



# Reader Survey

I&MI Media's THE WORKBOOK began publishing in April 1995 as an information intensive annual reference resource for highly qualified, specifically selected, meeting, event, congress and incentive travel buyers in the USA/Canada, Europe and Asia-Pacific. All buyers are qualified for purchase of international destinations and venues for MICE events. Distribution totals over 31,000\*.

This survey is published as part of an ongoing effort to continually monitor and define the readership, the type of business they do, where they do it and how much they do.

The results of this eighth Reader Survey are derived from detailed questionnaires included in the mailing of the 2007 and 2008 editions of The Workbook and voluntarily returned by readers generating an average 2% written response from the total readership each year.

As The Workbook and our website [www.i-mi.com](http://www.i-mi.com) are so tightly integrated, we have also included profile data provided by the site's registrants/users.

A handwritten signature in black ink, appearing to read 'Bill LaViolette', with a long horizontal line extending to the right.

Bill LaViolette  
Managing Director  
I&MI Media



*\* The Workbook readership/distribution is audited annually by*

*www.i-mi.com is audited by*



## Decision Making

### Responsibilities

42% of I&MI Buyer Readers are both Final Decision Makers and Recommenders

30% of I&MI Buyer Readers are purely Final Decision Makers

28% of I&MI Buyer Readers are purely Recommenders

### By program type

| Type of MICE Program | Meetings | Incentive Travel Programs | Corporate Events | Destination Selection | Hotel Selection | Event Venue Selection |
|----------------------|----------|---------------------------|------------------|-----------------------|-----------------|-----------------------|
| Final Decision for   | 91%      | 73%                       | 81%              | 84%                   | 90%             | 78%                   |
| Recommend            | 91%      | 79%                       | 81%              | 89%                   | 92%             | 82%                   |

## Regional Use Data

### Use of Regions for a MICE program in the last 5 years

#### All Respondents

Europe 78% Middle East 19% Africa 15% Asia-Pacific 44% Mexico 47% Caribbean 50% Central America 17% South America 19%

#### USA/Canada Respondents

Europe 74% Middle East 15% Africa 14% Asia-Pacific 42% Mexico 58% Caribbean 61% Central America 17% South America 20%

#### Europe Respondents

Europe 99% Middle East 32% Africa 25% Asia-Pacific 43% Mexico 14% Caribbean 18% Central America 20% South America 17%

#### Asia-Pacific Respondents

Europe 53% Middle East 27% Africa 0% Asia-Pacific 93% Mexico 0% Caribbean 0% Central America 7% South America 0%

### Use of Regions by MICE program type in 2007 and 2008

#### All Respondents Use of Regions for Specific MICE Events in 2007 and 2008

| Regions       | Meetings | Incentives | Congresses | Events |
|---------------|----------|------------|------------|--------|
| Europe        | 48%      | 29%        | 16%        | 24%    |
| Middle East   | 12%      | 9%         | 2%         | 6%     |
| Africa        | 7%       | 7%         | 2%         | 4%     |
| Asia-Pacific  | 28%      | 16%        | 6%         | 12%    |
| Caribbean     | 23%      | 27%        | 2%         | 9%     |
| Mexico        | 21%      | 23%        | 3%         | 5%     |
| Latin America | 10%      | 10%        | 2%         | 5%     |

#### Europe Respondents Use of Regions for Specific MICE Events in 2007 and 2008

| Regions       | Meetings | Incentives | Congresses | Events |
|---------------|----------|------------|------------|--------|
| Europe        | 76%      | 28%        | 48%        | 49%    |
| Middle East   | 18%      | 10%        | 8%         | 11%    |
| Africa        | 7%       | 15%        | 6%         | 7%     |
| Asia-Pacific  | 26%      | 11%        | 9%         | 12%    |
| Caribbean     | 6%       | 10%        | 3%         | 6%     |
| Mexico        | 5%       | 6%         | 4%         | 1%     |
| Latin America | 7%       | 5%         | 3%         | 4%     |

#### USA/Canada Respondents Use of Regions for Specific MICE Events in 2007 and 2008

| Regions       | Meetings | Incentives | Congresses | Events |
|---------------|----------|------------|------------|--------|
| Europe        | 40%      | 30%        | 7%         | 17%    |
| Middle East   | 11%      | 8%         | 1%         | 4%     |
| Africa        | 7%       | 5%         | 1%         | 3%     |
| Asia-Pacific  | 28%      | 16%        | 4%         | 11%    |
| Caribbean     | 28%      | 33%        | 2%         | 10%    |
| Mexico        | 27%      | 28%        | 2%         | 7%     |
| Latin America | 12%      | 12%        | 2%         | 5%     |

#### Asia/Pacific Respondents Use of Regions for Specific MICE Events in 2007 and 2008

| Regions       | Meetings | Incentives | Congresses | Events |
|---------------|----------|------------|------------|--------|
| Europe        | 20%      | 20%        | 13%        | 7%     |
| Middle East   | 7%       | 13%        | 7%         | 7%     |
| Africa        | 0%       | 0%         | 0%         | 0%     |
| Asia-Pacific  | 60%      | 53%        | 33%        | 53%    |
| Caribbean     | 0%       | 0%         | 0%         | 0%     |
| Mexico        | 0%       | 0%         | 0%         | 0%     |
| Latin America | 0%       | 0%         | 0%         | 7%     |

## Profile of www.i-mi.com Registrants

Registrants as of May 15, 2008: 10,425 (Access to the website requires registration. This data is captured during the registration process.)

### Decision Making Responsibilities

|                              |                     |             |
|------------------------------|---------------------|-------------|
| Final Decision Makers<br>38% | Recommenders<br>45% | Both<br>17% |
|------------------------------|---------------------|-------------|

### Decision Making (Final decision or Recommend) By Program Type

|                 |                         |                         |                                 |
|-----------------|-------------------------|-------------------------|---------------------------------|
| Meetings<br>66% | Incentive Travel<br>54% | Corporate Events<br>57% | International Congresses<br>44% |
|-----------------|-------------------------|-------------------------|---------------------------------|

### Registrants Use of International Regions for MICE Programs

|               |                     |                    |               |                                       |
|---------------|---------------------|--------------------|---------------|---------------------------------------|
| Europe<br>78% | Asia-Pacific<br>42% | Middle East<br>27% | Africa<br>26% | Caribbean/Mexico/Latin America<br>17% |
|---------------|---------------------|--------------------|---------------|---------------------------------------|

## Over One Billion USD

### Value of groups booked into E/ME/A, Asia-Pacific, Mexico, Caribbean, Latin America regions by Workbook Survey respondents in 2007 and 2008

In response to the question *Are you using the E/ME/A/Asia-Pacific, Caribbean, Mexico, Latin America regions/countries for a MICE program in 200X? (the current year)*, respondents had to *write in* the name of the country used. The following shows the total number of countries indicated calculated at one group per country. It does not include the possibility of the same country being used more than once by the same respondent. Further, totals reflect actual bookings from January 2007 to July 1, 2008 and do not account for bookings made after that date – which can be quite a few considering the very short booking lead times in the current business climate.

#### MICE Events Booked by Respondents for 2007 and 2008

##### Number of Events

|                      |                            |                         |                    |                    |                      |                          |                |
|----------------------|----------------------------|-------------------------|--------------------|--------------------|----------------------|--------------------------|----------------|
| Into Europe<br>2,657 | Into Asia-Pacific<br>1,178 | Into Middle East<br>329 | Into Africa<br>152 | Into Mexico<br>193 | Into Caribbean<br>97 | Into Latin America<br>51 | Total<br>4,657 |
|----------------------|----------------------------|-------------------------|--------------------|--------------------|----------------------|--------------------------|----------------|

Average Spend per person in USD **2,940**

Average Group Size **75**

Average Spend per Group in USD **220,500**

Number of Groups Booked **X 4,657**

Total Group Spend by Respondents 2007 through July 1, 2008 in USD **1,026,868,500**

#### Country Activity

##### Top 10 Countries Booked by Respondents 2007 and 2008

|                             |                |               |              |               |                |              |                  |                    |                  |                |
|-----------------------------|----------------|---------------|--------------|---------------|----------------|--------------|------------------|--------------------|------------------|----------------|
| Country<br>Number of Groups | England<br>214 | France<br>207 | Italy<br>196 | Mexico<br>191 | Germany<br>181 | Spain<br>175 | Australia<br>139 | Switzerland<br>136 | Hong Kong<br>132 | Ireland<br>125 |
|-----------------------------|----------------|---------------|--------------|---------------|----------------|--------------|------------------|--------------------|------------------|----------------|

##### Countries with 90 or more Groups Booked by Respondents 2007 and 2008

|                             |              |                |                 |                    |                  |               |                 |             |               |                |              |               |
|-----------------------------|--------------|----------------|-----------------|--------------------|------------------|---------------|-----------------|-------------|---------------|----------------|--------------|---------------|
| Country<br>Number of Groups | China<br>121 | Austria<br>117 | Portugal<br>108 | Netherlands<br>105 | Singapore<br>103 | Greece<br>102 | Scotland<br>101 | Japan<br>99 | Belgium<br>98 | Thailand<br>93 | Sweden<br>93 | Denmark<br>91 |
|-----------------------------|--------------|----------------|-----------------|--------------------|------------------|---------------|-----------------|-------------|---------------|----------------|--------------|---------------|

#### Number of MICE Programs Run Per Year

|            |             |             |             |             |            |
|------------|-------------|-------------|-------------|-------------|------------|
| 1-5<br>49% | 6-10<br>22% | 11-15<br>7% | 16-20<br>6% | 21-25<br>4% | 25+<br>12% |
|------------|-------------|-------------|-------------|-------------|------------|

#### Size of Groups for MICE Programs

|             |              |              |               |               |                |                |                |                |                 |               |
|-------------|--------------|--------------|---------------|---------------|----------------|----------------|----------------|----------------|-----------------|---------------|
| 1-20<br>45% | 21-50<br>39% | 50-75<br>17% | 75-100<br>13% | 100-125<br>8% | 125-200<br>40% | 200-300<br>22% | 300-500<br>21% | 500-750<br>13% | 750-1,000<br>7% | 1,000+<br>14% |
|-------------|--------------|--------------|---------------|---------------|----------------|----------------|----------------|----------------|-----------------|---------------|

Totals over 100% as more than one answer given in some cases

#### Website RFP Functionality and Use

Over a number of years in the earlier days of the Internet, we surveyed readers on their use of RFP's on websites. We stopped asking those questions in 2004 and decided to revisit them to see if attitudes and use had changed over time.

The results are interesting . . .

The great majority of buyers still have not nor will not use a web based RFP function. *Almost exactly the percentage of 4 years ago.*

Whether a MICE program is domestic or international does not seem to hinder use of RFP's but 18% would not use them at all for an international program.

The majority of planners use RFP's for programs that are "simple" in nature.

Buyers feelings about effectiveness of RFP's are almost equally shared, 48% find them useful, 52% do not.

#### Have You Used an RFP function on a website?

Yes **30%** No **70%**

##### If Yes:

Are they used for domestic (in-country): Meetings **35%** Incentives **9%** Both **59%**

Are they used for international (out of country): Meetings **25%** Incentives **13%** Both **52%** Never **18%**

Are either of these used for meetings that are essentially: Simple **34%** Intricate **8%** Both **58%**

In general, do you find these RFP functions: Useful **48%** Confusing **10%** Too Long & Time Consuming **32%** Non-Productive **26%**

Totals over 100% as more than one answer given in some cases

