

ROLE OF A NATIONAL CONVENTION BUREAU IN DESTINATION DEVELOPMENT- ESTONIAN EXAMPLE

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Estonian Convention Bureau

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When a conference hits town, it's like an airplane flying over the city dropping dollar bills on everyone"



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Economic impact of meetings

- Delegates spend more compared to leisure visitor: longer visits, wider range of services used
 - Delegate spend per conference in Finland 1 635 EUR
 - Delegate spend on fun+shopping in Estonia 313 EUR
- Tax income to the state and LOC, jobs generated in tourism sector and indirectly in others, export of services
- Economic impact of the industry: Finland 130 mln; Poland 1 262,6 mln PLN & 27 473 jobs, Denmark 21 bn DKK & 38 000 jobs, Vienna 898 mln & 17 259 jobs
- Reduced seasonality

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Beyond tourism benefits

- Knowledge exchange, new ideas
- Showcasing the competence of the country
- Learning opportunities for wider local audience
- Business and scientific contacts, new cooperations
- Attracting investments and talent, boosting innovation
- Legacy to the local community
- Positioning and profile of the region, PR

Meetings as marketing tools for destination

- Conference is a marketing channel for the country/city before, during & after the event
- Delegate is a potential ambassador and return visitor
- Marketing of a meetings destination supports leisure marketing and vice versa
- Reaching niche markets

Convention Bureau

Marketing organisation to promote the destination for conferences, meetings & incentive events

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City/Regional/National CVB



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Structure & funding models

- Public sector organisations
- Membership based
- A combination of public and private model

ICCA Sector Destination Marketing Survey 2012

124 participating bureaux:

- European City Convention Bureaus 52
 - European National Convention Bureaus 14
 - European Regional Convention Bureaus 17
 - Overseas City/National/Regional Bureaus 41
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- 67% are department of a local, regional or national tourist board
 - 70% have members

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Estonian example

Development of conference tourism part of Estonian National Tourism Development Plan 2014-2020

Annually ca 550 conferences, 65 000 delegates, 75 rotating international association conferences

Marketing organisations:

- Estonian Tourist Board/Enterprise Estonia
- Estonian Convention Bureau
- Tallinn City Tourist Office & Convention Bureau
- Tartu Convention Bureau
- Industry suppliers

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Estonian Convention Bureau

Established 2008, independent non profit organisation

Umbrella organisation for Estonian meetings industry – representing Estonian state, local governments and meetings industry suppliers

Main objectives:

- Increase the recognition of Estonia as a conference tourism destination
- Increase the number of international conferences taking place in Estonia

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Estonian Convention Bureau

30 members (cities, conference centers, hotels, PCO's/DMC's)

3 employees, 8-member board

Funding: state, local governments, membership fees

Main partners: Estonian Tourist Board Tallinn CVB, Tartu CVB; ECB members; other suppliers; other umbrella organisations for tourism (ETFL, EHRL)

Member of International Congress & Convention Association (ICCA)

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ECB is a proud member
of ICCA since 2008



ECB activities

- One-stop shop for meeting planners, free of charge, neutral and professional advice & support
- Requests, consulting the meeting planners
- Bidding for conferences & site inspections
- Marketing activities to promote Estonia and members
- Marketing materials, website, conference calendar
- Statistics
- Lobby (“voice of the industry”), discussion platform & facilitator, industry education

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ECB approach

- Common goal is to bring the conference to Estonia
- “It is a marathon, not a sprint!”
- Smaller individual investment to gain from the total
- Maximizing the limited budget
- Cooperation within the destination, PPP

Team work!

«The idea is that those who have the same colour shirt play towards the same goal!»



Cooperation on national level

- Strong suppliers & strong city CVB's
- Full transparency, dialogue
- Common approach, one “story”
- Team Estonia

Proud to Be
**TEAM
ESTONIA**



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International cooperation

- Regional cooperation with Baltic and Nordic CVB's
- Convene, Baltic-Scandinavian area at IBTM & IMEX
- National Convention Bureaux Strategic Alliance
- International Congress & Convention Association ICCA



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CONVENE



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Value from a convention bureau

- Country/city better known, suppliers can focus on selling their services
- Additional marketing & sales channel for suppliers
- Reaching markets that are difficult to approach on one's own
- CVB membership as a quality label
- Business for all tourism industry & beyond

THANK YOU!

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