

EIBTM 2010 TOTAL VISITOR ATTENDANCE ANALYSIS (Hosted Buyers & Trade Visitors combined)

GEOGRAPHICAL AREA OF ORIGIN	%
EUROPE (EU)	80.1
EUROPE (NON EU)	7.7
ASIA	0.9
MIDDLE EAST & NORTH AFRICA	1.8
NORTH AMERICA	3.8
SOUTH/CENTRAL AMERICA	3.1
SOUTH/CENTRAL AFRICA	0.8
SOUTH EAST ASIA	1.5
AUSTRALASIA & PACIFIC	0.4

COUNTRY OF ORIGIN (MAJOR MARKETS)	%
BENELUX	6.2
FRANCE	5.2
GERMANY	7.1
ITALY	4.6
SCANDINAVIA	3.3
SPAIN	38.9
SWITZERLAND	1.7
UK & IRELAND	6.8

MAIN ACTIVITY OF COMPANY	%
AIRLINES	1.6
ASSOCIATION/SOCIETY	5.0
ATTRACTIONS & ENTERTAINMENT	2.1
CONFERENCE/MEETING VENUE	2.3
CONVENTION & VISITOR BUREAU	1.4
CORPORATE	8.2
CRUISE LINE	0.4
DESTINATION MANAGEMENT COMPANY	6.3
EVENT MANAGEMENT COMPANY	15.7
EVENT SUPPORT SERVICES	2.4
GROUND HANDLING	0.2
HEALTH RESORT/SPA	0.2
HOTEL	7.1
INCENTIVE HOUSE/AGENCY	10.8
INDEPENDENT MEETING PLANNER	1.0
LUXURY TRAIN	0.1
MARKETING SERVICES	2.9
MEDIA	1.0
PROFESSIONAL CONFERENCE ORGANISER	3.3
TECHNOLOGY	1.3
TOURIST ORGANISATION	1.1
TOUR OPERATOR	2.4
TRAVEL AGENCY	11.4
VENUE FINDING AGENCY	2.2
AGENCY OTHER	0.7
OTHER	5.6

POSITION IN COMPANY	%
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	15.8
OWNER/PARTNER/ASSOCIATE	18.5
SENIOR MANAGEMENT	19.5
MIDDLE MANAGEMENT	11.5
JUNIOR MANAGEMENT	4.8
ORGANISER/PLANNER	15.0
CO-ORDINATOR	5.4
ADMINISTRATOR	2.9
OTHER	2.5
NOT SPECIFIED	3.7

PRODUCT INTEREST (Multiple Answers Given)	%
AIRLINES	23.2
ATTRACTIONS & ENTERTAINMENT	30.3
CONFERENCE/MEETING VENUES	42.8
CAR RENTAL	9.0
CRUISE LINES	16.1
DESTINATION MANAGEMENT SERVICES	39.6
DESTINATIONS	35.0
EVENT MANAGEMENT	27.1
EVENT SUPPORT SERVICES	9.1
GROUND HANDLING	13.1
HEALTH RESORTS/SPAS	19.4
HOTELS	50.2
LUXURY TRAINS	16.1
MEDIA	6.0
PROFESSIONAL CONFERENCE ORGANISER (PCO)	11.4
SPECIAL INTEREST TOUR	22.5
TECHNOLOGY	11.0
TRADE ASSOCIATIONS	6.8
TRAVEL AGENCIES	14.6

GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)	%
NORTH AMERICA	31.3
CARIBBEAN	23.2
LATIN AMERICA	18.9
UK & EIRE	32.9
WESTERN & NORTHERN EUROPE	48.3
CENTRAL & EASTERN EUROPE	42.5
SOUTHERN & MEDITERRANEAN EUROPE	48.9
RUSSIA/C.I.S.	19.9
MIDDLE EAST/NORTH AFRICA	23.6
AFRICA	26.4
ASIA	30.3
AUSTRALASIA/PACIFIC	15.5

TYPE OF EVENTS ORGANISED (Multiple Answers Given)	%
BUSINESS TRAVEL	49.4
CONFERENCE/MEETING	67.5
CORPORATE HOSPITALITY	25.8
EXHIBITIONS	28.5
INCENTIVE TRAVEL	59.1
CONVENTION/CONGRESS	51.9
PRODUCT LAUNCH	30.3
SPORTING EVENTS	25.1
STAFF TRAINING/MOTIVATION	29.1
OTHER	8.3
NOT SPECIFIED	3.6

LEVEL OF RESPONSIBILITY (Multiple Answers Given)	%
FINAL DECISION	40.1
RESEARCH	40.8
RECOMMEND	40.4
PLAN/ORGANISE	57.9
NONE	5.5
OTHER	3.4
NOT SPECIFIED	4.0

ANNUAL BUDGET FOR MEETINGS / INCENTIVES	%
NONE	19.5
US \$1 - US \$250 000	20.1
US \$250 001 - US \$500 000	13.7
US \$500 001 - US \$1 MILLION	13.1
US \$1 000 001 - US \$5 MILLION	17.6
US \$5 000 001 - US \$10 MILLION	6.3
US \$10 000 001+	4.8
NOT SPECIFIED	4.8