

03/09/2012 A Bumper Summer for AIPCO

A group of leading Irish professional conference organisers have released figures showing a large growth in Irish business tourism over the peak months in 2012. AIPCO, the Association of Irish Professional Conference Organisers, respondents to a survey saw approximately 50,000 delegates attend AIPCO organised conferences between May and June, with the value to the economy estimated at €72.5 million.

Over 32,000 visitors came for the Eucharistic Congress alone; a joint venture between Keynote PCO and Conference Partners. With the Euroscience Open Forum (ESOF) 2012, another Conference Partners event, running across the city along with three major conferences in the Convention Centre Dublin during the month of June, Dublin saw a significant increase in business tourism over the same time last year when the city hosted Queen Elizabeth and President Barack Obama.

‘These figures are a great indicator of where Ireland is at the moment in terms of business tourism. Our investment in facilities is really paying off’ commented Jean Evans, Chair of AIPCO ‘We at MCI Dublin ran two major conferences – the International Conference on Emergency Medicine and the Society for Molecular Biology and Evolution Annual Meeting – back-to-back in June; something that Dublin, with its superb and modern tourism infrastructure, is now ideal for.’

The number of delegates attending AIPCO conferences in Ireland has risen 318% over a three year period. The figures are expected to remain steady, or potentially drop, over the next two years as the economic crisis shows its effects. The value of business tourism is seen as vital to Ireland’s economic recovery with its ability to attract foreign investment.

At the World Congress on Water, Climate and Energy, 77% of the 1,150 delegates came from outside Ireland, reported Keynote PCO. Abbey Conference & Corporate reported similar figures for the Northern European Conference on Travel Medicine, with 90% coming from outside of Ireland. With the typical spend of foreign delegates three times that of a leisure tourist, these international conferences are vital in bringing significant cash injections into the local economy.

Indicating Ireland’s attractiveness as a destination, conferences that came to the country for the first time also saw a substantial boost in numbers, such as the 16th International Congress

of Parkinson's Disease and Movement Disorders, where delegate numbers rose 30% compared to the previous meeting held in Canada.

‘Business tourism is one of the most cost-effective areas when investing in the economy.’ said Marina Finn, Director at Abbey Conference and Corporate ‘Working with our partners at Fáilte Ireland on projects like the Conference Ambassador Programme, we bring real and substantial value to the Irish economy. We are essentially in the export business; creating jobs by bringing in foreign investment at an individual and corporate level.’

The period ended with the ‘Emerald Classic’, an American football game between Notre Dame University and the US Naval Academy, staged at Ireland’s Aviva Stadium. Abbey Events was appointed as the preferred travel partner to provide services on the ground and oversaw over 35,000 US patrons who travelled to Dublin for the Game, making it one the biggest international sporting events to be staged in Ireland for many years.

ENDS

Attachment 1. AIPCO Logo (AIPCO_high_res.jpeg)

Attachment 2. AIPCO Quality Mark (AIPCO_Quality_High_Res)

Attachment 3. Failte Ireland (Failte_Ireland_Official)

Attachment 4. Meet in Ireland (Meet in Ireland Stack 1line-RGB)

For More Information

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AIPCO

The Association of Irish Professional Conference Organisers was founded in February 1999, and officially launched by the Minister for Tourism, Sport and Recreation in May 1999. Membership of AIPCO is open to Professional Congress Organising companies operating in Ireland, who have demonstrated the comprehensive experience and ability to organise all aspects of major international conferences. Prospective members are carefully assessed under strict criteria and existing members must also maintain these high standards of quality.

Members of AIPCO include:

Abbey Conference & Corporate	www.abbeyconference.com
Advantage ICO	www.advantageico.com
Conference Organisers	www.conferenceorganisers.ie
Conference Partners	www.conferencepartners.ie
Event Plus	www.eventplus.ie
Keynote	www.keynotepco.ie
MCI Dublin	www.mci-group.com
Odyssey Convention Ireland	www.odysseyintl.ie

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