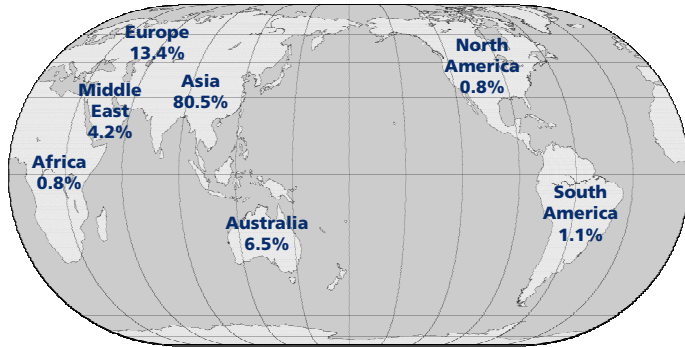


1 Trade visitors' survey

(Gathered and analysed by Gelszus Messe-Marktforschung, Dortmund)

1.1 Origin



TOP10:

- Singapore	22.2%	- China (Mainland)	4.6%
- India	12.3%	- Philippines	4.2%
- Malaysia	7.7%	- Vietnam	3.1%
- Thailand	6.9%	- Japan	2.7%
- Indonesia	6.5%	- China (Hong Kong SAR)	2.3%

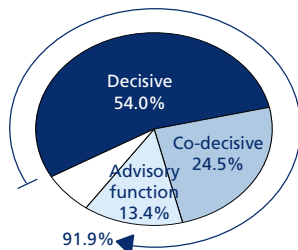
1.2 Area of business

(Multiple answers)

Tour Operators/Travel Agencies	50.2%
Accommodation	33.7%
MICE	29.5%
Tourism Organizations	19.5%
Business Travel	18.8%
Means of Transport/Carriers	6.9%
IT and Software	5.7%
Press/Media	5.0%
Association & Institution	3.4%
Information and Advice	1.9%
Public Authorities/Public Administration	0.8%
Others	8.8%

1.3 Status

91.9% of the trade visitors have the authority to make purchasing/ procurement decisions in their company.



The majority (62.1%) of the trade visitors are working at a management level. 32.2% of the trade visitors has a marketing position and 31.8% a sales position at their company.

1.4 Interest in product groups/offers

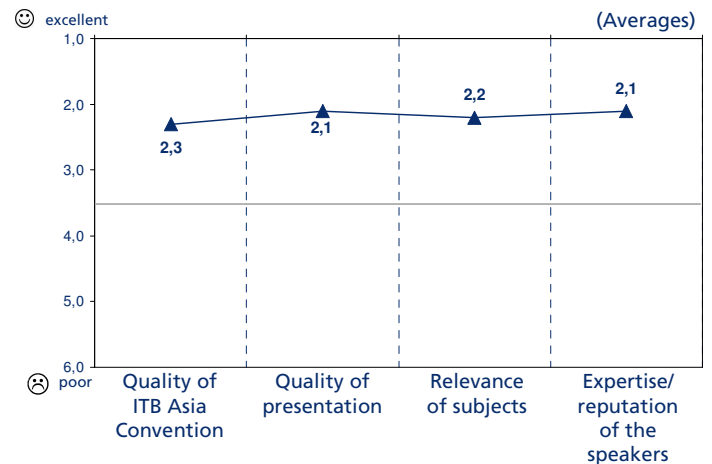
(Multiple answers)



For the trade visitors at ITB Asia, Holiday/Leisure Trips (62.8%) were of special interest, followed by Incentive Trips (44.8%), and Business Trips (36.4%).

1.5 Impression of ITB Asia Convention

62.0% of trade visitors participated at ITB Asia Convention. On a scale from 1 = excellent to 6 = very poor the participants assessed the following criteria:



1.6 Overall impression and outlook

88.5% of the trade visitors had a good overall impression of ITB Asia, 95.3% would recommend it, and 96.0% intend to visit the ITB Asia again.

Overall positive impression

88.5%

Would recommend

95.3%

Have intention to revisit

96.0%

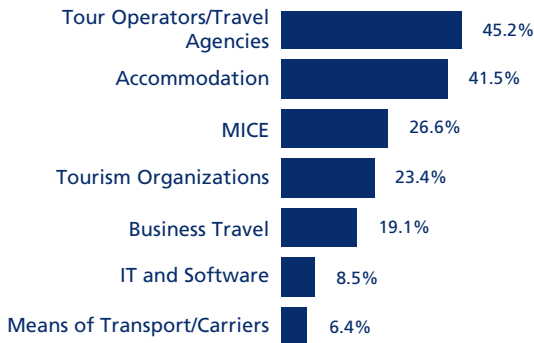
2 Exhibitors' survey

(Gathered and analysed by Gelszus Messe-Marktforschung, Dortmund)

2.1 Range of exhibits

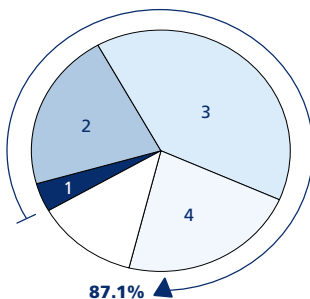
(Multiple answers; N > 5%)

The exhibition was strongly represented by "Tour Operators/Travel Agencies" and "Accommodation", which formed the focus of products and services on offer.



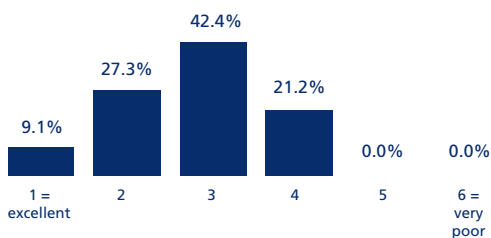
2.2 Assessing the variety of buyers

87.1% of exhibitors were Generally to Very Satisfied with the quality of buyers at ITB Asia 2008.



2.3 ITB Asia Convention

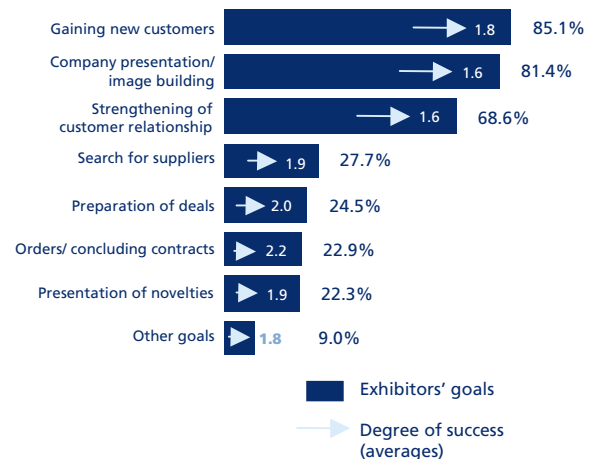
78.8% of exhibitors, who participated in the "ITB Asia Convention", were satisfied with the quality of this event.



2.4 Goals/degree of achievement

(Multiple answers)

The most important objective for the participation at ITB Asia was "Gaining new customers" (85.1%). When asked, the exhibitors claimed to have achieved this objective with an average of 1.8 (Scale from "Good" to "Unsatisfactory").



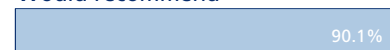
2.5 Business deals

At the time of this conducted survey, more than 50% of exhibitors had already signed business deals at ITB Asia 2008.

2.6 Overall impression and outlook

90.4% of the currently exhibiting companies plan on return participation to ITB Asia 2009, and 90.1% will recommend participation to others.

Would recommend



Intend to participate again

