

EIBTM 2008 TRADE VISITOR ATTENDANCE ANALYSIS

GEOGRAPHICAL AREA OF ORIGIN BREAKDOWN	%
EUROPE (EU)	91.2%
EUROPE (NON EU)	2.8%
ASIA	0.2%
MIDDLE EAST & NORTH AFRICA	2.8%
NORTH AMERICA	1.3%
SOUTH/CENTRAL AMERICA	1.0%
SOUTH/CENTRAL AFRICA	0.5%
SOUTH EAST ASIA	0.4%
AUSTRALASIA & PACIFIC	0.0%

COUNTRY OF ORIGIN – KEY MARKETS	%
BENELUX	1.3%
FRANCE	2.0%
GERMANY	3.4%
ITALY	3.2%
SCANDINAVIA	1.9%
SPAIN	66.4%
SWITZERLAND	1.0%
UK & IRELAND	4.7%

MAIN ACTIVITY OF COMPANY	%
AIRLINES	2.8%
ASSOCIATION/SOCIETY	2.1%
ATTRACTIONS & ENTERTAINMENT	2.9%
CONFERENCE/MEETING VENUE	4.9%
CONVENTION & VISITOR BUREAU	2.1%
CORPORATE	3.1%
CRUISE LINE	0.7%
DESTINATION MGMNT COMPANY	6.8%
EVENT MANAGEMENT COMPANY	12.1%
EVENT SUPPORT SERVICES	4.8%
GROUND HANDLING	0.6%
HEALTH RESORT/SPA	0.5%
HOTEL	12.3%
INCENTIVE HOUSE/AGENCY	3.7%
INDEPENDENT MEETING PLANNER	1.0%
LUXURY TRAIN	0.1%
MARKETING SERVICES	4.1%
MEDIA	1.1%
PROFESSIONAL CONFERENCE ORGANISER	2.3%
TECHNOLOGY	2.0%
TOURIST ORGANISATION	2.0%
TOUR OPERATOR	4.3%
TRADE ASSOCIATION	0.0%
TRAVEL AGENCY	7.3%
VENUE FINDING AGENCY	0.5%
OTHER / UNSPECIFIED	15.8%

POSITION IN COMPANY	%
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	10.7%
OWNER/PARTNER/ASSOCIATE	19.9%
SENIOR MANAGEMENT	18.6%
MIDDLE MANAGEMENT	12.1%
JUNIOR MANAGEMENT	6.0%
ORGANISER/PLANNER	12.4%
CO-ORDINATOR	6.2%
ADMINISTRATOR	2.8%
OTHER / UNSPECIFIED	11.3%

PRODUCT INTEREST (Multiple Answers Given)	%
AIRLINES	17.2%
ATTRACTIONS & ENTERTAINMENT	20.9%
CAR RENTAL	8.1%
CONFERENCE/MEETING VENUES	25.7%
CRUISE LINES	10.6%
DESTINATION MANAGEMENT SERVICES	20.4%
DESTINATIONS	20.3%
EVENT MANAGEMENT SERVICES	22.0%
EVENT SUPPORT SERVICES	17.4%
GROUND HANDLING	7.4%
HEALTH RESORTS/SPAS	12.3%
HOTELS	31.7%
LUXURY TRAINS	10.0%
MEDIA	6.6%
PROFESSIONAL CONFERENCE ORGANISER	5.8%
SPECIAL INTEREST TOUR	12.3%
TECHNOLOGY	10.4%
TRADE ASSOCIATIONS	7.1%
TRAVEL AGENCIES	13.9%

GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)	%
NORTH AMERICA	16.0%
CARIBBEAN	9.9%
LATIN AMERICA	14.0%
UK & EIRE	14.7%
WESTERN & NORTHERN EUROPE	28.0%
CENTRAL & EASTERN EUROPE	25.2%
SOUTHERN & MEDITERRANEAN EUROPE	28.5%
RUSSIA/C.I.S.	9.6%
MIDDLE EAST/NORTH AFRICA	12.1%
AFRICA	11.3%
ASIA	14.7%
AUSTRALASIA/PACIFIC	8.9%

TYPE OF EVENTS ORGANISED (Multiple Answers Given)	%
BUSINESS TRAVEL	42.3%
CONFERENCE/MEETING	54.6%
CORPORATE HOSPITALITY	21.5%
EXHIBITIONS	25.3%
INCENTIVE TRAVEL	47.3%
CONVENTION/CONGRESS	47.2%
PRODUCT LAUNCH	22.6%
SPORTING EVENTS	23.5%
STAFF TRAINING/MOTIVATION	22.3%

LEVEL OF RESPONSIBILITY (Multiple Answers Given)	%
FINAL DECISION	33.7%
RESEARCH	25.8%
RECOMMEND	26.2%
PLAN/ORGANISE	42.5%
NONE	8.9%

NUMBER OF EVENTS ORGANISED A YEAR	%
1-2	9.0%
3-5	14.4%
6-10	15.4%
11+	41.1%
NONE	12.8%
OTHER / UNSPECIFIED	7.1%

ANNUAL BUDGET FOR MEETINGS/INCENTIVES	%
NONE	26.5%
US \$1 - US \$250 000	24.6%
US \$250 001 - US \$500 000	13.9%
US \$500 001 - US \$1 MILLION	9.8%
US \$1 000 001 - US \$5 MILLION	9.6%
US \$5 000 001 - US \$10 MILLION	3.2%
US \$10 000 001+	2.7%
UNSPECIFIED	9.6%

AVERAGE ATTENDEES AT EVENTS	%
1-50	23.1%
51-250	31.8%
251-500	12.3%
501-1000	6.0%
1001+	5.6%
NONE	13.2%
UNSPECIFIED	8.0%