

EIBTM 2008 TOTAL VISITOR ATTENDANCE ANALYSIS (Hosted Buyers & Trade Visitors combined)

GEOGRAPHICAL AREA OF ORIGIN	%
EUROPE (EU)	83.3%
EUROPE (NON EU)	5.91%
ASIA	0.3%
MIDDLE EAST & NORTH AFRICA	1.9%
NORTH AMERICA	3.5%
SOUTH/CENTRAL AMERICA	2.8%
SOUTH/CENTRAL AFRICA	0.7%
SOUTH EAST ASIA	1.2%
AUSTRALASIA & PACIFIC	0.5%

COUNTRY OF ORIGIN – MAJOR MARKETS	%
BENELUX	2.9%
FRANCE	5.4%
GERMANY	8.8%
ITALY	5.2%
SCANDINAVIA	3.2%
SPAIN	36.3%
SWITZERLAND	1.9%
UK & IRELAND	9.7%

MAIN ACTIVITY OF COMPANY	%
AIRLINES	1.5%
ASSOCIATION/SOCIETY	3.4%
ATTRACTIONS & ENTERTAINMENT	1.6%
CONFERENCE/MEETING VENUE	2.6%
CONVENTION & VISITOR BUREAU	1.1%
CORPORATE	8.2%
CRUISE LINE	0.4%
DESTINATION MANAGEMENT COMPANY	5.5%
EVENT MANAGEMENT COMPANY	17.0%
EVENT SUPPORT SERVICES	2.6%
GROUND HANDLING	0.3%
HEALTH RESORT/SPA	0.3%
HOTEL	6.6%
INCENTIVE HOUSE/AGENCY	12.5%
INDEPENDENT MEETING PLANNER	1.2%
CONTD...	
LUXURY TRAIN	0.1%
MARKETING SERVICES	3.1%
MEDIA	0.6%
PROFESSIONAL CONFERENCE ORGANISER	3.8%
TECHNOLOGY	1.1%
TOURIST ORGANISATION	1.2%
TOUR OPERATOR	2.3%
TRADE ASSOCIATION	0.0%
TRAVEL AGENCY	10.9%
VENUE FINDING AGENCY	2.2%
OTHER / UNSPECIFIED	5.7%

POSITION IN COMPANY	%
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	14.0%
OWNER/PARTNER/ASSOCIATE	17.8%
SENIOR MANAGEMENT	18.6%
MIDDLE MANAGEMENT	12.4%
JUNIOR MANAGEMENT	4.9%
ORGANISER/PLANNER	15.6%
CO-ORDINATOR	5.0%
ADMINISTRATOR	1.7%
OTHER / UNSPECIFIED	10.0%

PRODUCT INTEREST (Multiple Answers Given)	%
AIRLINES	23.2%
ATTRACTIONS & ENTERTAINMENT	31.8%
CONFERENCE/MEETING VENUES	44.6%
CAR RENTAL	8.4%
CRUISE LINES	16.7%
DESTINATION MANAGEMENT SERVICES	39.8%
DESTINATIONS	63.1%
EVENT MANAGEMENT	26.7%
EVENT SUPPORT SERVICES	25.8%
GROUND HANDLING	13.6%
HEALTH RESORTS/SPAS	21.4%
HOTELS	52.4%
LUXURY TRAINS	17.4%
MEDIA	5.8%
PROFESSIONAL CONFERENCE ORGANISER (PCO)	11.8%
SPECIAL INTEREST TOUR	23.6%
TECHNOLOGY	10.8%
TRADE ASSOCIATIONS	6.8%
TRAVEL AGENCIES	14.6%

GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)	%
NORTH AMERICA	31.0%
CARIBBEAN	17.7%
LATIN AMERICA	24.6%
UK & EIRE	28.8%
WESTERN & NORTHERN EUROPE	46.4%
CENTRAL & EASTERN EUROPE	39.5%
SOUTHERN & MEDITERRANEAN EUROPE	44.2%
RUSSIA/C.I.S.	15.3%
MIDDLE EAST/NORTH AFRICA	20.9%
AFRICA	19.4%
ASIA	23.3%
AUSTRALASIA/PACIFIC	10.2%

TYPE OF EVENTS ORGANISED (Multiple Answers Given)	%
BUSINESS TRAVEL	47.4%
CONFERENCE/MEETING	68.4%
CORPORATE HOSPITALITY	24.5%
EXHIBITIONS	27.5%
INCENTIVE TRAVEL	60.6%
CONVENTION/CONGRESS	51.7%
PRODUCT LAUNCH	30.6%
SPORTING EVENTS	24.5%
STAFF TRAINING/MOTIVATION	28.9%
OTHER	7.5%

LEVEL OF RESPONSIBILITY (Multiple Answers Given)	%
FINAL DECISION	38.9%
RESEARCH	40.4%
RECOMMEND	40.0%
PLAN/ORGANISE	58.2%
NONE / UNSPECIFIED	4.8%
OTHER	2.9%

ANNUAL BUDGET FOR MEETINGS / INCENITVES	%
NONE	18.7%
US \$1 - US \$250 000	17.8%
US \$250 001 - US \$500 000	13.0%
US \$500 001 - US \$1 MILLION	12.7%
US \$1 000 001 - US \$5 MILLION	18.8%
US \$5 000 001 - US \$10 MILLION	7.2%
US \$10 000 001+	5.3%
BLANK / UNSPECIFIED	6.4%