

Brief analysis ITB Asia 2011

(Gathered and analysed by Hopp & Partner Communication Research, Berlin)



The Trade Show for the Asian Travel Market

1 Visitor Survey

1.1 Origin

Asia	73.9%
Europe	13.4%
Australia/Oceania	4.5%
Middle East	3.1%
North America	2.6%
Africa	1.0%
South and Central Africa	0.7%

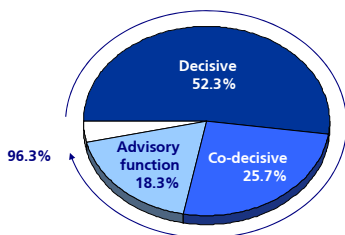
1.2 Area of business and status

(Multiple answers)

Tour Operators/Travel Agencies	45.3%
Accommodation	28.9%
MICE	23.1%
Tourism Organizations/Tourism Boards	16.6%
Business Travel	13.7%
IT and Software	6.7%
Means of transport/Carriers	4.3%
Press/Media	4.1%
Association and institution	3.6%
Information and Advice	2.2%
Public authorities/public administration	1.2%
Education	0.0%
Other	10.8%

1.3 Status

96.3% of the trade visitors have the authority to make purchasing/procurement decisions in their company.



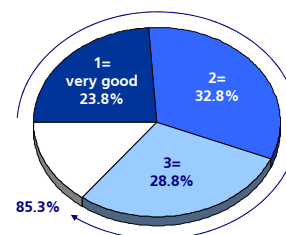
1.5 Interest in product groups/offers

(Multiple selections permitted)



1.6 Business success

Again the business success of visitors was clearly positive based on a scale of 1= „very good“ to 6= „very bad“.



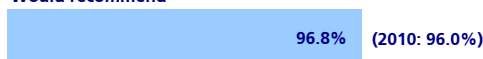
1.7 Overall impression and outlook

94.9% of the exhibiting companies intend to participate in ITB Asia also in the future.

Positive overall impression



Would recommend

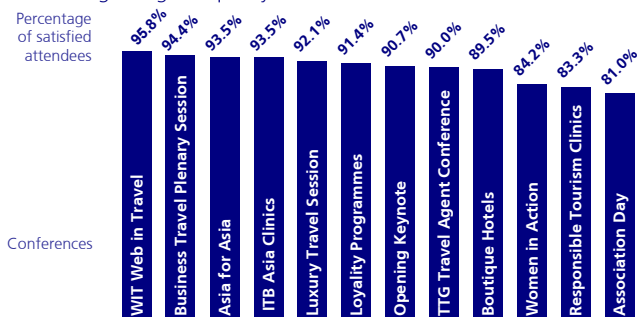


Intent to visit again



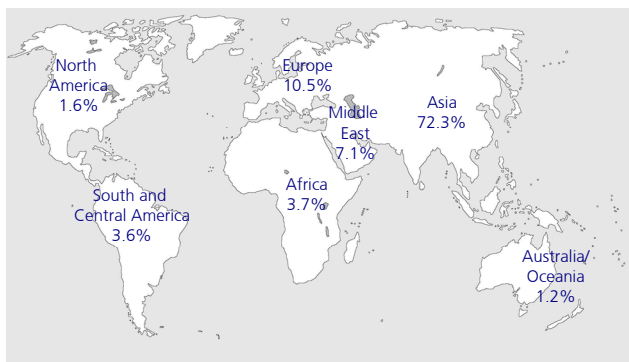
1.4 Quality of the events and conferences

48.3% of all visitors attended at least one event or conference. ITB Asia received an overwhelming feedback regarding the quality of the conferences.



2 Exhibitor Survey

2.1 Origin



2.2 Goals/degree of achievement

The most important objective for the participation at ITB Asia 2011 was 'Gaining new customers' (90.6%). When asked, the exhibitors claimed to have achieved this objective with an average of 1.7 (Scale from 1 = good to 3 = unsatisfactory).

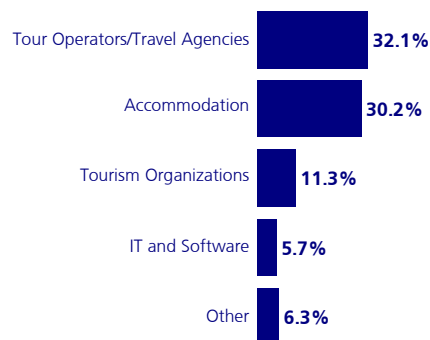


2.3 Contact with target groups

Exhibitors of ITB Asia 2011 got in contact with the following visitor target groups.

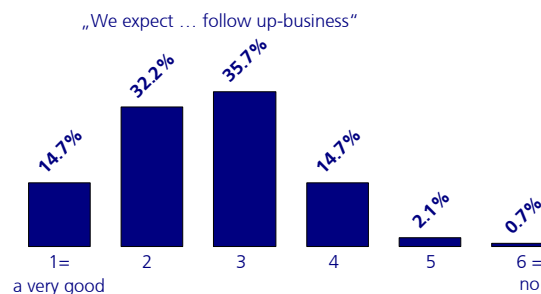


2.4 Area of business



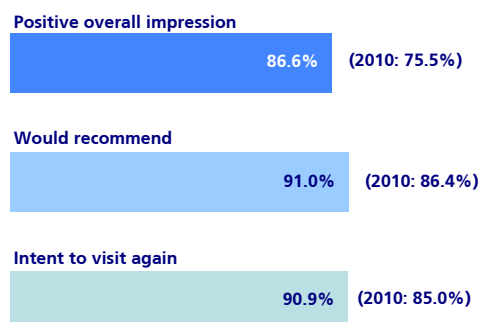
2.5 Follow up business after the fair

82.6 % of the exhibiting companies expect positive follow up business after the fair.



2.6 Overall impression and outlook

90.9% of the exhibiting companies intend to participate in ITB Asia also in the future.



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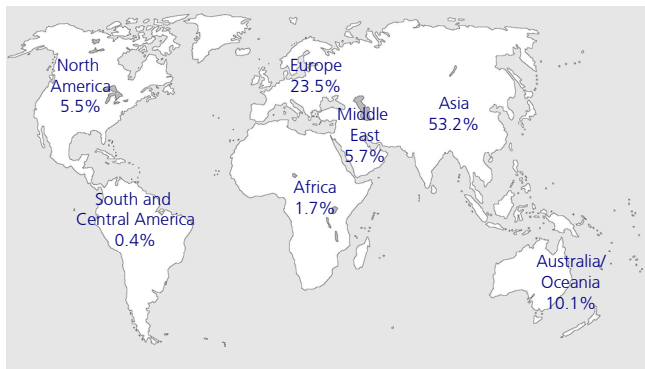
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3 Hosted Buyers Survey

3.1 Origin



3.2 Area of business

Outbound Travel Agent/Tour Operator	30.1%
Wholesaler	13.8%
Meeting/Incentive /Event Planner	12.7%
Online Travel Agent	5.6%
Retail Travel	5.0%
Incentive House	4.3%
Destination Management Company	4.1%
Travel Management Company	3.9%
Travel Agent Handling Incentive Programmes	3.7%
Professional Conference Organiser	2.6%
Business Travel, TMC, Corporate Travel Agent, Corporate Travel Solutions	2.1%
Association	0.9%
Other	11.0%

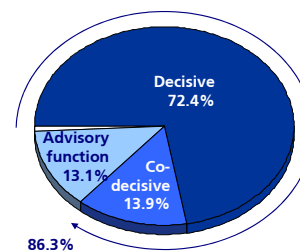
3.3 Interest in product groups/offers

(Multiple selections permitted)



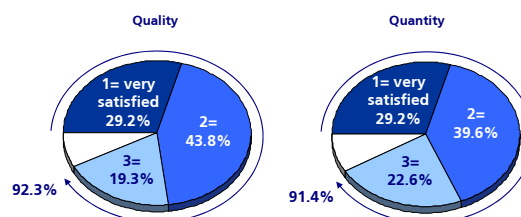
3.4 Status

86.3% of the hosted buyers have the authority to make purchasing/procurement decisions in their company.



3.5 Pre-Scheduled-Appointments

The hosted buyers indicated satisfaction with the Pre-Scheduled-Appointments. 92.3% gave the quality a rating ranging from 1 to 3 on a scale of 1 = very satisfied to 5 = very unsatisfied. As many (91.4%) were satisfied with the quantity of the appointments.



3.6 Overall impression

97.6% of the hosted buyers would recommend the Hosted Buyer Programme to professional colleagues or business partners. 95.0% intend to visit ITB Asia also in the future.

