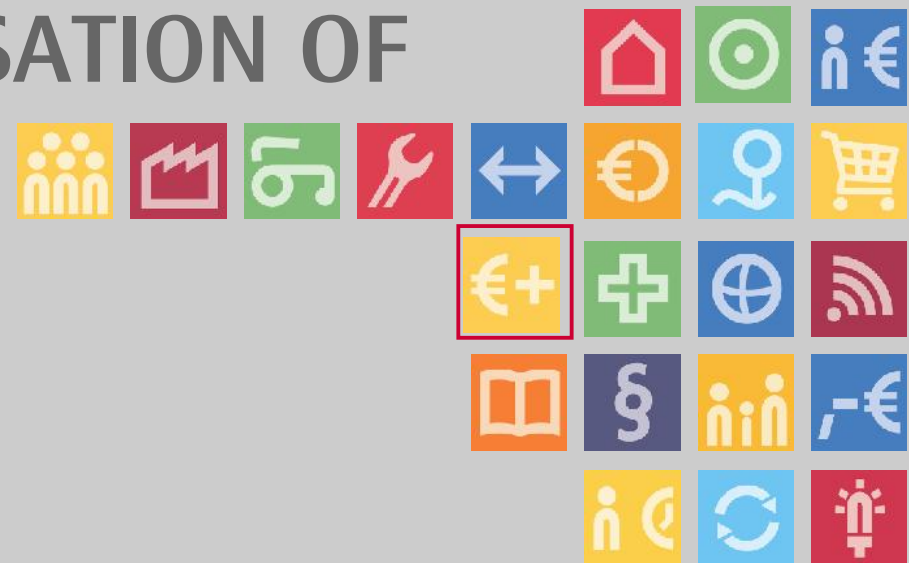


# TURNOVER AND OUTPUT MEASUREMENT FOR 82.30 ORGANISATION OF CONVENTIONS AND TRADE SHOWS IN GERMANY



**30<sup>th</sup> Meeting of the Voorburg Group on Service Statistics**

# Agenda

- 1. The German world of trade shows and events**
- 2. Class „82.30“ in German national statistics**
- 3. A closer look at the market**
- 4. Evaluation of the measurement concept**

## Definition

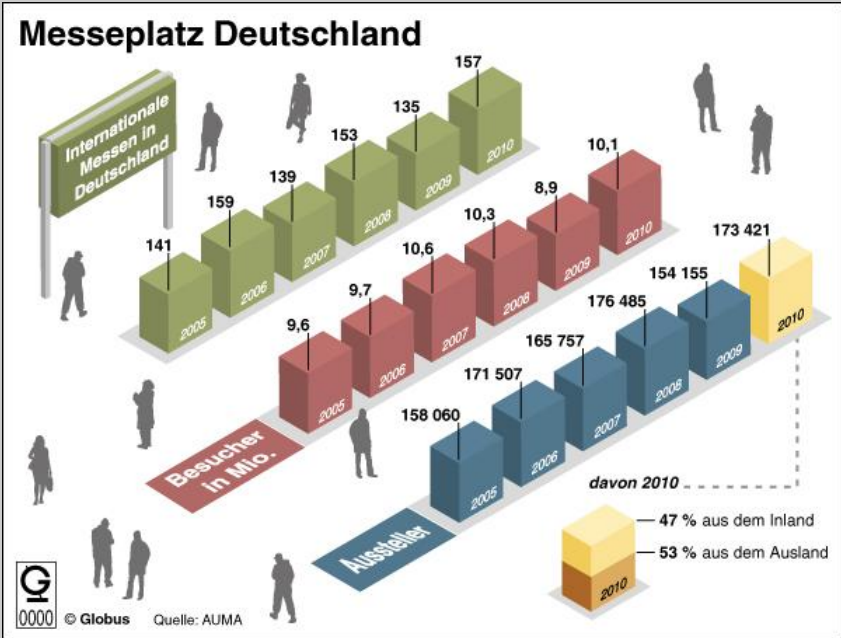
According to NACE Rev. 2 class 82.30 organisation of conventions and trade shows includes:

**the organisation, the promotion and/or the management of events - such as business and trade shows, conventions, conferences and meetings.**

⇒ i. e. services/service packages related to an event, including planning and organisation, promotion, management/realisation/support and evaluation services

# The German world of trade shows and events

(logos and illustrations copied from diverse internet sources)



# The German world of trade shows and events

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Sydney, 21<sup>st</sup>-25<sup>th</sup> September 2015

## The German world of trade shows and events

- **Various types of events:** trade and business shows, conventions, conferences, meetings,...
- **Various sites (small and large) and impacts:** esp. international, national, regional or local
- **Various subjects:** cars, machinery, live-stock, food, games, sports, hobby, wellness, travelling, IT, training, jobs,...
- **Various partners:** business partners, consumers, scientists, government, interest groups,...

## The German world of trade shows and events

- **Various services/service packages:** planning, design, logistics, marketing, promotion, IT, catering, staff, travel arrangements,...
- **Various providers:** different sizes, different focus, full service providers and specialists,...

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## Class „82.30“ in German national statistics

- **Structural Business Statistics**
- **Short-Term Business Statistics**
- **Producer Price Indices (not available)**
- **National Accounts**

## Method of German SBS data collection

- 15% sample survey covering a wide range of variables for service statistics, carried out annually
- Observation unit is „enterprise“ (~ „legal unit“); classified according to principal economic activity
- Output is measured in terms of absolute turnover (Euro)
- Results are broken down by economic activity (also by region, number of persons employed and by product)

## Method of German STS data collection

- **Approx. 7.500 largest companies surveyed and use of administrative (VAT) data for small and medium-sized enterprises covering a wide range of services**
- **Observation unit is „enterprise“; classified according to principal economic activity**
- **Output measured as quarterly turnover indices (base year 2010) - also working day and seasonally adjusted**
- **Results are broken down by economic activity (and region)**

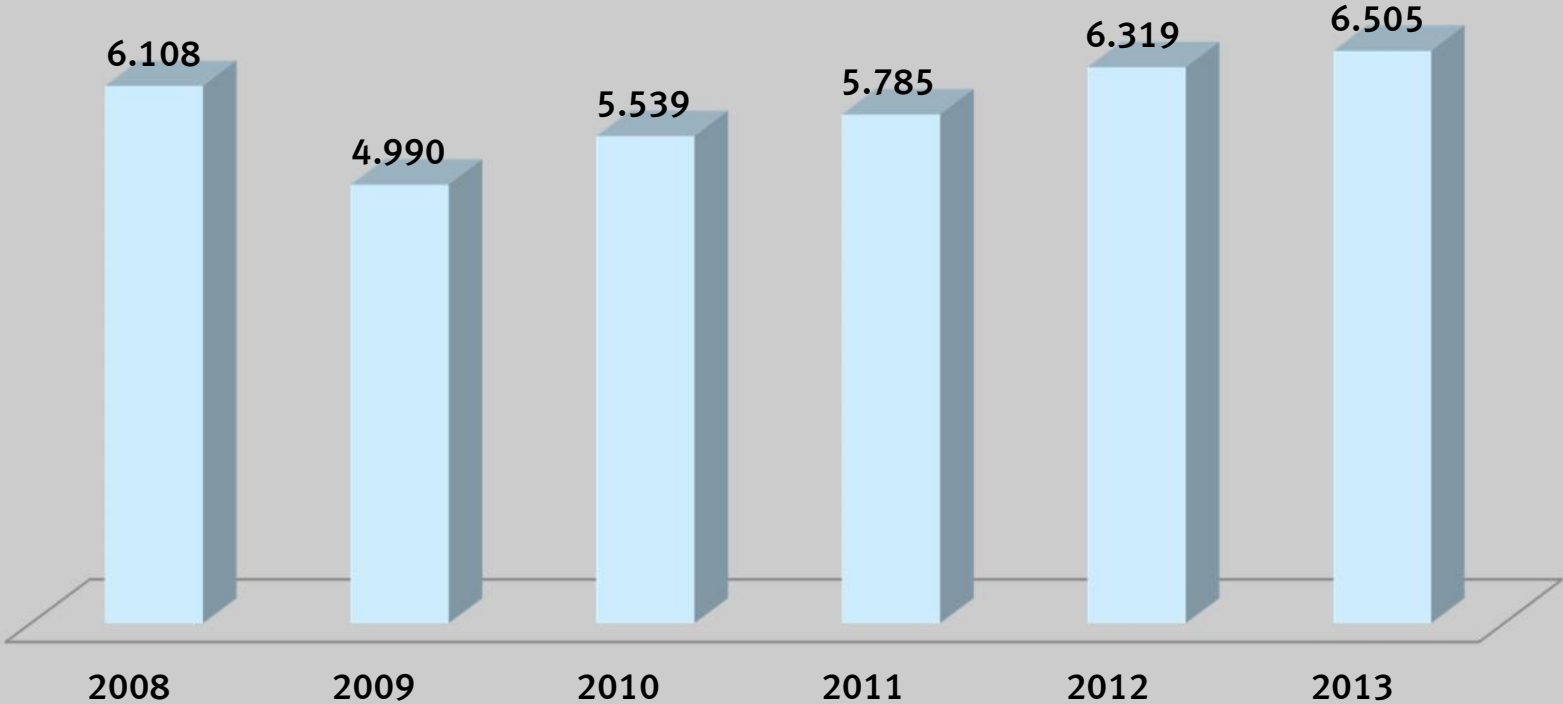
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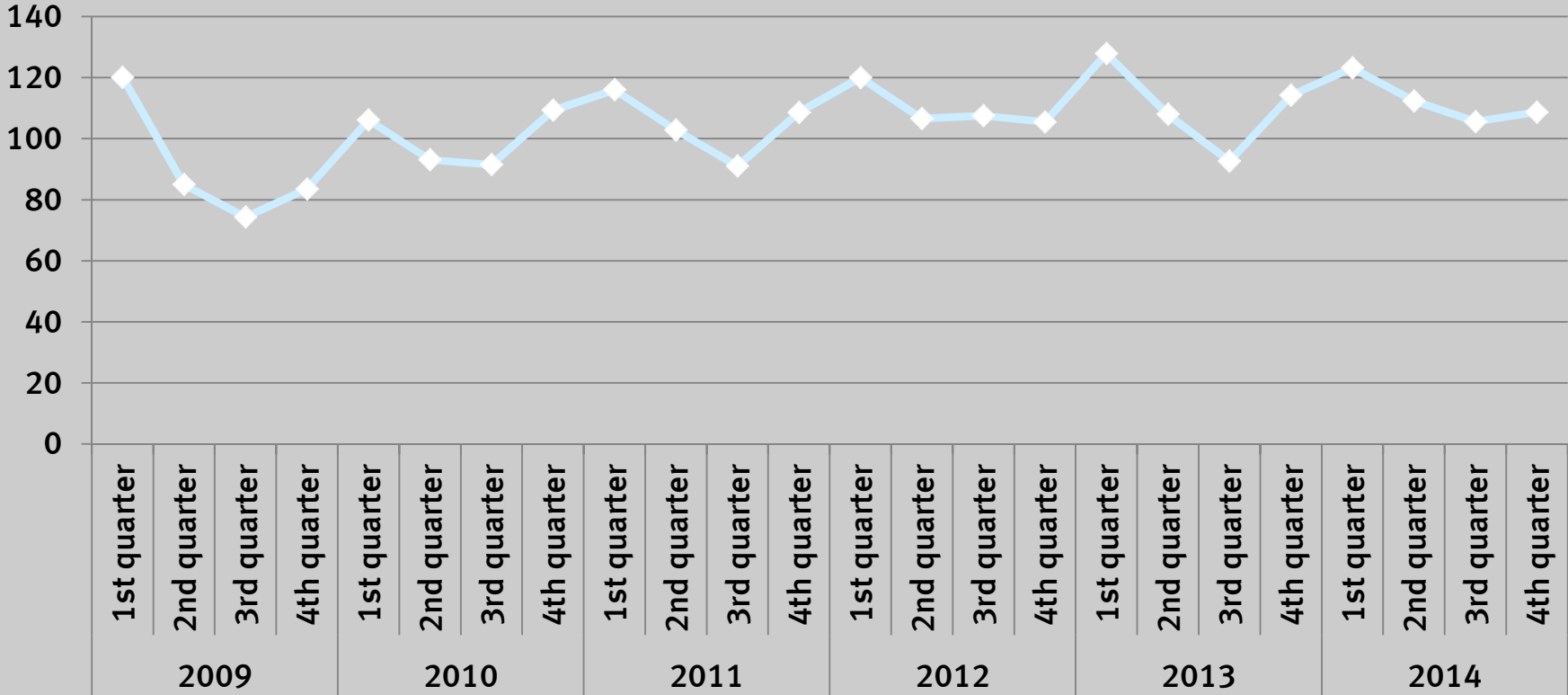
## 82.3 Organisation of conventions and trade shows in Germany 2008–2013 (SBS)

Code of economic activity	Reporting period	Enterprises		Turnover		Persons employed	
		Number	Growth rate	in million Euros	Growth rate	Number	Growth rate
82.3 (WZ 2008)	2008	4,491		6,108		38,525	
	2009	4,337	-3.4 %	4,99	-18.3 %	34,464	-10.5 %
	2010	4,492	3.6 %	5,539	11.0 %	36,311	5.4 %
	2011	4,998	11.3 %	5,785	4.4 %	39,127	7.8 %
	2012	5,457	9.2 %	6,319	9.2 %	39,986	2.2 %
	2013	6,000	10.0 %	6,505	2.9 %	42,244	5.7 %

# 82.3 SBS turnover performance in Germany (in million Euros)



# 82.3 STS turnover performance in Germany (index: 2010=100)



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## Evaluation of the measurement concept

- Organisation of conventions and trade shows is a growing German branch with a long tradition
- Fairly homogeneous services in a functioning market
- Low classification problems (group=class =subclass)
- Well defined and surveyed turnover
- Statistics well aligned, especially with regard to the use of administrative data
- Producer Prices not available (yet)
- EU: Monthly indicator of service production in planning

# QUESTIONS OR COMMENTS?



# THANK YOU FOR YOUR KIND ATTENTION!

Further information is available on our website ([www.destatis.de](http://www.destatis.de)), where you also have free access to our online database (GENESIS).

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