



SURVEY TO CONGRESS PARTICIPANTS

individual results for:
ESICM 2008 - Annual Congress - European
Society of Intensive Care Medicine

2008

SURVEY TO CONGRESS PARTICIPANTS

INTRODUCTION

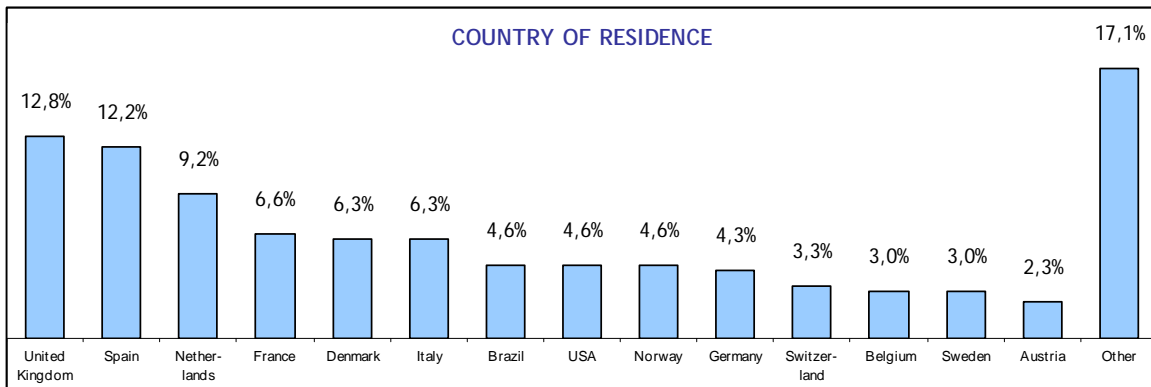
Bearing in mind the relevancy of the MICE segment in the positioning of Lisbon as a tourism destination, and following up the work done in the two previous years, the Observatório do Turismo de Lisboa had a new edition of the study regarding International Congresses in Lisbon, namely three medical congresses.

As the first part of this study, during the months of May the company 2ii - Informática e Informação did a total of 304 interviews at the Lisbon Congress Centre, at the ESICM 2008 - Annual Congress - European Society of Intensive Care Medicine. Two more events were under analysis until the end of the year, which resulted in a global report.

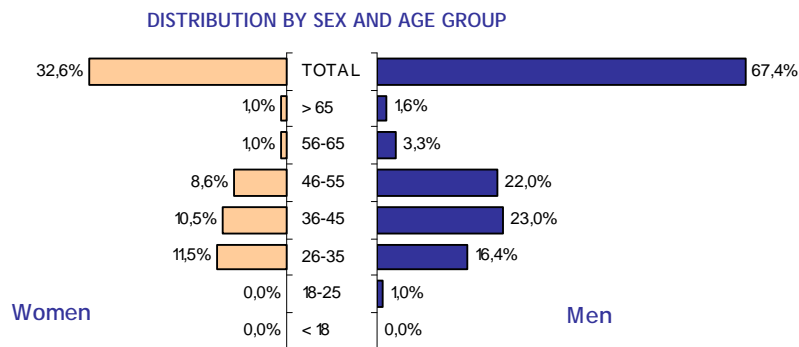
Following, we present the individual results for the ESICM 2008 - Annual Congress - European Society of Intensive Care Medicine.

The aim of this report is to make an analysis of the data, highlighting the main conclusions. The specificity of the scope of the congresses might limit some of the results and should be taken into account.

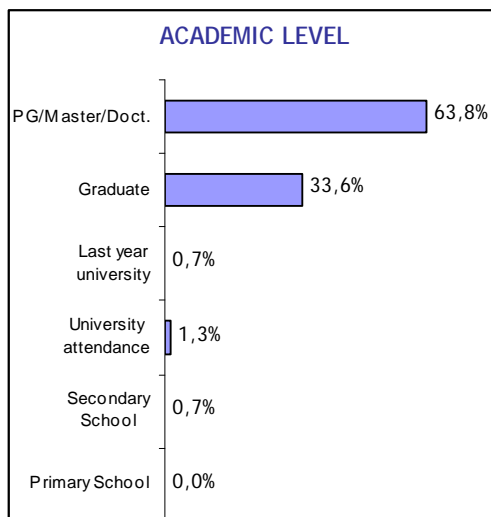
MAIN RESULTS



Regarding the country of residence of congress participants, United Kingdom was in the lead, followed by Spain and The Netherlands.



This congress was attended by a majority of male participants (67,4%), the most relevant age group being the 36 to 45 years old among men and between 26 to 35 among women.

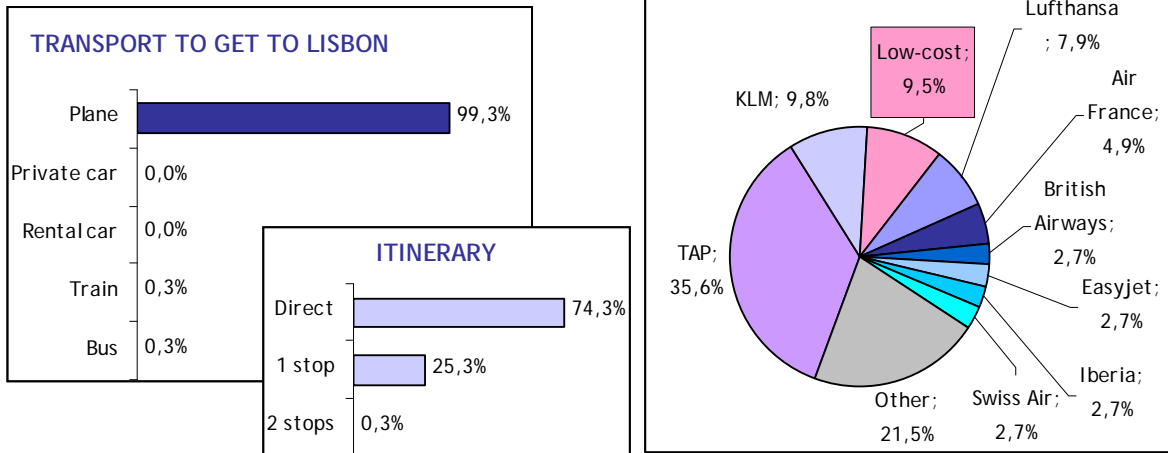


In what concerns the academic level, 63,8% of congress participants holds a post-graduate, master or doctorate degree. No one has an academic level below university attendance.

ACCOMMODATION	% total
5 **** Hotel	22,0%
4 **** Hotel	57,9%
3 *** Hotel	11,5%
2 ** Hotel	0,0%
4 **** Aparthotel	2,3%
Albergaria	0,3%
1 st cat. Boarding House	0,7%
2 nd cat. Boarding House	1,3%
3 rd cat. Boarding House	1,3%
No cat. Boarding House	0,7%
Friends, family house	0,3%
DK/NA	1,6%
TOTAL	100,0%

Hotel units have the preference of congress participants (93,6%), namely the 4 star hotels.

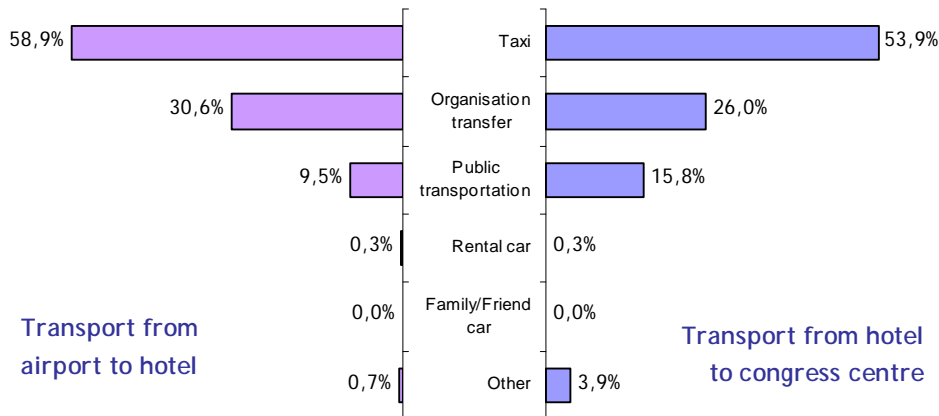
TRANSPORT



Almost the totality of congress participants arrived to Lisbon by plane, 74,3% of which through a direct airline connection.

The two most used airline companies (TAP and KLM) assured the flights of 45,4% of congress participants. Low-cost companies had a total share of 9,5% (among which EasyJet stood for 2,7% of total flights).

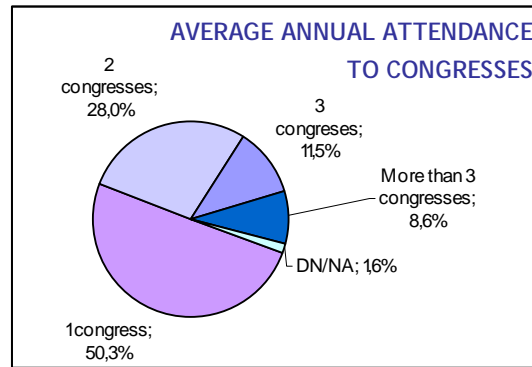
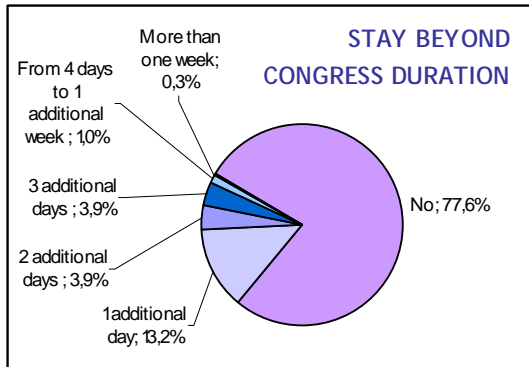
Analysing only the last connection to Lisbon, both direct and with stops, TAP increases its weight to 42,6%.



The Taxi was the preferred means of transportation when going from the airport to the hotel, as well as from the hotel to the congress centre. The Organisation transfer came in second in both cases.

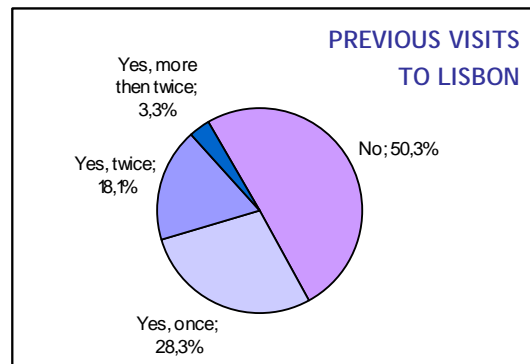
ATTENDANCE TO CONGRESSES

22,4% of congress participants intends to stay in Lisbon beyond the congress duration.



On average, 50,3% of the interviewed congress participants attend only one congress a year while 8,6% attends more than 3 congresses annually.

49,7% of the congress participants had already been in Lisbon previously to this event, a percentage that closely approximates to the one for the common tourist in Lisbon.



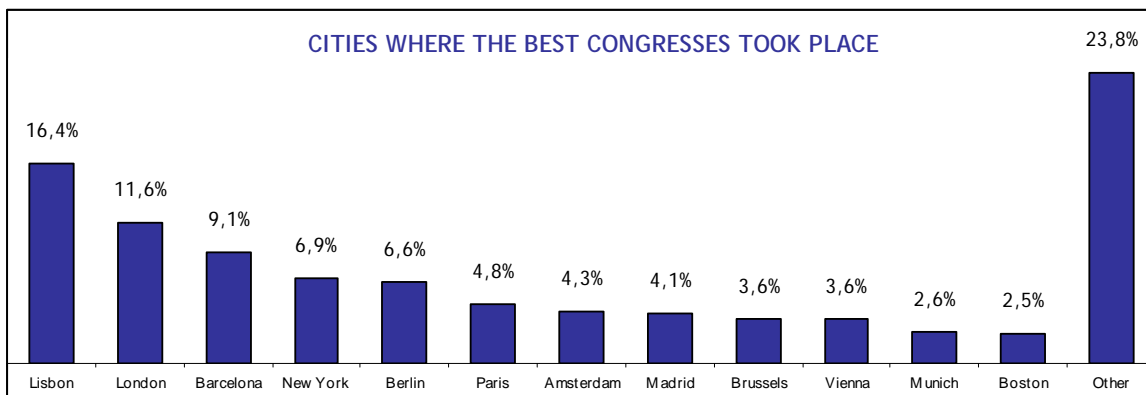
EVALUATION

CONGRESS EVALUATION (from 1 to 10)	COUNTRY																			TOTAL	
	Germany	Austria	Belgium	Brazil	Canada	Denmark	Spain	USA	Finland	France	Greece	Netherlands	Ireland	Italy	Japan	Norway	United Kingdom	Sweden	Switzerland		Other
Quality of airport services	8,0	7,6	7,2	8,2	7,3	7,4	7,7	7,4	7,5	7,3	7,0	7,4	6,7	7,7	6,8	7,6	7,4	7,4	7,5	7,2	7,4
Quality of transportation from airport to hotel	7,8	7,6	7,8	8,8	7,3	7,9	7,9	8,2	7,0	8,0	7,2	8,0	8,2	7,7	7,3	7,9	8,1	7,9	8,3	7,9	7,9
Quality of transportation from hotel to congress centre	8,0	7,4	7,0	8,1	5,8	7,3	7,8	7,6	7,5	7,1	7,0	7,5	7,3	7,2	5,8	6,8	6,3	8,1	6,9	6,8	7,2
Quality of the hotel	7,8	7,4	7,4	8,4	7,8	7,8	7,8	7,7	9,0	7,4	7,2	7,9	7,7	7,3	8,8	7,5	7,8	7,9	8,2	8,0	7,8
Quality of restaurant services	7,5	7,5	7,3	8,3	8,3	7,8	7,9	7,5	8,8	7,7	7,7	7,8	7,0	7,4	7,5	7,6	7,6	8,0	7,8	7,7	7,7
Level of prices in Lisbon	7,8	7,7	8,0	7,5	8,3	8,1	8,1	7,7	8,8	7,9	7,8	8,1	7,5	8,1	8,3	8,1	7,8	8,5	8,3	7,8	7,9
Price of hotel	8,1	7,3	8,0	7,4	7,5	8,2	8,1	7,5	8,5	7,9	7,8	8,1	7,3	7,8	8,3	7,7	7,9	8,4	8,0	7,0	7,8
Price of restaurants	7,9	7,5	7,9	7,6	8,5	8,2	8,1	7,7	8,8	8,1	7,7	8,2	7,5	8,0	8,8	7,6	8,0	8,4	8,1	7,1	7,9
Price of transportation	8,2	7,7	8,1	7,6	9,5	8,2	8,3	7,8	8,0	8,3	7,8	8,1	8,3	8,1	9,0	8,0	8,3	8,6	8,4	7,6	8,1
Quality of equipment at the congress centre	8,0	8,1	7,3	8,1	7,8	7,9	8,3	7,5	8,5	8,4	7,5	8,1	7,8	7,7	8,8	7,3	7,7	8,5	7,4	7,7	7,9
Functionality of support equipment at the congress centre	8,3	8,4	7,4	8,9	8,0	8,2	8,6	7,8	8,5	8,4	7,3	8,2	7,8	7,5	8,5	7,8	7,6	8,5	7,5	7,6	8,0
Quality of the extra-congress programme	8,2	7,8	6,3	8,4	7,5	7,8	8,2	7,8	8,0	7,9	7,3	7,7	7,7	7,5	7,0	7,6	7,3	7,8	7,5	7,5	7,7
Global evaluation of congress organisation (except for scientific evaluation)	8,2	7,9	7,7	8,8	7,5	8,3	8,4	8,0	8,8	8,2	7,3	8,2	7,8	7,8	8,3	8,1	7,7	8,3	7,7	7,8	8,0
Global evaluation of Lisbon as a city for congresses	8,2	7,9	7,7	8,8	7,8	7,7	8,3	7,5	8,8	8,1	7,7	8,1	7,5	7,9	7,5	8,1	7,8	7,8	7,3	8,0	8,0
AVERAGE VALUE	8,0	7,7	7,5	8,2	7,8	7,9	8,1	7,7	8,3	7,9	7,5	8,0	7,6	7,7	7,9	8,3	7,7	8,1	7,8	7,5	7,8

The globally most valued criteria were the price of transportation and the functionality of the support equipment, while the less valued ones were the quality of transportation from the hotel to the congress centre and the quality of airport services.

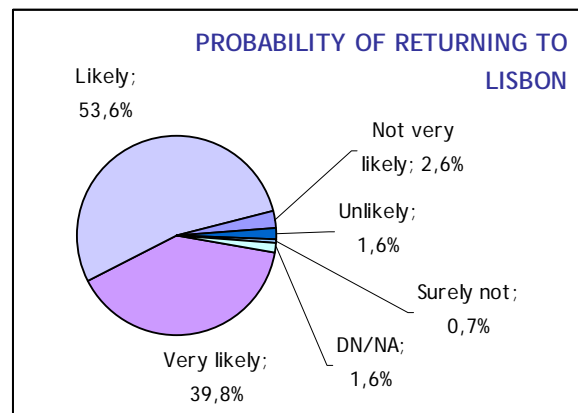
The congress participants who gave a highest average score to their congress experience in Lisbon were the Finnish.

The global evaluation of Lisbon as a congress destination (8,0 in 10) is slightly higher than the average value of the evaluation per category (7,8).

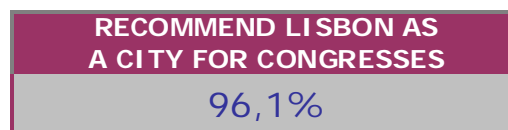


Lisbon comes in 1st place among those cities where, according to the interviewed congress participants, the best congresses took place.

When questioned about the probability of returning to Lisbon, 93,4% of congress participants consider it likely or very likely.



Lisbon is recommended as a city for congresses by 96,1% of participants attending the considered congresses, while 98,7% recommend Lisbon as a tourism destination.



EXPENSES

In what concerns the expenses of congress participants, 6 items were considered: Transportation and Congress Fee (unique value); Accommodation (value per night); and Local Transportation, Allowances and Others (value per day).

We have to consider the possibility of the financing of some congress participants expenses by some company or entity. Therefore, not all congress participants have direct personal costs in all analysed items. However, this payment (be it accommodation, transportation, fee, etc.) is expected to have been made by a third party. As a result, the average values we present are built only on amounts effectively spent by congress participants.

62,2% of congress participants admitted having had transportation expenses in order to get to Lisbon, having paid an average of 353,72€. The congress fee, admitted being paid by 64,1% of the participants, cost an average of 346,49€. 69,7% had expenses with accommodation, in an average value of 95,32€ per night. Regarding Allowances, 71,4% of congress participants admitted having had this expense, paying an average of 38,49€. The 70,4% who admitted having had local transportation expenses, have paid an average of 20,11€ per day. Other expenses, admitted to have been paid by 54,6% of congress participants, have an average daily value of 41,42€.

Average expense per participant	
Unique value:	
Transportation	353,72 €
Congress fee	346,49 €
Value per night:	
<small>(for an average stay of 3,5 overnights)</small>	
Accommodation	95,32 €
Value per day:	
<small>(for an average stay of 3,5 overnights we estimate a stay of 4,5 days)</small>	
Allowances	38,49 €
Local transportation	20,11 €
Other	41,42 €
TOTAL	1.470,79 €

Average stay per participant	4,5 days
------------------------------	-----------------

The average stay of congress participants is 3,5 overnights.

Assuming a general-type congress participant attending to one of the congresses under analysis, and contributing directly to every expenses item with its corresponding average value, we get an average expense per participant of 1.470,79€.