



71st CONGRESS OF THE
♦ INTERNATIONAL ♦
FISCAL ASSOCIATION

FINAL REPORT

March 2018

27 AUGUST TO 01 SEPTEMBER | 2017
RIO DE JANEIRO | BRAZIL

IFA2017RIO.COM.BR

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- ATTENDANCE FIGURES
- WEBSITE | VISITORS
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- CATERING

REGISTRATION PROCESS/INCOMES

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- B. Registrations by Month
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A) REGISTRATION FEES

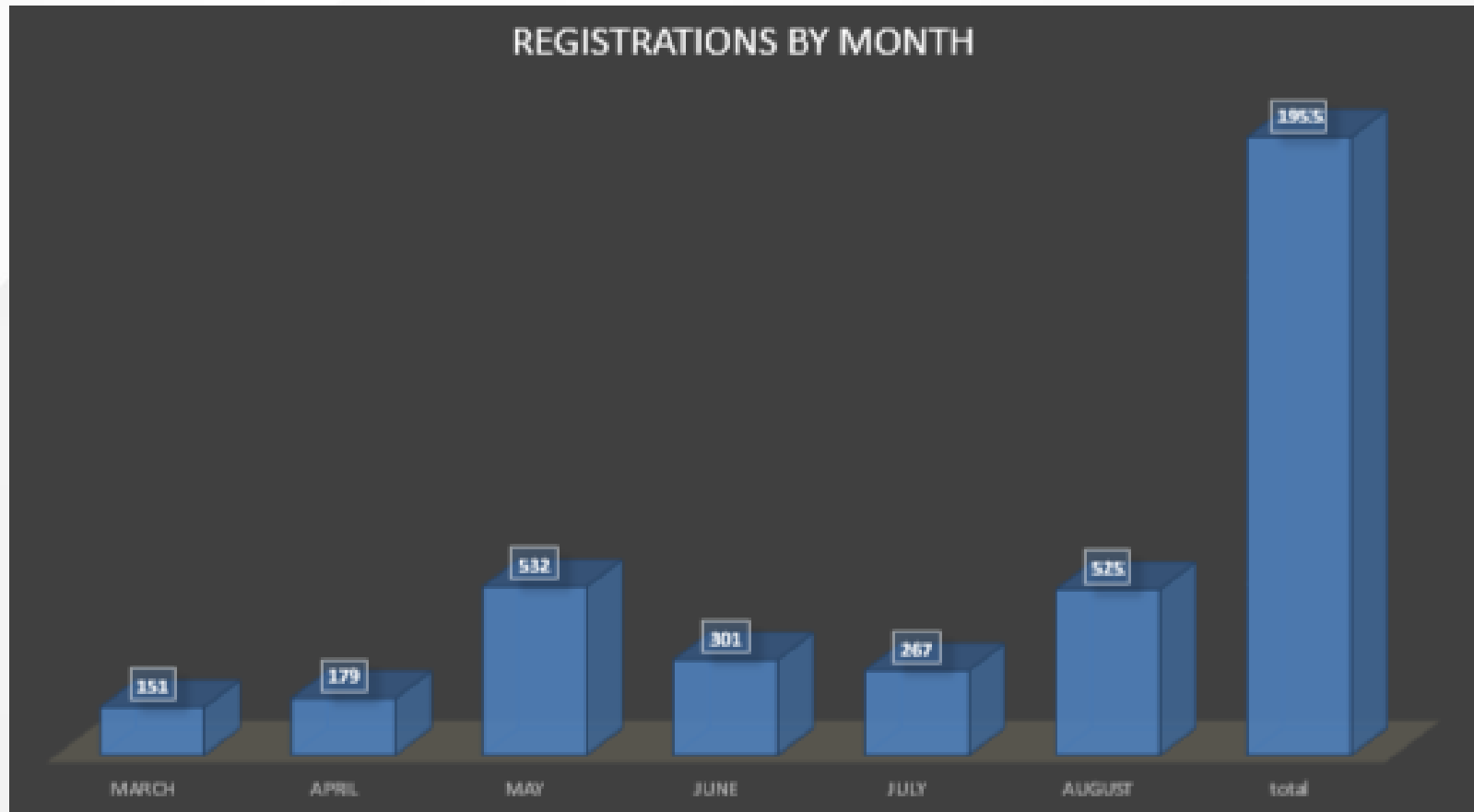


REGISTRATION FEES							
CATEGORY	EARLY BIRD UNTIL JUNE 26th		REGULAR UNTIL AUGUST 26th		ONSITE FROM AUGUST 27th		
	R\$	U\$	R\$	U\$	R\$	U\$	
IFA MEMBER	R\$ 4.640,00	\$ 1.450,00	R\$ 5.280,00	\$ 1.650,00	R\$ 6.240,00	\$ 1.950,00	
NON-IFA MEMBER	R\$ 5.600,00	\$ 1.750,00	R\$ 6.240,00	\$ 1.950,00	R\$ 6.880,00	\$ 2.150,00	
ACCOMPANYIN PERSON	R\$ 1.280,00	\$ 400,00	R\$ 1.600,00	\$ 500,00	R\$ 1.920,00	\$ 600,00	

B) REGISTRATIONS BY MONTH



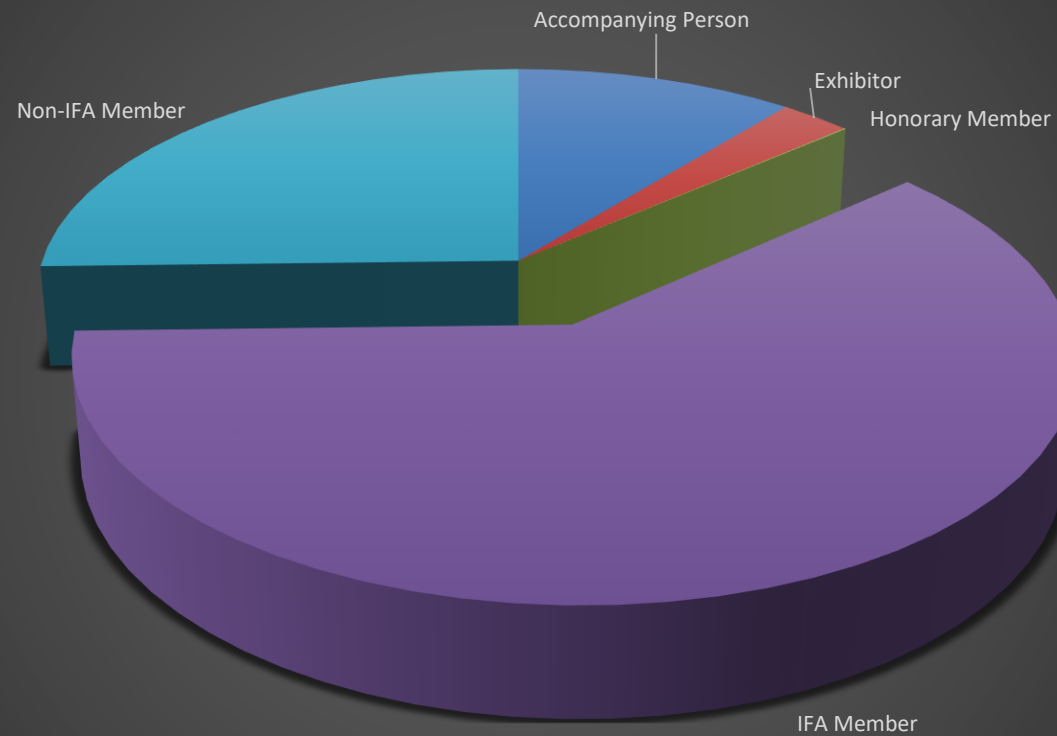
REGISTRATION BY MONTH						
MONTH	PERIOD	SUBTOTAL	%	ACCUMULATED	%	REMARKS
MARCH	03/01 03/31	151	8%	151	8%	
APRIL	04/01 04/30	179	9%	330	17%	
MAY	05/01 05/31	532	27%	862	44%	
JUNE	06/01 06/30	301	15%	1163	60%	26th end early bird fee
JULY	07/01 07/31	267	14%	1430	73%	
AUGUST	08/01 08/31	525	27%	1955	100%	
TOTAL:		1955	100%		100%	



C) REGISTRATIONS BY CATEGORY AND DEADLINE

REGISTRATION BY CATEGORY & DEADLINE								
CATEGORY	EARLY BIRD UNTIL JUNE 26th	REGULAR UNTIL AUGUST 26th	ONSITE FROM AUGUST 27th	REGISTRATION COMPLIMENTARY	SUBTOTAL	CANCELLATION	TOTAL	%
Accompanying Person	140	39	13	12	204	7	211	11%
Exhibitor	0	0	3	51	54	0	54	3%
Honorary Member	1	0	0	0	1	0	1	0%
IFA Member	879	174	3	115	1171	22	1193	61%
Non-IFA Member	146	136	6	204	492	4	496	25%
TOTAL	1166	349	25	382	1922	33	1955	100%

REGISTRATION BY CATEGORY



■ Accompanying Person ■ Exhibitor ■ Honorary Member ■ IFA Member ■ Non-IFA Member

D) METHOD OF PAYMENT



REGISTRATION METHOD		
REGISTRATION METHOD	AMOUNT	%
ONLINE	1878	96%
PDF FORM	77	4%
TOTAL	1955	100%

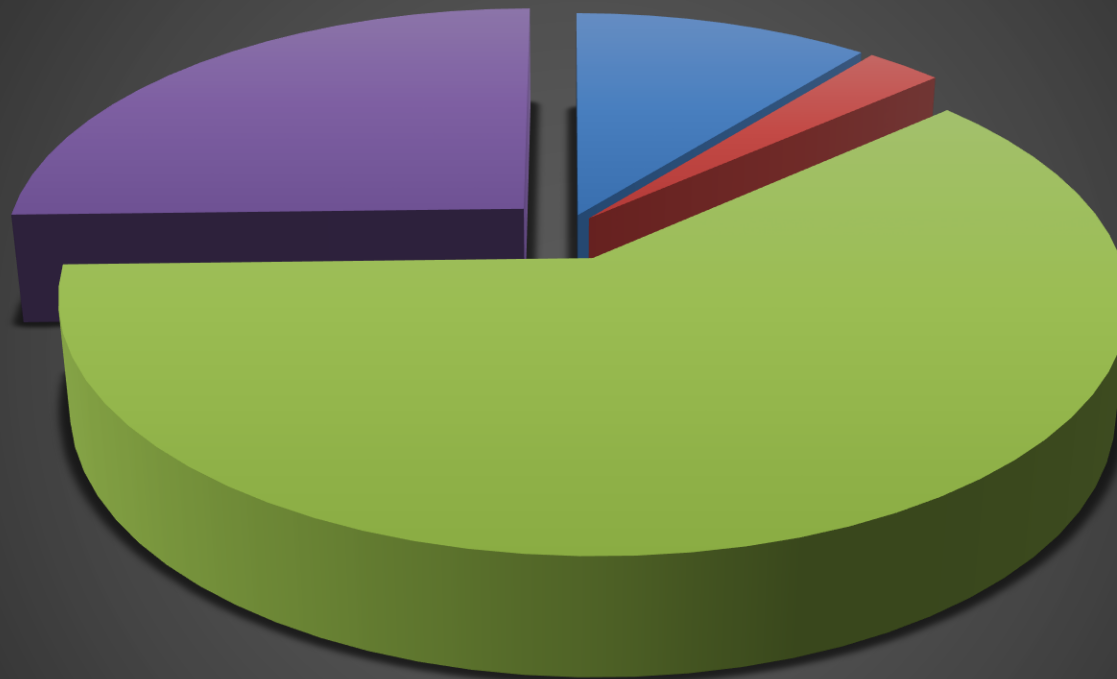
E) METHOD OF REGISTRATION



PAYMENT METHOD		
PAYMENT METHOD	NUMBER	%
AMERICAN EXPRESS	70	4%
BANK TRANSFER	165	10%
MASTERCARD	116	7%
VISA	1208	77%
EMPENHO	14	1%
TOTAL	1573	100%

Remark: Does not count Complimentary registrations

REGISTRATIONS BY TYPE



■ Accompanying Person ■ Exhibitor ■ IFA Member ■ Non-IFA Member

F) REGISTRATIONS BY TYPE | Checked In



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REGISTRATION BY TYPE | Checked-In

CATEGORY	NUMBER	%
Accompanying Person Early Bird	138	7%
Accompanying Person Complimentary	12	1%
Accompanying Person Regular	38	2%
Accompanying Person Onsite	13	1%
Exhibitor	42	2%
Exhibitor Onsite	3	0%
IFA Member Early Bird	869	46%
IFA Member Complimentary	105	6%
IFA Member Regular	174	9%
IFA Member Onsite	3	0%
Non-IFA Member Early Bird	144	8%
Non-IFA Member Complimentary	197	11%
Non-IFA Member Regular	132	7%
Non-IFA Member Onsite	6	0%
TOTAL:	1876	100%

F) REGISTRATIONS BY TYPE | Complimentary



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COMPLIMENTARY REGISTRATIONS		
CATEGORY	NUMBER	%
EXECUTIVE BOARD	5	1%
GENERAL SECRETARIAT	4	1%
INTERNATIONAL ORGANISATION	17	4%
PRESS	15	4%
ORGANIZING COMMITTEE	8	2%
LOC INTERNS	8	2%
ACCOMPANYING PERSONS	12	3%
SPONSORS (+ EXHIBITORS)	313	82%
TOTAL:	382	100%

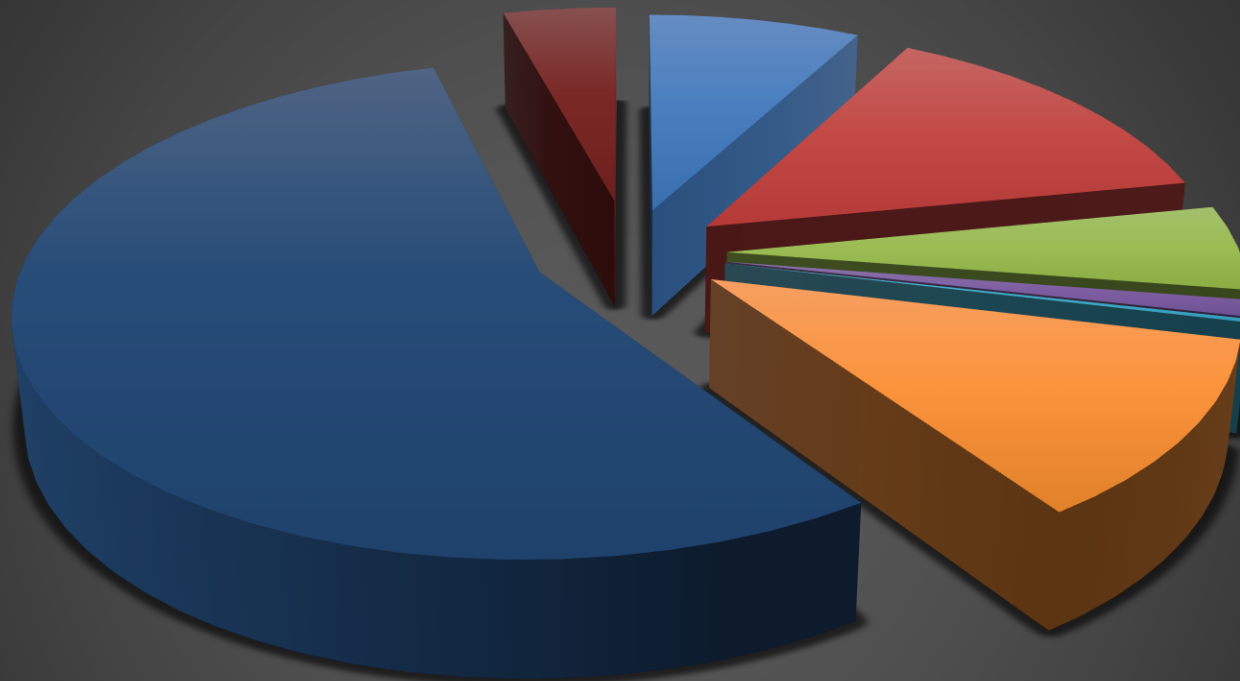
G) REGISTRATIONS BY JOB TITLE

JOB TITLE		
CATEGORY	NUMBER	%
ACADEMIC (FULL-TIME OR MAIN OCCUPATION)	136	8%
CORPORATE TAX OFFICER	245	14%
GOVERNMENT OFFICIAL	98	6%
INTERNATIONAL ORGANISATION	19	1%
JUDGE	4	0%
OTHER	204	12%
TAX PRACTITIONER	964	55%
NO INFORMATION PROVIDED	75	4%
TOTAL	1745	100%

Remark: Does not include Accompanying Person

Remark: Include cancellations

JOB TITLE / PROFESSIONAL POSITION



■ ACADEMIC (FULL-TIME OR MAIN OCCUPATION)

■ CORPORATE TAX OFFICER

■ GOVERNMENT OFFICIAL

■ INTERNATIONAL ORGANISATION

■ JUDGE

■ OTHER

■ TAX PRACTITIONER

■ NO INFORMATION PROVIDED

H) REGISTRATION BY WORLD REGION



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REGISTRATION BY WORLD REGION		
WORLD REGION	NUMBER	%
AFRICA	31	2%
ASIA	122	6%
CENTRAL AMERICA	64	3%
EASTERN EUROPE	156	8%
EUROPEAN UNION	596	30%
MIDDLE EAST	11	1%
NORTH AMERICA	186	10%
OCEANIA	14	1%
SOUTH AMERICA	752	38%
THE CARIBBEAN	18	1%
NOT SPECIFIED	5	0%
TOTAL:	1955	100%

REGISTRATION BY WORLD REGION



- AFRICA
- ASIA
- CENTRAL AMERICA
- EASTERN EUROPE
- EUROPEAN UNION
- MIDDLE EAST
- NORTH AMERICA
- OCEANIA
- SOUTH AMERICA
- THE CARIBBEAN
- NOT SPECIFIED

I) REGISTRATION BY COUNTRY



REGISTRATION BY COUNTRY		
COUNTRY	NUMBER	%
ARAB REPUBLIC OF EGYPT	2	0%
ARGENTINA	47	3%
ARUBA	2	0%
AUSTRALIA	11	1%
AUSTRIA	34	2%
BARBADOS	1	0%
BELGIUM	28	1%
BOLIVIA, PLURINATIONAL STATE OF	7	0%
BRAZIL	548	29%
CANADA	52	3%
CHILE	30	2%
CHINA, PEOPLE'S REPUBLIC OF	3	0%
CHINESE TAIPEI	8	0%
COLOMBIA	20	1%
COSTA RICA	4	0%
CURAÇAO	11	1%
CZECH REPUBLIC	3	0%

I) REGISTRATION BY COUNTRY



REGISTRATION BY COUNTRY		
COUNTRY	NUMBER	%
DENMARK	47	3%
DOMINICAN REPUBLIC	2	0%
ECUADOR	3	0%
ESTONIA	2	0%
FINLAND	20	1%
FRANCE	55	3%
GERMANY	80	4%
GUATEMALA	3	0%
HONG KONG	4	0%
HUNGARY	2	0%
INDIA	45	2%
INDONESIA	1	0%
IRELAND	4	0%
ISRAEL	6	0%
ITALY	69	4%
JAPAN	12	1%
KOREA	26	1%

I) REGISTRATION BY COUNTRY



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REGISTRATION BY COUNTRY		
COUNTRY	NUMBER	%
LATVIA	3	0%
LUXEMBOURG	22	1%
MALAYSIA	5	0%
MALDIVES	2	0%
MALTA	5	0%
MEXICO	47	3%
MOROCCO	7	0%
NETHERLANDS	98	5%
NEW ZEALAND	2	0%
NORWAY	37	2%
PANAMA	8	0%
PERU	44	2%
POLAND	7	0%
PORTUGAL	29	2%
QATAR	4	0%
RUSSIA	7	0%

I) REGISTRATION BY COUNTRY



REGISTRATION BY COUNTRY		
COUNTRY	NUMBER	%
SANTA LUCIA	2	0%
SERBIA	1	0%
SINGAPORE	6	0%
SLOVAKIA	5	0%
SOUTH AFRICA	18	1%
SPAIN	25	1%
SRI LANKA	3	0%
SWEDEN	34	2%
SWITZERLAND	69	4%
THAILAND	4	0%
TURKEY	2	0%
UKRAINE	3	0%
UNITED ARAB EMIRATES	1	0%
UNITED KINGDOM	31	2%
UNITED STATES	121	6%
URUGUAY	22	1%
VENEZUELA, BOLIVARIAN REPUBLIC OF	5	0%
NOT SPECIFIED	5	0%
TOTAL	1876	100%

J) CANCELLATIONS BY CATEGORY



CANCELLATION BY TYPE		
CATEGORY	NUMBER	%
IFA-MEMBER	22	69%
NON-IFA MEMBER	4	13%
ACCOMPANYING PERSON	7	19%
TOTAL	33	100%

K) CANCELLATIONS BY DATE



CANCELLATION BY DATE			
CATEGORY	UP TO AUGUST 17TH	%	TOTAL
	80% REFUND		
IFA MEMBER	22	69%	22
NON-IFA MEMBER	4	13%	4
ACCOMPANYING PERSON	7	19%	7
TOTAL		100%	33

L) CANCELLATION BY COUNTRY



CANCELLATION BY COUNTRY

COUNTRY	NUMBER	%
BELGIUM	2	6%
BOLIVIA	1	3%
BRASIL	4	9%
CANADA	4	13%
FINLAND	1	3%
FRANCE	2	6%
GERMANY	5	13%
INDIA	1	3%
ITALY	1	3%
NETHERLANDS	2	6%
NEW ZEALAND	1	3%
PARAGUAY	1	3%
SOUTH AFRICA	1	3%
SWITZERLAND	1	6%
UNITED KINGDOM	2	6%
UNITED STATES	4	13%
TOTAL	33	100%

M) NO SHOW BY TYPE



NO SHOW BY TYPE		
CATEGORY	NUMBER	%
IFA MEMBER	20	43%
NON IFA MEMBER	13	28%
ACCOMPANYING PERSON	4	7%
EXHIBITOR	10	22%
TOTAL	47	100%

N) ATTENDANCE - TOURS



	Purchase	Cancellation	FEE
BARRA DA TIJUCA CITY TOUR - FREE	645	100	
GUANABARA BAY	53	5	
BOTANICAL GARDEN (Friday)	26	4	
BOTANICAL GARDEN (Tuesday)	26	4	
CORCOVADO BY TRAIN	102	9	
HISTORIC RIO WALKING TOUR (Friday)	30	6	
HISTORIC RIO WALKING TOUR (Wednesday)	93	15	
RIO BY DAY (Friday)	96	12	
RIO BY DAY (Tuesday)	49	5	
THE IMPERIAL PETRÓPOLIS	29	3	
TRANSFER TO PRAINHA AND GRUMARI BEACHE (Monday)	16	5	R\$ 80,00
TRANSFER TO PRAINHA AND GRUMARI BEACHE (Thursday)	9	2	R\$ 80,00
TRANSFER TO PRAINHA AND GRUMARI BEACHES (Tuesday)	4	1	R\$ 80,00
TRANSFER TO PRAINHA AND GRUMARI BEACHES (Wednesday)	14	4	R\$ 80,00
SANTA TERESA	-	-	



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ATTENDANCE FIGURES

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SCIENTIFIC PROGRAMME



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SESSIONS	REGISTERED	ATTENDANCE	%
Subject 1 Assessing BEPS: Origins, Standards and Responses	1312	1211	92%
Seminar A Fragmentation of contracts and taxation	670	1251	187%
Seminar B Automatic Exchange of Information: a new standard?	643	1134	176%
Subject 02 The future of transfer pricing	1183	1043	88%
Seminar C Cost-sharing and Cost Contribution Arrangements	722	744	103%
Seminar D Advanced Pricing Agreements and International Tax Impact	514	325	63%
Seminar E IFA/OECD	1125	880	78%
Seminar F Economic crisis and protection of taxpayers' rights – tax morality?	721	689	96%
Seminar G International indirect taxation of enterprise services Multilateral, internal or bilateral approach	461	355	77%
Seminar H Recent Developments in international taxation	1164	776	67%
Seminar I International Tax Impacts of Foreign Exchange Effects	697	419	60%
Seminar J IFA/EU	428	250	58%

LUNCHEONS



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AUGUST 28TH

EVENT	REGISTERED	ATTENDANCE	%
Academic Luncheon	146	87	60%
Corporate Luncheon	163	88	54%
Government Luncheon	94	84	89%

SPECIAL EVENTS



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AUGUST 30TH			
EVENT	REGISTERED	ATTENDANCE	%
President's Reception	106	87	82%
TEA for Win	147	240	163%

SOCIAL PROGRAMME



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AUGUST 27TH			
EVENT	REGISTERED	ATTENDANCE	%
Opening Ceremony	1627	1336	82%
Welcome Reception		1287	79%

AUGUST 28TH			
EVENT	REGISTERED	ATTENDANCE	%
Museum Evening - Museu do Amanhã (Museum of Tomorrow)	1513	978	65%

AUGUST 29TH			
EVENT	REGISTERED	ATTENDANCE	%
Cultural Evening - Pão de Açúcar (SugarLoaf)	1517	1477	97%

AUGUST 31TH			
EVENT	REGISTERED	ATTENDANCE	%
Gala Dinner - The Windsor Convention & Expo Center	524	681	130%

YOUNG IFA NETWORK (YIN)



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AUGUST 27TH			
EVENT	REGISTERED	ATTENDANCE	%
YIN meet-and-greet reception	524	210	40%

AUGUST 29TH			
EVENT	REGISTERED	ATTENDANCE	%
YIN Seminar	255	50	20%

AUGUST 30TH			
EVENT	REGISTERED	ATTENDANCE	%
YIN Party	900	769	85%



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ACCOMMODATION

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HOTEL



SUBJECT	NUMBER
Number of participants who booked hotel through PCO	780
Hotel room nights booked through PCO	4144
Hotel category 5*	4
Hotel category 4*	2
Hotel category 3*	1

HOTEL | OFFER



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Official Hotel	CAT	Category	Offer	Single	Double
Windsor Oceanico	4*	standard	60	R\$ 517,00	R\$ 517,00
		superior	240	R\$ 596,00	R\$ 596,00
Barra da Tijuca - IFA Official Neighbourhood					
Windsor Barra	5*	superior	50	R\$ 612,00	R\$ 612,00
		superior executive	110	R\$ 643,00	R\$ 643,00
		luxo	10	R\$ 809,00	R\$ 809,00
Sheraton Barra	5*	standard	50	R\$ 446,00	R\$ 446,00
Ac Marriott	4*	superior	100	R\$ 297,00	R\$ 297,00
Windsor Marapendi	5*	standard	10	R\$ 547,00	R\$ 497,00
Novotel Barra da Tijuca	4*	standard	45	R\$ 313,00	R\$ 349,00
Hyatt Barra	5*	standard	10	R\$ 593,00	R\$ 593,00

HOTEL | REAL USAGE



	*	ago/23	ago/24	ago/25	ago/26	ago/27	ago/28	ago/29	ago/30	ago/31	set/01	set/02	set/03	Total RN
Ac Marriott	4*	0	2	11	54	89	91	90	87	69	27	5	0	525
Hyatt Barra	5*	1	1	2	7	10	10	10	10	7	4	1	0	63
Novotel Barra da Tijuca	4*	0	0	1	4	15	15	15	13	7	4	0	0	74
Sheraton Barra	5*	0	0	26	77	139	147	148	138	100	40	10	0	825
Windsor Barra	5*	0	1	23	97	184	192	188	174	101	40	7	2	1009
Windsor Marapendi	5*	0	0	3	13	18	18	17	17	9	3	0	0	98
Windsor Oceanico	4*	1	5	47	160	279	286	282	265	175	42	7	1	1550
Roomnights per day		2	9	113	412	734	759	750	704	468	160	30	3	4144



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WEBSITE/VISITORS

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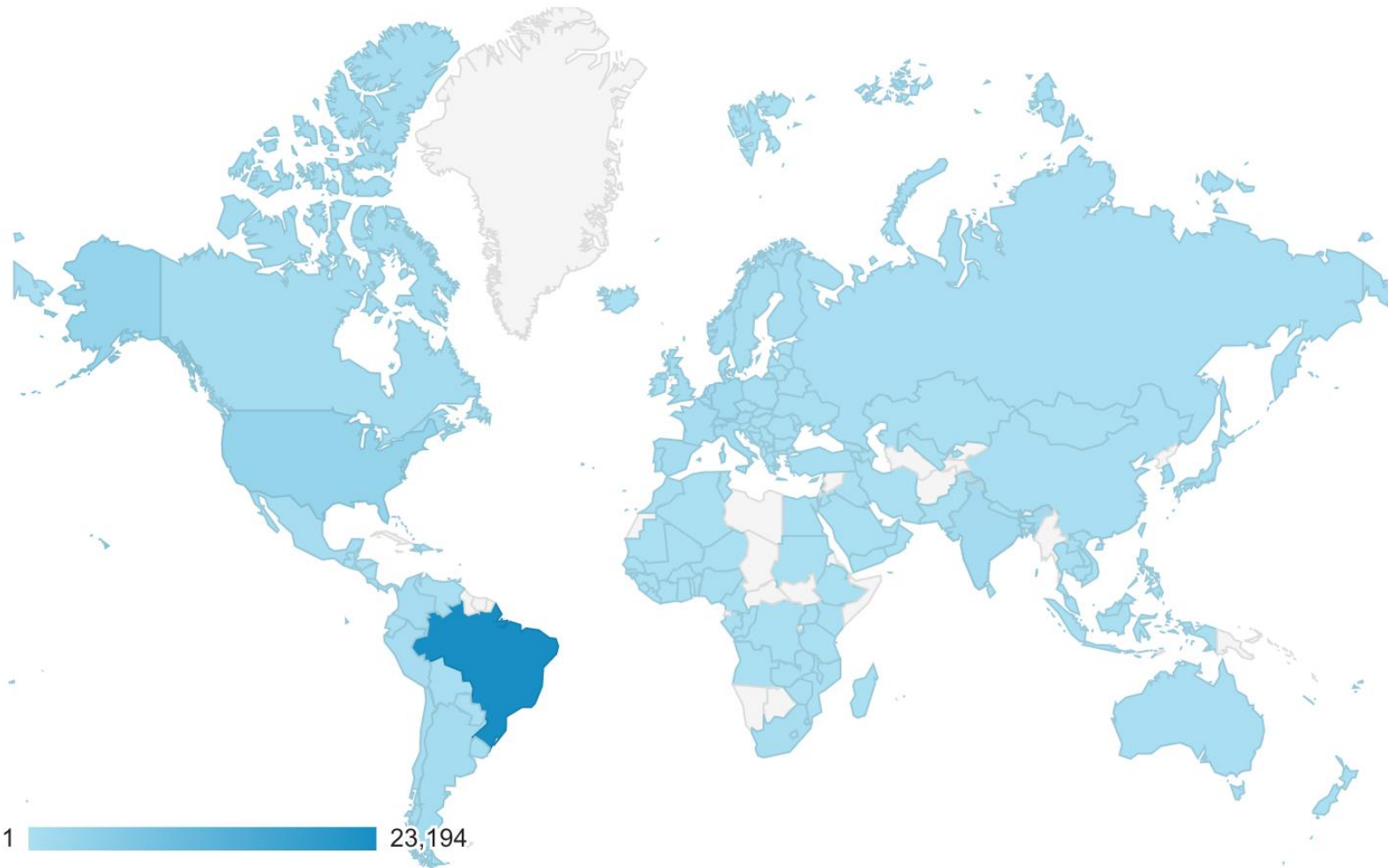
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VISITORS BY COUNTRY

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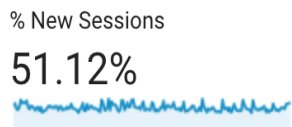
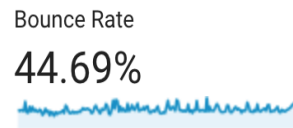
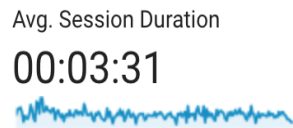
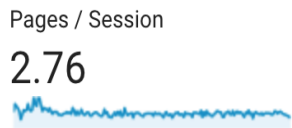
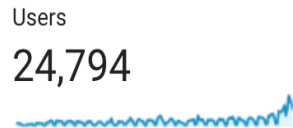


AUDIANCE OVERVIEW

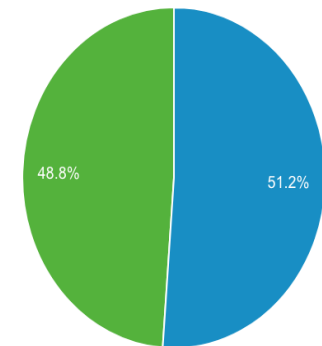
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■ New Visitor ■ Returning Visitor



NEW x RETURNING

20.02.2017 - 31.08.2017



Primary Dimension: **User Type**

Plot Rows

Secondary dimension

Sort Type:

Default



advanced



User Type ?	Acquisition			Behavior			Conversions Goal 1: Inscрева-se		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Inscрева-se (Goal 1 Conversion Rate) ?	Inscрева-se (Goal 1 Completions) ?	Inscрева-se (Goal 1 Value) ?
	47,863 % of Total: 100.00% (47,863)	51.18% Avg for View: 51.12% (0.13%)	24,498 % of Total: 100.13% (24,466)	44.69% Avg for View: 44.69% (0.00%)	2.76 Avg for View: 2.76 (0.00%)	00:03:31 Avg for View: 00:03:31 (0.00%)	23.76% Avg for View: 23.76% (0.00%)	11,372 % of Total: 100.00% (11,372)	\$11,372.00 % of Total: 100.00% (\$11,372.00)
<input type="checkbox"/> 1. New Visitor	24,498 (51.18%)	100.00%	24,498 (100.00%)	49.21%	2.68	00:02:57	20.51%	5,025 (44.19%)	\$5,025.00 (44.19%)
<input type="checkbox"/> 2. Returning Visitor	23,365 (48.82%)	0.00%	0 (0.00%)	39.95%	2.85	00:04:07	27.16%	6,347 (55.81%)	\$6,347.00 (55.81%)

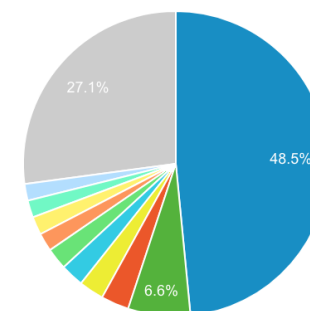
VISITORS BY COUNTRY

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	47,863 % of Total: 100.00% (47,863)	47,863 % of Total: 100.00% (47,863)
1. Brazil	23,194	48.46%
2. United States	3,160	6.60%
3. Germany	1,415	2.96%
4. Netherlands	1,268	2.65%
5. Switzerland	1,187	2.48%
6. India	1,093	2.28%
7. Canada	929	1.94%
8. Italy	921	1.92%
9. Argentina	867	1.81%
10. United Kingdom	847	1.77%
11. South Korea	784	1.64%
12. Mexico	757	1.58%
13. France	738	1.54%
14. Peru	733	1.53%
15. Spain	598	1.25%



VISITORS BY CITY

20.02.2017 - 31.08.2017



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City ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?	Bounce Rate ?
	47,863 % of Total: 100.00% (47,863)	2.76 Avg for View: 2.76 (0.00%)	00:03:31 Avg for View: 00:03:31 (0.00%)	51.18% Avg for View: 51.12% (0.13%)	44.69% Avg for View: 44.69% (0.00%)
1. Rio de Janeiro	9,101 (19.01%)	2.48	00:03:08	46.95%	47.86%
2. Sao Paulo	8,675 (18.12%)	3.06	00:04:00	45.07%	45.06%
3. (not set)	2,044 (4.27%)	2.63	00:03:35	52.84%	46.82%
4. Brasilia	833 (1.74%)	2.81	00:02:59	62.79%	45.98%
5. Seoul	715 (1.49%)	2.76	00:03:47	34.41%	46.01%
6. Buenos Aires	694 (1.45%)	2.99	00:04:07	47.41%	38.18%
7. Amsterdam	649 (1.36%)	2.61	00:02:51	49.00%	40.37%
8. London	605 (1.26%)	2.92	00:03:26	55.04%	38.02%
9. Mexico City	584 (1.22%)	3.12	00:05:13	38.18%	38.87%
10. New York	565 (1.18%)	2.83	00:03:18	52.57%	41.06%

Show rows: Go to: 1 - 10 of 2033

MOST USED BROWSERS & OS

20.02.2017 - 31.08.2017



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Browser ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?	Bounce Rate ?
	47,863 % of Total: 100.00% (47,863)	2.76 Avg for View: 2.76 (0.00%)	00:03:31 Avg for View: 00:03:31 (0.00%)	51.18% Avg for View: 51.12% (0.13%)	44.69% Avg for View: 44.69% (0.00%)
1. Chrome	24,108 (50.37%)	2.75	00:03:34	48.87%	43.69%
2. Internet Explorer	9,311 (19.45%)	3.14	00:04:09	49.35%	33.18%
3. Safari	8,610 (17.99%)	2.18	00:02:18	56.74%	57.03%
4. Firefox	3,711 (7.75%)	3.61	00:05:26	46.32%	41.34%
5. Edge	1,006 (2.10%)	2.69	00:03:06	55.17%	43.14%
6. Safari (in-app)	446 (0.93%)	1.46	00:00:49	86.55%	78.48%
7. Android Webview	353 (0.74%)	1.45	00:00:42	87.25%	82.15%
8. Opera	63 (0.13%)	1.35	00:00:34	77.78%	76.19%
9. Opera Mini	55 (0.11%)	1.36	00:01:43	92.73%	80.00%
10. Android Browser	46 (0.10%)	1.28	00:00:31	89.13%	78.26%

MOST USED SORCES

20.02.2017 - 31.08.2017



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<input type="checkbox"/>	Source [?]	Sessions [?] ↓	Pages / Session [?]	Avg. Session Duration [?]	% New Sessions [?]	Bounce Rate [?]
		47,863 <small>% of Total: 100.00% (47,863)</small>	2.76 <small>Avg for View: 2.76 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	51.18% <small>Avg for View: 51.12% (0.13%)</small>	44.69% <small>Avg for View: 44.69% (0.00%)</small>
<input type="checkbox"/>	1. google	22,248 (46.48%)	2.73	00:03:28	44.94%	43.91%
<input type="checkbox"/>	2. (direct)	17,523 (36.61%)	2.95	00:03:58	58.58%	42.20%
<input type="checkbox"/>	3. icongresso.mcibrazil.itarget.com.br	740 (1.55%)	3.23	00:04:56	5.68%	28.24%
<input type="checkbox"/>	4. abdf.com.br	733 (1.53%)	2.91	00:03:25	42.70%	39.56%
<input type="checkbox"/>	5. bing	572 (1.20%)	3.19	00:03:57	46.15%	29.37%
<input type="checkbox"/>	6. ifa.nl	500 (1.04%)	2.88	00:03:30	42.20%	44.80%
<input type="checkbox"/>	7. conjur.com.br	495 (1.03%)	2.91	00:02:59	70.91%	42.42%
<input type="checkbox"/>	8. ABDF - TODOS	458 (0.96%)	2.33	00:03:14	52.84%	51.97%
<input type="checkbox"/>	9. m.facebook.com	440 (0.92%)	1.45	00:00:49	85.68%	82.50%
<input type="checkbox"/>	10. linkedin.com	439 (0.92%)	1.73	00:01:42	59.45%	67.65%

Show rows: Go to: 1 - 10 of 258

MOST USED DEVICES

20.02.2017 - 31.08.2017



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Device Category ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?	Bounce Rate ?
	47,863 % of Total: 100.00% (47,863)	2.76 Avg for View: 2.76 (0.00%)	00:03:31 Avg for View: 00:03:31 (0.00%)	51.18% Avg for View: 51.12% (0.13%)	44.69% Avg for View: 44.69% (0.00%)
1. desktop	35,626 (74.43%)	3.00	00:04:02	47.56%	38.86%
2. mobile	10,596 (22.14%)	1.98	00:01:52	63.06%	63.47%
3. tablet	1,641 (3.43%)	2.56	00:03:16	53.08%	50.09%

MOST USED MOBILE-TABLETS BRANDS

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Mobile Device Info ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?	Bounce Rate ?
	12,237 % of Total: 25.57% (47,863)	2.06 Avg for View: 2.76 (-25.45%)	00:02:03 Avg for View: 00:03:31 (-41.70%)	61.72% Avg for View: 51.12% (20.75%)	61.67% Avg for View: 44.69% (38.00%)
1. Apple iPhone	6,265 (51.20%)	1.89	00:01:41	61.15%	63.78%
2. Apple iPad	1,255 (10.26%)	2.39	00:03:09	51.47%	53.23%
3. (not set)	551 (4.50%)	2.48	00:03:02	56.26%	49.00%
4. Samsung SM-G935F Galaxy S7 Edge	277 (2.26%)	2.32	00:02:16	51.62%	57.76%
5. Microsoft Windows RT Tablet Windows RT Tablet	244 (1.99%)	3.50	00:04:12	52.05%	29.10%
6. Samsung SM-G930F Galaxy S7	194 (1.59%)	1.99	00:01:56	55.67%	63.92%
7. Microsoft Xbox One	171 (1.40%)	3.64	00:04:20	51.46%	23.39%
8. Samsung SM-J500M Galaxy J5	155 (1.27%)	2.01	00:02:00	63.23%	67.74%
9. Motorola Moto G (4) Moto G4	96 (0.78%)	2.12	00:01:39	70.83%	63.54%
10. Apple iPhone 6	70 (0.57%)	1.44	00:00:57	78.57%	74.29%

CHANNELS SESSIONS

20.02.2017 - 31.08.2017



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Mobile Device Info ?	Sessions ? ↓	Pages / Session ?	Avg. Session Duration ?	% New Sessions ?	Bounce Rate ?
	12,237 % of Total: 25.57% (47,863)	2.06 Avg for View: 2.76 (-25.45%)	00:02:03 Avg for View: 00:03:31 (-41.70%)	61.72% Avg for View: 51.12% (20.75%)	61.67% Avg for View: 44.69% (38.00%)
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9. Motorola Moto G (4) Moto G4	96 (0.78%)	2.12	00:01:39	70.83%	63.54%
10. Apple iPhone 6	70 (0.57%)	1.44	00:00:57	78.57%	74.29%



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CONGRESS PICTURES

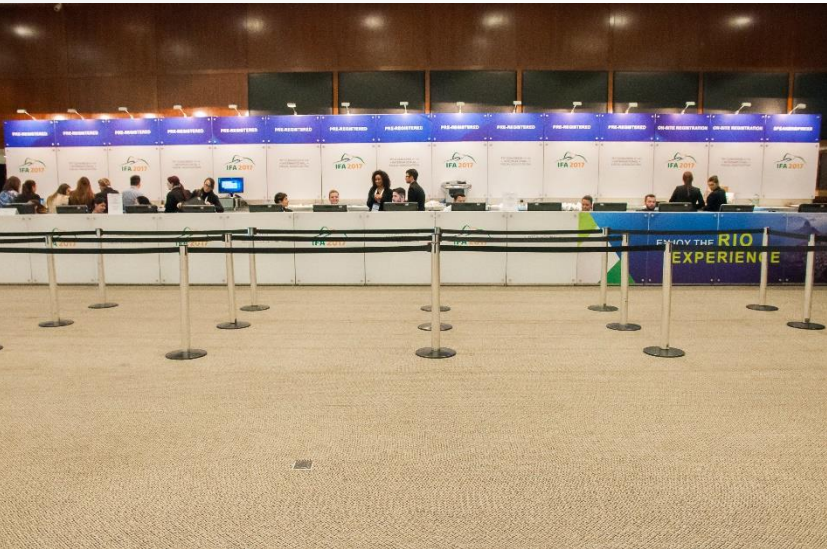
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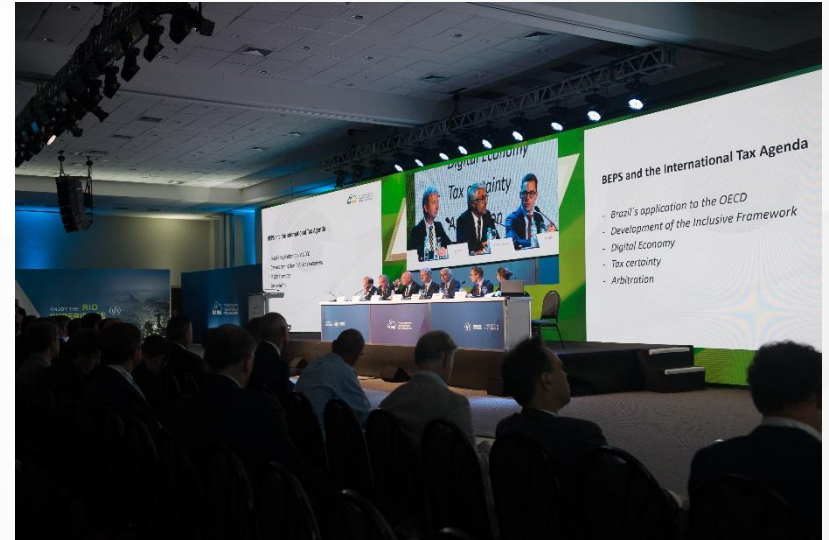
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MEETING ROOMS



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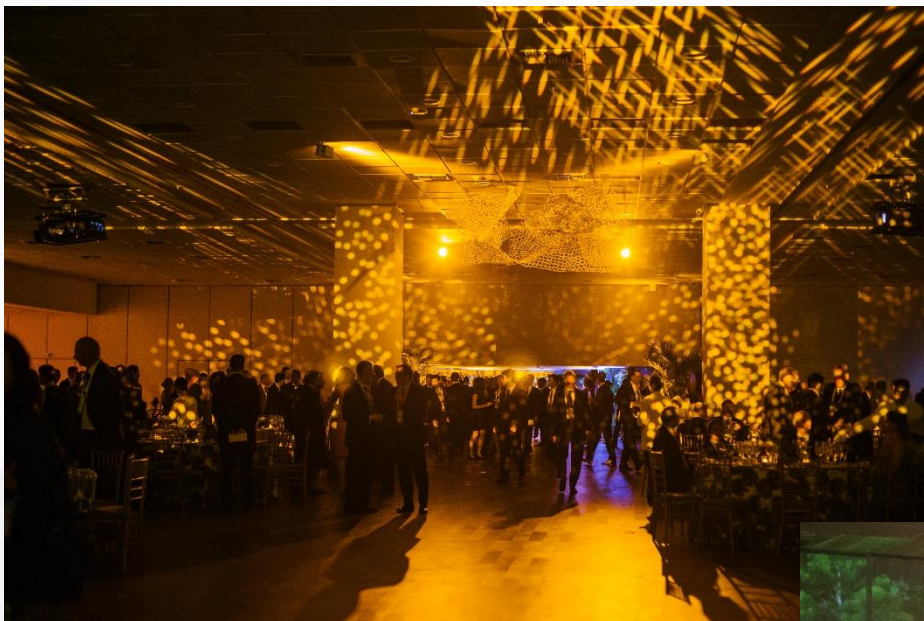
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COFFEE-BREAKS



DESCRIPTION	CHECKED IN EXCL. ACCOMP. PERS.	ORDER	%
<u>EXHIBITION - MO 28.08.17</u>			
Welcome Coffee	1674	500	29,87%
Coffee break morning	1674	800	47,79%
Lunch Buffet + Soft drinks	1674	1400	83,63%
Coffee break afternoon	1674	700	41,82%
<u>EXHIBITION - TU 29.08.17</u>			
Welcome Coffee	1674	500	29,87%
Coffee break morning	1674	800	47,79%
Lunch Buffet + Soft drinks	1674	1400	83,63%
Coffee break afternoon	1674	700	41,82%
<u>EXHIBITION - WE 30.08.17</u>			
Welcome Coffee	1674	500	29,87%
Coffee break morning	1674	800	47,79%
Lunch Buffet + Soft drinks	1674	1400	83,63%
Coffee break afternoon	1674	700	41,82%
<u>EXHIBITION - TH 31.08.17</u>			
Welcome Coffee	1674	500	29,87%
Coffee break morning	1674	800	47,79%
Lunch Buffet + Soft drinks	1674	1000	59,74%
Coffee break afternoon	1674	500	29,87%



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RECOMMENDATIONS

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