

## EIBTM 2010 HOSTED BUYER ATTENDANCE ANALYSIS

<b>GEOGRAPHICAL AREA OF BUYER ORIGIN BREAKDOWN</b>	<b>%</b>
EUROPE (EU)	68.4
EUROPE (NON EU)	13.2
ASIA	1.4
MIDDLE EAST & NORTH AFRICA	1.4
NORTH AMERICA	6.3
SOUTH/CENTRAL AMERICA	5.2
SOUTH/CENTRAL AFRICA	1.3
SOUTH EAST ASIA	2.3
AUSTRALASIA & PACIFIC	0.7

<b>BUYER COUNTRY OF ORIGIN - MAJOR MARKETS</b>	<b>%</b>
BENELUX	10.1
FRANCE	7.4
GERMANY	13.2
ITALY	6.5
SCANDINAVIA	5.1
SPAIN	4.9
SWITZERLAND	2.9
UK & IRELAND	9.9

<b>MAIN ACTIVITY OF COMPANY</b>	<b>%</b>
ASSOCIATION	7.1
CORPORATE	15.1
AGENCY	75.7
OTHER	2.1
<b>Agency Breakdown</b>	
PROFESSIONAL CONFERENCE ORGANISER	4.6
DESTINATION MANAGEMENT COMPANY	5.4
EVENT MANAGEMENT COMPANY	22.0
INCENTIVE HOUSE/AGENCY	19.9
MARKETING SERVICES	1.3
TRAVEL AGENCY	15.3
VENUE FINDING AGENCY	4.3
INDEPENDENT MEETING PLANNER	1.4
AGENCY OTHER	1.5
<b>Corporate Breakdown</b>	
AUTOMOTIVE	0.8
ELECTRONIC / COMPUTER	2.1
PHARMA / MEDICAL / CHEMICAL	3.0
FOOD / BEVERAGE / TOBACCO	0.6
COSMETICS	0.5
ENGINEERING / BUILDING	0.5
INDUSTRIAL GOODS	0.6
FINANCIAL / INSURANCE / BANKING	2.4
AGRICULTURE	0.1
MANAGEMENT	0.7
RETAIL	0.3
TRANSPORT / UTILITIES	0.3
OTHER	3.2
<b>Association Breakdown</b>	
ASSOCIATION	5.0
ASSOCIATION MANAGEMENT COMPANY	2.1

<b>POSITION IN COMPANY</b>	<b>%</b>
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	19.9
OWNER/PARTNER/ASSOCIATE	16.7
SENIOR MANAGEMENT	21.5
MIDDLE MANAGEMENT	12.1
JUNIOR MANAGEMENT	3.2
ORGANISER/PLANNER	17.0
CO-ORDINATOR	3.2
ADMINISTRATOR	0.6
OTHER	5.9

<b>PRODUCT INTEREST (Multiple Answers Given)</b>	<b>%</b>
AIRLINES	31.7
ATTRACTIONS & ENTERTAINMENT	45.4
CAR RENTAL	10.9
CONFERENCE/MEETING VENUES	67.1
CRUISE LINES	23.2
DESTINATION MANAGEMENT SERVICES	65.6
DESTINATIONS	54.5
EVENT MANAGEMENT SERVICES	34.9
EVENT SUPPORT SERVICES	38.7
GROUND HANDLING	21.7
HEALTH RESORTS/SPAS	30.0
HOTELS	76.9
LUXURY TRAINS	24.8
MEDIA	6.2
PROFESSIONAL CONFERENCE ORGANISER	20.1
SPECIALIST INTEREST TOURS	37.8
TECHNOLOGY	14.0
TRADE ASSOCIATIONS	7.7
TRAVEL AGENCIES	17.1
SPORTING / GAMING VENUES	14.6
OTHER	1.1

<b>GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)</b>	<b>%</b>
NATIONAL (HOME COUNTRY)	34.1
NORTH AMERICA	51.2
CARIBBEAN	27.1
LATIN AMERICA	40.4
UK & EIRE	53.7
WESTERN & NORTHERN EUROPE	77.9
CENTRAL & EASTERN EUROPE	65.5
SOUTHERN & MEDITERRANEAN EUROPE	73.1
RUSSIA & CIS	33.8
AFRICA	39.4
MIDDLE EAST & NORTH AFRICA	46.7
ASIA	51.5
AUSTRALIA & PACIFIC	25.4

<b>TYPE OF EVENTS ORGANISED (Multiple Answers Given)</b>	<b>%</b>
BUSINESS TRAVEL	58.4
CONFERENCE/MEETING	87.2
CORPORATE HOSPITALITY	30.1
EXHIBITIONS	33.7
INCENTIVE TRAVEL	77.4
CONVENTION/CONGRESS	59.8
PRODUCT LAUNCH	42.1
SPORTING EVENTS	27.8
STAFF TRAINING/MOTIVATION	39.8
OTHER	7.8

<b>LEVEL OF RESPONSIBILITY (Multiple Answers Given)</b>	<b>%</b>
FINAL DECISION	48.2
RESEARCH	61.1
RECOMMEND	57.8
PLAN/ORGANISE	77.6
NONE	0.3
OTHER	4.5

<b>NUMBER OF EVENTS ORGANISED PER YEAR - INTERNATIONAL</b>	<b>%</b>
NONE	1.0
1-2	8.2
3-5	22.4
6-10	22.6
11+	45.8

<b>NUMBER OF EVENTS ORGANISED PER YEAR - NATIONAL</b>	<b>%</b>
NONE	3.6
1-2	7.9
3-5	13.3
6-10	17.3
11+	57.9

<b>ANNUAL BUDGET FOR MEETINGS / INCENTIVES</b>	<b>%</b>
NONE	9.3
US \$1 - US \$250 000	12.2
US \$250 001 - US \$500 000	13.6
US \$500 001 - US \$1 MILLION	17.7
US \$1 000 001 - US \$5 MILLION	28.1
US \$5 000 001 - US \$10 MILLION	11.2
US \$10 000 001+	8.0

<b>AVERAGE ATTENDEES AT INTERNATIONAL EVENTS</b>	<b>%</b>
NONE	1.3
1-50	76.0
51-250	/
251-500	11.7
501-1000	4.7
1000+	6.4

<b>AVERAGE ATTENDEES AT NATIONAL EVENTS</b>	<b>%</b>
NONE	3.8
1-50	19.0
51-250	48.5
251-500	17.0
501-1000	6.6
1000+	5.1