



Kalenderwoche 51 /

11

- [News](#)
- [MICE / Luxury Travel](#)
- [Picture Gallery](#)
- [Comments](#)

EVALUATION OF LAST MITM

15. Dec 2011 von [Joachim Fischer](#)



MITM is a 15 years old interactive one and a half days travel trade market directed to the incentive, meetings and events market, where travel and tourism organizations from the Americas and the Caribbean and companies meet by individual and pre-requested appointments with European and USA pre-selected hosted buyers organizing or contracting incentive trips, meetings, conferences, international congresses and events.



To select appointments, exhibitors receive before MITM commencement all approved hosted buyers profiles, together with an appointments request form. Also buyers receive the exhibitor's profiles to request meetings.

Following these requests, MITM schedules up to a maximum of 20 meetings, of 20 minutes each, per single or shared stand (up to 40 meetings per multiple stands). Also there's free time for additional meetings, out of those pre-scheduled. After MITM, buyers and international journalists have the opportunity to experience sights, facilities or tourism services taking one of the post-tours offered by the venue and/or the exhibitors. For this purpose MITM changes venues every year.

MITM is the only MICE travel trade exhibition daring to request from its exhibitors to evaluate MITM, by answering five questions related to the event. The recent XVII edition of MITM Americas, Meetings and Incentive Travel Market in El Salvador, gave the following results:

Trade Fair Format: Poor 0%, Fair 7,1%, Good 28,6%, Excellent 64,3%

Trade Fair Organization: Poor 0%, Fair 9,4%, Good 28,6%, Excellent 62%

Quality of the Buyers: Poor 0%, Fair 11,9%, Good 31%, Excellent 57,1%

Business opportunities: Poor 0%, Fair 19%, Good 35,7%, Excellent 45,3%



The overall rating of MITM was:


Regarding the business appointments, 83% of the attendees completed from 20 to 25 appointments, 12% between 26 to 30 and 5% between 31 to 40.

When the exhibitors were asked if they would return to exhibit next year, 83,4% said "yes".

Also, the MICE buyers from all Europe, USA and Latin America rated MITM: 45,3% as good and

54,7% as excellent.



Print well-formated: 

Hinterlassen Sie einen Kommentar.

Name

Email (wird nicht veröffentlicht)

Webseite / Blog

Kommentar senden

← [\(Deutsch\) Wird Social Media den Tourismus 2012 grundlegend verändern ?](#) → [Route Rationalisation To Stem Losses And Improve Regional Network](#)

Recent Articles

- 1. [\(Deutsch\) Etihad Airways wird größter Einzelaktionär von airberlin](#)
 2. [ETIHAD AIRWAYS BECOMES BIGGEST SINGLE SHAREHOLDER IN AIRBERLIN](#)