



2018

ANNUAL REPORT  
PALACIO  
EUSKALDUNA  
JAUREGIA



## **2018 ANNUAL REPORT**

Palacio Euskalduna Jauregia  
Bilbao

## **CONTENT & GRAPHIC DESIGN**

Ainhoa Fernández  
Bilbao - Barcelona



ANNUAL REPORT  
**2018**  
PALACIO  
EUSKALDUNA  
JAUREGIA



EUSKALDUNA  
BILBAO

1

FINANCIAL INFORMATION



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ACTIVITY



3

DIGITAL EUSKALDUNA



4

MODERNISATION



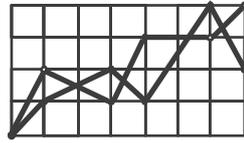
# PALACIO EUSKALDUNA 2018

## FINANCIAL INFORMATION



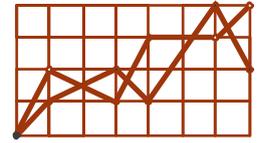
**7,56k**

TOTAL INVOICING



**+9.54%**

INCREASE IN INVOICING



**+9.54%**

INCREASE IN EXPENDITURE

## ACTIVITY



**811**

MEETINGS & EVENTS  
& CULTURAL  
PERFORMANCES



**90%**

DAYS OF  
OCCUPANCY

## ECONOMIC IMPACT



**114.43M**

GDP GENERATED



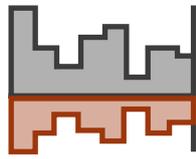
**12.04M**

TAX REVENUE



**1,623**

KEPT JOBS



**537k**

OPERATING  
PROFIT (CASH  
FLOW)



**+76.88%**

INCREASE IN  
OPERATING PROFIT



**518k**

ATTENDEES



**4.33/5**

SATISFACTION LEVEL  
(PERFORMANCE  
ORGANISERS)

**4.39/5**

SATISFACTION LEVEL  
(MEETINGS & EVENTS  
ORGANISERS)



**539k**

UNIQUE  
VISITORS TO  
WEBSITE



**+41.7%**

INCREASE ON 2017  
IN SOCIAL NETWORK  
FOLLOWERS



**85k**

ONLINE TICKET  
SALES



# 1

## FINANCIAL INFORMATION



**7.56<sub>M</sub>**

TOTAL INVOICING



**537<sub>k</sub>**

OPERATING  
PROFIT (CASH  
FLOW)

# 1.1

## INCOME STATEMENT. ANNUAL EVOLUTION

**E**uskalduna Conference Centre has closed 2018 with an operating profit (positive Ebitda) of 537,063.51 euros, this is an increase of 76.88% as regards 2017. This means it has been unnecessary, for another year, to use public subsidies.

**The increased revenue (9.54%)** has made it possible to absorb the increase in expenses from the rise in activity, as well as advancing the Centre's strategic projects.

The economic impact that Euskalduna Conference Centre has

on the Basque Country's GDP has to be added to the operating profits achieved. **The 114.43 million euros are an increase of 88.4 million euros as regards 2017.**

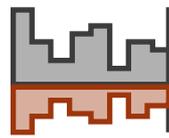
The impact generated by Euskalduna Conference Centre has also **enabled keeping its 1,623 jobs and have generated revenue of 12,04 million euros for Public Finances.**





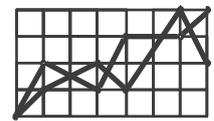
**7.56M**

**TOTAL  
INVOICING**



**+76.88%**

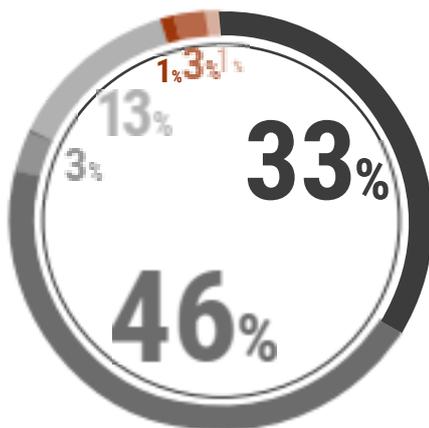
**OPERATING  
PROFIT (CASH  
FLOW)**



**+9.54%**

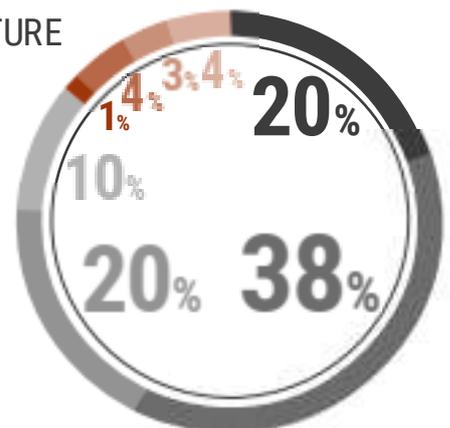
**INCREASE IN  
INVOICING**

**INCOME**



	2018	2017	2016
CULTURAL ACTIVITIES	33%	35%	35%
CONGRESS ACTIVITIES	46%	39%	40%
BO'S REVENUE RENTAL	3%	3%	3%
CONCESSION HOLDERS	13%	15%	16%
OTHER FINANCIAL OPERATING	1%	2%	2%
INCOME	3%	4%	3%
TICKET SALES	0%	2%	1%
OTHERS	1%	0%	0%

**EXPENDITURE**



	2018	2017	2016
PERS ONNEL	20%	21%	23%
EXTERNAL SERVICES	38%	39%	37%
MANTEINANCE & REPAIRS	20%	18%	19%
SUPPLIES	10%	12%	13%
INSURANCE PREMIUMS	1%	1%	1%
ADVERTISING & MARKETING	4%	4%	3%
TAXES	3%	3%	2%
OTHERS	4%	2%	2%

# BREAKDOWN OF BALANCE SHEET



	2018	2017	DIFFERENCE	%
<b>TOTAL INCOME</b>	<b>7,559,964.84</b>	<b>6,901,669.19</b>	<b>658,295.65</b>	<b>9.54%</b>
Income from culture	2,471,580.07	2,428,303.14	43,276.93	1.78%
Income from meetings & events	3,464,589.79	2,694,819.35	769,770.44	28.56%
BO S venue rental	214,261.56	214,261.56	-	-%
Income from concession holders	1,013,325.2	1,063,682.68	-50,357.48	-4.73%
Other operating income	87,300	128,796.80	-41,496.80	-32.22%
Financial income	241,964.92	235,932.1	6,032.82	2.56%
Income from ticket sales	804.82	129,306.15	-128,501.33	-99.38%
Other income	66,138.48	6,567.41	59,571.07	907.07%
<b>TOTAL EXPENDITURE</b>	<b>7,022,901.33</b>	<b>6,598,041.44</b>	<b>424,859.89</b>	<b>6.44%</b>
Personnel costs	1,384,428.85	1,388,256.34	-3,827.49	-0.28%
Ext. serv. (service prov. contracts)	1,172,512.71	1,089,508.31	83,004.40	7.62%
Ext. serv. (work by other firms)	1,256,531.26	1,209,712.21	46,819.05	3.87%
Maintenance & repairs	1,383,828.76	1,211,486.45	172,342.31	14.23%
Supplies	730,915.4	771,973.68	-41,058.28	-5.32%
Independent professional services	227,292.52	178,773.67	48,518.85	27.14%
Insurance premiums	59,757.43	58,184.64	1,572.79	2.70%
Advertising & marketing	280,694.87	248,949.78	31,745.09	12.75%
Other expenses & services	147,883.05	132,395.58	15,487.47	11.70%
Taxes	221,437.26	207,341.90	14,095.36	6.80%
Financial expenses	126,951.38	100,141.23	26,810.15	26.77%
Extraordinary expenses	30,667.84	1,317.65	29,350.19	2227.46%
<b>FINANCIAL OPERATING RESULT</b>	<b>537,063.51</b>	<b>303,627.75</b>	<b>233,435.76</b>	<b>76.88%</b>

- The result for the financial year is -€1,125,998.90. After depreciation, amortisation & capital subsidies to the tune of 1,663,062.41€.



# 1.2

## ECONOMIC IMPACT



**114.43<sub>M</sub>**

GDP GENERATED



**12.04<sub>M</sub>**

TAX REVENUES

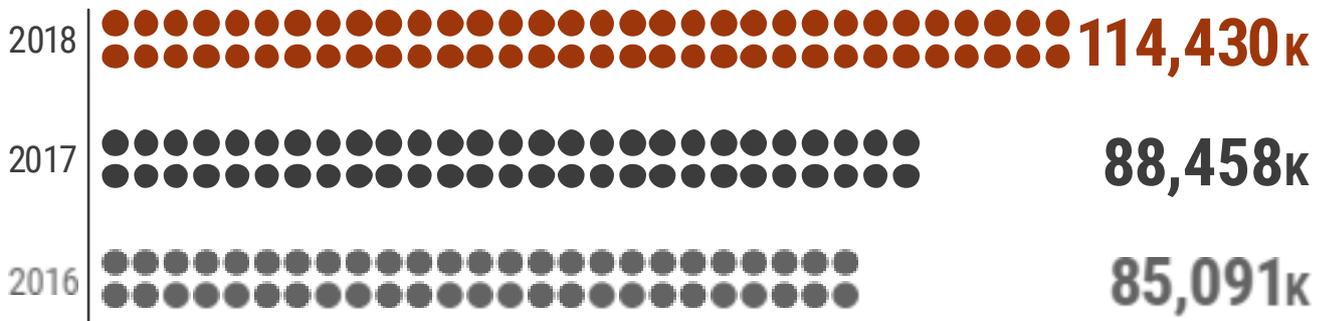


**1,623**

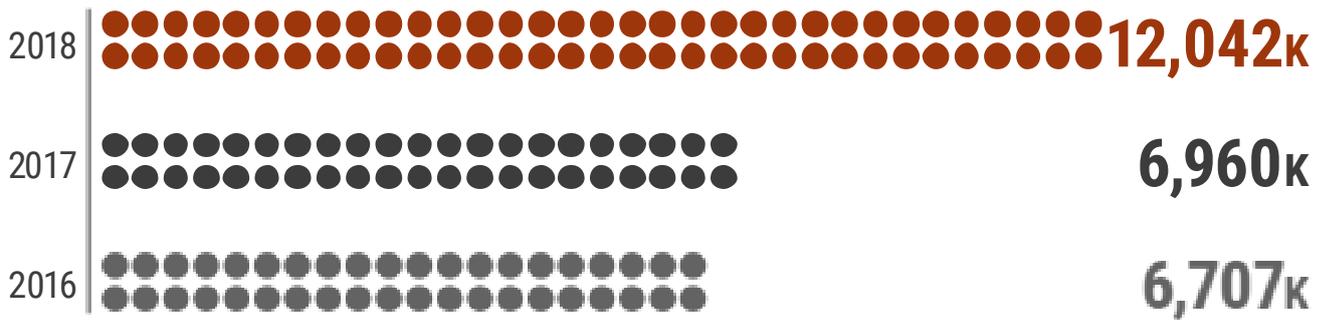
KEPT JOBS



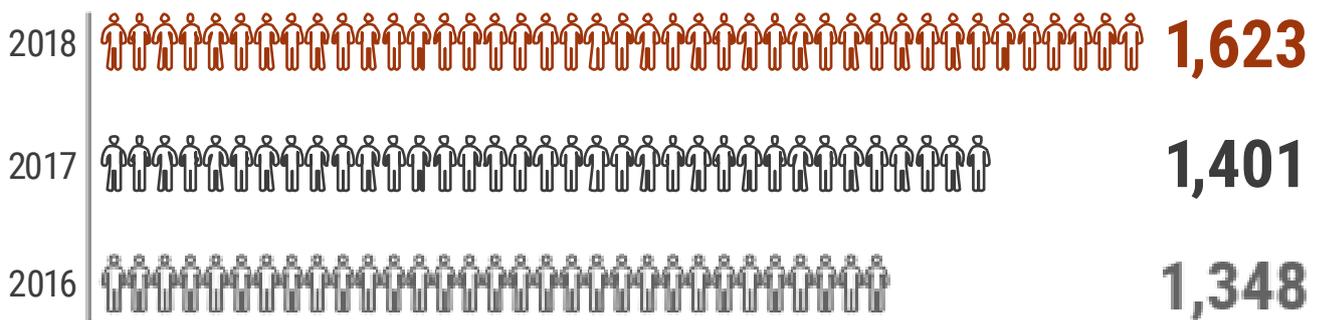
**GDP GENERATED**



**TAXES**



**JOB**



# ECONOMIC IMPACT (AIPC METHODOLOGY)

**T**he AIPC methodology exclusively considers congress activity and excludes the Bizkaia MICE congresses and events as well as the cultural activity.

The activity developed by Euskalduna Conference Centre throughout the previous year has contributed to generate 54.83 million euros in the Basque Country's GDP; in terms

of employment, the national and international congress activity in Euskalduna Conference Centre has contributed to maintaining 842 jobs in the Basque Country with a tax return of 5.96 million euros.



GDP GENERATED



TAX REVENUES  
IN THE BASQUE  
COUNTRY



842

JOBS CREATED

# ECONOMIC IMPACT PROFILE OF ATTENDEES (AIPC)



**A**ccording to AIPC methodology, the global expenditure profile of congress attendees to Euskalduna Conference Centre in 2018 was 615.21 euros (a figure that exceeds 651.42 euros for domestic attendees and 639.54 euros expenditure for international attendees).



**651.42€**

AVERAGE  
EXPENDITURE OF  
NATIONAL ATTENDEES



**639.54€**

AVERAGE EXPENDITURE  
OF INTERNATIONAL  
ATTENDEES



**615.21€**

AVERAGE EXPENDITURE OF  
ATTENDEES TO EUSKALDUNA  
CONFERENCE CENTRE

- In the case of foreign residents, transport costs have not been taken into consideration, as this has not been carried out in the Basque Country, in the case of residents in the rest of the State, only 50% have been taken into consideration.



# 2

## ACTIVITY



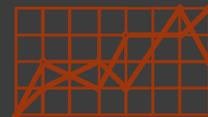
**53%**

OF THE CONGRESSES  
HAVE BEEN  
INTERNATIONAL



**11%**

INTERNATIONAL  
MEETINGS&EVENTS



**52.7%**

MEETINGS&EVENTS  
INTERNATIONAL  
INC OME

# 2.1

## YEAR-ON-YEAR TREND IN ACTIVITY



**811**

MEETINGS & EVENTS  
& CULTURAL  
PERFORMANCES



**90%**

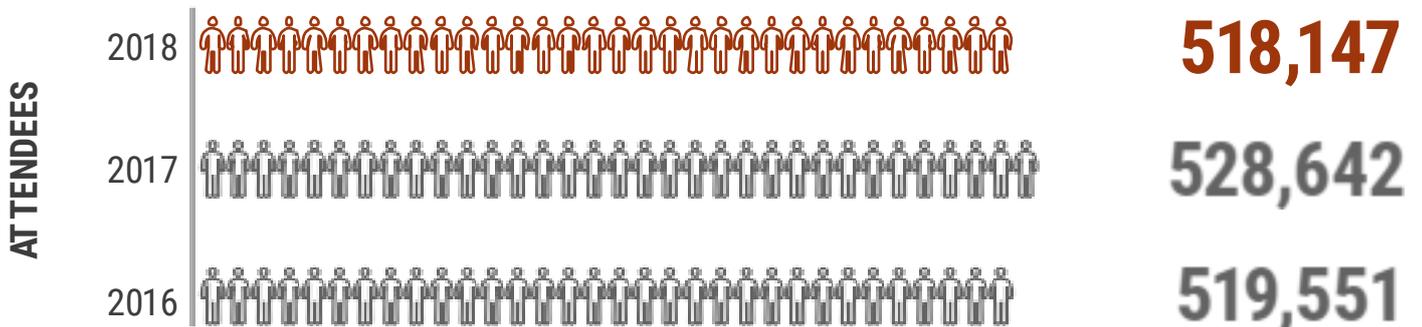
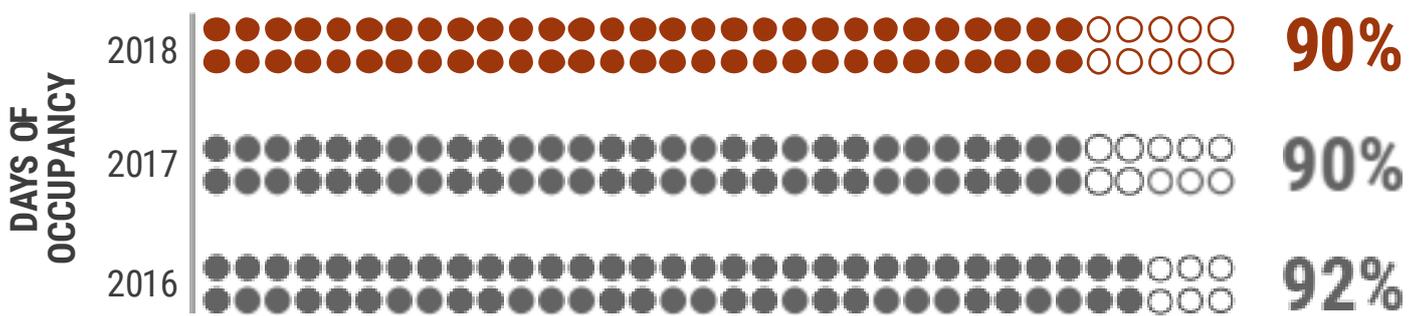
DAYS OF  
OCCUPANCY



**518k**

ATTENDEES

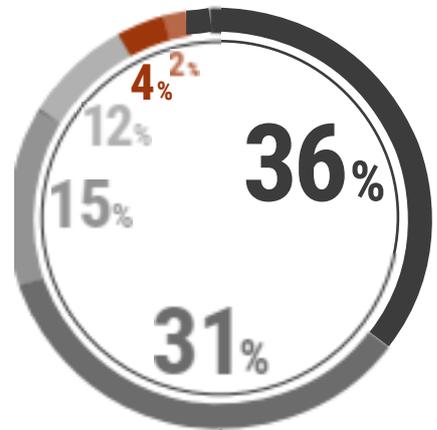




# 2.2

## MEETINGS & EVENTS

The Meetings&Events are consolidating their upward trend with a total of **447 proposals** throughout 2018, of which **11% were international** with a revenue of 52.70% over the total amount. Business(34%) and healthcare (31%) are the two sectors that have organised the most Meetings&Events, followed by the institutional field (15%) and associative scene (15%). The greater number of congresses and the large size of these has been the cause for the rise in occupation.



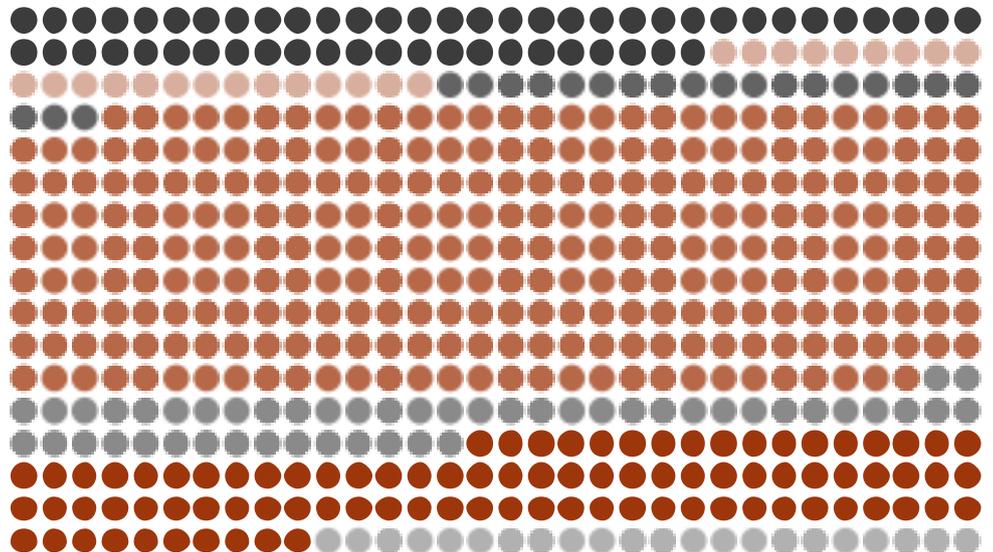
**447**  
MEETINGS&EVENTS



**11%** MEETINGS&EVENTS HAVE BEEN INTERNATIONAL

	2018	2017	2016
BUSINESS - BANK	36%	34%	32%
HEALTHCARE	31%	38%	37%
INSTITUTIONAL	15%	12%	13%
ASSOCIATIONS - POLIT. ORG. UNIONS	12%	11%	12%
MEDIA	4%	4%	5%
UNIVERSITY	2%	1%	1%

- 38 ● Congresses
- 17 ● Gen. meetings&assemb.
- 19 ● Conventions
- 272 ● Seminars & symposia
- 35 ● Social events
- 54 ● Miscellaneous
- 12 ● Exhibitions

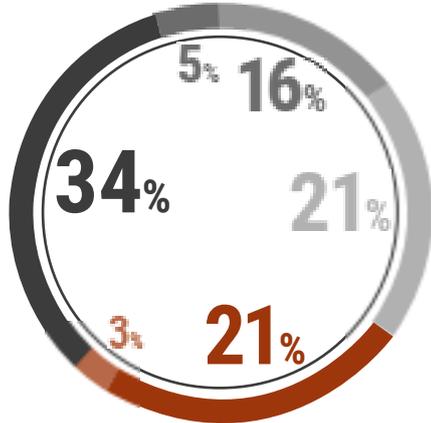




# CLASSIFICATION OF CONGRESSES

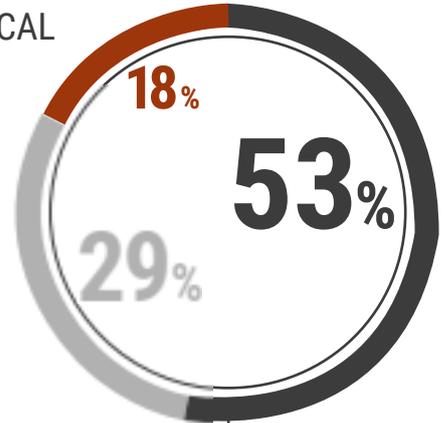


## TYPE



	2018	2017	2016
HEALTHCARE	34%	36%	36%
UNIVERSITY	5%	7%	6%
ASSOCIATIONS - POLIT. ORG. UNIONS	16%	23%	8%
BUSINESS	21%	17%	28%
INSTITUTIONAL	21%	10%	17%
MEDIA	3%	7%	5%

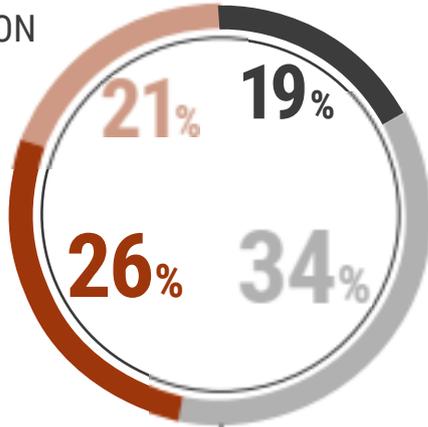
## GEOGRAPHICAL SCOPE



	2018	2017	2016
INTERNATIONAL	53%	43%	33%
NATIONAL	29%	20%	42%
REGIONAL	18%	37%	25%

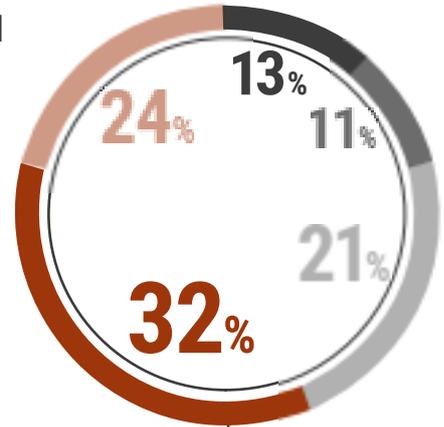


DURATION



	2018	2017	2016
5 OR MORE DAYS	19%	17%	25%
4 DAYS	34%	20%	22%
3 DAYS	26%	17%	31%
UP TO 2 DAYS	21%	46%	22%

CLASSIFICATION BY ATTENDEES



	2018	2017	2016
> 1000	13%	20%	17%
UP TO 1000	11%	10%	5%
UP TO 750	21%	17%	14%
UP TO 500	32%	17%	8%
UP TO 300	24%	36%	56%



# CONGRESS ATTENDANCE

**C**ongresses have increased their preference for the Euskalduna Conference Centre with **a total of 38** attracting 69,105 attendees. The 5 largest congresses that have exceeded 1,000 people have been: SEIMC, National Congress of the Spanish Association of Infectious Diseases and Clinical Microbiology; the 33rd Ibero-American El Sol Communication Festival; the 30th European Congress of Pathology; the GSEF-Global Social Economy Forum; and the 12th National Congress of the Labclin Clinical Laboratory.

As regards the busiest congress months, October stands out with 8, followed by November with 7, whereas Shareholders' Meetings are concentrated in March and June.

It's important to note that **53% of the congresses** held in the Euskalduna Conference Centre in 2018 **have been international**.



**38**

**TOTAL  
CONGRESSES**



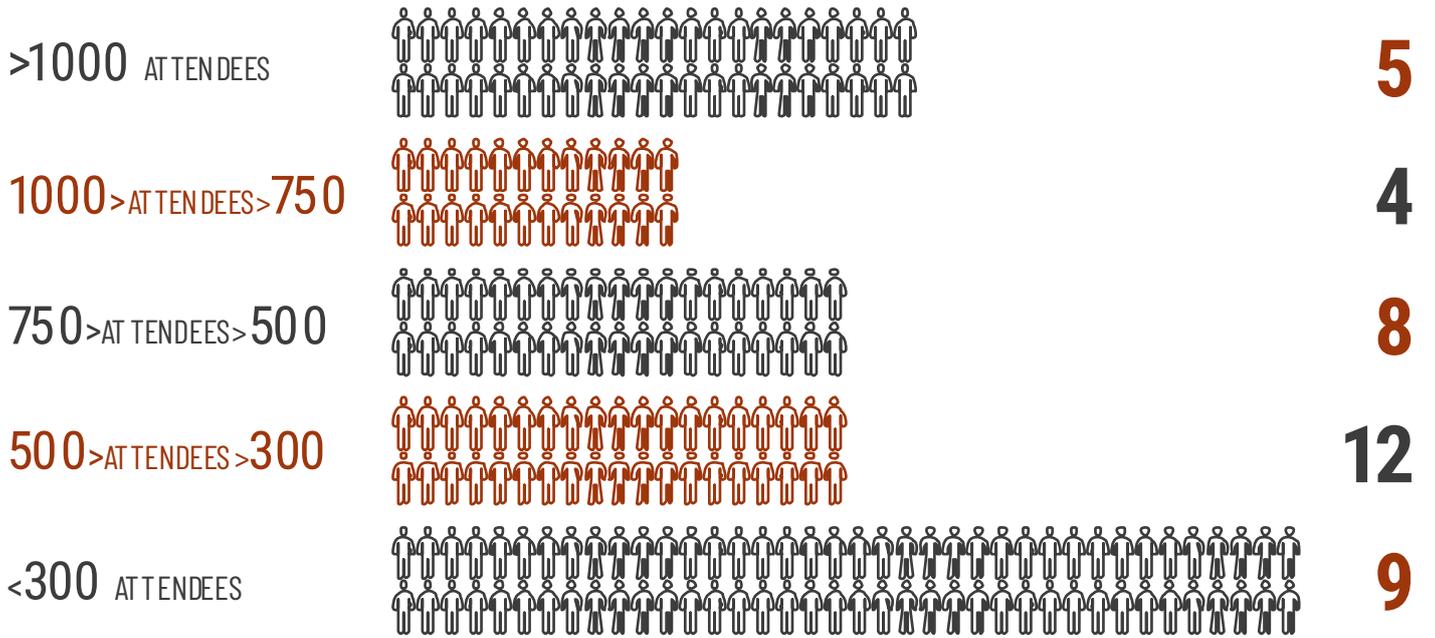
**+69k**

**CONGRESS  
ATTENDEES**

**53%**

**OF THE  
CONGRESSES  
HAVE BEEN  
INTERNATIONAL**



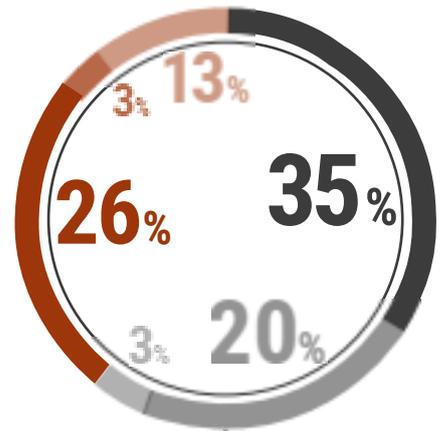


# TYPE OF INVOICING

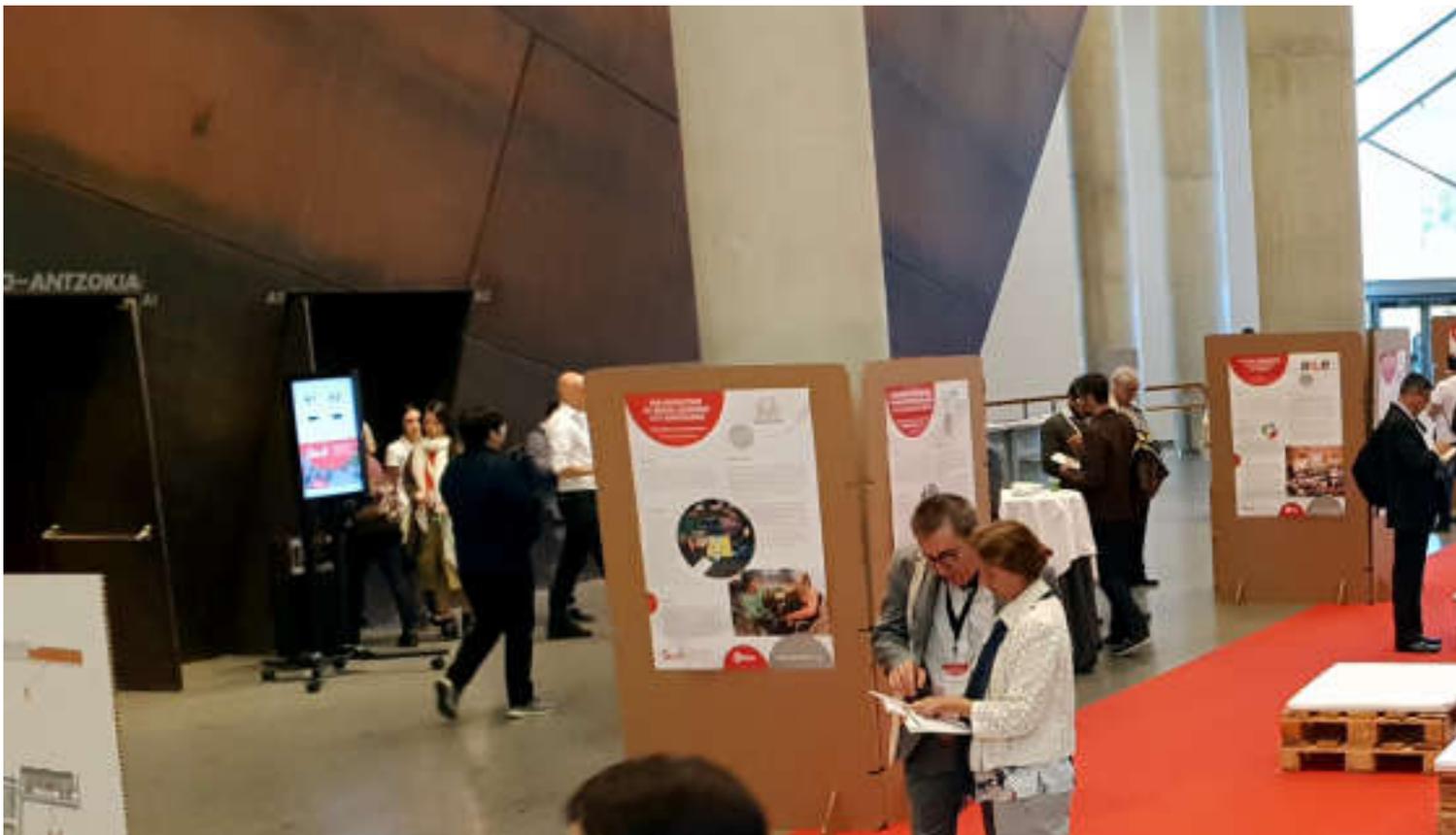


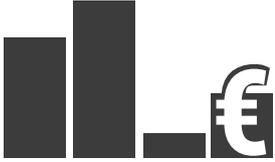
**T**he Euskalduna Conference Centre has seen how 2018 **has become a benchmark year with a record high** in the Meeting&Events' turnover, **earning over 3,395,000 euros, 28.5% more than 2017**. This growth in turn over is due to the increase in congresses and the size of these.

Business meetings are showing a positive trend and continue to be the main source of revenue of the Meetings&Events, ahead of the meetings in the healthcare and institutional sectors.



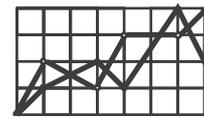
	2018	2017	2016
BUSINESS	35%	41%	40%
INSTITUTIONAL	20%	15%	18%
MEDIA	3%	5%	8%
HEALTHCARE	26%	24%	23%
UNIVERSITY	3%	6%	3%
ASSOC. & POLITICAL/UNION ORGANISATIONS	13%	9%	7%





**3,464k**

●  
**INVOICING FROM  
MEETINGS & EVENTS.  
HISTORICAL RECORD**



**+28.5%**

●  
**INCREASE OF  
MEETINGS & EVENTS  
INVOICING**



# YEAR-ON-YEAR COMPARISON

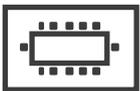
# 447



# 26.7%

INCREASE ON 2017  
IN CONGRESSES

TYPE OF EVENT	2018	2017	2016
<b>CONGRESSES</b>	<b>38</b>	<b>30</b>	<b>36</b>
Congress with > 1000 attendees	5	6	6
Congress with up to 1000 attendees	4	3	2
Congress with up to 750 attendees	8	5	5
Congress with up to 500 attendees	12	5	3
Congress with up to 300 attendees	9	11	20
<b>GEN. MEETINGS</b>	<b>17</b>	<b>19</b>	<b>17</b>
Large meetings (room 2200)	6	6	7
Medium-sized meetings (room 600)	2	3	2
Small meetings (room 150)	9	10	8
<b>CONVENTIONS</b>	<b>19</b>	<b>34</b>	<b>21</b>
Conventions of up to 150	4	11	5
Conventions of > 150	15	23	16
<b>SEMINARS &amp; SYMPOSIA</b>	<b>272</b>	<b>277</b>	<b>249</b>
Seminars & symposia	272	277	249
<b>SOCIAL EVENTS</b>	<b>35</b>	<b>30</b>	<b>23</b>
Social events	35	30	23
<b>MISCELLANEOUS</b>	<b>54</b>	<b>53</b>	<b>41</b>
Miscellaneous	54	53	41
<b>EXHIBITIONS</b>	<b>12</b>	<b>12</b>	<b>17</b>
Exhibitions	12	12	17
<b>TOTAL MEETINGS &amp; EVENTS</b>	<b>447</b>	<b>455</b>	<b>404</b>





# MEETINGS & EVENTS



## CONGRESSES

### FEBRUARY

>> V International SDOI Congress 2018. Sociedad Científica de Odontología e Implantología

### APRIL

>> 8th European Congress on child and adolescent psychopathology- AEDEA 2018. XXX Congress of sedynapsychological development psychopathology and human relations

### MAY

>> XXII Reunión Nacional Fundación Asociación Española de Coloproctología. Sección de coloproctología de la AEC  
>> III Congreso Internacional y V Congreso nacional de hidratación  
>> SEIMC 2018, XXII Congreso nacional de la sociedad española de enfermedades infecciosas y microbiología clínica  
>> 33 edición del Festival Iberoamericano de Comunicación publicitaria. EL SOL 2018

### JUNE

>> IOT Forum. Internet of the things  
>> VII Congreso de la CNSE 2018. Valor asociativo, un compromiso de futuro  
>> SESAM 2018. Society in Europe for Simulation Applied to Medicine

### SEPTEMBER

>> 30th European Congress of Pathology 2018  
>> Bizkaia Zientzia Plaza 2018. Ciencia Show Naukas  
>> AAL Forum 2018. Ageing Well in the Digital Age. A growing community of change makers

### OCTOBER

>> MFC-EMN Annual conference 2018. Microfinance centre. The European microfinance network and seed capital Mikro.  
>> GSEF 2018. Global Social Economy Forum  
>> EMBO Conference 2018. EACR Conference series mechanisms to therapies innovations in cancer metabolism

>> XII Congreso Nacional del Laboratorio Clínico - LABCLIN 2018  
>> Space for inspiration 2018

### NOVEMBER

>> Giza eskubideen nazioarteko batzarra  
>> 4º Congreso internacional de seguridad y salud en el trabajo  
>> Librecon powered by CEBIT 2018



## SEMINARS & SYMPOSIA

### JANUARY

>> Actualización de la estrategia de internacionalización Euskadi - Basque Country 2020  
>> Upcoming Citizens Dialogue

### FEBRUARY

>> Quality Innovation award QIA Bilbao  
>> Asamblea abierta PSE

### APRIL

>> Futuro singular. Apuntes de Neurociencia, genómica y datos masivos. Ciencia, tecnología y humanismo

### MAY

>> La noche inclusiva - Gau inklusiboa. A través de la actividad física y el deporte  
>> TEDXUDEUSTO - Impact 2018

### JUNE

>> Biscay ESG Global Summit 2018  
>> III Bilbao mentoring conference  
>> III Foro contable. Estrategias empresariales y mecanismos de control económico del fútbol profesional

### JULY

>> CDTI-NEDO-Cluster de energía Joint Workshop on the offshore wind energy generation technology

SEPTEMBER

>> X Edición "Lo que de verdad importa" Bilbao

OCTOBER

>> Branding day

>> Reinhold messner. Ezinezkoaren lilura. El encanto de lo imposible

NOVEMBER

>> Festival selected Design Week

>> Basque Industry 4.0

DECEMBER

>> Nazioarteko mendiko zinemaldia. Bilbaomendi Film Festival 2018

**SOCIAL EVENTS**APRIL

>> Networking evening and marketing awards. Routes Europe 2018

MAY

>> European Rugby champions cup Bilbao. Finales 2018

>> II Edición entrega premios Jantour

JUNE

>> Teleko gaua 2018

>> Ceremonia de gala de entrega de premios "The world's 50 best restaurants"

OCTOBER

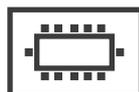
>> Euro PM2018 Congress concert and gala dinner

NOVEMBER

>> Evento final X Aniversario BISCAYTIC

DECEMBER

>> 80 Aniversario ONCE Territorial

**GENERAL MEETINGS**MARCH

>> Junta general de accionistas del BBVA 2018

APRIL

>> Junta general de accionistas de Iberdrola 2018

>> Junta general ordinaria de accionistas de VOCENTO 2018

JUNE

>> Junta preparatoria de socios de trabajo de Eroski 2018

>> Junta general de accionistas FAES FARMA 2018

OCTOBER

>> Asamblea compromisarios Athletic Club

**EXHIBITIONS**JANUARY

>> Exposición Rolls-Royce, un siglo de estilo 2018

JUNE

>> IV Salón del manga y cultura japonesa de Bilbao

OCTOBER

>> EDP Bilbao night Marathon expokiroiak

NOVEMBER

>> SIE 2018. 12ª Edición salón inmobiliario de viviendas y decoración

>> 7 Edición festival internacional de grabado y arte sobre papel. FIG Bilbao

DECEMBER

>> Prestik 2018. Enplegu azoka - Feria de empleo

- The list of events is not exhaustive

# MEETINGS & EVENTS



## CONVENTIONS

### JANUARY

>> Convención CICLO 1 2 018 NO VARTIS

### MARCH

>> MEV CaixaBank 2018

### MAY

>> Diseñados para el futuro. Presentación Junkers-Bosch 2018

### JUNE

>> Janssen vive 2018

### NOVEMBER

>> VIACOM Showcase 2018

>> Tarde de invitadas Mary Kay Cosmética

>> Convención de Aliados Seguros Lagun Aro

### DECEMBER

>> IX Convención AVANTIA





## MISCELLANEOUS EVENTS - OTHERS

### APRIL

>> Pesaje oficial Kerman Lejarraga VS. Bradley Skeete. Campeonato de Europa de boxeo, peso Welter

### JUNE

>> Hoy por hoy. Cadena SER

### OCTOBER

>> Programa de radio de Juan Ramón Lucas

### NOVEMBER

>> Rodaje de secuencias del largometraje "Sumendia"

>> La España viva. Conferencia sobre la actualidad española. VOX

>> Vinilo FM. Premios de la música

### DECEMBER

>> Presentación candidatura EAJ-PNV. Elecciones municipales Mayo 2019

>> Foro expectativas económicas. El Correo y Banco Santander

>> Casting Fama - A Bailar

- The list of events is not exhaustive

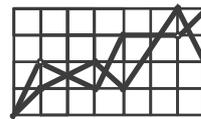


# MEETINGS & EVENTS 2018



**447**

MEETINGS &  
EVENTS



**+28.6%**

MEETINGS & EVENTS  
INVOICE



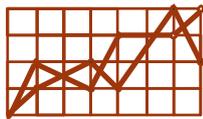
**38**

CONGRESSES



**53%**

OF THE CONGRESSES  
HAVE BEEN  
INTERNATIONAL



**52.7%**

OF THE INVOICE FROM  
MEETINGS&EVENTS  
IS INTERNATIONAL



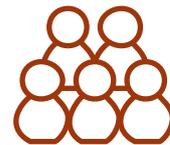
**3,464k**

INVOICING FROM  
MEETINGS & EVENTS.  
HISTORICAL RECORD



**4.39/5**

SATISFACTION LEVEL  
(MEETINGS&EVENTS  
ORGANISERS)



**53%**

INCREASE OF  
ATTENDEES

# MEETINGS & EVENTS 2018



**NETWORKING EVENING  
AND MARKETING  
AWARDS. ROUTES  
EUROPE 2018**

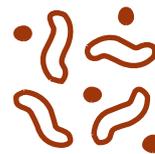


**EUROPEAN RUGBY  
CHAMPIONS CUP BILBAO  
FINALS 2018**

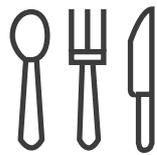
LANDMARKS



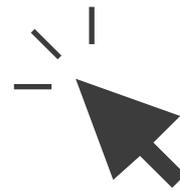
**GSEF 2018. GLOBAL  
SOCIAL ECONOMY  
FORUM**



**30TH EUROPEAN  
CONGRESS OF  
PATHOLOGY 2018**



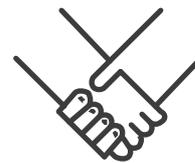
●  
**"THE WORLD'S 50 BEST  
RESTAURANTS" AWARD  
CEREMONY**



●  
**AAL FORUM 2018.  
AGEING WELL IN THE  
DIGITAL AGE. A GROWING  
COMMUNITY OF CHANGE  
MAKERS**



●  
**BASQUE INDUSTRY 4.0**



●  
**PRESTIK 2018**

● The list of events is not exhaustive

# 2.3

## CULTURE



**T**he satisfactory cultural balance shown in 2018 confirms, for another year, that our own and other customs and traditions, are the watchword and signal of the Euskalduna Conference Centre, that has offered a large selection for the general public based upon music, theatre, opera, ballet, zarzuela, projections. . . A total of, 156 shows, 10 more than in 2017, giving a total amount of 364 performances, leading to an occupation of 65%.

The cultural activity generated throughout the year has shown an increase in turnover of 1.78% as regards 2017, despite the slight decrease in the number of performances (specifically 4), and the Bilbao Big Week (Aste Nagusia) as well as the Gabonak cycle continue to dominate these with a large number of performances. As a new feature in 2018, the momentum provided by the screening of films and documentaries in mountaineering.

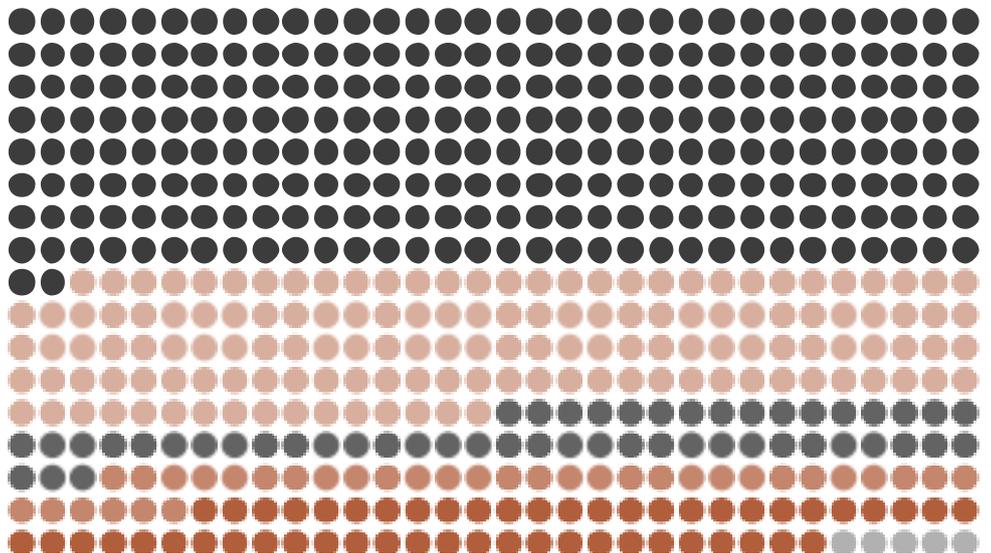
364

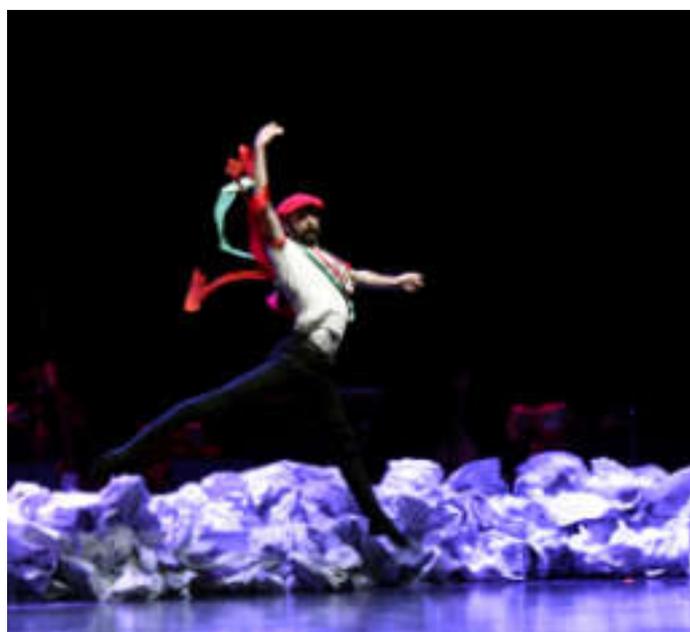


1,78%

INCREASE ON  
2017 IN CULTURAL  
INCOME

- 179 ● Auditorium
- 90 ● Theatre hall A1
- 39 ● Hall A3
- 15 ● Hall A4
- 35 ● Barria Hall
- 6 ● Euskalduna Urban Hall





# YEAR-ON-YEAR COMPARISON OF PERFORMANCES



	2018	2017	2016
 <b>AUDITORIUM</b>	<b>179</b>	<b>177</b>	<b>166</b>
Orchestral concerts	54	60	56
Band concerts	9	11	10
Classical music concerts & recitals	3	4	3
Musika - Música	16	17	15
Opera	23	20	23
Ballet & Dance	10	8	14
Operetta	-	4	3
Other concerts & recitals	22	16	14
Theatrical performances	28	35	22
Performances & entertainment at social events	4	2	6
 <b>THEATRE HALL A1</b>	<b>90</b>	<b>105</b>	<b>85</b>
Orchestral concerts	18	18	22
Classical music concerts & recitals	2	-	1
Musika - Música	15	15	16
Ballet & Dance	2	3	2
Other concerts & recitals	8	3	4
Theatrical performances	45	64	37
Performances & entertainment at social events	-	2	3
 <b>HALL A3</b>	<b>39</b>	<b>31</b>	<b>36</b>
Other concerts & recitals	8	9	8
Musika - Música	15	14	16
Theatrical performances	16	8	12
 <b>HALL A4</b>	<b>15</b>	<b>17</b>	<b>16</b>
Musika - Música	15	17	16



<b>BARRIA HALL</b>	<b>35</b>	<b>34</b>	<b>12</b>
Musika - Música	9	12	-
Other concerts & recitals	6	2	-
Theatrical performances	20	20	12
<b>HALL A2</b>	<b>0</b>	<b>2</b>	<b>12</b>
Classical music concerts & recitals	-	2	-
Musika - Música	-	-	12
<b>EUSKALDUNA URBAN HALL</b>	<b>6</b>	<b>1</b>	-
Ballet	3	1	-
Other concerts & recitals	3	-	-
<b>EUSKALDUNA OUTDOOR</b>	<b>-</b>	<b>1</b>	-
Performances & entertainment at social events	-	1	-
<b>TOTAL CULTURAL PERFORMANCES</b>	<b>364</b>	<b>368</b>	<b>327</b>



# TYPES OF SHOWS

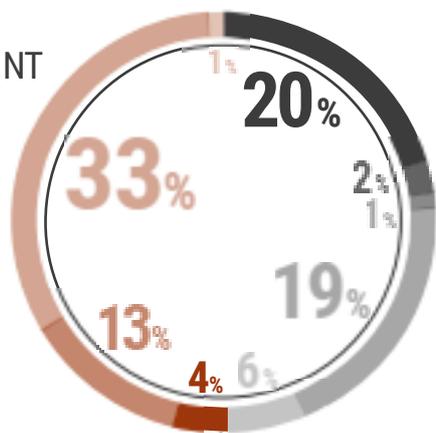
The variety of shows have set the cultural agenda throughout 2018 at the Euskalduna Conference Centre. Opera, ballet, classical music, theatre, pop-rock concerts and other musical and theatre performances. Options for the general public.

For another year, **the theatrical performances have grown more numerous, reaching 33%**. Followed by orchestra concerts with 20%; the concerts of the Musika-Música programme; other concerts and recitals are at 13%; whereas

opera takes up 6% of the Euskalduna agenda; band concerts are at 2%; and finally, the classical music recitals and concerts and performance in social events 1% respectively.

**An additional highlight are the performances in the Urban Hall**, a 4,200 square meter completely multi-purpose open-plan space.

## TYPES OF ENTERTAINMENT



### 2018 2017 2016

	2018	2017	2016
ORCHESTRAL CONCERTS	20%	21%	24%
BAND CONCERTS	2%	3%	3%
CLASSICAL MUSIC CONCERTS & RECITALS	1%	2%	1%
MUSIKA - MÚSICA	19%	20%	23%
OPERA	6%	5%	7%
BALLET-DANCE	4%	3%	5%
OPERETTA	0%	1%	1%
OTHER CONCERTS & RECITALS	13%	8%	8%
THEATRICAL PERFORMANCES	33%	35%	25%
ENTERTAINMENT PERFORMANCES AT EVENTS	1%	1%	3%

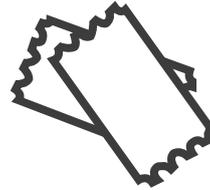


# TICKET SALES



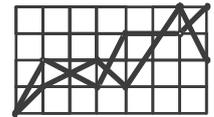
**T**hroughout 2018, Euskalduna Conference Centre has raised a total of **3.9 million euros through its own sales channels thanks to the selling of 171,524 tickets.**

Specifically speaking, the months that showed most sales were August (16,087 tickets), November (13,190 tickets) and December (10,868 tickets). In this respect, what stands out is the consolidation of ticket sales through [www.euskalduna.eus](http://www.euskalduna.eus) reaching a figure of 85,000 seats in 2018.



**171k**

TICKET SALES

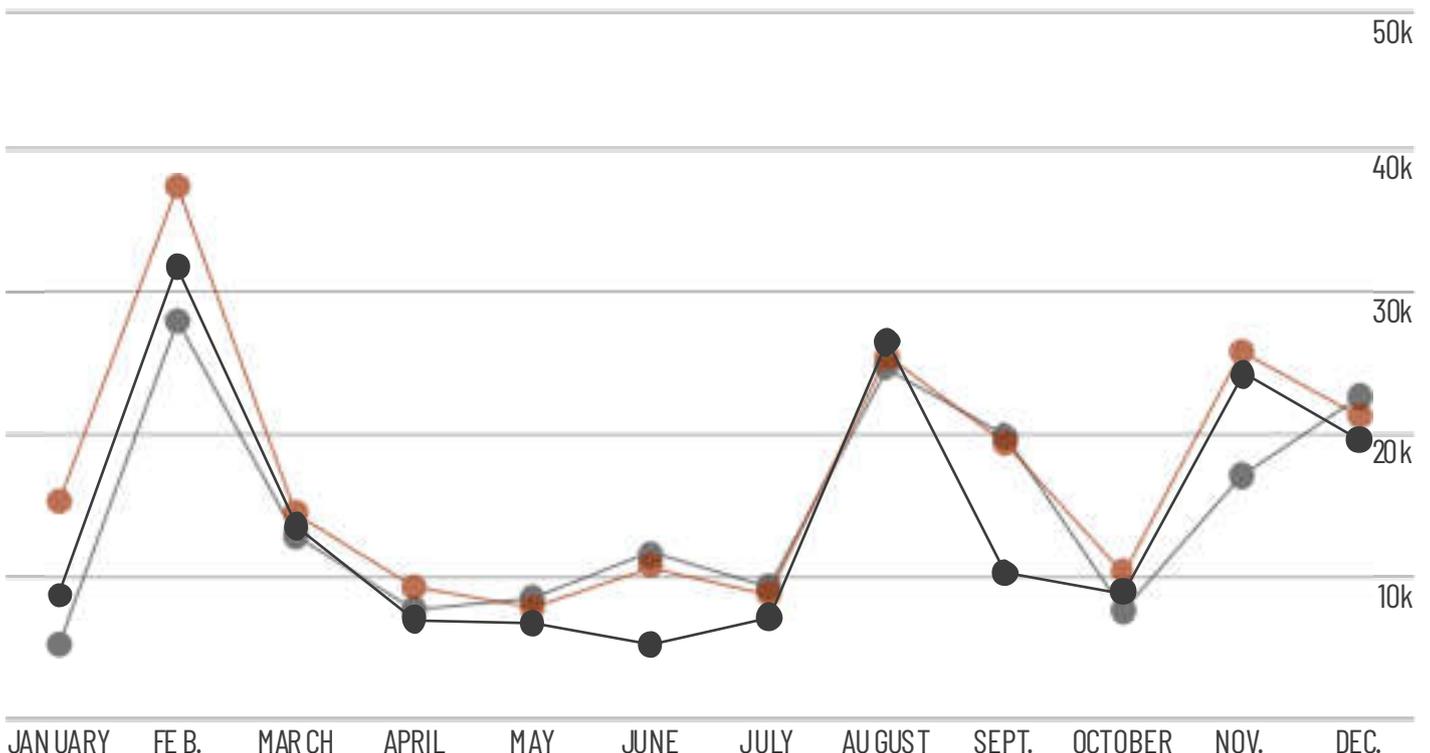


**3.9M€**

INVOICING FROM TICKET SALES

## TREND IN TICKET SALES

2018 TOT. 171,524    2017 TOT. 208,923    2016 TOT. 182,103



\*\* General sales via Euskalduna centre channels (euskalduna.eus), not including BOS, OSE, ABAO & external channels.



# REGULAR SEASONS



**E**uskalduna has **five high-quality regular seasons** among its broad programme of cultural events each year, organised by the following bodies:

- >> **BOS** (Bilbao Symphony Orchestra)
- >> **ABAO** (Bilbao Association of Friends of the Opera)
- >> **OSE** (Basque Symphony Orchestra)
- >> Musika - Música (**Fundación Bilbao 700**)
- >> **BilbaoMusika**



# 5



**REGULAR  
SEASONS**



# WE GROW TOGETHER!



# STAND-OUT CULTURAL EVENTS



## CLASSICAL MUSIC

### CONDUCTORS

- >> Ernst van Tiel
- >> Erik Nielsen
- >> Xian Zhang
- >> Sergei Radchenko
- >> Pierre André Valade
- >> Alondra de la Parra
- >> Giancarlo Guerrero
- >> Martin Nagashima
- >> Jaime Martín
- >> Enrico Onofri
- >> Hakan Hardenberger
- >> Robert Treviño
- >> Andrey Boreyko
- >> Laurence Foster
- >> Clemente Schudt
- >> Enrique Azurza
- >> José Luis Ormazabal

### SOLOISTS

- >> Ainhoa Arteta
- >> Andrew van Oeyen
- >> Frank Peter Zimmermann
- >> Guillermo Pastrana
- >> Josu de Solau
- >> Baiba Skride
- >> Janina Bæchle
- >> Teodor Ilincai
- >> Artur Rucinski
- >> Elena Pankratova
- >> Peter Wedd
- >> Mišha Maisky
- >> Edgar Moreau
- >> Ning Feng
- >> Iñaki Alberdi
- >> Ray Chen
- >> Johannes Martin Kränzle
- >> Alice Coote
- >> Dmitri Makhtin
- >> Olatz Sai tua

## OPERA

- >> "Manon" (J. Massenet)
- >> "Salomé" (R. Strauss)
- >> "Norma" (V. Bellini)
- >> "La Bohème" (G. Puccini)
- >> "Fidelio" (L.V. Beethoven)

## ORCHESTRAS

- >> Bilbao Orkestra Sinfonikoa
- >> Orquesta Sinfónica de Euskadi
- >> Euskal Herriko Gazte Orkestra (EGO)
- >> Orquesta Sinfónica Estatal Rusa
- >> Cinema Symphony Orchestra
- >> Broadway Symphony Orchestra
- >> Orquesta Filarmonica de Novosibirsk
- >> Orquesta Sinfónica de Galicia
- >> Camerata Royal Concertgebouw Orchestra
- >> Orquesta Ciudad de Granada
- >> Orquesta Sinfónica de San Petersburgo
- >> Orquesta de Cámara de Kiev
- >> Orquesta de Cámara de Europa
- >> Orquesta Sinfónica de Navarra
- >> Bilbao Sinfonietta Orkestra

## CHOIRS

- >> Alabama Gospel Choir
- >> Niños Cantores de Viena
- >> Coral San Juan Bautista de Leioa
- >> Sociedad Coral de Bilbao
- >> Bilboko Koral Elkar teko Haurren Korua
- >> Gaudeamus Korala Gernika
- >> Leioa Kantika Korala
- >> Orfeón Donostiarra



## MODERN MUSIC

- >> Sergio Dalma
- >> Belako
- >> Merche
- >> Carlos Jean
- >> Tea Party
- >> Dientes de Luna
- >> Rozalen
- >> Pablo López
- >> Sweet California
- >> Ismael Serrano
- >> Pablo Milanés
- >> Ringo Starr
- >> Serrat
- >> Luz Casal
- >> Ruper Ordorika
- >> Antton Valverde
- >> Andrea Bidart y Mikel Markez
- >> Itziarren Semeak
- >> Korrontzi
- >> Niña Pastori



## BALLET / DANCE

- >> Moscow State Ballet
- >> Coro, Orquesta y Ballet del Ejército Ruso
- >> Estudio Ballet Clásico Teresa González Ardanaz
- >> Mungiako Amilotz Dantza Taldea
- >> Ballet Nacional Ruso



## THEATRE

- >> "Toc Toc"
- >> "El Reencuentro"
- >> "Freno de mano"
- >> "Chichinabo Cabaret"
- >> "Play Out"
- >> "Tu jeta me inquieta"
- >> "Dos más Dos"
- >> "Pantomima Full"
- >> "Ya no me ves" - #elchicoinvisible



## CHILDREN'S SHOWS

- >> Payasos Txappitel
- >> La Patrulla Canina
- >> Alicia en el País de las Maravillas
- >> Peter Pan - El Musical
- >> Cantajuego - Yo tengo derecho a jugar
- >> 3 Txulo Berri ro Gabonak
- >> Pirritx, Porrotx eta Marimotots - Musua
- >> Bella y Bestia - El Musical
- >> Mascha y el Oso - Rescate en el Circo
- >> Alizia Musikala
- >> Pinotxo



## MUSICALS

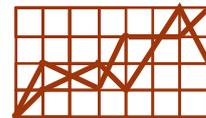
- >> Familia Addams
- >> Franciscus: Una razón para vivir

# CULTURE 2018



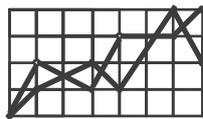
**364**

●  
CULTURAL  
PERFORMANCES



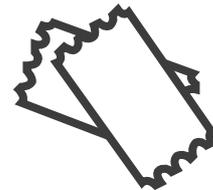
**+1.78%**

●  
INVOICE  
INCREASE IN  
2017



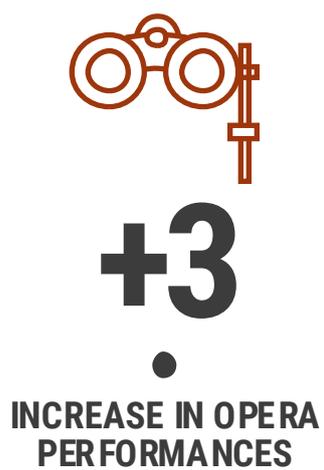
**3.9M€**

●  
INVOICING  
FROM TICKET  
SALES



**172k**

●  
TICKET SALES



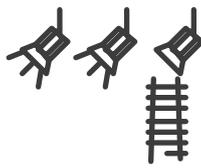
# CULTURE 2018

LANDMARKS



5

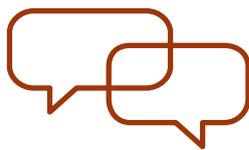
REGULAR SEASONS



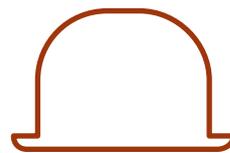
BELAKO



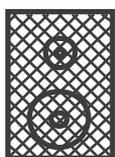
OTEIZAK 110 KUKAI  
DANTZA KONPAINIA -  
TANTAKA



EL REENCUENTRO



CHICHINABO CABARET



●  
**RINGO STARR**



●  
**FAMILIA ADAMS**



●  
**GO!AZEN 5.0**



●  
**KANTUETAN DANTZAN**

● The list of events is not exhaustive

# 2.4

## SATISFACTION LEVELS

**T**he satisfaction levels of Meetings&Events and culture attendees as well as organisers is progressively being consolidated. **The ongoing improvement work and quality policy is reflected in the data obtained year after year.**



### ATTENDEES

2016 2017 2018



### ORGANISERS

2016 2017 2018



### MEETINGS&EVENTS

4.57 4.62 **4.55**<sub>/5</sub> 4.42 4.45 **4.39**<sub>/5</sub>



### CULTURE

4.53 4.61 **4.59**<sub>/5</sub> 4.38 4.71 **4.33**<sub>/5</sub>





# 3

## DIGITAL EUSKALDUNA



**+14k**

FOLLOWERS  
ON SOCIAL  
NETWORKS



**539k**

UNIQUE  
VISITORS TO  
WEBSITE

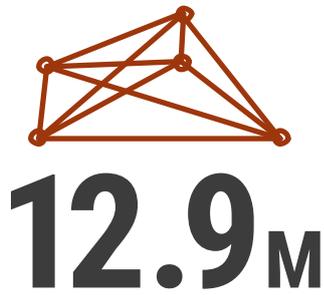


**85k**

TICKET SALES  
[www.euskalduna.eus](http://www.euskalduna.eus)

# 3.1

## YEAR-ON-YEAR DIGITAL TREND



IMPRESSIONS ON SOCIAL NETWORKS



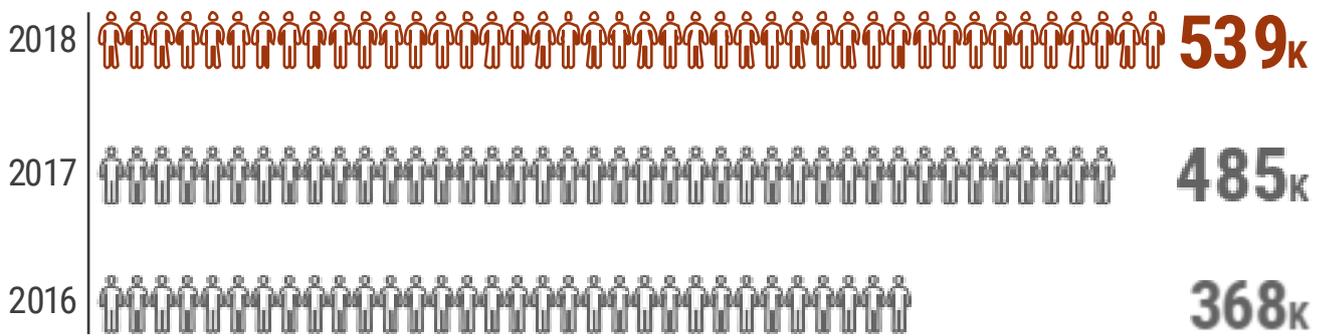
UNIQUE VISITORS TO WEBSITE



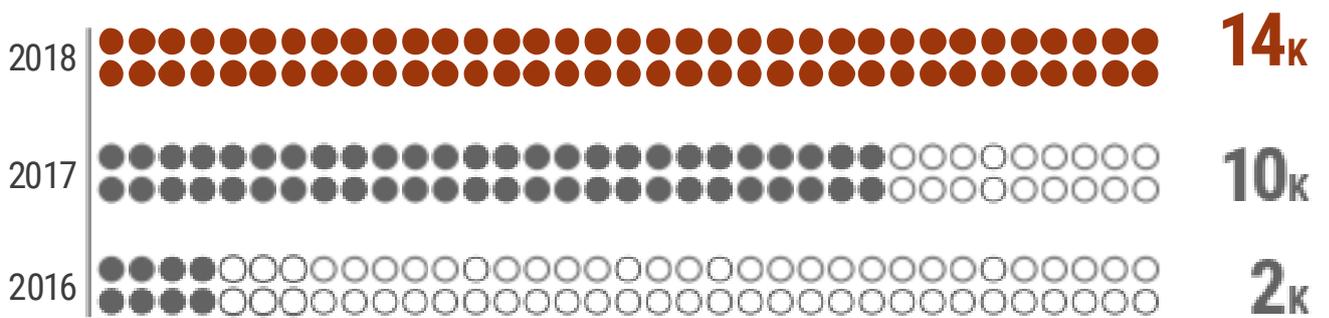
ONLINE SALES  
[www.euskalduna.eus](http://www.euskalduna.eus)



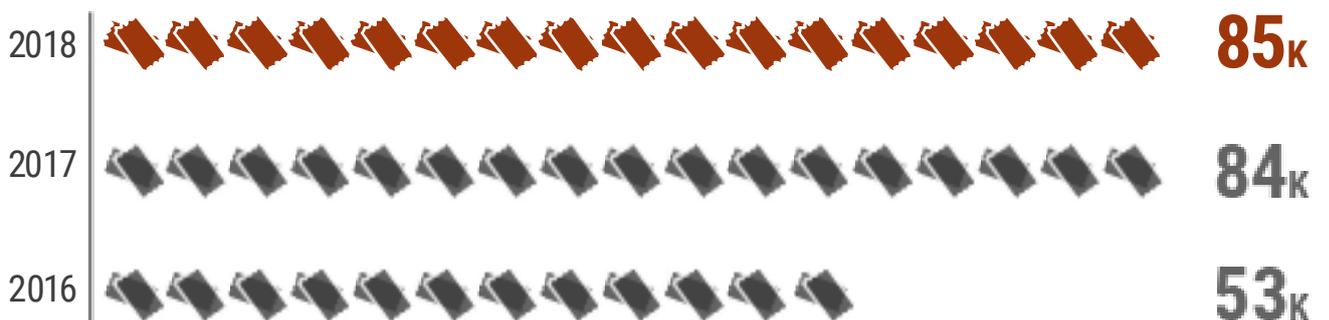
USERS



FOLLOWERS



ONLINE OPERATIONS



# 3.2

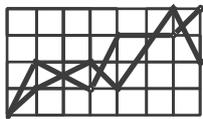
## SOCIAL NETWORKS

Euskalduna Conference Centre is not unfamiliar with the use of social media and has continued to open avenues in this sense in 2018. It has increased its community by 32.17%; Facebook and Instagram being the platforms that have concentrated most of the fans.

Specifically, 2018 has increased its followers on Twitter by 60%, by 28% on Facebook, 95% on Instagram; whereas LinkedIn has tripled its followers in comparison to 2017

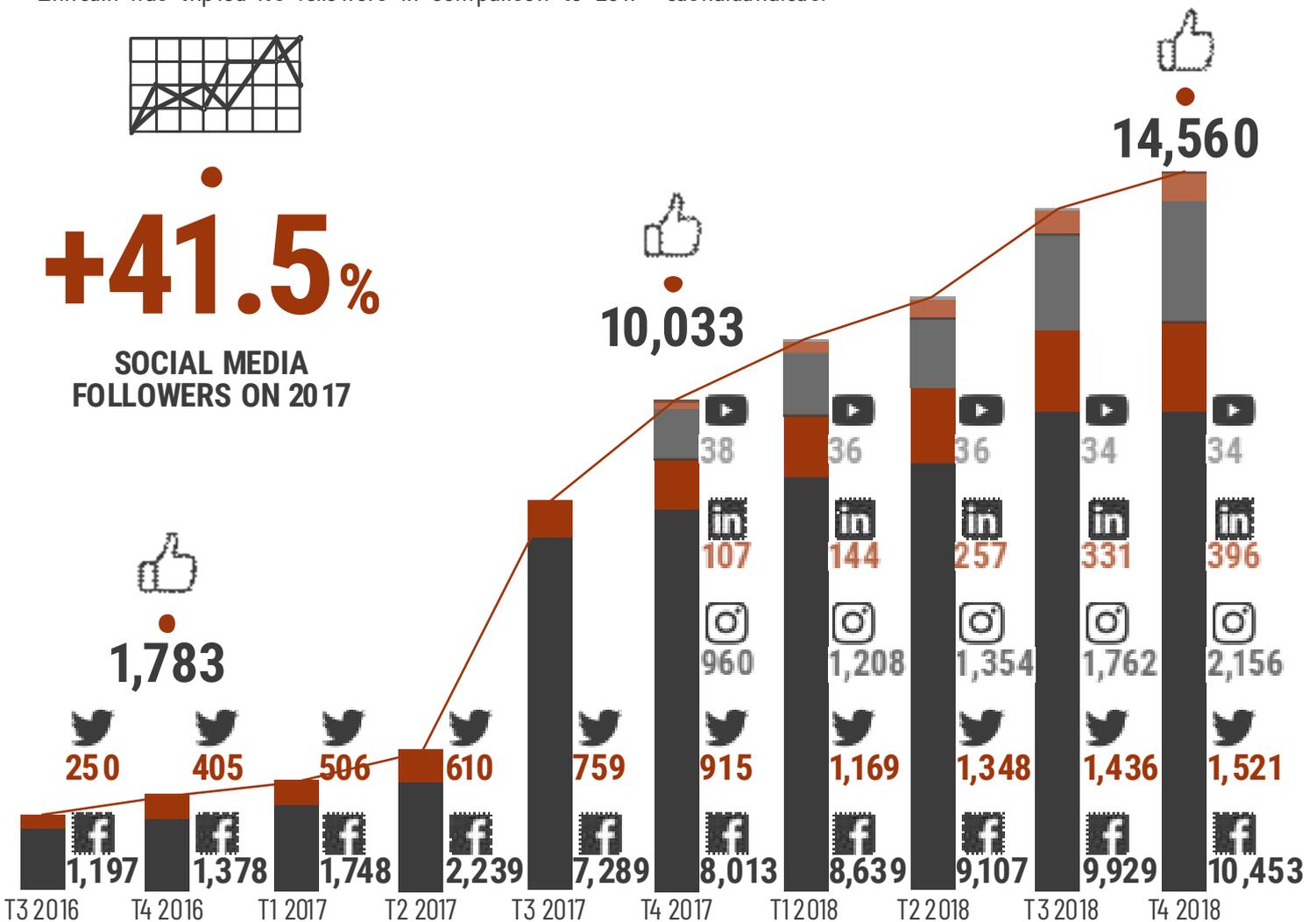
exceeding 400 thanks to the penetration and interaction enabled by all the contents related to its activity in the Meeting&Events.

In all, the contents generated by Euskalduna Conference Centre in social media have generated over 9.7 million views and over 40K of quality interactions. Plus, a total of 54,802 tickets to shows have been purchased through www.euskalduna.eus.



**+41.5%**

SOCIAL MEDIA FOLLOWERS ON 2017

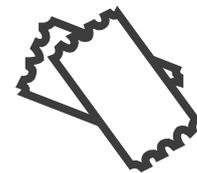


# 3.3

## ONLINE TICKET SALES VIA EUSKALDUNA.EUS

**T**hroughout 2018 over **85,000 seats** were sold through the [www.euskalduna.eus](http://www.euskalduna.eus) website, exceeding the results of previous years: 84,000 in 2017 and 56,000 in 2016. Therefore, the revenue from ticket sales through the website was **2.652 million euros**, 1.6% more than in 2017.

Euskalduna Conference Centre continues to work on modernising and digitizing its services, in this sense in 2018 it has started up, among others, a wallet service for tickets purchased by means of telematics and has put gift cards for 50€, 100 and 200€.

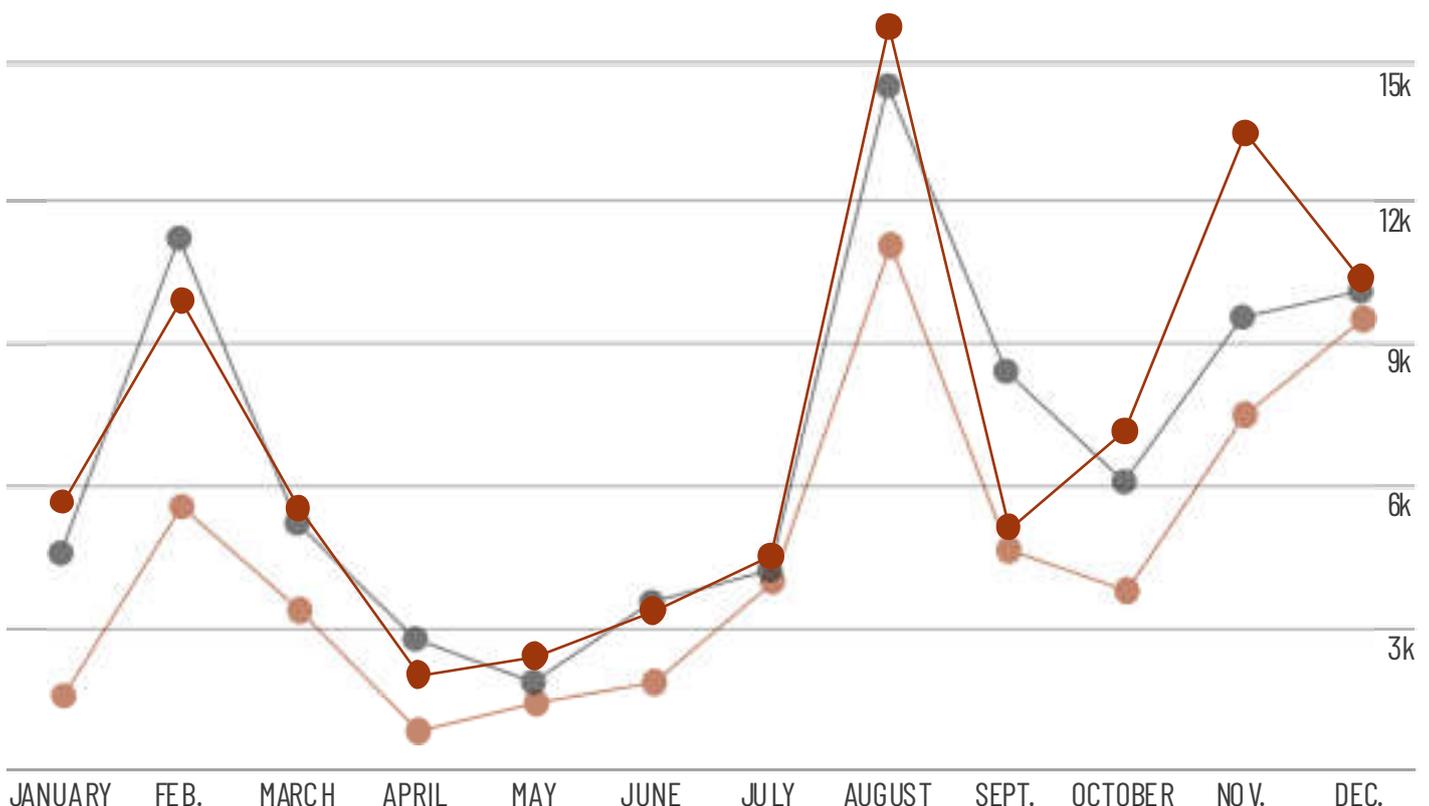


# 85k

ONLINE SALES

### TICKET SALES - [www.euskalduna.eus](http://www.euskalduna.eus)

**2018** TOT. 85,836    2017 TOT. 84,271    2016 TOT. 53,001





# 4

# MODERNISATION



# 4.1

## ENEKO BILBAO RESTAURANT



**O**pening & Michelin Star en 2018

In 2018, Euskalduna Conference Centre welcomed Eneko Atxa's new restaurant, Eneko BILBAO by Patricia Urquiola.

One of the milestones of the new Euskalduna Conference Centre's restaurant is the Michelin Star it was awarded only 5 months after it opened.

**EnekoAtxa**

URQUIOLA



# 4.2

## BIKAIN, LINGUISTIC MANAGEMENT CERTIFICATION



**E**uskalduna Conference Centre received BIKAIN Linguistic Quality Management certification in 2018, silver modality, granted by the Basque Government certifying a specific normalisation level in the presence, usage and management of Basque language by the Centre.

BIKAIN generates dynamics to promote the presence, usage and management of Basque in the organisations that implement it in order to achieve continuous improvement. In so doing, **Euskalduna Conference Centre's commitment to the normalisation of Basque is certified and recognised.**



# 4.3

## SUSTAINABLE BUILDING

In 2018, Euskalduna Conference Centre has taken steps in energy savings and reducing the consumption of resources making the Centre more sustainable. The following actions have been carried out, among others:

- >> Installation of 320 LED lamps. Achieving a 69% reduction in consumption.
- >> Replacing the drinking water input into the pond by water from the Bilbao Estuary.
- >> Elevator cores and the environment.
- >> Reducing the consumption of plastic in F&B.



**-40%**

**WATER  
CONSUMPTION**



**-10%**

**ELECTRICITY  
CONSUMPTION**



# 4.4

## MODERN BUILDING



**T**he Euskalduna Conference Centre building underwent improvements in 2018, such as the inauguration of the new activity spaces among others.

Among the other improvements undertaken:

- >> The use of new chromatics in the building.
- >> New terraces (Terrace B, Jauregia Terrace Cafeteria).
- >> New activity spaces: Belako, Music & Solidarity.



# 4.5

## COMPANY DIGITALISATION



In 2018, Euskalduna Conference Centre developed new measures to promote the digitization of its activity. Among these are:

- >> New signage in the building.
- >> New audiovisual contents system.
- >> Project management.
- >> Occupational Risk Management System.



# 4.6

## LOCAL RESPONSABILITY



**E**uskalduna Conference Centre has increased its local programming throughout 2018 (during Christmas and the Bilbao Big Week "Aste Nagusia" among these) adding to the major activities held in the city, with the idea of adding value to these activities and consolidate Euskalduna Conference Centre as a benchmark institution in Bilbao and surrounding territory. Promoting or participating in the following initiatives, among others:

- >> Alex Txikiton Base Camp.
- >> "Open House Bilbao" a sample of Bilbao's unique buildings.
- >> First exam "Selection Process" of persons with intellectual disabilities for the public employment offer of the Bizkaia Provincial Council.
- >> Agreements with local theatre companies.

- >> Belakluba
- >> Celebrating the 1000th performance of the ABAO Opera.



# 4.7

## MARKETING TOOLS



In 2018, Euskalduna Conference Centre has committed itself to promote new marketing tools for its services. Among these are:

- >> Gift cards.
- >> Marketing ticketing in city hotels.
- >> International business alliances.



# 4.8

## OUT OF THE BOX & CUSTOMISE



**E**uskalduna Conference Centre continues to explore new scenarios, and in 2018 it has started up the out of the box experience & customise in the outdoor areas and building access areas.

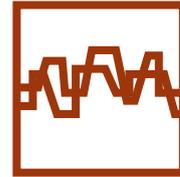
The objective is to **offer alternative spaces adapted to our clients' needs** and has been used in 2018 as a platform to hold car exhibitions, product presentations, ultimately, a space that has opened the door to customise the accesses to the Centre.



# MODERNISATION 2018



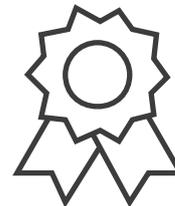
●  
"ENEKO BILBAO"  
MICHELIN STAR



●  
NEW TERRACES



●  
"ENEKO BILBAO" BY  
PATRICIA URQUIOLA  
RESTAURANT



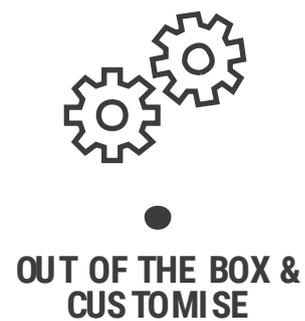
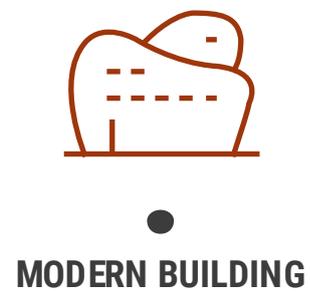
●  
BIKAIN ZIURTAGIRIA  
SILVER



●  
BUSINESS  
DIGITALISATION



●  
LOCAL  
RESPONSABILITY





EUSKALDUNA  
BILBAO

1999  
2019  
20th Anniversary