specifically, the average number of participants for all events in 2011 was 120, for conferences the average number of participants was the same as in 2012 (122), while for incentive events was 114 persons. The average number of participants in all events conducted in Nicosia was 128, in Paphos 122, in Limassol 98, in Famagusta 54, in Larnaca 54 and in rural areas 55.

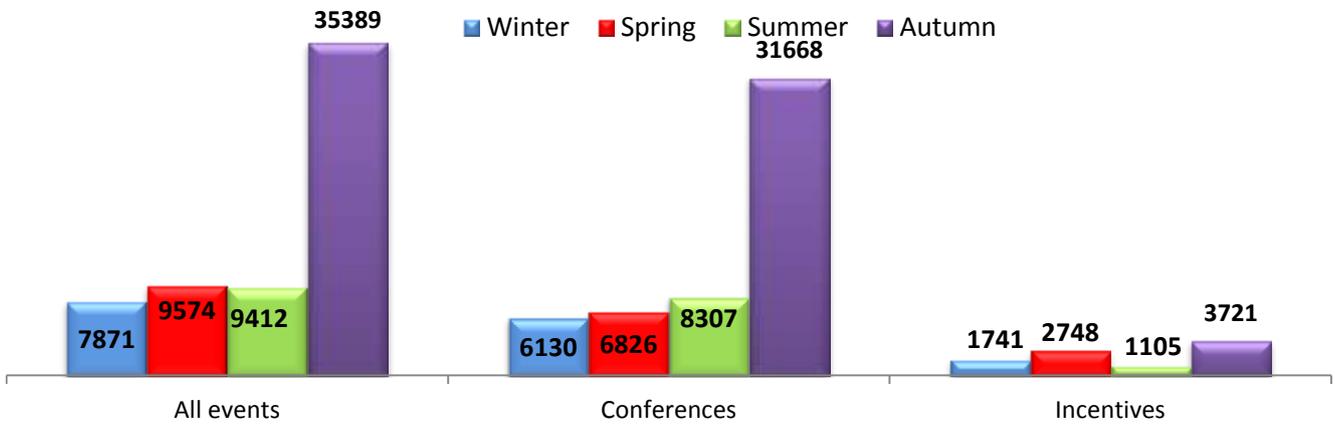
Graph 55: Average number of participants by district (N=597)



The majority (57%) participated in events organized during autumn, while an almost equal number of persons participated in events conducted during spring and summer. Specifically, the number of participants in events organized during autumn amounts to 35,389, for summer add up to 9,412, for spring 9,574 and for winter 7,871. Autumn was the most popular season for both conferences (31,668)

and incentive events (3,721) while the second most popular season was summer for conferences (8,307) and spring for incentives (2,748).

Graph 56: Average number of participants by season (N=597)

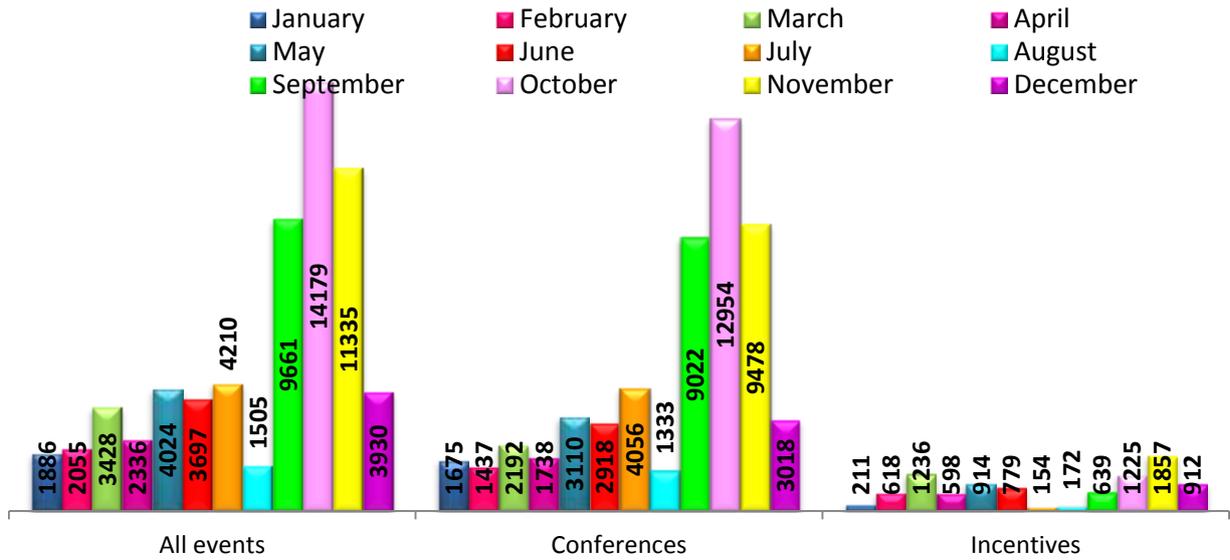


October is the month with the highest concentration of participants amounting to 14,179 for all events. November ranked second with 11,335 participants followed by September with 9,661 and July with 4,210. May ranked fifth with 4,024 participants while 3,930 participated in events carried out during December, 3,697 took part in events organized in June and 3,428 participated in events organized during March. Other months were less popular with April accommodating 2,336 participants, February 2,055 while, 1,886 participated in events organized in January and 1505 in August.

For conferences, the busiest month was October with 12,954 participants while other important months were November accommodating 9,478 participants, September with 9,022, July 4,056, May 3,110 and December with 3,018 participants.

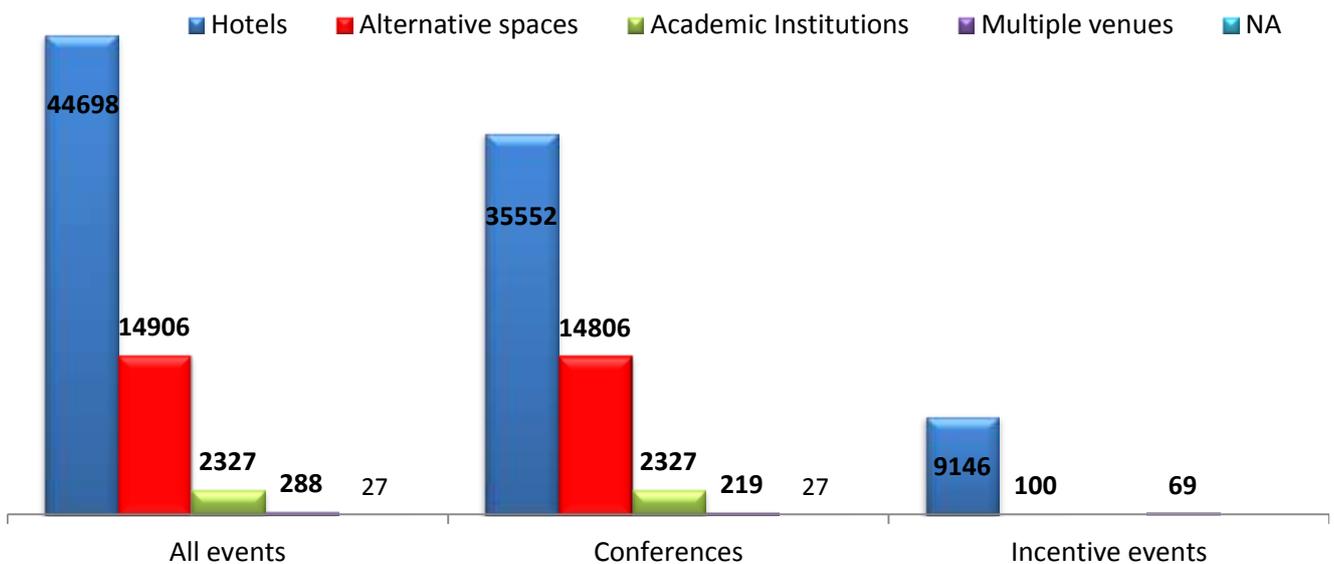
For incentive events November is the most important month with 1,857 participants, followed by March 1,236, October 1,225, May 914 and December with 912 participants.

Graph 57: Total number of participants by month (N=597)



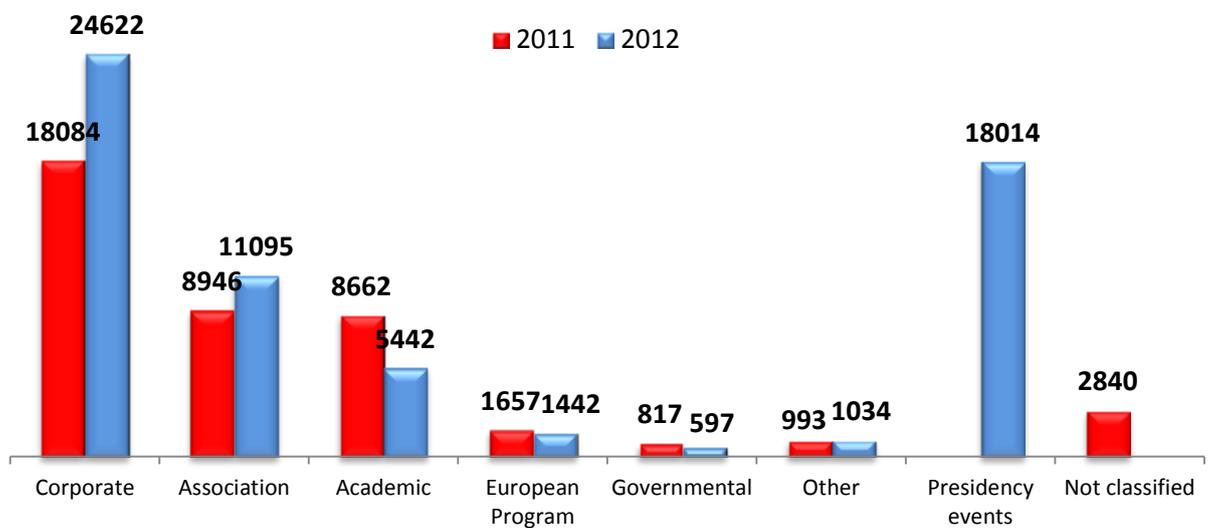
The overwhelming majority participated in events organized in hotels. Specifically, 44,698 or 72% participated in events conducted in hotels. The allocation of participants to other venues was 14,906 for alternative spaces and 2,327 for Academic Institutions. For conferences, 35,552 persons participated in events organized in hotels, 14,806 participated in conferences conducted in alternative spaces and 2,327 in conferences conducted in Academic Institutions. The number of participants in incentive events organized in hotels amounts to 9,146 persons while 100 participated in incentive events conducted in alternative spaces.

Graph 58: Total number of participants by type of venue (N=597)



Cooperate events (conferences and incentives) accommodated the highest number of participants (24,622) followed by Presidency events (18,014) and association conferences (11,095). The number of persons participating in conference events, increased from 18,084 persons in 2011 to 24,622 persons in 2012, while there was also an increase in the number of participants of Association conferences from 8,946 person in 2011 to 11,095 in 2012. On the contrary, there was a decrease in the number of participants in Academic conferences from 8,662 in 2011 to 5,442 in 2012.

Graph 59: Total number of participants by category of event (N=597)



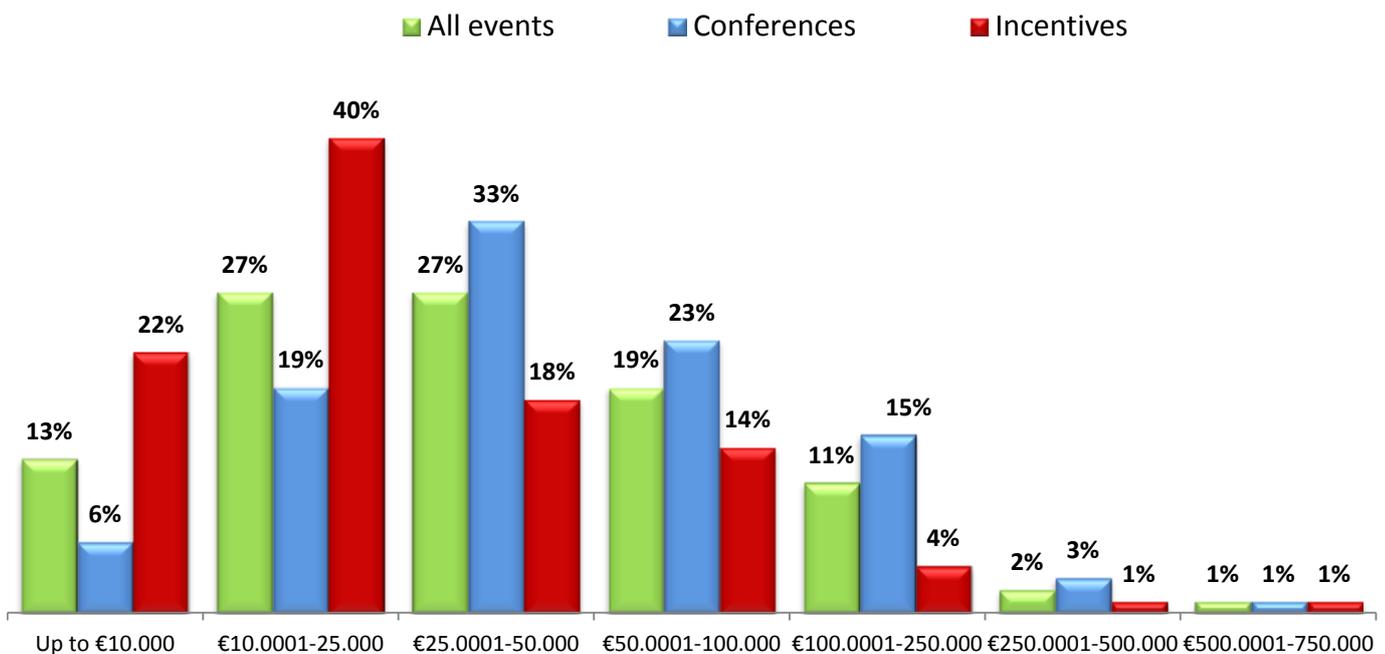
12. Total Budget for Conferences and Incentive Events

Two out of five events organized in 2012 (excluding the events organized by the Cyprus Presidency), had a total budget of up to €25.000, 27% fluctuate between €25.001-50.000, 19% had a budget of €50.001-100.000 and 14% exceeded the amount of €100.000.

In more detail, 13% of the events were at the low spectrum of the budget expenditure scale (up to €10.000), 27% had a budget in the range of €10.001-25.000, while the budget for 27% of the events organized in 2012 spanned between €25.001-50.000. Nineteen percent had a budget of €50.001-100.000 and for 11% the budget was significantly higher ranging from €100.001 to €250.000. Approximately 3% of the events conducted in 2011 are positioned at the high end of the budget expenditure scale. Specifically, 2% had a budget ranging from €250.001-500.000, and 1% comprised a budget of €500.001-750.000.

The majority of incentive events (66%) had a budget of up to €25.000 while 6% were budgeted at more than €100.000. For conferences the budget allocation was higher, since 19% included a budget of over €100.000.

Graph 60: Total budget for conferences and incentive events – excluding Cyprus Presidency events (N=410)



V. APPENDIX - Questionnaire

**QUESTIONNAIRE FOR THE COLLECTION OF STATISTICAL DATA FOR
CONFERENCES & INCENTIVES TRIPS 2012**

COMPANY'S / ORGANISATION'S DETAILS

Company's/ Organisation's name:	
Respondent's Name :	
Respondent's Position :	
Date of questionnaire completion:	

Instructions for completion:

a. Please put a **✓** or **X** in the square that applies for you.

Q.01. Does your company/ organisation deals with conference/ incentive trips?

YES	<input type="checkbox"/>
NO	<input type="checkbox"/>

→ **Terminate**

Q.02. In which of the following categories does your company/ organisation belongs to?

Hotels	<input type="checkbox"/>
Destination Management Companies	<input type="checkbox"/>
Professional Congress Organizers	<input type="checkbox"/>
Semi – public organisation	<input type="checkbox"/>
Universities / Colleges	<input type="checkbox"/>
Bank organisations	<input type="checkbox"/>
Insurance companies	<input type="checkbox"/>
Ministries and other Government Sectors	<input type="checkbox"/>
The Parliament	<input type="checkbox"/>
Associations	<input type="checkbox"/>
Other (specify:	<input type="checkbox"/>

Q.03. Please complete in the table below the total number of conferences and incentive trips you have organised during 2012.

Conference Total:	<input type="text"/>
Incentive Trips Total:	<input type="text"/>
Grand Total:	<input type="text"/>

Q.04. In comparison to 2011 did the number of conferences and incentives trips you have organised in 2012 risen, remained the same or has decreased?

	Has risen	Remained the same	Has decreased
Conferences	<input type="text"/>	<input type="text"/>	<input type="text"/>
Incentive Trips	<input type="text"/>	<input type="text"/>	<input type="text"/>

- Q.05. What are your predictions regarding the number of conference/ incentive trips for 2013-2014? Do you think the number will rise, will remain at the same levels as 2012 or will decrease?

	Will rise	Will remain the same	Will decrease
Conferences			
Incentive Trips			

PLEASE FILL THE FOLLOWING TABLES (pp. 4-7) with data for conferences/incentive trips that you have organized in 2012, BASED ON the instructions below.

Please list only the conferences that had at least **30 participants from abroad** and the incentive trips that had at least **20 participants from abroad**. Also, all the events that will be recorded should include at least **one overnight accommodation**.

1. In Q.1 write the exact title of the conference /incentive trips that you have organized
2. In Q.2 fill in the date of the event in the format DD / MM / YYYY, eg. 18/01/2012
3. In Q.3 fill in the expiration date of the event in the format DD / MM / YYYY, eg 19/01/2012
4. In Q.4 fill in the category of conference/incentive tourism for each event using the following codes:
 - For Conferences Associations circle code **4A**
 - For Corporate Conferences circle code **4B**
 - For Government / Semi / local authorities Conferences circle code **4C**
 - For Academic Conferences circle code **4D**
 - For Europe Programme Conferences circle code **4E**
 - For Incentive Travel circle code **4F**
 - If conferences does not covered by any of the categories above circle **4G** and please specify the category
5. In Q.5 note the main themes covered in the conference / incentive trip using the following codes:
 - For Medical topics circle code **5A**
 - For Technology issues circle code **5B**
 - For Scientific subjects circle code **5C**
 - For Industry subjects circle code **5D**
 - For Educational topics circle code **5E**
 - For Social Science subjects circle code **5F**
 - For Economics circle code **5G**
 - For Management issues circle code **5H**
 - For Environmental, Ecology subjects circle code **5I**
 - For subjects related to Transport circle code **5J**
 - For Commerce related subjects circle code **5K**
 - For other issues not covered by any of the above categories circle the code **5L** and please specify the category

6. In Q.6 please fill in the name of the main venue used for conducting the conference / incentive trip as well as the city
7. In Q.7 please indicate whether the conference is organized for the first time in Cyprus or it is repeated at regular intervals from 1 to 4 years or it has been organized in the past but at more than 4 years interval period. Please use the following codes:
 - For conference organized for the first time in Cyprus, circle code **7A**
 - For conferences repeated within 1 to 4 years circle code **7B**
 - For conference that was organized again in Cyprus in the past but at an interval of more than 4 years circle code **7C**
8. In Q.8 indicate the total number of participants in the conference / incentive trip.
9. In Q.9 please specify the breakdown of the total number of participants in the conference/incentive trip to Cypriots and other nationalities.
10. In Q.10 please indicate approximately the total budget expenses of the conference / incentive travel using the following codes:
 - Up to € 10.000 circle code **10A**
 - € 10.001-25.000 circle code **10B**
 - € 25.001-50.000 circle code **10C**
 - € 50.001-100.000 circle code **10D**
 - € 100.001-250.000 circle code **10E**
 - € 250.001-500.000 circle code **10F**
 - € 500.001-750.000 circle code **10G**
 - € 750.001-1.000.000 circle code **10H**
 - More than € 1.000.000 circle code **10I**

	Event 1
Q.1 Title of conference/incentive trip:	Conference: Incentive trip:
Q.2 Starting date of the event:	/ /
Q.3 Concluding date of the event:	/ /
Q.4 Category of conference:	4A 4B 4C 4D 4E 4F 4G
Q.5 Main themes covered in the conference:	5A 5B 5C 5D 5E 5F 5G 5H 5I 5J 5K 5L:
Q.6 Type of conference venue used:	Name of venue: City:
Q.7 Conference organized for the first time or repeated:	7A 7B 7C
Q.8 Total number of participants:	
Q.9 Breakdown of total number of participants in Cypriot and other nationalities:	Cypriot: Other nationalities:
Q.10 Total budget expenses of conference/incentive trip:	10A 10B 10C 10D 10E 10F 10G 10H 10I

Q.11 Finally, please give us any feedback, comments or suggestions you have for the Cyprus Tourism Organization relating to conference tourism.

THANK YOU FOR YOUR PARTICIPATION