

EIBTM 2010 TRADE VISITOR ATTENDANCE ANALYSIS

GEOGRAPHICAL AREA OF ORIGIN BREAKDOWN	%
EUROPE (EU)	90.1
EUROPE (NON EU)	3.0
ASIA	0.4
MIDDLE EAST & NORTH AFRICA	2.1
NORTH AMERICA	1.6
SOUTH/CENTRAL AMERICA	1.3
SOUTH/CENTRAL AFRICA	0.4
SOUTH EAST ASIA	0.8
AUSTRALASIA & PACIFIC	0.2

COUNTRY OF ORIGIN – KEY MARKETS	%
BENELUX	2.9
FRANCE	3.3
GERMANY	2.2
ITALY	2.9
SCANDINAVIA	1.8
SPAIN	67.8
SWITZERLAND	0.6
UK & IRELAND	2.9

MAIN ACTIVITY OF COMPANY	%
AIRLINES	3.1
ASSOCIATION/SOCIETY	3.3
ATTRACTIONS & ENTERTAINMENT	3.8
CONFERENCE/MEETING VENUE	4.3
CONVENTION & VISITOR BUREAU	2.5
CORPORATE	2.2
CRUISE LINE	0.7
DESTINATION MGMNT COMPANY	7.0
EVENT MANAGEMENT COMPANY	10.4
EVENT SUPPORT SERVICES	4.4
GROUND HANDLING	0.4
HEALTH RESORT/SPA	0.4
HOTEL	13.0
INCENTIVE HOUSE/AGENCY	3.0
NDEPENDENT MEETING PLANNER	0.7
LUXURY TRAIN	0.2
MARKETING SERVICES	4.3
MEDIA	1.8
PROFESSIONAL CONFERENCE ORGANISER	2.1
TECHNOLOGY	2.5
TOURIST ORGANISATION	2.0
TOUR OPERATOR	4.5
TRAVEL AGENCY	8.1
VENUE FINDING AGENCY	0.5
OTHER	10.3
NOT SPECIFIED	4.6

POSITION IN COMPANY	%
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	12.6
OWNER/PARTNER/ASSOCIATE	20.3
SENIOR MANAGEMENT	18.3
MIDDLE MANAGEMENT	11.2
JUNIOR MANAGEMENT	6.2
ORGANISER/PLANNER	13.5
CO-ORDINATOR	7.4
ADMINISTRATOR	4.9
OTHER	0.4

PRODUCT INTEREST (Multiple Answers Given)	%
AIRLINES	16.6
ATTRACTIONS & ENTERTAINMENT	18.3
CAR RENTAL	7.6
CONFERENCE/MEETING VENUES	23.3
CRUISE LINES	10.4
DESTINATION MANAGEMENT SERVICES	18.4
DESTINATIONS	19.4
EVENT MANAGEMENT SERVICES	17.1
EVENT SUPPORT SERVICES	13.9
GROUND HANDLING	5.4
HEALTH RESORTS/SPAS	10.3
HOTELS	27.6
LUXURY TRAINS	8.9
MEDIA	5.5
PROFESSIONAL CONFERENCE ORGANISER	4.0
SPECIAL INTEREST TOUR	9.7
TECHNOLOGY	7.8
TRADE ASSOCIATIONS	5.7
TRAVEL AGENCIES	12.1
OTHER	0.1

GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)	%
NORTH AMERICA	17.0
CARIBBEAN	9.9
LATIN AMERICA	12.6
UK & EIRE	16.4
WESTERN & NORTHERN EUROPE	24.9
CENTRAL & EASTERN EUROPE	24.2
SOUTHERN & MEDITERRANEAN EUROPE	29.9
RUSSIA/C.I.S.	8.9
MIDDLE EAST/NORTH AFRICA	11.0
AFRICA	10.1
ASIA	13.3
AUSTRALASIA/PACIFIC	7.7

TYPE OF EVENTS ORGANISED (Multiple Answers Given)	%
BUSINESS TRAVEL	42.9
CONFERENCE/MEETING	52.3
CORPORATE HOSPITALITY	22.6
EXHIBITIONS	25.0
INCENTIVE TRAVEL	45.0
CONVENTION/CONGRESS	46.2
PRODUCT LAUNCH	21.0
SPORTING EVENTS	23.3
STAFF TRAINING/MOTIVATION	20.6

LEVEL OF RESPONSIBILITY (Multiple Answers Given)	%
FINAL DECISION	34.1
RESEARCH	24.7
RECOMMEND	26.7
PLAN/ORGANISE	42.5
NONE	9.9
OTHER	2.5
NOT SPECIFIED	5.7

NUMBER OF EVENTS ORGANISED A YEAR	%
1-2	9.7
3-5	14.7
6-10	14.5
11+	39.0
NONE	15.8
NOT SPECIFIED	6.0

ANNUAL BUDGET FOR MEETINGS/INCENTIVES	%
NONE	28.4
US \$1 - US \$250 000	27.1
US \$250 001 - US \$500 000	14.1
US \$500 001 - US \$1 MILLION	9.6
US \$1 000 001 - US \$5 MILLION	9.2
US \$5 000 001 - US \$10 MILLION	2.3
US \$10 000 001+	2.3
NOT SPECIFIED	7.0

AVERAGE ATTENDEES AT EVENTS	%
1-50	23.3
51-250	30.0
251-500	13.1
501-1000	5.5
1001+	6.5
NONE	15.3
NOT SPECIFIED	6.3