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## TRAVEL EVENT NEWS

### MITM evaluates 2011



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%

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" and 16,6% did not respond.

Also, the MICE buyers from all Europe, USA and Latin America rated MITM: 45,3% as good and 54,7% as excellent.

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