

EIBTM 2008 HOSTED BUYER ATTENDANCE ANALYSIS

GEOGRAPHICAL AREA OF BUYER ORIGIN BREAKDOWN	%
EUROPE (EU)	75.8%
EUROPE (NON EU)	9.3%
ASIA	0.5%
MIDDLE EAST & NORTH AFRICA	0.9%
NORTH AMERICA	5.9%
SOUTH/CENTRAL AMERICA	4.7%
SOUTH/CENTRAL AFRICA	1.0%
SOUTH EAST ASIA	1.9%
AUSTRALASIA & PACIFIC	0.9%

BUYER COUNTRY OF ORIGIN - MAJOR MARKETS	%
BENELUX	4.7%
FRANCE	9.1%
GERMANY	14.5%
ITALY	7.4%
SCANDINAVIA	4.5%
SPAIN	4.1%
SWITZERLAND	2.9%
UK & IRELAND	15.0%

MAIN ACTIVITY OF COMPANY	%
ASSOCIATION	4.8%
CORPORATE	13.9%
AGENCY	77.3%
OTHER	2.3%
Agency Breakdown	
PROFESSIONAL CONFERENCE ORGANISER	5.4%
DESTINATION MANAGEMENT COMPANY	3.9%
EVENT MANAGEMENT COMPANY	22.8%
INCENTIVE HOUSE/AGENCY	22.3%
MARKETING SERVICES	1.9%
TRAVEL AGENCY	14.6%
VENUE FINDING AGENCY	4.1%
INDEPENDENT MEETING PLANNER	1.4%
Corporate Breakdown	
AUTOMOTIVE	0.6%
ELECTRONIC / COMPUTER	2.2%
PHARMA / MEDICAL / CHEMICAL	3.2%
FOOD / BEVERAGE / TOBACCO	0.6%
COSMETICS	0.3%
ENGINEERING / BUILDING	0.7%
INDUSTRIAL GOODS	0.5%
FINANCIAL / INSURANCE / BANKING	3.4%
AGRICULTURE (New for 08)	0.1%
MANAGEMENT (New for 08)	1.4%
RETAIL (New for 08)	0.4%
TRANSPORT / UTILITIES (New for 08)	0.4%

POSITION IN COMPANY	%
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	17.9%
OWNER/PARTNER/ASSOCIATE	15.3%
SENIOR MANAGEMENT	18.5%
MIDDLE MANAGEMENT	12.8%
JUNIOR MANAGEMENT	3.6%
ORGANISER/PLANNER	19.4%
CO-ORDINATOR	3.5%
ADMINISTRATOR	0.5%
OTHER / UNSPECIFIED	8.5%

PRODUCT INTEREST (Multiple Answers Given)	%
AIRLINES	30.4%
ATTRACTIONS & ENTERTAINMENT	44.5%
CAR RENTAL	8.8%
CONFERENCE/MEETING VENUES	66.7%
CRUISE LINES	23.8%
DESTINATION MANAGEMENT SERVICES	62.5%
DESTINATIONS	54.5%
EVENT MANAGEMENT SERVICES	32.2%
EVENT SUPPORT SERVICES	35.7%
GROUND HANDLING	20.7%
HEALTH RESORTS/SPAS	32.0%
HOTELS	76.6%
LUXURY TRAINS	25.9%
MEDIA	4.8%
PROFESSIONAL CONFERENCE ORGANISER	19.0%
SPECIALIST INTEREST TOURS	36.8%
TECHNOLOGY	11.2%
TRADE ASSOCIATIONS	6.4%
TRAVEL AGENCIES	15.4%
SPORTING / GAMING VENUES (New for 2008)	15.7%
OTHER / BLANK	3.7%

GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)	%
NATIONAL (HOME COUNTRY)	34.6%
NORTH AMERICA	48.4%
CARIBBEAN	26.9%
LATIN AMERICA	36.9%
UK & EIRE	45.1%
WESTERN & NORTHERN EUROPE	67.9%
CENTRAL & EASTERN EUROPE	56.2%
SOUTHERN & MEDITERRANEAN EUROPE	62.4%
RUSSIA & CIS	22.0%
AFRICA	28.8%
MIDDLE EAST & NORTH AFRICA	31.1%
ASIA	33.3%
AUSTRALIA & PACIFIC	11.7%

TYPE OF EVENTS ORGANISED (Multiple Answers Given)	%
BUSINESS TRAVEL	53.3%
CONFERENCE/MEETING	84.4%
CORPORATE HOSPITALITY	27.9%
EXHIBITIONS	30.1%
INCENTIVE TRAVEL	76.1%
CONVENTION/CONGRESS	27.9%
PRODUCT LAUNCH	39.8%
SPORTING EVENTS	25.6%
STAFF TRAINING/MOTIVATION	36.5%
OTHER / BLANK	8.2%

LEVEL OF RESPONSIBILITY (Multiple Answers Given)	%
FINAL DECISION	44.9%
RESEARCH	57.4%
RECOMMEND	53.9%
PLAN/ORGANISE	76.4%
NONE (New for 08)	0.1%
OTHER / BLANK	5.8%

NUMBER OF EVENTS ORGANISED PER YEAR - INTERNATIONAL	%
NONE	1.0%
1-2	6.6%
3-5	20.7%
6-10	21.5%
11+	47.1%
BLANK	2.9%

NUMBER OF EVENTS ORGANISED PER YEAR - NATIONAL	%
NONE	4.1%
1-2	8.0%
3-5	14.1%
6-10	17.0%
11+	53.8%
BLANK	2.9%

ANNUAL BUDGET FOR MEETINGS / INCENTIVES	%
US \$1 - US \$250 000	9.8%
US \$250 001 - US \$500 000	11.9%
US \$500 001 - US \$1 MILLION	16.1%
US \$1 000 001 - US \$5 MILLION	29.6%
US \$5 000 001 - US \$10 MILLION	11.8%
US \$10 000 001+	8.4%
UNSPECIFIED	12.3%

AVERAGE ATTENDEES AT INTERNATIONAL EVENTS	%
NONE	1.3%
1-50	72.6%
51-250	0.0%
251-500	11.6%
501-1000	6.0%
1000+	5.6%

AVERAGE ATTENDEES AT NATIONAL EVENTS	%
NONE	4.5%
1-50	19.2%
51-250	45.8%
251-500	15.9%
501-1000	6.7%
1000+	5.0%