

Association Guide to Subvention The Practical Edition

*How to Find, Apply For, and Maximise Subvention for
Your Events*



INTRODUCTION

If you organise conferences, you've probably already received support from a destination, even if you didn't call it subvention.

Think of:

- a venue discount
- free city marketing
- a letter of support for your bid
- local transport for delegates

That's subvention.

In plain language, **subvention is support from a destination to help your event succeed that has a financial value attached to it.** Sometimes it's money. Often it's practical help. Usually, it's a mix of both.

Most associations struggle because they simply don't know:

- what kind of support exists
- where to find it
- who to ask
- when to ask

This guide explains subvention in a clear, practical way. No destination jargon, no policy language. Just the basics you need to understand what's available and how to use it. This guide was created by **Conferli**, the event match-making platform that connects associations, destinations, and venues through data and transparency.

It builds directly on the findings of The 2025 Market Study: Subvention for Change. A collaborative project between **Conferli**, **#Meet4Impact**, and the **GDS-Movement**. That study brought together insights from **115 destinations** and **55 international associations** to map out how subvention is currently used, where it fails, and how it can become a catalyst for real change. This guide turns the findings of this report into practice.

It's written for associations, to help you navigate funding confidently, avoid common mistakes, and build stronger partnerships with destinations.





If you'd like to dive deeper, the **full Market Study** includes:

- Real-world examples from leading destinations (such as Flanders, Vienna, and Canada).
 - Best practices on how to embed sustainability and legacy into funding models.
 - Key insights on support schemes, eligibility and award criteria and much more.
-




Why This Guide

Subvention has long been part of the conference world, sometimes as a financial push, sometimes as quiet behind-the-scenes help. But it's changing. Today, subvention isn't just about winning events; it's about shaping impact, legacy, and sustainability.

Our recent global study showed a clear shift:

-  77% of destinations do offer subvention
-  55% of associations depend on it
-  91% of associations said they struggle to find clear subvention information
-  77% said they'd be more likely to select a city that is transparent about funding

Associations told us what they want most:

-  Transparency
-  Simplicity
-  One place to see where and how support can be accessed

This guide responds to that call. Giving you a **hands-on manual** to navigate subvention effectively, speak the same language as destinations, and make the most of what's available.



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Why Destinations Matter

When choosing where to host your event, the destination is more than a location on a map. It also determines what kind of support, expertise, and partnerships are available to you.

Most associations focus first on venues and logistics. That makes sense. But what often gets overlooked is that destinations actively support conferences that align with their goals. They do this through their Convention Bureau, the organisation responsible for attracting and supporting international meetings.

Understanding how destinations work, and what they can offer, helps you make better decisions early in the process. It can influence your budget, your bid strength, and the long-term value of your event.

The points below explain how destinations, through their Convention Bureau, can support you at different stages of your conference planning.



Support venue and supplier selection: by helping you identify, compare, and approach suitable venues, hotels, and local suppliers that fit your requirements and budget.



Help you reduce risk: by offering funding or free services.



Open networks: connecting you with universities, local ambassadors, or sponsors.



Delegate attraction: The right city adds appeal and accessibility, driving attendance.



Knowledge impact: Local research hubs and universities enhance the programme.



Societal legacy: Collaborating with cities enables measurable community benefit.



Elevate your event: with city-wide branding, civic receptions, or sustainability support.



Boost visibility and credibility: "If the city believes in us, others will too."

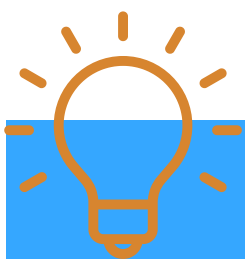
From a destination's perspective, your conference is not just tourism. It is an opportunity to create value for the city.

Destinations actively compete for association conferences because they deliver:

- **Economic benefits:** Delegate spending, hotel nights, and local employment.
- **Knowledge transfer:** Conferences bring international experts and strengthen local research and innovation ecosystems.
- **Reputation and positioning:** Hosting respected congresses reinforces a city's profile as a knowledge or innovation hub.
- **Policy and strategy alignment:** Events that match city priorities (such as climate, health, mobility, or technology) directly support public goals.

This is why destinations invest time, money, and resources in association events. For associations, understanding this perspective is key. The clearer you are about what your conference contributes, the easier it becomes to build strong partnerships and unlock meaningful support.

DID YOU KNOW?



Many cities already offer a surprising range of **free services** through their **Convention Bureau (CvB)**, and most associations don't even realise it. A Convention Bureau is the city's official office dedicated to attracting and supporting meetings and conferences.

They act as your local partner. Helping you navigate venues, suppliers, and even city authorities. Typical free services from a CvB can include:

- Helping you find and compare venues or hotels
- Introducing potential local hosts, universities, or sponsors
- Providing images, promotional materials, or bid support
- Assisting with letters of support from city leaders
- Offering marketing exposure on the city's website or social channels
- Giving advice on visa procedures, logistics, or sustainability programmes

Working with a CVB doesn't cost you anything, their job is to help you succeed in their city.

Tip: Treat destinations as strategic partners from the start of your bid, not as service providers at the end.

What Subvention Actually Is

In simple terms:

Subvention = any kind of support a Convention Bureau provides to help your event succeed that has a financial value attached to it.

This can include:

- **Financial support:** grants, fixed contributions, or cost-sharing.
- **In-kind support:** venue discounts, free transport, civic receptions, marketing, volunteer help.
- **Strategic support:** access to networks, introductions to local institutions, or sustainability advice.

It's not a donation. It's a partnership *investment in shared goals*. Destinations invest because your event contributes to their local goals: economic, academic, or societal. It always serves a mutual purpose:

- You reach your goals (impact, participation, quality)
- The city achieves theirs (knowledge growth, visibility, economic return)

Why Subvention Exists

- To make destinations competitive against others.
- To attract events that align with local innovation sectors.
- To ensure a legacy that benefits citizens, not just hotels.

Subvention helps you to:

- Reduce financial risk.
- Strengthen your bid proposal.
- Improve the event's quality, accessibility, and reach.
- Enhance sustainability and legacy outcomes.
- Create partnerships that last beyond the conference.

The key is to see subvention not as "free money," but as a **shared investment** in your event's success.

Main goals of subvention programmes:

- Attract strategically valuable events.
- Stimulate local economy and knowledge transfer.
- Encourage sustainable and inclusive event models.
- Strengthen partnerships between associations, local hosts, and city ecosystems.

City ecosystems refer to the key themes and industries a city actively focuses on, such as life sciences, energy, mobility, digital technology, or food systems. Destinations prioritise events that fit within these focus areas, because they support long-term economic and policy goals. When your conference aligns with a city ecosystem, it becomes more relevant, more attractive to the destination, and easier to support.

Types of Support: Cash vs In-Kind

Subvention comes in different shapes and combinations. Here's what you can expect globally:

Type	Description
Direct Grant	Cash Subvention, fixed amount per event or per delegate
In-Kind Support	Venue discounts, marketing, civic reception
Guarantee Fund	Covers losses if attendance drops
Sustainability/ Legacy Bonus	Extra funding for certified green events or legacy/ impact projects
Hybrid/Innovation Support	For digital/ hybrid or innovative formats

Direct grant

Direct grant/ Cash subvention refers to direct financial contributions from a destination to support your event.

These can be:

- A fixed amount (€10.000 – €50.000 typical range)*.
- A contribution per delegate (€20 – €60 average range)*.
- Percentage of total event expenses (4% – 10%)*.
- Reimbursement of specific expenses (e.g. venue hire, transport).

* Often with a maximum amount

Tips:

- Clarify early what the destination covers and under which conditions.
- Most funding is post-event, paid after you submit a final report.
- Always keep invoices and proof of expenditure.

**What to Clarify**

- Is funding confirmed before or after contract signing? This matters, because subvention typically plays a role during the destination selection phase.
- Is payment up-front, phased, or post-event?
- Are there minimum delegate thresholds?
- What proof of expenditure is required?
- Are there restrictions on how funds can be used?

In-Kind Subvention

Not all support comes in the form of money. In-kind support often adds equal or higher value than cash and is faster to obtain.

Typical In-Kind Support Can Include:

(In most cases, destinations offer a selection of these, not all of them.)

Event Logistics & Operations

- Free or discounted venue rental, AV equipment, or furniture.
- Public transport passes or sustainable mobility vouchers for delegates.
- Access to city-owned venues (e.g., historic halls, universities, museums).
- Welcome desk or on-site city information booth.
- Welcome Reception at the City Hall.
- Support with Side Events and alternative programmes.
- Volunteer coordination or student ambassador programme.

Marketing & Visibility

- Joint PR and communication campaigns with the city's media partners.
- Social media promotion via destination and tourism channels.
- Inclusion on city event calendars or tourism newsletters.
- Photography and video coverage for post-event marketing.
- Press conference support or use of media rooms.
- City-funded signage, wayfinding, or branding in public spaces.
- Delegate boosting among the local networks of destinations.

Knowledge, Innovation & Legacy

- Introductions to local researchers, innovators, or hospitals aligned with your field.
- Access to city innovation clusters or research hubs for technical site visits.
- Support in developing legacy or knowledge transfer programmes (e.g., student competitions, local outreach).
- Matchmaking with local NGOs or schools for social impact initiatives.
- Collaboration with universities for research dissemination or symposiums.
- Help organising citizen engagement or public education sessions.

Sustainability & Impact

- Assistance to design a sustainability or impact plan for your event.
- Free or subsidised carbon footprint measurement or offset tools.
- Connection to local circular economy suppliers or social enterprises.
- Zero-waste support services, recycling points, or local reuse programmes.
- Consultation with the city's sustainability or legacy officer.
- Help to align your event with SDGs (Sustainable Development Goals) or the city's ESG policies.

Governance & Political Support

- Letters of support from the mayor, ministry, or regional government.
- Opening or closing speeches by city representatives.
- Use of the city emblem or official endorsement on promotional material.
- Invitations to civic receptions or networking events with policymakers.
- Assistance with visas and official invitation letters for delegates.



PRO TIP

In-kind support can easily double your event's value, especially when it includes sustainability and legacy components. When you ask about subvention, don't just say "Do you have funding?"

Instead, ask: "What forms of in-kind support could make our event more impactful for your city and its people?"

Always ask for a breakdown to understand the total value.

Negotiation tip: Ask for tangible savings: "Could the city cover local transport cards or signage?"

Quantify every offer, even a €5.000 service matters to your budget.



Downloads

[Checklist: Financial Readiness](#)

[Checklist: Calculating In-Kind Value](#)

Who Can Apply?

Not every event is automatically eligible for subvention, but far more are than most associations realise. However, **eligibility criteria differ widely**, and understanding them early can make or break your bid. Most programmes target:

- **International associations** hosting events that rotate between countries.
- **Local hosts or ambassadors** acting as bid initiators.
- **PCOs / AMCs** applying on behalf of associations.
- Occasionally, **NGOs or hybrid formats** with measurable impact.

In short: if your event contributes to a city's knowledge economy, innovation clusters, or international profile, you likely qualify.



Download

[Checklist: Eligibility.](#)

Emerging Trends

Our study revealed a **shift from transactional to strategic eligibility**. Destinations are beginning to prioritise purpose-driven events – those that leave a legacy, promote sustainability, or foster knowledge exchange.

For example:

- **Flanders Convention Bureau** funds events that can prove environmental or social value creation, not just delegate numbers.
- **Destination Canada's** ICAF targets events that align with national innovation sectors such as Life Sciences, Agri-tech, and Digital Industries.
- **Meet in Wales** uses its "People–Planet–Place–Profile" model, funding only those that enhance inclusivity, sustainability, and cultural engagement.
- **Christchurch** (New Zealand) requires clear alignment with one of six growth sectors (e.g. Antarctic Research, Health Tech, or Urban Development).

These examples show how **eligibility is becoming thematic, not just numerical** – focusing on relevance and shared outcomes.

Regional Variations:

- **Asia:** Volume-focused: eligibility driven by delegate numbers and room nights.
- **Europe:** Sector-driven: emphasis on alignment with innovation, sustainability, and government priorities.
- **North America:** Economic-driven: eligibility often linked to hotel spend or room-night impact.
- **Oceania:** Integrated models: subvention tied to broader policy goals and legacy creation.

These differences matter, they determine whether your event is seen as a short-term economic boost or a long-term strategic partnership.



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Award Criteria – What Destinations Look At

When evaluating applications, most destinations use a scoring system. Here's what typically matters:

Priority	Criteria	Tip
	Delegate numbers (especially international)	Provide previous attendance data
	Alignment with destination sectors	Use their own keywords (e.g. life sciences, energy)
	Economic return (room nights, spend)	Include your delegate profile
	Local host involvement	Mention your local chapter or academic contact
	Sustainability and social impact	Describe planned actions, not just intentions
	Seasonality	Off-season events often receive higher support

What to Highlight

- Your event's long-term relevance.
- Evidence of community engagement.
- Plans for inclusivity, accessibility, and carbon reduction.

Where to Find Subvention

Finding subvention shouldn't mean endless emails or guesswork. You can discover funding opportunities through:

1. Convention Bureaus

Your first stop. Nearly every destination has one. Search "[City] Convention Bureau".

2. National Funds

Some countries offer national bidding support. Search "[Country] Convention Bureau".

3. Sector-Specific Grants

Innovation, health, sustainability, and research ministries sometimes co-fund relevant congresses.

4. EU and International Schemes

Check Horizon Europe, Erasmus+, or Creative Europe for complementary event grants.

5. Universities & Research Networks

If your event aligns with a local university, ask them to be your local host. Destinations often fund events with academic backing.

6. Global Platforms

Conferli's Subvention Overview will allow you to compare all this information directly - criteria, funding levels, and timing.



PRO TIP

Even if it's not listed publicly, ASK. Many destinations have unadvertised budgets that depend on demand.



How to Build a Strong Subvention Case

This is where most associations fail, not because they don't deserve funding, but because they don't *explain their value clearly*.

Think of your subvention case as a **mini business plan** for your conference. You're showing why your event matters – for delegates, for the destination, and for society.

The 5 Building Blocks of a Strong Case

1. **The Event Story:** What your event is about and who it serves.
2. **The Match:** Why this destination is the perfect fit (themes, clusters, universities).
3. **The Value:** Economic and non-economic benefits (delegate spend, legacy potential).
4. **The Legacy:** What remains after the event (research partnerships, education).
5. **The Ask:** What support you request and how it will be used responsibly.



Download

[Checklist: Building Your Case](#)



The Application Process – Step by Step

Subvention starts with a conversation, not an application form. It isn't awarded automatically, it's built through dialogue. Destinations want to understand your goals and challenges before offering support.

How to Start the Conversation

Forget fancy proposals. Start human. Most CVBs love early conversations. It saves everyone time.

1. Introduce your association's mission and event format.
2. Explain briefly why their city is on your list (sectoral match, timing, accessibility).
3. Ask: "Do you currently support events in this field, and what criteria apply?"
4. Request their subvention guidelines and forms.
5. Find out what the average support range (cash + in-kind) is.
6. Find out if they offer sustainability or legacy bonuses.
7. Find out what the main criteria and scoring system are?
8. Find out who manages the application process and what the processing time is.
9. Offer to schedule a call to explore alignment.

Example Email Script

Dear [Name],
I'm reaching out on behalf of the [Association Name].
We're preparing bids for our 2028 annual congress (approx. [insert the number you had in previous editions] delegates, [insert the number of days you are planning] days).
Your city's strong research network in [Name the ecosystem] caught our attention, and we'd love to learn whether you currently offer subvention or support for international association events.
Could we schedule a short call to discuss opportunities and criteria?
Best,
[Your Name]



PRO TIP

Make it personal, mention their research clusters or sustainability goals. It shows you did your homework.

Remember: The more strategic your approach, the more seriously they take your application.

Application Process

Step 1. Find the Right Contact

Start with the **Convention Bureau (CvB)** of your target city. Most have a “Meetings & Conventions” or “Bidding Support” section.

Step 2. Request Guidelines

Ask for:

- Application form
- Criteria & timeline
- Contact person for technical questions

Step 3. Prepare Your Case (See page 15)

Include:

- Event profile (theme, delegates, history)
- Budget summary
- Economic & sectoral value
- Sustainability or/and legacy plan
- Local host letter

Step 4. Submit Application

Some destinations use online forms, others prefer email submission. Always keep a copy of your documents.

Step 5. Stay in Touch:

Ask for expected review timelines.

Step 6. Evaluation

Expect 2–6 weeks for review. Larger funds may require board approval.

Step 7. Confirmation & Contract

You'll receive an agreement outlining:

- Amount of support
- Conditions (use of logos, reporting)
- Payment schedule (often 50% or more post-event)

Tip: Keep every version of your submission, many associations lose track of what was promised.



Download

[Checklist: Before You Apply.](#)

How to Use Subvention

Receiving subvention is only step one. *How you apply it* defines its real value. But before deciding how to use subvention, be clear on *why* you need it.

There are essentially two paths, both legitimate, both valuable:

1) Subvention as Stability: when you need support to keep costs manageable, secure the event's continuity, and deliver core value to your members.

2) Subvention as Strategy: when you use it to innovate, grow your impact, or leave a legacy that extends beyond the event itself.

Neither approach is better, they simply serve different goals. The key is to **be intentional**: make sure your use of subvention matches your event's needs and communicates clear value to the destination that supports you.

Smart cost-saving uses of subvention:

- Cover essential venue, AV, or catering costs to stay within budget.
- Lower registration fees to keep attendance accessible.
- Absorb inflation-driven costs (materials, suppliers, travel).
- Reduce risk exposure by using city guarantees or financial backstops.
- Offset core logistics (transport, signage, on-site operations).
- Secure professional PCO or hybrid event management support.
- Bridge funding gaps for pre-financing before delegate income arrives.
- Maintain programme quality despite tighter budgets.
- Ensure financial continuity between editions or bidding cycles.

Smart strategic uses of subvention:

- Allocate funds to improve attendee experience or reduce carbon footprint.
- Invest in outreach or hybrid formats to reach more delegates.
- Use in-kind support (e.g. marketing help) to increase visibility.
- Involve local stakeholders - universities, start-ups, civic leaders -to build long-term ties.
- Cover elements that elevate quality (scientific content, hybrid tech, translation).
- Fund initiatives that increase inclusivity (scholarships, childcare, accessibility).
- Launch a local legacy project or student engagement day.
- Reduce registration fees to increase participation diversity.
- Offset sustainable travel or on-site carbon reduction measures.
- Support innovation (student challenges, research collaborations).
- Offer travel grants for students or low-income participants.
- Compensate for event impact through sustainable or legacy driven actions.
- Host a local open day or citizen science event.

Remember: subvention is not a one-off transaction. It's a starting point for collaboration.

How to use it wisely:

1. Think long-term: use subvention to build recurring collaborations.
2. Link your event themes to the city's strategic sectors.
3. Build it into your event strategy early, not as an afterthought.
4. Invest part of the funding in legacy, accessibility, or sustainability actions.
5. Report transparently; destinations reward reliability.

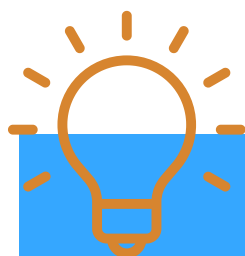
Reporting & Accountability

Reporting is not just a formality, it proves your credibility and helps strengthen future applications. You can only improve what you measure. Destinations increasingly expect measurement beyond economics. In some cases, it is specified how subvention must be spent, for example on delegate boosting or marketing costs. This is not always made explicit upfront, but conditions may apply.

You'll likely need to submit:

- Final attendance (domestic/international split).
- Total room nights and venue usage.
- Financial summary (budget vs. actual) and proof of expenditure.
- Photos or social media proof of activities
- Sustainability or legacy outcomes

Area	Example Metrics
Economic	Delegate spending, hotel nights, local suppliers used
Environmental	CO ₂ reduction, waste management, % of train travellers
Social	Local engagement, volunteer programmes/ hours, inclusion actions, scholarships
Knowledge Legacy	Partnerships formed, joint research, media exposure



PRO TIP

Start measuring from day one, not after the event. Use a simple post-event report template to show transparency and strengthen future bids.

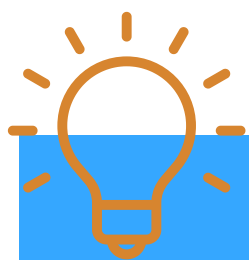


Download

[Checklist: Quick Reporting.](#)

Step-by-Step Measurement Plan

1. Decide KPIs before the event (with the CVB if possible).
2. Gather baseline data (expected delegates, footprint).
3. Measure during event (actual numbers, travel modes).
4. Evaluate after event (surveys, partnerships).
5. Report results and lessons learned.s.



PRO TIP

Add visuals: charts, quotes, videos or photos it makes the report far more engaging.

Make it part of your story

Don't treat reporting as a document that disappears into a folder. Use the outcomes to communicate your partnership with the destination, the impact of your conference, and the value you create as an association. Share highlights with your members, include them in newsletters, and use them in future bids. Over time, this becomes part of your association's narrative and strengthens your position with both destinations and stakeholders.



Frankfurt, Germany



Wellington, New Zealand

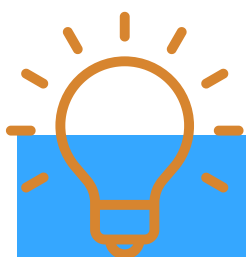


Utrecht, Netherlands

Barriers and How to Overcome Them

Common Barrier	How to Handle It
Complex process	Ask CvB for checklist and examples
Tight deadlines	Contact early, even pre-bid
Unclear language	Request English version of documents or look for local member/event committee to help
Limited resources	Assign one person internally to manage applications
Funding overlap (EU or national)	Clarify de minimis rules before applying (see page 23)
Lack of awareness	Use platforms (like Conferli) to find available schemes
Unclear criteria	Request guidelines in writing

Many associations lose funding opportunities simply because they didn't ask early enough. Contact CvBs as soon as a potential city is on your list.



PRO TIP

Keep a "subvention file" for each city: track contacts, timelines, and funding conditions for future reference.

Do's and Don'ts

- | | |
|---|---|
|  Start conversations early, many funds close months ahead. |  Treat subvention as a transaction. |
|  Align your event's story with the city's priorities. |  Skip sustainability or impact measures. |
|  Take a moment to reflect on the value your event offers beyond the conference itself. |  Wait for destinations to find you, reach out first. |
|  Be transparent about your needs and capacity. |  Ignore smaller or emerging destinations; they often have flexible programmes. |
|  Ask about in-kind support, it's often overlooked. |  Apply last minute. |
|  Report honestly and on time. |  Send generic requests. |
|  Build relationships with CvBs. |  Ignore reporting. |
|  Include sustainability goals. |  Focus only on cash. |
|  Thank partners publicly, they appreciate visibility. |  Expect last-minute funding. |
| |  Disappear after the event, follow-up matters. |
| |  Choose higher funding over stronger strategic alignment. |
| |  Assume every city has the same rules. |
-

Combining Funding Sources

Subvention can often be combined with:

- EU grants (Horizon Europe, Erasmus+, LIFE).
- National or regional innovation funds.
- National or regional guarantee funds.
- Private sponsorships or industry partners.
- Local university or chamber-of-commerce partnerships.

Always disclose other funding sources when applying, transparency builds trust.

Compatibility Check

Funding Source	Can Combine	Notes
City CvB Subvention	✓	Primary
National Event Fund	✓	Ensure no double claim
EU Grants	✓	Must disclose to avoid overlap
Corporate Sponsorship	✓	Must be transparent
Corporate Sponsorship	⚠	Verify de minimis limits

De minimis limits

In the European Union, public funding (like grants, subsidies, or subvention) is considered **state aid**. To prevent organisations from receiving too much public money from different sources at once, the EU applies a rule called the **de minimis regulation**.

It sets a **maximum total amount of public aid** a single organisation can receive (**currently € 300.000 over any three-year period**) without triggering extra reporting or approval requirements under state-aid law.

So, if your event receives support from several public bodies (for example, a city CVB + a national tourism board + an EU programme), you must check that the **combined total of all these supports stays within that limit**.

If it exceeds that, the funding is still possible, but the city or country might need to follow formal EU state-aid notification procedures, which take time and paperwork.

Tools, Checklists & Templates

Downloads



- Checklist: [Subvention Readiness](#)
- Checklist: [Financial Readiness](#)
- Template: [Calculating In-Kind Value](#)
- Checklist: [Eligibility](#)
- Checklist: [Building Your Case](#)
- Checklist: [Before You Apply](#)
- Checklist: [Quick Reporting](#)

Find Cities That Support Your Conference

Looking for destinations that offer funding, in-kind help, or sustainability support for your next event? You can now discover it all on **Conferli**, for free. Simply sign up and once you're in, use the City Match Filter and switch on "Destination Support Available" to instantly see where subvention, sponsorship, or other types of city support are offered.

You can even refine your search by type of support, from cash funding or marketing help to sustainability or legacy programmes.

Each city profile now includes a clear Destination Support Package tile showing:

- What kind of support is available
- Who can apply
- When and how to apply

Tip: If you select more than one support type, you'll only see destinations that offer all of them, perfect for finding real partnership opportunities. It's quick, transparent, and completely free to use. Start your search today and find the destinations that *invest in your success*.

The screenshot displays a city profile with the following sections:

- Event Logistics:**
 - Hotel Bedrooms: 12,500
 - Biggest Capacity of Plenary Room: 3,800
 - Avg Hotel Room Occupancy: 52%
 - Avg Hotel Rate: €19.2
 - Hotel City Tax: 11.2%
- City Specific Info:**
 - Museums: 9
 - Restaurants: 81
 - Nature and Parks: 23
 - Brands and Landmarks: 12
 - Convention Bureau: Yes
- Destination Support Package:**
 - Destination offers support: Yes
 - Sponsorship
 - Direct financial support
 - Free public transport
 - In-kind support
 - Branding & Marketing
- Cost of Living:**
 - Dinner (per person): €11
 - Domestic Beer: €2
 - Taxi Ride (per km): €13
 - One Way Ticket: €9
- City Features:**
 - Active Nightlife
 - Beach
 - Cultural Sites
 - Nature
 - Shopping
- Top 5 Tourist Attractions:**
 - Belém Tower
 - Jerónimos Monastery
 - Castelo de S. Jorge
 - Praça do Comércio
 - Bairro Alto
- Photos:** A grid of three images showing city landmarks.
- Videos:** A grid of three video thumbnails.
- Conference Testimonials:** A section with a quote and text.
- City Climate:**
 - Avg. Temperature (April): 27.7 °C
 - Avg. Temperature (October): 15.1 °C

[Watch the demo](#)



From Funding to Partnership – Closing Thoughts

Subvention is evolving from *transaction* to *transformation*. Associations hold the key: by asking for clarity, aligning values, and reporting transparently, you drive a more collaborative, impactful event model. Associations are no longer passive recipients; they are partners in shaping value for cities and citizens.

By approaching subvention strategically, highlighting sustainability, inclusivity, and legacy, you not only increase your chances of funding but also help redefine how destinations invest in the future of conferences.

So the next time you apply, remember: you're not asking for support, **you're offering collaboration**. That's where the real change begins.

About Conferli

Conferli is a conference matchmaking platform for associations, venues and destinations. Our aim is to level out the playing field in the event industry, enabling events of all shapes and sizes to find best-suiting destinations - easily and efficiently. We do that by creating access to independent benchmarking data, supported by smart technology and fueled by our passion for the conference world. Associations will get free support on destination matching, shortlisting, benchmarking and assistance during the entire RFP process.

www.conferli.com

