

EIBTM 2007 TOTAL VISITOR ATTENDANCE ANALYSIS (Hosted Buyers & Trade Visitors combined)

GEOGRAPHICAL AREA OF ORIGIN	%
EUROPE (EU)	84.0%
EUROPE (NON EU)	6.6%
ASIA	0.5%
MIDDLE EAST & NORTH AFRICA	1.2%
NORTH AMERICA	2.7%
SOUTH/CENTRAL AMERICA	2.6%
SOUTH/CENTRAL AFRICA	0.7%
SOUTH EAST ASIA	1.0%
AUSTRALASIA & PACIFIC	0.8%

COUNTRY OF ORIGIN – MAJOR MARKETS	%
BENELUX	3.1%
FRANCE	5.6%
GERMANY	8.2%
ITALY	5.9%
SCANDINAVIA	4.1%
SPAIN	37.1%
SWITZERLAND	2.1%
UK & IRELAND	10.0%

MAIN ACTIVITY OF COMPANY	%
AIRLINES	1.8%
ASSOCIATION/SOCIETY	4.0%
ATTRACTIONS & ENTERTAINMENT	1.8%
CONFERENCE/MEETING VENUE	2.0%
CONVENTION & VISITOR BUREAU	1.0%
CORPORATE	7.2%
CRUISE LINE	0.5%
DESTINATION MANAGEMENT COMPANY	5.8%
EVENT MANAGEMENT COMPANY	16.8%
EVENT SUPPORT SERVICES	2.4%
GROUND HANDLING	0.5%
HEALTH RESORT/SPA	0.2%
HOTEL	7.8%
INCENTIVE HOUSE/AGENCY	13.3%
INDEPENDENT MEETING PLANNER	1.2%

CONTD...	
LUXURY TRAIN	0.1%
MARKETING SERVICES	3.5%
MEDIA	0.5%
PROFESSIONAL CONFERENCE ORGANISER	3.6%
TECHNOLOGY	1.1%
TOURIST ORGANISATION	1.2%
TOUR OPERATOR	2.6%
TRADE ASSOCIATION	0.1%
TRAVEL AGENCY	11.6%
VENUE FINDING AGENCY	2.1%
OTHER / UNSPECIFIED	7.3%

POSITION IN COMPANY	%
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	13.9%
OWNER/PARTNER/ASSOCIATE	18.5%
SENIOR MANAGEMENT	19.8%
MIDDLE MANAGEMENT	12.8%
JUNIOR MANAGEMENT	4.8%
ORGANISER/PLANNER	15.3%
CO-ORDINATOR	5.4%
ADMINISTRATOR	1.8%
OTHER / UNSPECIFIED	7.7%

PRODUCT INTEREST (Multiple Answers Given)	%
AIRLINES	27.2%
ATTRACTIONS & ENTERTAINMENT	32.5%
CONFERENCE/MEETING VENUES	46.4%
CAR RENTAL	8.8%
CRUISE LINES	17.5%
DESTINATION MANAGEMENT SERVICES	40.6%
DESTINATIONS	40.3%
EVENT MANAGEMENT	28.5%
EVENT SUPPORT SERVICES	28.2%
GROUND HANDLING	15.9%
HEALTH RESORTS/SPAS	24.6%
HOTELS	53.7%
LUXURY TRAINS	18.5%
MEDIA	6.5%
PROFESSIONAL CONFERENCE ORGANISER (PCO)	12.4%
SPECIAL INTEREST TOUR	24.6%
TECHNOLOGY	11.0%
TRADE ASSOCIATIONS	7.2%
TRAVEL AGENCIES	8.8%

GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)	%
NORTH AMERICA	33.3%
CARIBBEAN	21.6%
LATIN AMERICA	26.2%
UK & EIRE	35.6%
WESTERN & NORTHERN EUROPE	48.8%
CENTRAL & EASTERN EUROPE	47.5%
SOUTHERN & MEDITERRANEAN EUROPE	51.2%
RUSSIA/C.I.S.	21.7%
MIDDLE EAST/NORTH AFRICA	28.2%
AFRICA	26.1%
ASIA	31.5%
AUSTRALASIA/PACIFIC	19.3%

TYPE OF EVENTS ORGANISED (Multiple Answers Given)	%
BUSINESS TRAVEL	48.4%
CONFERENCE/MEETING	69.7%
CORPORATE HOSPITALITY	25.0%
EXHIBITIONS	28.8%
INCENTIVE TRAVEL	62.6%
CONVENTION/CONGRESS	51.3%
PRODUCT LAUNCH	32.3%
SPORTING EVENTS	25.9%
STAFF TRAINING/MOTIVATION	29.4%
OTHER	7.6%

LEVEL OF RESPONSIBILITY (Multiple Answers Given)	%
FINAL DECISION	40.3%
RESEARCH	41.4%
RECOMMEND	39.8%
PLAN/ORGANISE	58.6%
NONE / UNSPECIFIED	3.3%
OTHER	2.5%

ANNUAL BUDGET FOR MEETINGS / INCENITVES	%
NONE	18.0%
US \$1 - US \$250 000	18.4%
US \$250 001 - US \$500 000	14.0%
US \$500 001 - US \$1 MILLION	12.5%
US \$1 000 001 - US \$5 MILLION	18.8%
US \$5 000 001 - US \$10 MILLION	7.5%
US \$10 000 001+	4.6%
BLANK / UNSPECIFIED	6.2%