

# Intellectual Capital and Destination Competitiveness: Veneto



# Italy Destinations

## Number of meetings per city

Rank	City	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Total
	● Absolute ● Relative											
1	Rome (Italy)	115	120	118	114	124	5	25	107	129	<b>114</b>	971
2	Milan	111	72	78	77	83	7	13	73	69	<b>100</b>	683
3	Bologna	22	29	31	36	26	1	4	44	42	<b>43</b>	278
4	Naples (Italy)	21	18	17	24	35	1	3	32	36	<b>40</b>	227
5	Florence	47	38	45	47	40	2	4	38	40	<b>37</b>	338
6	Torino	28	24	35	32	30	-	7	31	33	<b>36</b>	256
7	Venice	24	30	31	38	26	2	2	21	27	<b>25</b>	226
8	Padova	10	10	14	10	20	-	1	21	16	<b>20</b>	122
12	Genova	10	13	11	12	20	1	1	7	18	<b>10</b>	103
19	Verona (Italy)	18	16	7	9	11	-	4	11	11	<b>7</b>	94

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7	Venice	24	30	31	38	26	2	2	21	27	25	226
8	Padova	10	10	14	10	20	-	1	21	16	20	122
19	Verona (Italy)	18	16	7	9	11	-	4	11	11	7	94
32	Treviso	-	-	4	1	2	-	-	-	-	2	9
74	Vicenza	-	4	1	1	2	-	-	-	1	-	9
74	Belluno	1	3	-	1	-	-	1	-	1	-	7

Veneto is home to three internationally recognized business events destinations—led by Venice, followed by Padova and Verona—which are well established on the global MICE stage.

Treviso and Vicenza primarily serve the national market, while Belluno and Rovigo cater to specialized local segments and niche event opportunities.



# Italy Intellectual Capital

COUNTRY	Large congresses (500+ pax)	Mid-size meetings (200-499 pax)	TOTAL
USA	1814	2743	4557
UK	1464	2268	3732
Germany	1248	1994	3242
France	1062	1699	2761
<b>Italy</b>	<b>1110</b>	<b>1586</b>	<b>2696</b>
Spain	981	1380	2361
Australia	990	1348	2338
Japan	931	1300	2231
Canada	911	1241	2152
Netherlands	823	1285	2108

# Cities Intellectual Capital

CITY	Large congresses (500+ pax)	Mid-size meetings (200-499 pax)	TOTAL
Rome	337	474	811
Milan	314	413	727
Torino	104	155	259
Bologna	86	116	202
<b>Padova</b>	<b>94</b>	<b>102</b>	<b>196</b>
Naples	69	124	193
Florence	71	100	171
Pisa	49	89	138

**Padova** is the leading destination in the **Veneto** region in terms of intellectual capital and the only one among the top 10 Italian cities in this regard.



# Regions Intellectual Capital

Region	Large congresses (500+ pax)	Mid-size meetings (200-499 pax)	TOTAL
Lazio	337	474	811
Lombardy	341	433	774
Tuscany	142	211	353
Emilia-Romagna	132	191	323
<b>Veneto</b>	<b>128</b>	<b>161</b>	<b>289</b>
Piemonte	104	155	259
Campania	69	124	193
Puglia	41	74	115
Trentino – Alto Adige	21	58	79
Sicily	31	53	84
FVG	31	40	72
Liguria	12	48	60
Umbria	22	34	56
Sardinia	17	27	44

# Regions Intellectual Capital

Forum MICE Veneto | 17 Giugno 2025  
Best Western CTC Hotel

Region	Large congresses (500+ pax)	Total meetings since 2021 (500 + pax)	Harnessing Ratio (500 +)
Lazio	337	123	36.5%
Lombardy	341	117	34.3%
Tuscany	142	64	45.1%
Emilia-Romagna	132	64	48.5%
<b>Veneto</b>	<b>128</b>	<b>44</b>	<b>34.4%</b>
Piemonte	104	29	27.9%
Campania	69	26	37.7%
Puglia	41	13	31.7%
Trentino – Alto Adige	21	10	47.6%
Sicily	31	3	9.7%
FVG	31	7	22.6%
Liguria	12	7	58.3%
Umbria	22	1	4.5%
Sardinia	17	0	0



# Regions Intellectual Capital

Region	Mid-size meetings (200-499 pax)	Total meetings since 2021 (200 - 499 pax)	Harnessing Ratio (200-499)
Lazio	474	125	26.4%
Lombardy	433	110	25.4%
Tuscany	211	63	29.9%
Emilia-Romagna	191	84	44.0%
Veneto	161	55	34.2%
Campania	124	50	40.3%
Piemonte	155	52	33.5%
Puglia	74	11	14.9%
Trentino – Alto Adige	58	20	34.5%
Sicily	53	7	13.2%
FVG	40	15	37.5%
Liguria	48	14	29.2%
Umbria	34	9	26.5%
Sardinia	27	0	0



# Veneto Destination Assessment

Forum MICE Veneto | 17 Giugno 2025  
Best Western CTC Hotel

Key Consideration	Explanation
Accessibility	Veneto’s international airports collectively recorded over 18.3 million passengers in 2024 (+3.1%), making the region very accessible. The largest is Marco Polo Venice Airport, which served 11.6 million passengers, followed by Verona Villafranca Airport (currently undergoing expansion) with 3.7 million, and Treviso Airport, which mainly handles low-cost carriers like Ryanair and Wizz Air.
Meeting Infrastructure	The Padova Congress Centre features modular Giotto (1,380 pax) and Mantegna (988 pax) auditoriums, breakout rooms (50–150 pax), and Pavilion 11 for up to 1,800 participants, with nearby exhibition space. The Venice Convention Centre on Lido, known for cultural events, hosts up to 1,500 guests across the Palazzo del Cinema and Casino, with plenary rooms for 1,032 (Sala Grande) and 1,400 (Sala Darsena), plus several smaller rooms. Verona’s Veronafiore offers a 600-pax auditorium, 8 meeting rooms, and halls for up to 2,400 attendees, while Vicenza Convention Centre includes a 700-pax auditorium, 15 meeting rooms, and halls up to 13,500 sqm.
Hotels	Venice offers the region’s largest hotel stock with over 15,000 rooms, though Lido island has limited availability —especially in upscale and large hotels—posing challenges during peak season. Padova features international brands like Crowne Plaza, NH, Marriott, Hilton Garden Inn, and Best Western, but overall hotel capacity remains limited, with few large properties able to provide substantial room blocks. Verona has a solid facility package near the main venue, including Crowne Plaza and Best Western, with over 500 rooms nearby, yet still falls short in overall hotel inventory. Vicenza faces similar limitations, with a clear lack of international hotel chains.
Destination Appeal/ Image	Veneto is one of the world’s most appealing regions, offering high-end destinations rich in historical and cultural heritage. This strong appeal makes it a top choice for both association and corporate clients to host events. Notably, Venice and Verona rank as the 37th and 75th most visited cities globally, according to Euromonitor International.
Cost	Business travel costs in Veneto are slightly higher than in other Italian regions, particularly in luxury destinations, but remain reasonable compared to Western and Northern Europe. Venice is the most expensive, especially in the historic centre and on the Lido. Padova offers excellent value for its quality, Vicenza maintains consistently good rates, and Verona is budget- and mid-range friendly, though the luxury segment can be costly. Overall, the region provides a wide range of options, from affordable to high-end hotels and event services.
Members / Audience	With local leaders featured in the leadership of 288 international associations hosting rotating meetings for over 200 participants, Veneto ranks as Italy’s 5 <sup>th</sup> strongest region in intellectual capital, which its top destinations can leverage. Nearly 2/3 comes from Padova —the region’s leading academic hub—followed by Verona and Venice. Key institutions include the University of Padova (200–300 ARWU), University of Verona (500–600 ARWU), Ca’ Foscari and IUAV in Venice, Verona Integrated University Hospital, as well as hospitals in Conegliano, Rovigo, and Treviso.
Logistics	Veneto has a well-developed railway network, with the main East-West Corridor frequently connecting Venice, Padova, Vicenza, and Verona within 30 to 90 minutes. Venice is a unique destination that is logistically challenging for group movement, while on Lido island all facilities are within walking distance and easily accessible. Other destinations are compact and walkable.
Local Support	Although some initiatives have started in certain cities, there is no clear evidence of local financial support to attract meeting planners to organize events in Veneto destinations; support, if any, is usually in-kind contributions or small event assistance.
Service	Being among the top leisure destinations, Veneto cities have local suppliers capable of providing high-level services. Also, there are Italian PCOs and international service providers available.
DMO	There are DMOs in all 7 Veneto destinations, while Venice & Lido, Padova and Verona Garda are members of the Italy Convention Bureau. Members of ICCA are just Venezia Unica Convention Bureau working under the Vela company (which manages meeting venues) and the Padova Convention Bureau. All these bureaus have different institutional framework, lack of resources and need to lift up their institutional position. Collaboration at the regional level with the Veneto region and possibly Chamber of Commerce may help to upgrade their position.
OVERALL	Veneto is among the most developed regions in Europe, with strong leisure and business destinations and solid meeting infrastructure, but greater coordination is needed to maximize its impact.

# Veneto Advantages

- **High destination appeal** with globally renowned attractions and some of the world's most visited locations
- **Strong air accessibility via Venice Marco Polo Airport**, with growing relevance of Verona and Treviso airports
- **Brand-new as well** as recently upgraded meetings infrastructure in top destinations.
- **Robust intellectual capital**, especially concentrated at the University of Padova
- **Leading academic and research institutions across sectors** such as healthcare, science, technology, and industry
- **Efficient internal transport and logistics**, enabling the region to be marketed as a cohesive product
- **Well-educated professionals and proactive DMOs**—experienced and collaborative.
- **Strong potential for regional collaboration and institutional support** from the Veneto Region



# Veneto Challenges

Veneto offers a diverse MICE product spread across multiple destinations, but with some notable gaps:

- **Air access is centred on Venice**, which is largely perceived as a leisure and luxury destination;
- **Intellectual capital is concentrated in Padova**, which has limited hotel capacity and venue infrastructure;
- **Conference venues are mostly tied to fairgrounds**, with a stronger focus on exhibitions than conferences;
- Local convention bureaus vary in **institutional structure, authority engagement, and support levels**;
- Potential for internal competition exists due to **uneven development across destinations**.

Overall, the region has all the ingredients for success, but **each destination lacks certain key competitive factors**.





# Veneto Conclusions

1. Position Veneto as a **cohesive MICE Ecosystem**;
2. **Create and promote** Veneto MICE product;
3. **Strengthen** Regional Air and Ground Connectivity;
4. **Balance** Exhibition vs. Conference Capacity
5. **Address Infrastructure Gaps** Through Complementarity;
6. Develop a **Shared Knowledge** and **Data Intelligence**;
7. **Harmonize and coordinate** Convention Bureau Efforts;
8. Promote Growth Through **Regional Funding and Support**;
9. **Leverage** Academic and Industry Networks.
10. Assign Specialization Based on Strengths e.g.,
  - **Padova**: Academic and science-based conferences
  - **Venice**: High-end, global summits and luxury events and incentives
  - **Verona**: Trade exhibitions, pharma conferences, and cultural events
  - **Vicenza**: Design, architecture, and manufacturing industry events
  - **Treviso**: SME-focused events and creative industries
  - **Belluno**: Nature, sustainability, and corporate retreats
  - **Rovigo**: Agri-food innovation and niche events

