

EIBTM 2009 TOTAL VISITOR ATTENDANCE ANALYSIS (Hosted Buyers & Trade Visitors combined)

GEOGRAPHICAL AREA OF ORIGIN	%
EUROPE (EU)	81.1
EUROPE (NON EU)	6.8
ASIA	0.6
MIDDLE EAST & NORTH AFRICA	1.8
NORTH AMERICA	3.5
SOUTH/CENTRAL AMERICA	3.4
SOUTH/CENTRAL AFRICA	0.7
SOUTH EAST ASIA	1.4
AUSTRALASIA & PACIFIC	0.6

COUNTRY OF ORIGIN – MAJOR MARKETS	%
BENELUX	4.3
FRANCE	7.8
GERMANY	10.8
ITALY	7.7
SCANDINAVIA	3.8
SPAIN	50.0
SWITZERLAND	2.4
UK & IRELAND	12.4

MAIN ACTIVITY OF COMPANY	%
AIRLINES	1.5
ASSOCIATION/SOCIETY	4.5
ATTRACTIONS & ENTERTAINMENT	1.2
CONFERENCE/MEETING VENUE	1.4
CONVENTION & VISITOR BUREAU	0.8
CORPORATE	8.6
CRUISE LINE	0.4
DESTINATION MANAGEMENT COMPANY	6.2
EVENT MANAGEMENT COMPANY	18.0
EVENT SUPPORT SERVICES	2.3
GROUND HANDLING	0.2
HEALTH RESORT/SPA	0.2
HOTEL	6.3
INCENTIVE HOUSE/AGENCY	11.7
INDEPENDENT MEETING PLANNER	1.4
LUXURY TRAIN	0.0
MARKETING SERVICES	3.5
MEDIA	0.6
PROFESSIONAL CONFERENCE ORGANISER	3.5
TECHNOLOGY	1.0
TOURIST ORGANISATION	1.0
TOUR OPERATOR	2.3
TRADE ASSOCIATION	0.0
TRAVEL AGENCY	11.7
VENUE FINDING AGENCY	2.3
OTHER / UNSPECIFIED	4.7

POSITION IN COMPANY	%
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	15.9
OWNER/PARTNER/ASSOCIATE	19.2
SENIOR MANAGEMENT	19.3
MIDDLE MANAGEMENT	12.1
JUNIOR MANAGEMENT	3.9
ORGANISER/PLANNER	15.9
CO-ORDINATOR	4.3
ADMINISTRATOR	1.6
OTHER / UNSPECIFIED	7.4

PRODUCT INTEREST (Multiple Answers Given)	%
AIRLINES	24.3
ATTRACTIONS & ENTERTAINMENT	31.5
CONFERENCE/MEETING VENUES	45.0
CAR RENTAL	8.8
CRUISE LINES	16.1
DESTINATION MANAGEMENT SERVICES	41.0
DESTINATIONS	36.4
EVENT MANAGEMENT	26.2
EVENT SUPPORT SERVICES	26.0
GROUND HANDLING	13.8
HEALTH RESORTS/SPAS	22.3
HOTELS	53.9
LUXURY TRAINS	17.4
MEDIA	6.2
PROFESSIONAL CONFERENCE ORGANISER (PCO)	12.3
SPECIAL INTEREST TOUR	24.0
TECHNOLOGY	11.1
TRADE ASSOCIATIONS	7.0
TRAVEL AGENCIES	15.3

GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)	%
NORTH AMERICA	33.0
CARIBBEAN	19.0
LATIN AMERICA	26.6
UK & EIRE	32.6
WESTERN & NORTHERN EUROPE	49.7
CENTRAL & EASTERN EUROPE	43.1
SOUTHERN & MEDITERRANEAN EUROPE	48.9
RUSSIA/C.I.S.	20.3
MIDDLE EAST/NORTH AFRICA	27.5
AFRICA	25.1
ASIA	30.8
AUSTRALASIA/PACIFIC	16.1

TYPE OF EVENTS ORGANISED (Multiple Answers Given)	%
BUSINESS TRAVEL	49.0
CONFERENCE/MEETING	70.0
CONVENTION/CONGRESS	53.2
CORPORATE HOSPITALITY	26.7
EXHIBITIONS	29.7
INCENTIVE TRAVEL	61.1
PRODUCT LAUNCH	32.0
SPORTING EVENTS	26.0
STAFF TRAINING/MOTIVATION	29.4
OTHER	7.9

LEVEL OF RESPONSIBILITY (Multiple Answers Given)	%
FINAL DECISION	40.7
RESEARCH	42.7
RECOMMEND	42.9
PLAN/ORGANISE	58.8
NONE / UNSPECIFIED	4.4
OTHER	2.8

ANNUAL BUDGET FOR MEETINGS / INCENITVES	%
NONE	18.0
US \$1 - US \$250 000	17.7
US \$250 001 - US \$500 000	13.9
US \$500 001 - US \$1 MILLION	14.5
US \$1 000 001 - US \$5 MILLION	18.5
US \$5 000 001 - US \$10 MILLION	6.5
US \$10 000 001+	4.8
BLANK / UNSPECIFIED	5.8