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[Home](#) > Printer-friendly

Evaluation of Latest MITM Edition

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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 percent, Fair 7.1 percent, Good 28.6 percent, Excellent 64.3 percent. Trade Fair Organization: Poor 0 percent, Fair 9.4 percent, Good 28.6 percent, Excellent 62 percent. Quality of the Buyers: Poor 0 percent, Fair 11.9 percent, Good 31 percent, Excellent 57.1 percent. Business opportunities: Poor 0 percent, Fair 19 percent, Good 35.7 percent, Excellent 45.3 percent. The overall rating of MITM was: Poor 0 percent, Fair 7 percent, Good 38 percent, Excellent 55 percent.

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

When the exhibitors were asked if they would return to exhibit next year, 83.4 percent said "yes" and 16.6 percent did not respond.

Also, the MICE buyers from all Europe, USA and Latin America rated MITM: 45.3 percent as good and 54.7 percent as excellent.

For more information, please contact Charo Trabado, Commercial Director, gsar@gsamark.com, T: +34 91 541 43 08, F: +34 91 542 07 00

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