

## EIBTM 2007 TRADE VISITOR ATTENDANCE ANALYSIS

<b>GEOGRAPHICAL AREA OF ORIGIN BREAKDOWN</b>	<b>%</b>
EUROPE (EU)	90.9%
EUROPE (NON EU)	3.7%
ASIA	0.3%
MIDDLE EAST & NORTH AFRICA	1.7%
NORTH AMERICA	1.3%
SOUTH/CENTRAL AMERICA	1.0%
SOUTH/CENTRAL AFRICA	0.5%
SOUTH EAST ASIA	0.4%
AUSTRALASIA & PACIFIC	0.2%

<b>COUNTRY OF ORIGIN – KEY MARKETS</b>	<b>%</b>
BENELUX	1.0%
FRANCE	2.9%
GERMANY	3.5%
ITALY	4.4%
SCANDINAVIA	4.3%
SPAIN	64.0%
SWITZERLAND	1.4%
UK & IRELAND	5.0%

<b>MAIN ACTIVITY OF COMPANY</b>	<b>%</b>
AIRLINES	3.2%
ASSOCIATION/SOCIETY	2.5%
ATTRACTIONS & ENTERTAINMENT	3.2%
CONFERENCE/MEETING VENUE	3.6%
CONVENTION & VISITOR BUREAU	1.9%
CORPORATE	2.1%
CRUISE LINE	0.9%
DESTINATION MGMNT COMPANY	8.0%
EVENT MANAGEMENT COMPANY	12.4%
EVENT SUPPORT SERVICES	4.3%
GROUND HANDLING	0.9%
HEALTH RESORT/SPA	0.6%
HOTEL	14.2%
INCENTIVE HOUSE/AGENCY	4.5%
INDEPENDENT MEETING PLANNER	0.9%
LUXURY TRAIN	0.2%
<b>CONTD...</b>	
MARKETING SERVICES	4.6%
MEDIA	1.0%
PROFESSIONAL CONFERENCE ORGANISER	2.7%
TECHNOLOGY	1.9%

TOURIST ORGANISATION	2.2%
TOUR OPERATOR	4.7%
TRADE ASSOCIATION	0.0%
TRAVEL AGENCY	7.4%
VENUE FINDING AGENCY	0.5%
OTHER / UNSPECIFIED	11.6%

<b>POSITION IN COMPANY</b>	<b>%</b>
MD/CEO/CHAIRMAN/PRESIDENT/MAIN BOARD	9.9%
OWNER/PARTNER/ASSOCIATE	20.8%
SENIOR MANAGEMENT	19.1%
MIDDLE MANAGEMENT	12.6%
JUNIOR MANAGEMENT	5.9%
ORGANISER/PLANNER	13.8%
CO-ORDINATOR	6.6%
ADMINISTRATOR	2.4%
OTHER / UNSPECIFIED	8.4%

<b>PRODUCT INTEREST (Multiple Answers Given)</b>	<b>%</b>
AIRLINES	18.4%
ATTRACTIONS & ENTERTAINMENT	21.5%
CAR RENTAL	8%
CONFERENCE/MEETING VENUES	23.4%
CRUISE LINES	10.4%
DESTINATION MANAGEMENT SERVICES	18.7%
DESTINATIONS	20.2%
EVENT MANAGEMENT SERVICES	21.8%
EVENT SUPPORT SERVICES	17.9%
GROUND HANDLING	6.9%
HEALTH RESORTS/SPAS	12.8%
HOTELS	33.2%
LUXURY TRAINS	9.6%
MEDIA	6.1%
PROFESSIONAL CONFERENCE ORGANISER	5.0%
SPECIAL INTEREST TOUR	12.2%
TECHNOLOGY	8.7%
TRADE ASSOCIATIONS	6.4%
TRAVEL AGENCIES	14.3%

<b>GEOGRAPHICAL AREA OF INTEREST FOR PLACING BUSINESS (Multiple Answers Given)</b>	<b>%</b>
NORTH AMERICA	16.5%
CARIBBEAN	9.8%
LATIN AMERICA	14.1%
UK & EIRE	14.9%
WESTERN & NORTHERN EUROPE	28.4%
CENTRAL & EASTERN EUROPE	28.7%
SOUTHERN & MEDITERRANEAN EUROPE	28.7%
RUSSIA/C.I.S.	9.0%
MIDDLE EAST/NORTH AFRICA	11.4%

AFRICA	11.3%
ASIA	14.0%
AUSTRALASIA/PACIFIC	8.5%

<b>TYPE OF EVENTS ORGANISED (Multiple Answers Given)</b>	<b>%</b>
BUSINESS TRAVEL	44.0%
CONFERENCE/MEETING	56.3%
CORPORATE HOSPITALITY	21.8%
EXHIBITIONS	27.1%
INCENTIVE TRAVEL	50.9%
CONVENTION/CONGRESS	45.7%
PRODUCT LAUNCH	24.2%
SPORTING EVENTS	25.1%
STAFF TRAINING/MOTIVATION	22.2%

<b>LEVEL OF RESPONSIBILITY (Multiple Answers Given)</b>	<b>%</b>
FINAL DECISION	35.3%
RESEARCH	27.6%
RECOMMEND	27.5%
PLAN/ORGANISE	45.7%
NONE	9.5%

<b>NUMBER OF EVENTS ORGANISED A YEAR</b>	<b>%</b>
1-2	8.8%
3-5	13.4%
6-10	15.7%
11+	44.2%
NONE	14.2%
OTHER / UNSPECIFIED	3.6%

<b>ANNUAL BUDGET FOR MEETINGS/INCENTIVES</b>	<b>%</b>
NONE	24.5%
US \$1 - US \$250 000	23.9%
US \$250 001 - US \$500 000	15.2%
US \$500 001 - US \$1 MILLION	9.6%
US \$1 000 001 - US \$5 MILLION	10.0%
US \$5 000 001 - US \$10 MILLION	3.7%
US \$10 000 001+	3.3%
UNSPECIFIED	9.8%

<b>AVERAGE ATTENDEES AT EVENTS</b>	<b>%</b>
1-50	19.9%
51-250	32.1%
251-500	16.0%
501-1000	6.6%
1001+	6.6%
NONE	12.1%
UNSPECIFIED	6.7%