

## EIBTM 2009 TRADE VISITOR ATTENDANCE ANALYSIS

<b>GEOGRAPHICAL AREA OF ORIGIN BREAKDOWN</b>	<b>%</b>
EUROPE (EU)	90.1
EUROPE (NON EU)	3.1
ASIA	0.2
MIDDLE EAST & NORTH AFRICA	2.4
NORTH AMERICA	1.5
SOUTH/CENTRAL AMERICA	1.1
SOUTH/CENTRAL AFRICA	0.4
SOUTH EAST ASIA	0.8
AUSTRALASIA & PACIFIC	0.1

<b>COUNTRY OF ORIGIN – KEY MARKETS</b>	<b>%</b>
BENELUX	1.3
FRANCE	2.9
GERMANY	3.3
ITALY	3.5
SCANDINAVIA	1.5
SPAIN	66.1
SWITZERLAND	0.9
UK & IRELAND	4.7

<b>MAIN ACTIVITY OF COMPANY</b>	<b>%</b>
AIRLINES	3.0
ASSOCIATION/SOCIETY	1.7
ATTRACTIONS & ENTERTAINMENT	2.5
CONFERENCE/MEETING VENUE	2.7
CONVENTION & VISITOR BUREAU	1.5
CORPORATE	4.7
CRUISE LINE	0.8
DESTINATION MGMNT COMPANY	8.1
EVENT MANAGEMENT COMPANY	13.3
EVENT SUPPORT SERVICES	4.5
GROUND HANDLING	0.4
HEALTH RESORT/SPA	0.5
HOTEL	12.3
INCENTIVE HOUSE/AGENCY	3.6
NDEPENDENT MEETING PLANNER	0.9
LUXURY TRAIN	0.1
MARKETING SERVICES	5.0
MEDIA	1.2
PROFESSIONAL CONFERENCE ORGANISER	2.2
TECHNOLOGY	1.9
TOURIST ORGANISATION	1.9
TOUR OPERATOR	4.5
TRAVEL AGENCY	7.2
VENUE FINDING AGENCY	0.4
OTHER / UNSPECIFIED	15.6

<b>POSITION IN COMPANY</b>	<b>%</b>
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	11.7
OWNER/PARTNER/ASSOCIATE	21.4
SENIOR MANAGEMENT	18.5
MIDDLE MANAGEMENT	12.2
JUNIOR MANAGEMENT	5.4
ORGANISER/PLANNER	13.3
CO-ORDINATOR	5.5
ADMINISTRATOR	2.3
OTHER / UNSPECIFIED	9.1

<b>PRODUCT INTEREST (Multiple Answers Given)</b>	<b>%</b>
AIRLINES	17.7
ATTRACTIONS & ENTERTAINMENT	19.1
CAR RENTAL	7.5
CONFERENCE/MEETING VENUES	23.8
CRUISE LINES	9.0
DESTINATION MANAGEMENT SERVICES	18.8
DESTINATIONS	18.9
EVENT MANAGEMENT SERVICES	19.5
EVENT SUPPORT SERVICES	15.3
GROUND HANDLING	7.2
HEALTH RESORTS/SPAS	11.7
HOTELS	31.2
LUXURY TRAINS	9.2
MEDIA	6.1
PROFESSIONAL CONFERENCE ORGANISER	4.9
SPECIAL INTEREST TOUR	12.0
TECHNOLOGY	9.0
TRADE ASSOCIATIONS	6.1
TRAVEL AGENCIES	13.6

<b>GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)</b>	<b>%</b>
NORTH AMERICA	17.8
CARIBBEAN	9.9
LATIN AMERICA	13.9
UK & EIRE	15.9
WESTERN & NORTHERN EUROPE	26.6
CENTRAL & EASTERN EUROPE	25.0
SOUTHERN & MEDITERRANEAN EUROPE	28.0
RUSSIA/C.I.S.	10.1
MIDDLE EAST/NORTH AFRICA	11.7
AFRICA	11.1
ASIA	13.8
AUSTRALASIA/PACIFIC	8.7

<b>TYPE OF EVENTS ORGANISED (Multiple Answers Given)</b>	<b>%</b>
BUSINESS TRAVEL	42.4
CONFERENCE/MEETING	53.9
CORPORATE HOSPITALITY	22.9
EXHIBITIONS	25.2
INCENTIVE TRAVEL	46.7
CONVENTION/CONGRESS	47.3
PRODUCT LAUNCH	22.1
SPORTING EVENTS	24.3
STAFF TRAINING/MOTIVATION	20.0

<b>LEVEL OF RESPONSIBILITY (Multiple Answers Given)</b>	<b>%</b>
FINAL DECISION	34.4
RESEARCH	26.3
RECOMMEND	28.5
PLAN/ORGANISE	41.9
NONE	10.3

<b>NUMBER OF EVENTS ORGANISED A YEAR</b>	<b>%</b>
1-2	9.3
3-5	13.2
6-10	14.2
11+	41.0
NONE	13.2
OTHER / UNSPECIFIED	8.8

<b>ANNUAL BUDGET FOR MEETINGS/INCENTIVES</b>	<b>%</b>
NONE	26.1
US \$1 - US \$250 000	23.2
US \$250 001 - US \$500 000	13.8
US \$500 001 - US \$1 MILLION	11.3
US \$1 000 001 - US \$5 MILLION	8.7
US \$5 000 001 - US \$10 MILLION	2.9
US \$10 000 001+	2.8
UNSPECIFIED	10.8

<b>AVERAGE ATTENDEES AT EVENTS</b>	<b>%</b>
1-50	22.2
51-250	31.5
251-500	12.9
501-1000	5.2
1001+	5.9
NONE	12.6
UNSPECIFIED	9.4