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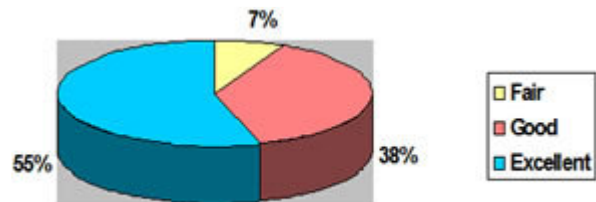
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## Evaluation of last MITM reveals positive results

Wednesday, December 21, 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%

### 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" 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.

Source = MITM

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