

For Immediate Release

March 2nd, 2021

GainingEdge Ranks Intellectual Capital of Conference Destinations

Global convention industry consulting firm, *GainingEdge*, has launched the first annual report on [Leveraging Intellectual Capital](#) of convention destinations, based on an analysis of international association leadership.

The research underpinning the report identifies the relative strengths of 350 destinations via the presence of their local intellectual leaders in the governing bodies of international associations that organize large conventions. Intellectual Capital is described as a destination's strength of representation in international association leadership. Key findings of the report include:

- A **Top 50 ranking** of destinations (cities/countries) with the greatest influence in international associations
- How well destinations leverage their local leaders by engaging them to bring conventions to the city (their "**Harnessing Ratio**" - the correlation between number of international association meetings hosted or booked over the last 4 years and number of local intellectual leaders on boards of international associations)
- The key industry sectors and scientific fields where destinations are best represented in international association leadership.

Milos Milovanovic, Head of *GainingEdge* Analysis and Research (GEAR), said, "Our Intellectual Capital research was conducted over the last half of 2020 and included reviewing over 3,500 international associations and their governing bodies, which organize large meetings for over 500 participants. Using the ICCA database, as well as international associations' web sites, we obtained data for 350 cities and 145 countries around the world." This analysis looked at:

- Total number of governing bodies of international associations with active presence of local leaders from each destination (city/country)
- Total number of presidents/chairpersons of international associations from each destination (city/country)
- Total number of large (city-wide) international association meetings organized or booked in the last four years.

Milovanovic continued, "this research enabled us to develop key analysis ratios, such as our Harnessing Ratio and the market intelligence we gained can be applied in any of the 350 destinations."

The report found a very high level of correlation between *GainingEdge*'s intellectual capital rankings and their International Convention Destination Competitive Index 2020 global rankings. The top 20 cities in terms of intellectual capital are all among the top 30 most competitive destinations in the Competitiveness Index.

“Our research shows London at the top, followed by Paris, Tokyo, New York and, Beijing, indicating these cities are true global knowledge hubs with strong influence in international associations,” Milovanovic said.

Rank	CITY	# Boards with local members	# Presidents/ Chairpersons	Rank	CITY	# Boards with local members	# Presidents/ Chairpersons
1	London	721	86	26	Santiago	231	18
2	Paris	628	70	27	Taipei	229	18
3	Tokyo	488	46	28	Toronto	224	16
4	New York	486	60	29	Stockholm	219	18
5	Beijing	428	34	30	Chicago	214	22
6	Seoul	375	45	31	Kuala Lumpur	201	15
7	Sydney	336	40	32	Bogota	197	19
8	Singapore	332	31	33	San Francisco	194	19
9	Madrid	324	30	34	Copenhagen	192	23
10	Washington	318	51	35	Helsinki	191	15
11	Vienna	301	34	36	Bangkok	189	20
12	Mexico City	301	25	37	Lisbon	189	19
13	Barcelona	300	27	38	Oslo	179	20
14	Melbourne	298	34	39	Moscow	170	1
15	Buenos Aires	296	47	40	Dublin	169	15
16	Sao Paulo	289	22	41	New Delhi	169	13
17	Hong Kong	276	25	42	Munich	167	20
18	Boston	267	37	43	Montreal	163	19
19	Berlin	261	22	44	Athens	163	13
20	Brussel	260	23	45	Geneva	150	13
21	Zurich	255	24	46	Prague	145	5
22	Rome	254	24	47	Brisbane	141	21
23	Amsterdam	254	23	48	Vancouver	139	13
24	Los Angeles	251	22	49	Lima	139	10
25	Milan	250	16	50	Philadelphia	138	10

Image 1: Top 50 Cities – Available Intellectual Capital

Rank	COUNTRY /Territory	# Boards with local members	# Presidents /chairpersons	Rank	COUNTRY /Territory	# Boards with local members	# Presidents /chairpersons
1	USA	1600	533	26	Norway	285	25
2	UK	1344	222	27	Finland	281	20
3	Germany	1130	182	28	Poland	280	14
4	France	979	125	29	Greece	276	25
5	Italy	883	108	30	Hong Kong, China P.R.	276	25
6	Australia	855	141	31	Turkey	274	23
7	Spain	812	98	32	Chile	270	23
8	Japan	807	93	33	Colombia	257	27
9	Canada	776	92	34	New Zealand	245	18
10	Netherlands	720	86	35	Malaysia	242	21
11	China	689	56	36	Russia	239	4
12	Switzerland	638	63	37	Ireland	229	25
13	Brazil	593	63	38	Thailand	218	23
14	India	546	43	39	Israel	197	25
15	Belgium	505	52	40	Czech Republic	189	8
16	South Korea	480	59	41	Peru	155	10
17	Sweden	464	42	42	Hungary	155	7
18	Argentina	418	72	43	Uruguay	151	20
19	Austria	415	50	44	Indonesia	149	21
20	Mexico	377	39	45	Philippines	137	10
21	South Africa	335	50	45	Romania	127	7
22	Portugal	333	32	47	Croatia	113	8
23	Singapore	332	31	48	Egypt	110	10
24	Denmark	316	34	49	Slovenia	109	9
25	Chinese Taipei	293	29	50	UAE	109	6

Image 2: Top 50 Countries – Available Intellectual Capital

The report found that among the top 20 cities, three European destinations had high Harnessing Ratios: Berlin, Barcelona and Vienna. Among destinations with fewer local leaders on international association boards, high Harnessing Ratios are seen with Prague (highest in the world), Dublin, Lisbon and Copenhagen. In the Asia-Pacific region, cities with high Harnessing Ratios are Bangkok and Singapore, while North America has two Canadian cities, Montreal and Vancouver.

Rank	CITY	# boards with local members	Intl. Meetings (500+) since 2017	Harnessing Ratio	Rank	CITY	# boards with local members	Intl. Meetings (500+) since 2017	Harnessing Ratio
1	London	721	120	16.6%	26	Santiago	231	48	20.8%
2	Paris	628	143	22.8%	27	Taipei	229	83	36.2%
3	Tokyo	488	72	14.8%	28	Toronto	224	79	35.3%
4	New York	486	37	7.6%	29	Stockholm	219	58	26.5%
5	Beijing	428	86	20.1%	30	Chicago	214	46	21.5%
6	Seoul	375	123	32.8%	31	Kuala Lumpur	201	88	43.8%
7	Sydney	336	85	25.3%	32	Bogota	197	30	15.2%
8	Singapore	332	157	47.3%	33	San Francisco	194	35	18.0%
9	Madrid	324	96	29.6%	34	Copenhagen	192	104	54.2%
10	Washington	318	58	18.2%	35	Helsinki	191	49	25.7%
11	Vienna	301	150	49.8%	36	Bangkok	189	112	59.3%
12	Mexico City	301	60	19.9%	37	Lisbon	189	122	64.6%
13	Barcelona	300	162	54.0%	38	Oslo	179	32	17.9%
14	Melbourne	298	109	36.6%	39	Moscow	170	17	10.0%
15	Buenos Aires	296	97	32.8%	40	Dublin	169	119	70.4%
16	Sao Paulo	289	50	17.3%	41	New Delhi	169	46	27.2%
17	Hong Kong	276	89	32.2%	42	Munich	167	40	24.0%
18	Boston	267	45	16.9%	43	Montreal	163	112	68.7%
19	Berlin	261	157	60.2%	44	Athens	163	73	44.8%
20	Brussel	260	55	21.2%	45	Geneva	150	48	32.0%
21	Zurich	255	17	6.7%	46	Prague	145	130	89.7%
22	Rome	254	83	32.7%	47	Brisbane	141	52	36.9%
23	Amsterdam	254	106	41.7%	48	Vancouver	139	103	74.1%
24	Los Angeles	251	19	7.6%	49	Lima	139	61	43.9%
25	Milan	250	70	28.0%	50	Philadelphia	138	18	13.0%

Image 3: Top 50 Cities – Harnessing Ratio

The Harnessing Ratio for the top 50 countries shows the United Arab Emirates have a high level of intellectual capital engagement. Among European countries with a relatively high Harnessing Ratio are Czech Republic, Portugal, Ireland and Spain. Asia-Pacific countries with a high Ratio are Thailand, Malaysia and South Korea. Among the top 10 countries with very high Harnessing Ratios are Canada and the USA. The USA has the greatest amount of intellectual capital in the world and is clearly benefitting as a result.

Rank	COUNTRY /Territory	# boards with local members	Intl. Meetings (500+) since 2017	Harnessing Ratio	Rank	COUNTRY /Territory	# boards with local members	Intl. Meetings (500+) since 2017	Harnessing Ratio
1	USA	1600	773	48.3%	26	Norway	285	56	19.6%
2	UK	1344	386	28.7%	27	Finland	281	73	26.0%
3	Germany	1130	391	34.6%	28	Poland	280	106	37.9%
4	France	979	362	37.0%	29	Greece	276	112	40.6%
5	Italy	883	354	40.1%	30	Hong Kong, China P.R.	276	89	32.2%
6	Australia	855	321	37.5%	31	Turkey	274	66	24.1%
7	Spain	812	421	51.8%	32	Chile	270	69	25.6%
8	Japan	807	328	40.6%	33	Colombia	257	115	44.7%
9	Canada	776	395	50.9%	34	New Zealand	245	54	22.0%
10	Netherlands	720	261	36.3%	35	Malaysia	242	137	56.6%
11	China	689	272	39.5%	36	Russia	239	52	21.8%
12	Switzerland	638	146	22.9%	37	Ireland	229	137	59.8%
13	Brazil	593	197	33.2%	38	Thailand	218	147	67.4%
14	India	546	157	28.8%	39	Israel	197	14	7.1%
15	Belgium	505	122	24.2%	40	Czech Rep.	189	139	73.5%
16	South Korea	480	259	54.0%	41	Peru	155	71	45.8%
17	Sweden	464	122	26.3%	42	Hungary	155	61	39.4%
18	Argentina	418	148	35.4%	43	Uruguay	151	45	29.8%
19	Austria	415	187	45.1%	44	Indonesia	149	87	58.4%
20	Mexico	377	183	48.5%	45	Philippines	137	62	45.3%
21	South Africa	335	113	33.7%	46	Romania	127	32	25.2%
22	Portugal	333	210	63.1%	47	Croatia	113	43	38.1%
23	Singapore	332	157	47.3%	48	Egypt	110	27	24.5%
24	Denmark	316	132	41.8%	49	Slovenia	109	47	43.1%
25	Chinese Taipei	293	120	41.0%	50	UAE	109	103	94.5%

Image 4: Top 50 Countries – Harnessing Ratio

Jon Sivertson, *GainingEdge*'s CEO, said, "We see our Leveraging Intellectual Capital report as the foundation for building advanced convention development programs for destinations. We can now see the absolute, and relative, strengths of destinations with regards to their harnessing of their resident intellectual capital. Drawing on this analysis, we can now provide a **Destination Intellectual Capital Study** to convention destinations, eager to improve both their business development as well as destination marketing activities. This service will help them to identify associations where they have influence, they may not have known about. It also allows a destination to understand which of its actual key business sectors and scientific fields are best connected in global association leadership, and provides them with a focused, deliverable and measurable, approach to securing large meetings."

Sivertson continued, "Our GEAR unit continually tracks intellectual capital data to ensure that it's complete and up to date, and as part of our analysis it can be provided to any destination on demand. This is the first report on [Leveraging Intellectual Capital](#) and we will be publishing updated reports annually going forward."



Image 5: Destination Intellectual Capital Study

GainingEdge is a global specialist consulting firm advising destinations, the business events industry and associations since 2004. It provides a data-driven approach to market synthesis and on strategic recommendations that are specific, practical, and actionable.

GainingEdge has offices in Melbourne, Kuala Lumpur, Paris, The Hague, Johannesburg, Dubai, and Vancouver.

- ENDS –

For further information contact:

Milos Milovanovic, Head, *GainingEdge* Analysis and Research Unit

Phone: +381 63 54 53 44

Email: milos@gainingedge.com

Website: www.gainingedge.com

[Download Report](#)

[Download Image 1](#)

[Download Image 2](#)

[Download Image 3](#)

[Download Image 4](#)

[Download Image 5](#)