

TABLE OF CONTENTS

SYNOPSIS.....	5	5.3 Main companies for conference organisation.....	34
INTRODUCTION.....	7	5.4 Related professions.....	39
1. GENERAL INFORMATION.....	8	5.5 Financial analysis of the sector (2008-2013).....	40
1.1 General data on conferences and exhibitions	9		
1.2 General characteristics of conferences and exhibitions	10	6. CONFERENCE ORGANISATION MARKET.....	50
1.3 Benefits of conference tourism.....	12	6.1 Conference organisation market(2008-2013).....	51
2. INSTITUTIONAL FRAMEWORK.....	13	6.2 Largest PCOs' sales	52
3. DEMAND.....	16	6.3 Porter's five forces.....	54
3.1 Determinants of demand	17		
3.2 Greece as an attractive destination.....	20	7. INTERNATIONAL CONFERENCE MARKET.....	57
4. CONFERENCE ORGANISATION.....	22	7.1 General characteristics of the international conference market.....	58
4.1Definition of conferences	23	7.2 International conferences growth.....	59
4.2 Basic data on conferences in Greece.....	24	7.3 International classification of countries.....	62
4.3 Conference tourism seasonality.....	26	7.4 International classification of cities.....	64
4.4 Conference organisation services.....	28	7.5 Growth in average number of participants/ average participation cost	66
4.5 Convention and hospitality bureaus.....	29	7.6 Topics of international conferences.....	67
5. CONFERENCE ORGANISATION OFFER.....	30	7.7 Categories of international conference facilities.	68
5.1 Conference infrastructure.....	32	7.8 Greece/Athens vs European Competitors.....	69
5.2 Hotels with conference infrastructure.....	33	7.9 The case of Vienna	73
		8. EXHIBITION ORGANISATION.....	74
		8.1 Definition of exhibitions.....	75

TABLE OF CONTENTS

8.2 Basic data on exhibitions in Greece.....	76	12.3 Main findings and prospects for exhibition organisation.....	111
9. EXHIBITION ORGANISATION OFFER.....	77	ANNEX A.....	112
9.1 Major exhibition organisation companies.....	79	Financial ratios of major enterprises of the conferences companies.....	112
9.2 Financial analysis of the sector (2008-2013)....	82	A.Capital structure indicators and financial leverage.....	113
10. EXHIBITION ORGANISATION MARKET.....	92	B.Liquidity indicators.....	118
10.1 The exhibition organisation market(2008-2013).....	93	C. Activity indicators.....	121
10.2 Largest exhibition organisers' sales.....	94	D. Performance indicators.....	126
10.3 Porter's five forces.....	95	ANNEX B.....	131
11. INTERNATIONAL EXHIBITION MARKET.....	98	Financial ratios of exhibition organisation companies.....	131
11.1 General characteristics of the international exhibition market.....	99	A.Capital structure indicators and financial leverage.....	132
11.2 Global exhibition areas.....	101	B.Liquidity indicators.....	137
11.3 Countries with the largest exhibition surface.....	102	C. Activity indicators.....	140
11.4 Global exhibition trends.....	103	D. Performance indicators.....	145
11.5 European exhibition market.....	104	Types of financial indicators.....	150
11.6 Exhibition sectors.....	105	ANNEX C.....	151
11.7 The case of the USA.....	106	Approved Conference centers.....	152
11.8 The case of Asia/Pacific.....	107	SOURCES & BIBLIOGRAPHY.....	154
12. PROSPECTS AND MAIN FINDINGS.....	108		
12.1 SWOT Analysis.....	109		
12.2 Main findings and prospects for conference organisation.....	110		