

## EIBTM 2007 HOSTED BUYER ATTENDANCE ANALYSIS

<b>GEOGRAPHICAL AREA OF BUYER ORIGIN BREAKDOWN</b>	<b>%</b>
EUROPE (EU)	75.4%
EUROPE (NON EU)	10.0%
ASIA	0.7%
MIDDLE EAST & NORTH AFRICA	0.5%
NORTH AMERICA	4.5%
SOUTH/CENTRAL AMERICA	4.7%
SOUTH/CENTRAL AFRICA	1.0%
SOUTH EAST ASIA	1.7%
AUSTRALASIA & PACIFIC	1.5%

<b>BUYER COUNTRY OF ORIGIN - MAJOR MARKETS</b>	<b>%</b>
BENELUX	5.3%
FRANCE	9.0%
GERMANY	14.0%
ITALY	7.6%
SCANDINAVIA	4.9%
SPAIN	4.3%
SWITZERLAND	2.9%
UK & IRELAND	17.2%

<b>MAIN ACTIVITY OF COMPANY</b>	<b>%</b>
ASSOCIATION	5.80%
CORPORATE	13.50%
AGENCY	78.80%
OTHER	1.90%
<b><i>Agency Breakdown</i></b>	
PROFESSIONAL CONFERENCE ORGANISER	4.80%
DESTINATION MANAGEMENT COMPANY	3.10%
EVENT MANAGEMENT COMPANY	22.20%
INCENTIVE HOUSE/AGENCY	24.00%
MARKETING SERVICES	2.20%
TRAVEL AGENCY	16.80%
VENUE FINDING AGENCY	4.10%
INDEPENDENT MEETING PLANNER	1.60%
<b><i>Corporate Breakdown</i></b>	
AUTOMOTIVE	0.60%
ELECTRONIC / COMPUTER	3.30%
PHARMA / MEDICAL / CHEMICAL	3.30%
FOOD / BEVERAGE / TOBACCO	0.50%
COSMETICS	0.50%
ENGINEERING / BUILDING	0.60%
INDUSTRIAL GOODS	1.10%
FINANCIAL / INSURANCE / BANKING	3.90%

<b>POSITION IN COMPANY</b>	<b>%</b>
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	18.7%
OWNER/PARTNER/ASSOCIATE	15.7%
SENIOR MANAGEMENT	20.0%
MIDDLE MANAGEMENT	13.0%
JUNIOR MANAGEMENT	3.5%
ORGANISER/PLANNER	17.2%
CO-ORDINATOR	3.9%
ADMINISTRATOR	1.0%
OTHER / UNSPECIFIED	7.0%

<b>PRODUCT INTEREST (Multiple Answers Given)</b>	<b>%</b>
AIRLINES	38.2%
ATTRACTIONS & ENTERTAINMENT	45.8%
CAR RENTAL	9.8%
CONFERENCE/MEETING VENUES	72.2%
CRUISE LINES	26.2%
DESTINATION MANAGEMENT SERVICES	67.5%
DESTINATIONS	64.8%
EVENT MANAGEMENT SERVICES	36.6%
EVENT SUPPORT SERVICES	40.7%
GROUND HANDLING	26.9%
HEALTH RESORTS/SPAS	39.0%
HOTELS	78.7%
LUXURY TRAINS	29.2%
MEDIA	7.0%
PROFESSIONAL CONFERENCE ORGANISER	21.5%
SPECIALIST INTEREST TOURS	39.8%
TECHNOLOGY	13.8%
TRADE ASSOCIATIONS	8.2%
TRAVEL AGENCIES	15.8%
OTHER	0.01%

<b>GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)</b>	<b>%</b>
NATIONAL (HOME COUNTRY)	64.5%
NORTH AMERICA	53.9%
CARIBBEAN	36.0%
LATIN AMERICA	41.2%
UK & EIRE	60.9%
WESTERN & NORTHERN EUROPE	73.7%
CENTRAL & EASTERN EUROPE	45.2%
SOUTHERN & MEDITERRANEAN EUROPE	78.6%
RUSSIA & CIS	37.3%
AFRICA	44.15%
MIDDLE EAST & NORTH AFRICA	48.7%
ASIA	52.8%
AUSTRALIA & PACIFIC	32.5%

<b>TYPE OF EVENTS ORGANISED (Multiple Answers Given)</b>	<b>%</b>
BUSINESS TRAVEL	53.8%
CONFERENCE/MEETING	86.1%
CORPORATE HOSPITALITY	28.8%
EXHIBITIONS	30.9%
INCENTIVE TRAVEL	76.9%
CONVENTION/CONGRESS	58.2%
PRODUCT LAUNCH	42.2%
SPORTING EVENTS	26.8%
STAFF TRAINING/MOTIVATION	38.2%
OTHER	0.1%

<b>LEVEL OF RESPONSIBILITY (Multiple Answers Given)</b>	<b>%</b>
FINAL DECISION	46.3%
RESEARCH	58.4%
RECOMMEND	54.8%
PLAN/ORGANISE	74.3%
OTHER	0.03%

<b>NUMBER OF EVENTS ORGANISED PER YEAR - INTERNATIONAL</b>	<b>%</b>
NONE	1.2%
1-2	8.3%
3-5	20.7%
6-10	21.6%
11+	46.4%

<b>NUMBER OF EVENTS ORGANISED PER YEAR - NATIONAL</b>	<b>%</b>
NONE	5.1%
1-2	10.1%
3-5	14.8%
6-10	17.0%
11+	51.2%

<b>ANNUAL BUDGET FOR MEETINGS / INCENTIVES</b>	<b>%</b>
US \$1 - US \$250 000	11.6%
US \$250 001 - US \$500 000	12.4%
US \$500 001 - US \$1 MILLION	16.0%
US \$1 000 001 - US \$5 MILLION	29.6%
US \$5 000 001 - US \$10 MILLION	12.2%
US \$10 000 001+	6.3%
UNSPECIFIED	11.9%

<b>AVERAGE ATTENDEES AT INTERNATIONAL EVENTS</b>	<b>%</b>
NONE	1.5%
1-50	75.3%
51-250	0.0%
251-500	12.0%
501-1000	5.0%
1000+	4.4%

<b>AVERAGE ATTENDEES AT NATIONAL EVENTS</b>	<b>%</b>
NONE	5.3%
1-50	19.2%
51-250	47.3%
251-500	16.3%
501-1000	5.9%
1000+	4.2%