

EIBTM 2009 HOSTED BUYER ATTENDANCE ANALYSIS

GEOGRAPHICAL AREA OF BUYER ORIGIN BREAKDOWN	%
EUROPE (EU)	70.4
EUROPE (NON EU)	11.0
ASIA	1.0
MIDDLE EAST & NORTH AFRICA	1.4
NORTH AMERICA	5.8
SOUTH/CENTRAL AMERICA	5.9
SOUTH/CENTRAL AFRICA	1.0
SOUTH EAST ASIA	2.0
AUSTRALASIA & PACIFIC	1.1

BUYER COUNTRY OF ORIGIN - MAJOR MARKETS	%
BENELUX	5.0
FRANCE	8.4
GERMANY	12.4
ITALY	7.6
SCANDINAVIA	4.5
SPAIN	3.6
SWITZERLAND	2.6
UK & IRELAND	13.3

MAIN ACTIVITY OF COMPANY	%
ASSOCIATION	7.5
CORPORATE	15.0
AGENCY	77.8
OTHER	0.0
Agency Breakdown	
PROFESSIONAL CONFERENCE ORGANISER	4.9
DESTINATION MANAGEMENT COMPANY	4.2
EVENT MANAGEMENT COMPANY	22.9
INCENTIVE HOUSE/AGENCY	20.2
MARKETING SERVICES	1.8
TRAVEL AGENCY	16.5
VENUE FINDING AGENCY	4.3
INDEPENDENT MEETING PLANNER	1.9
AGENCY OTHER	0.7
Corporate Breakdown	
AUTOMOTIVE	0.6
ELECTRONIC / COMPUTER	2.7
PHARMA / MEDICAL / CHEMICAL	3.4
FOOD / BEVERAGE / TOBACCO	0.5
COSMETICS	0.2
ENGINEERING / BUILDING	0.6
INDUSTRIAL GOODS	0.5
FINANCIAL / INSURANCE / BANKING	2.6
AGRICULTURE	0.1
MANAGEMENT	1.3
RETAIL	0.4
TRANSPORT / UTILITIES	0.2
OTHER	1.4
Association Breakdown	
ASSOCIATION	5.5
ASSOCIATION MANAGEMENT COMPANY	2.0

POSITION IN COMPANY	%
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	20.4
OWNER/PARTNER/ASSOCIATE	16.9
SENIOR MANAGEMENT	20.1
MIDDLE MANAGEMENT	12.0
JUNIOR MANAGEMENT	2.2
ORGANISER/PLANNER	18.6
CO-ORDINATOR	3.1
ADMINISTRATOR	0.8
OTHER	5.4

PRODUCT INTEREST (Multiple Answers Given)	%
AIRLINES	31.3
ATTRACTIONS & ENTERTAINMENT	44.6
CAR RENTAL	10.2
CONFERENCE/MEETING VENUES	67.5
CRUISE LINES	23.5
DESTINATION MANAGEMENT SERVICES	64.5
DESTINATIONS	54.9
EVENT MANAGEMENT SERVICES	33.3
EVENT SUPPORT SERVICES	37.4
GROUND HANDLING	20.8
HEALTH RESORTS/SPAS	33.6
HOTELS	78.0
LUXURY TRAINS	26.2
MEDIA	6.4
PROFESSIONAL CONFERENCE ORGANISER	20.1
SPECIALIST INTEREST TOURS	36.7
TECHNOLOGY	13.3
TRAVEL AGENCIES	17.7
SPORTING / GAMING VENUES	15.0
OTHER	1.1

GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)	%
NATIONAL (HOME COUNTRY)	34.2
NORTH AMERICA	49.1
CARIBBEAN	28.6
LATIN AMERICA	40.0
UK & EIRE	50.3
WESTERN & NORTHERN EUROPE	74.2
CENTRAL & EASTERN EUROPE	62.3
SOUTHERN & MEDITERRANEAN EUROPE	71.1
RUSSIA & CIS	31.1
AFRICA	39.5
MIDDLE EAST & NORTH AFRICA	44.2
ASIA	48.9
AUSTRALIA & PACIFIC	24.0

TYPE OF EVENTS ORGANISED (Multiple Answers Given)	%
BUSINESS TRAVEL	56.1
CONFERENCE/MEETING	87.1
CORPORATE HOSPITALITY	30.7
EXHIBITIONS	34.5
INCENTIVE TRAVEL	76.5
CONVENTION/CONGRESS	59.7
PRODUCT LAUNCH	42.6
SPORTING EVENTS	27.7
STAFF TRAINING/MOTIVATION	39.4
OTHER	6.6

LEVEL OF RESPONSIBILITY (Multiple Answers Given)	%
FINAL DECISION	47.5
RESEARCH	60.1
RECOMMEND	58.3
PLAN/ORGANISE	76.8
UNSPECIFIED	3.9

NUMBER OF EVENTS ORGANISED PER YEAR - INTERNATIONAL	%
1-2	8.7
3-5	23.0
6-10	22.9
11+	43.8

NUMBER OF EVENTS ORGANISED PER YEAR - NATIONAL	%
NONE (All International events)	3.8
1-2	9.0
3-5	14.8
6-10	16.7
11+	54.9

ANNUAL BUDGET FOR MEETINGS / INCENTIVES	%
US \$1 - US \$250 000	11.8
US \$250 001 - US \$500 000	13.9
US \$500 001 - US \$1 MILLION	17.9
US \$1 000 001 - US \$5 MILLION	29.0
US \$5 000 001 - US \$10 MILLION	10.4
US \$10 000 001+	6.9
UNSPECIFIED	9.7

AVERAGE ATTENDEES AT INTERNATIONAL EVENTS	%
NONE (All national events) / UNSPECIFIED	1.7
1-50	75.7
51-250	0.0
251-500	10.9
501-1000	5.2
1000+	6.2

AVERAGE ATTENDEES AT NATIONAL EVENTS	%
NONE (All international events) / UNSPECIFIED	3.9
1-50	20.5
51-250	46.6
251-500	15.8
501-1000	7.7
1000+	4.8