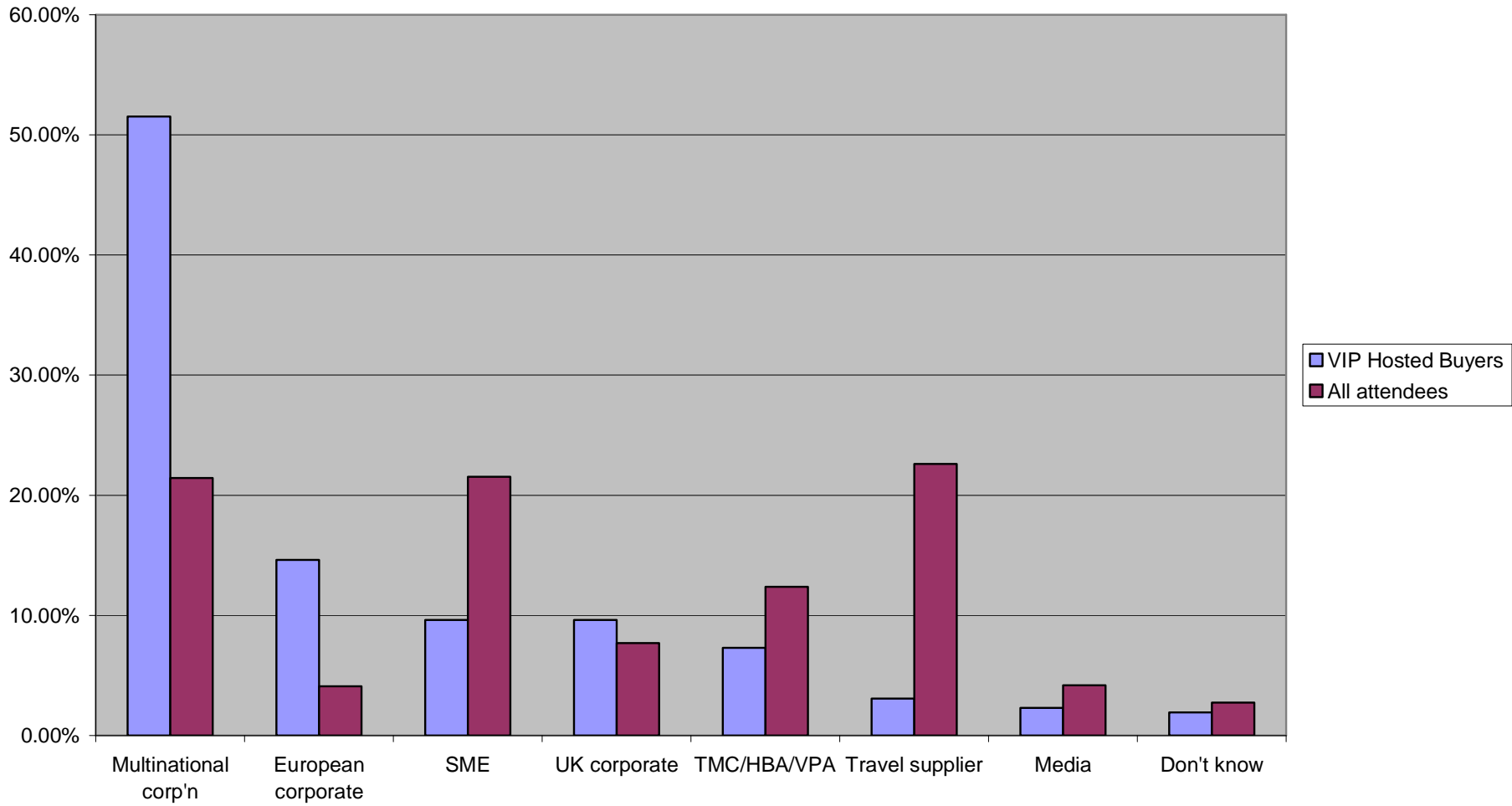


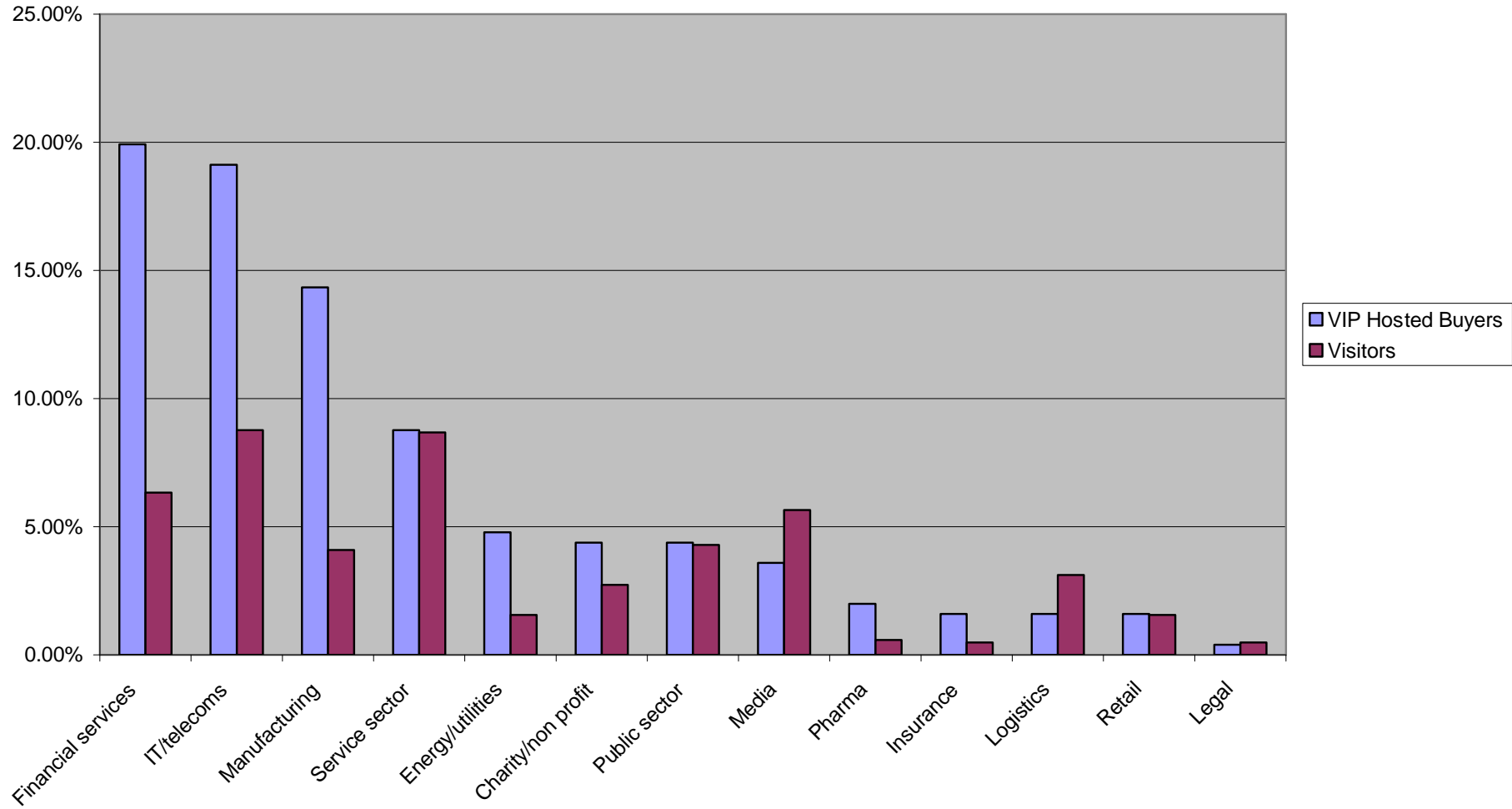


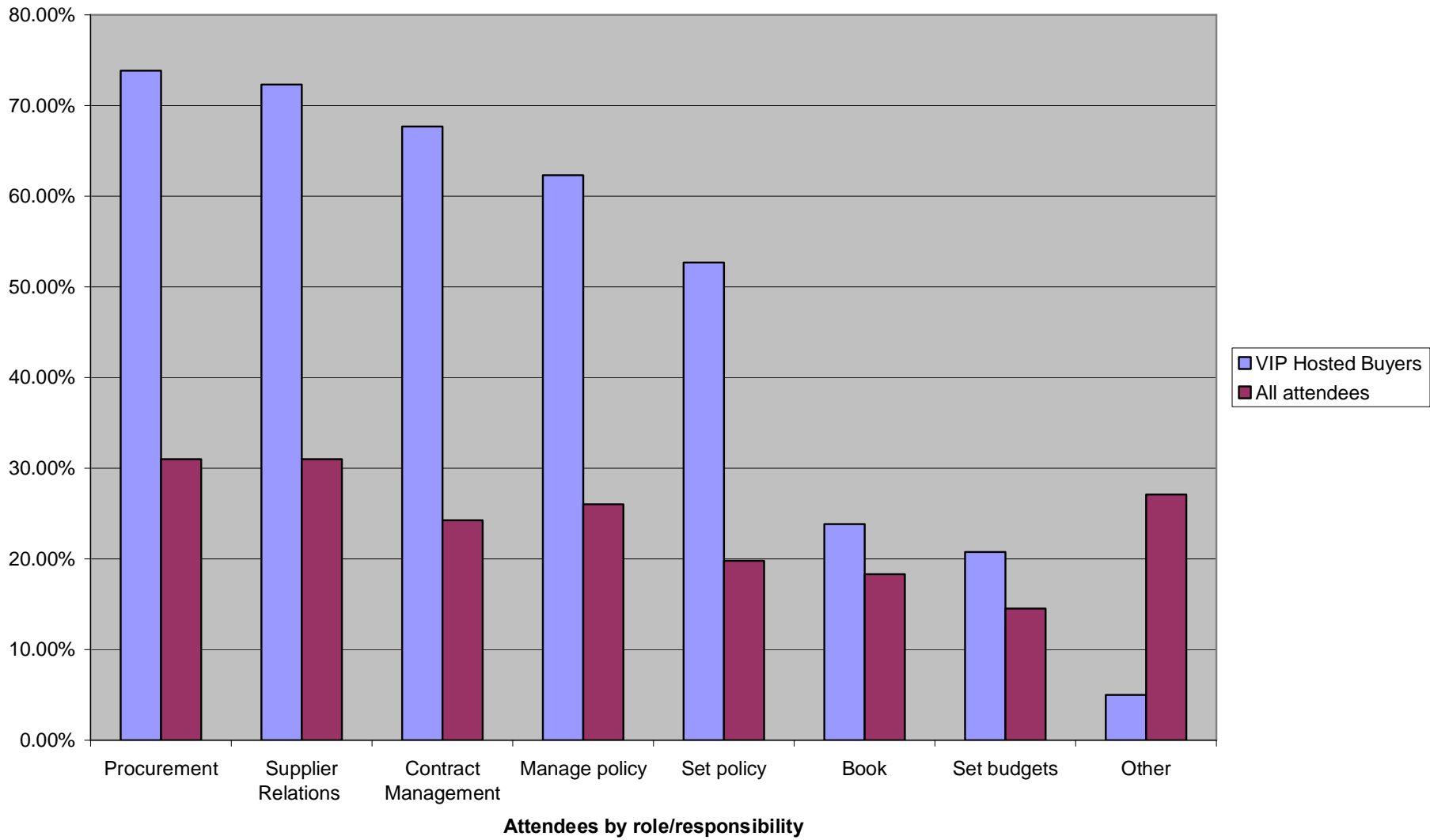
AUDIENCE DEMOGRAPHIC INFORMATION  
& POST EVENT SURVEY RESULTS

**Attendees by organisation type**

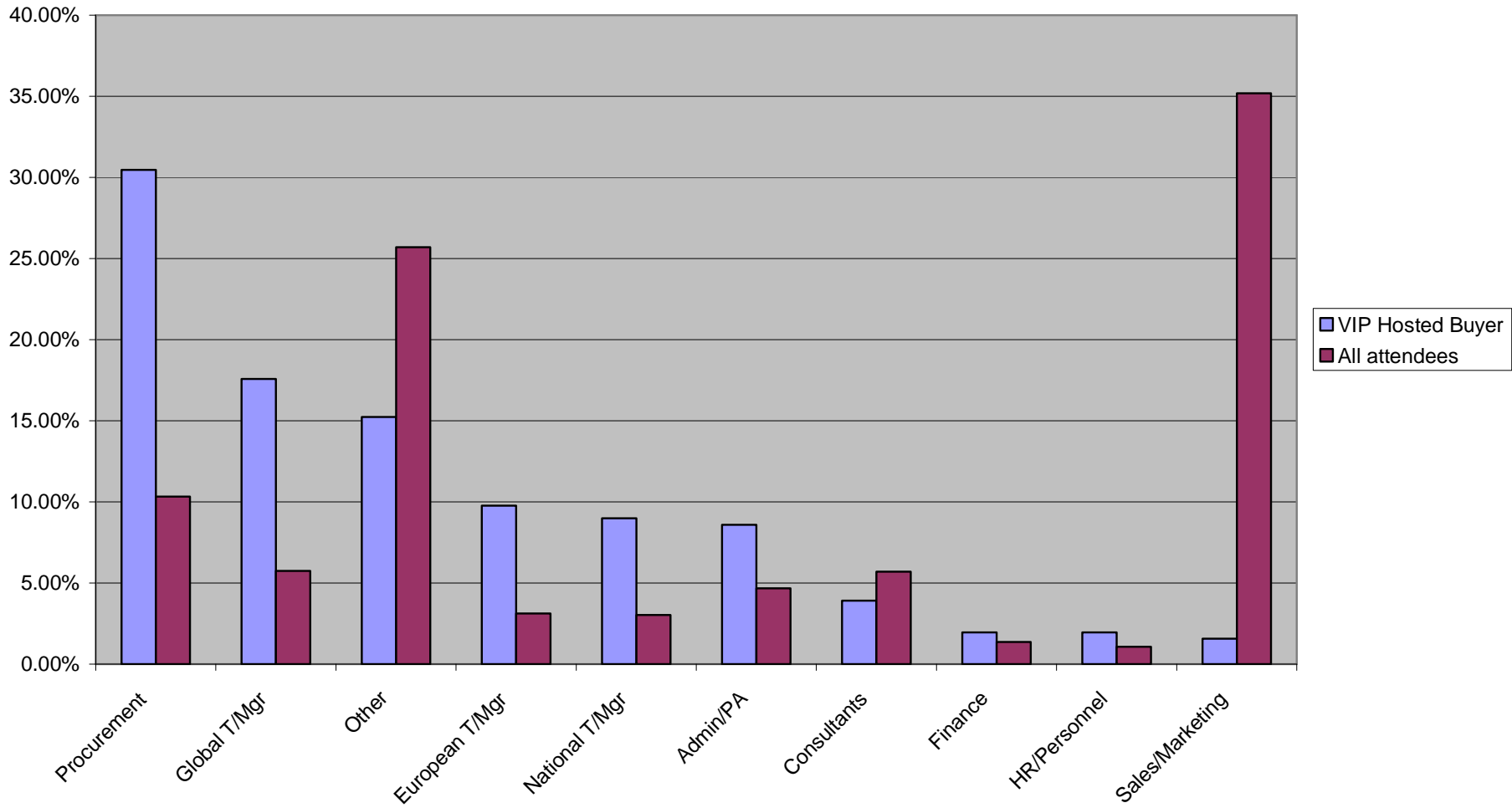


### Attendee organisations by industry sector

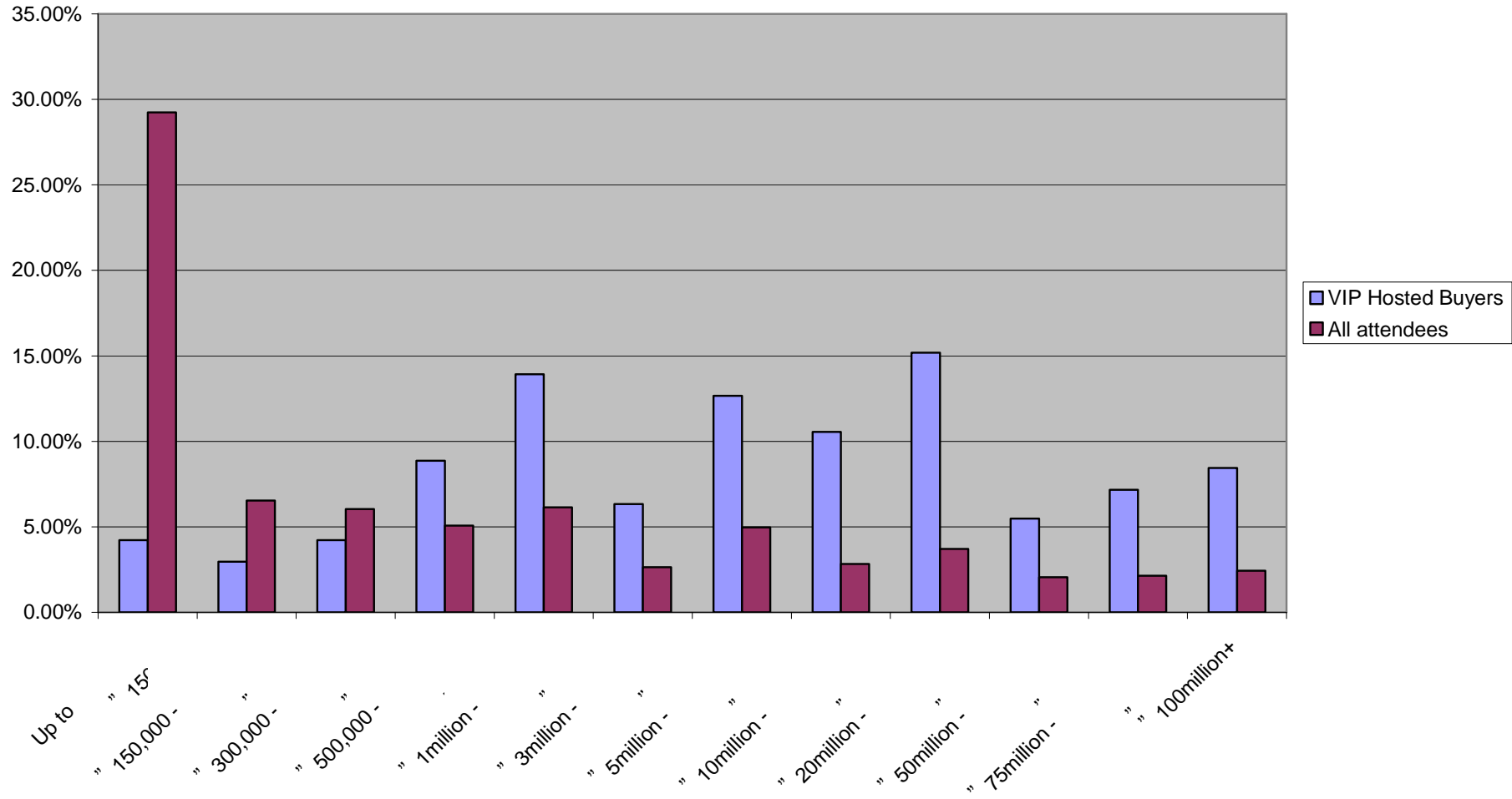




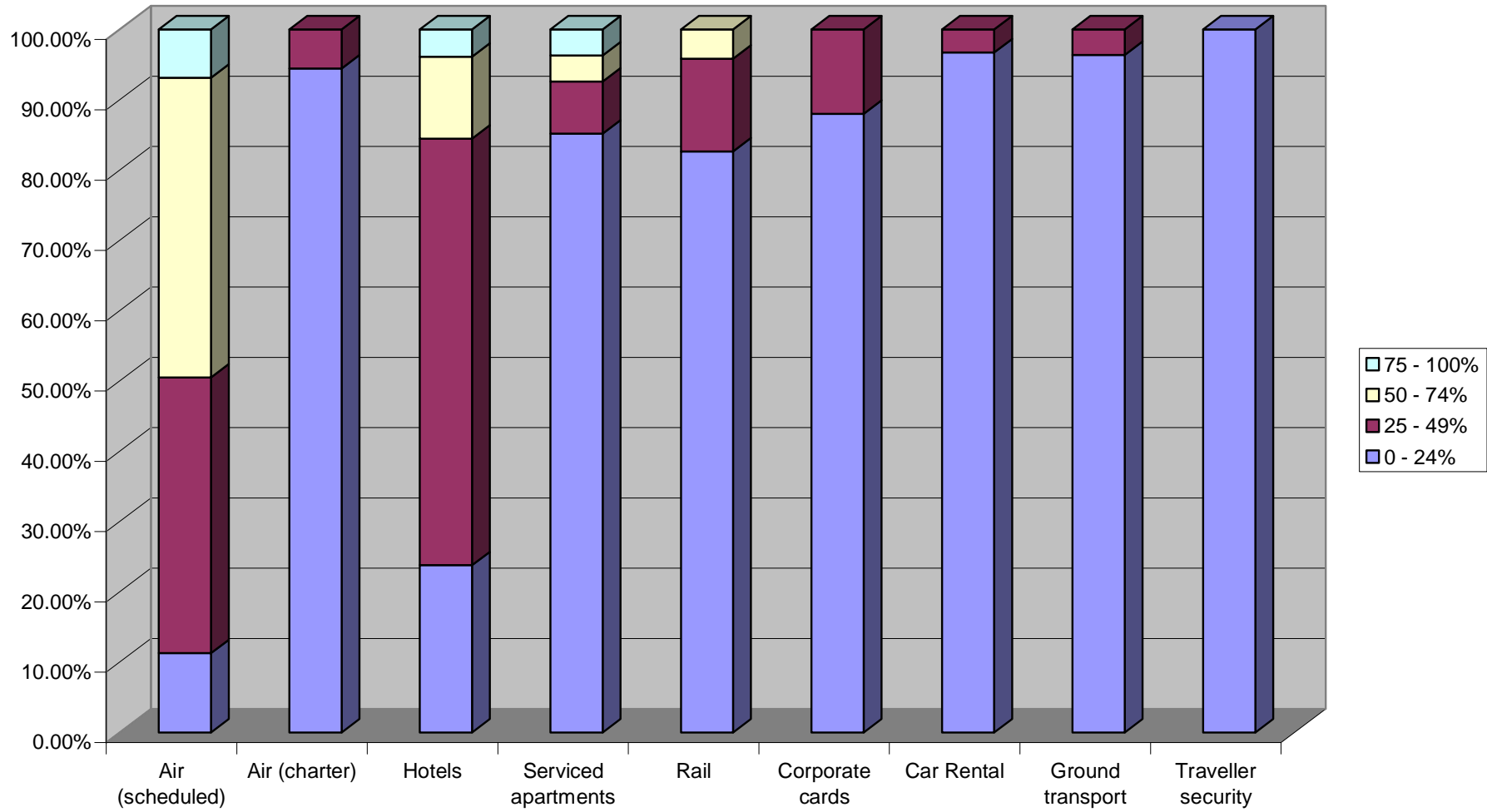
All attendees by job function/job title



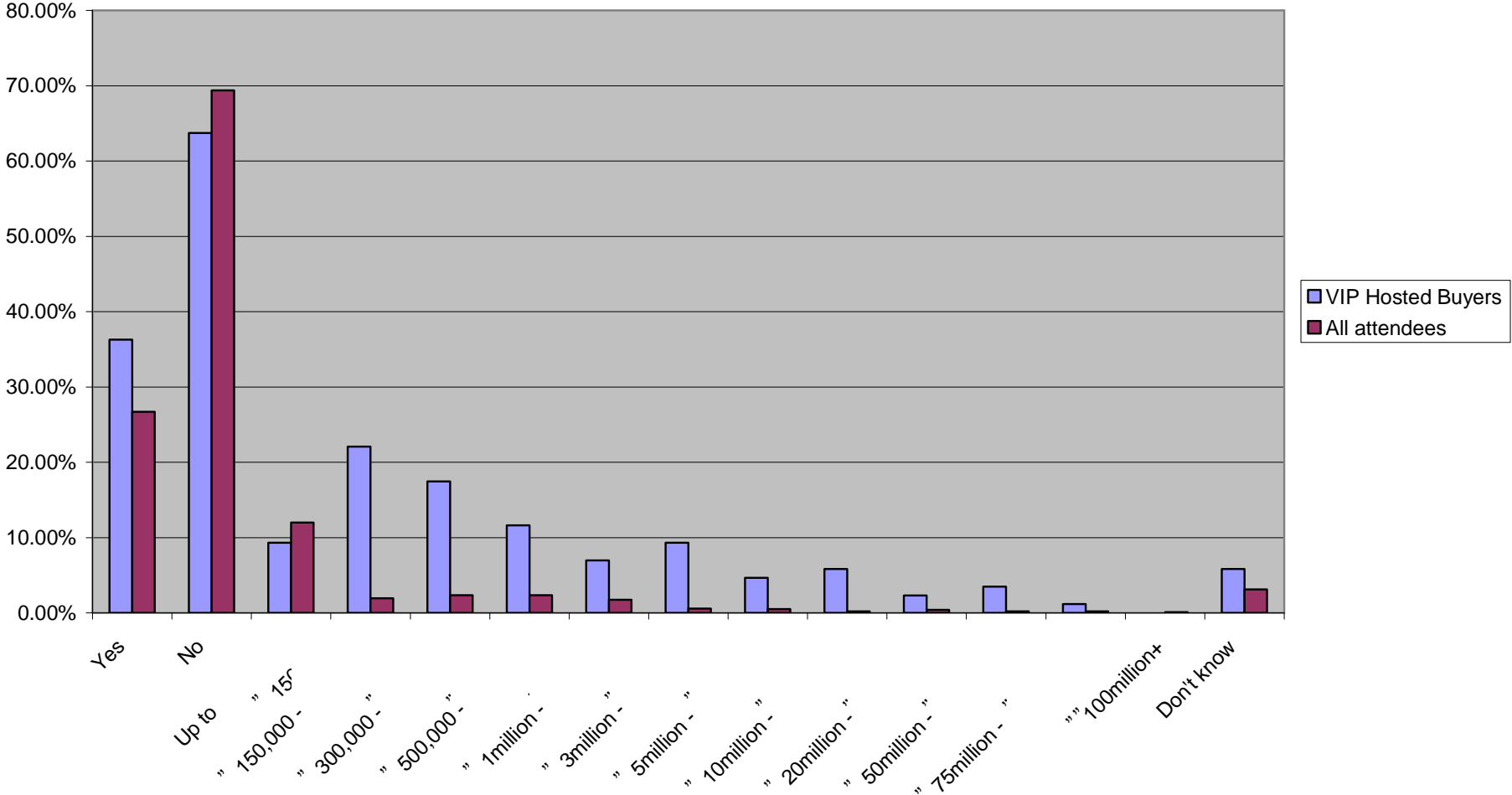
### Travel Budget



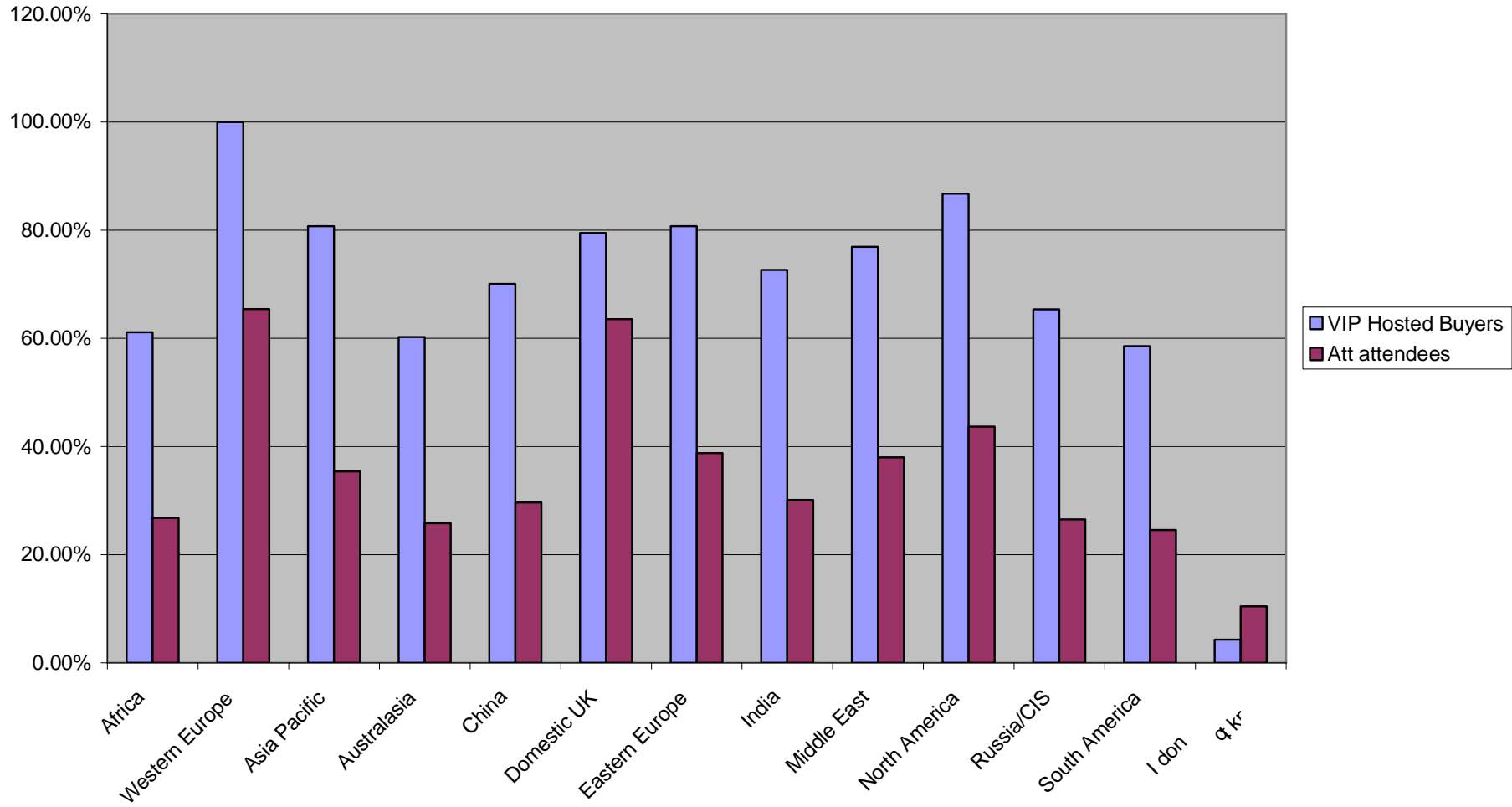
Travel category as % of overall travel spend - VIP Hosted Buyers



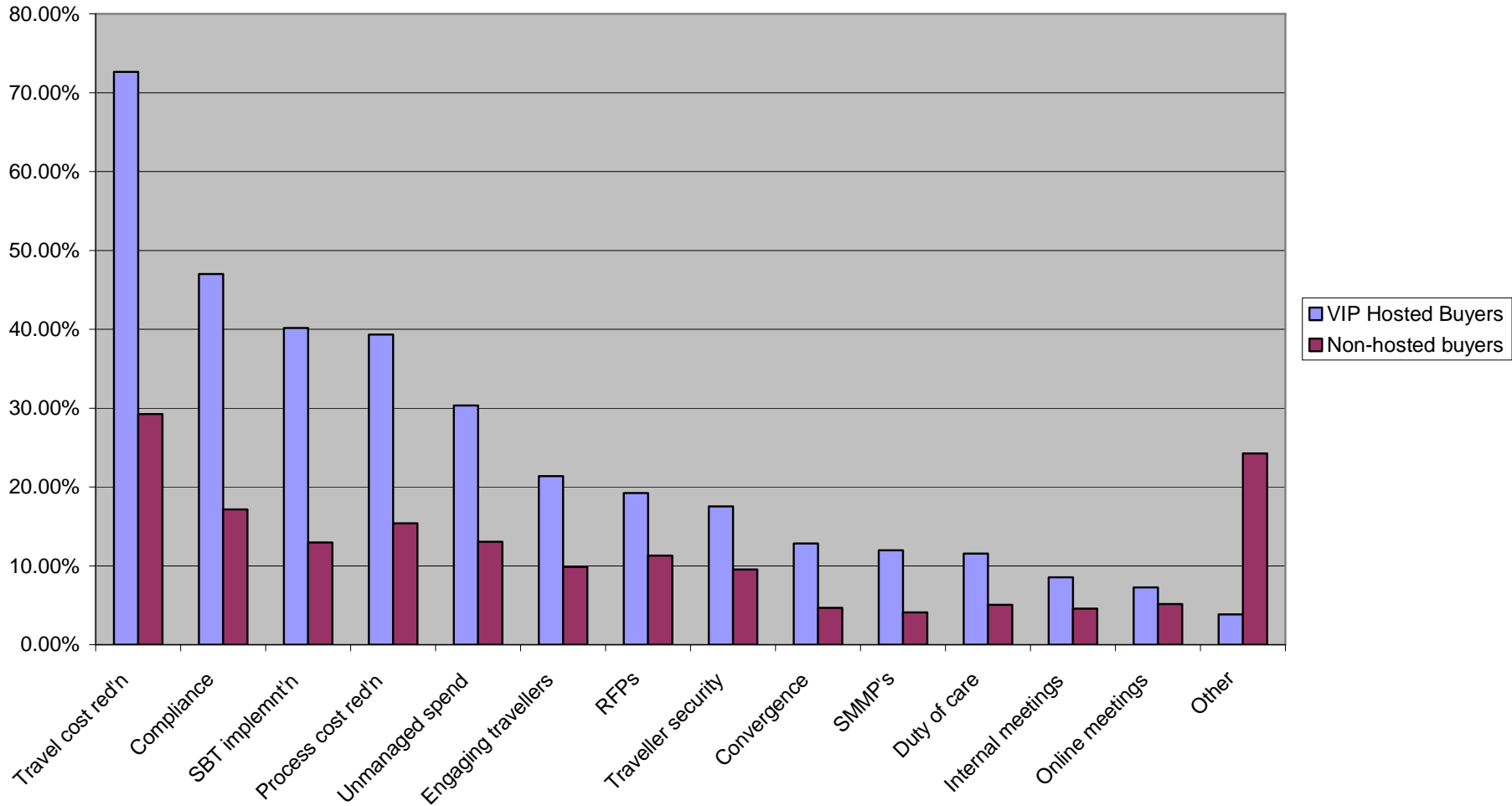
### Meetings & Events spend



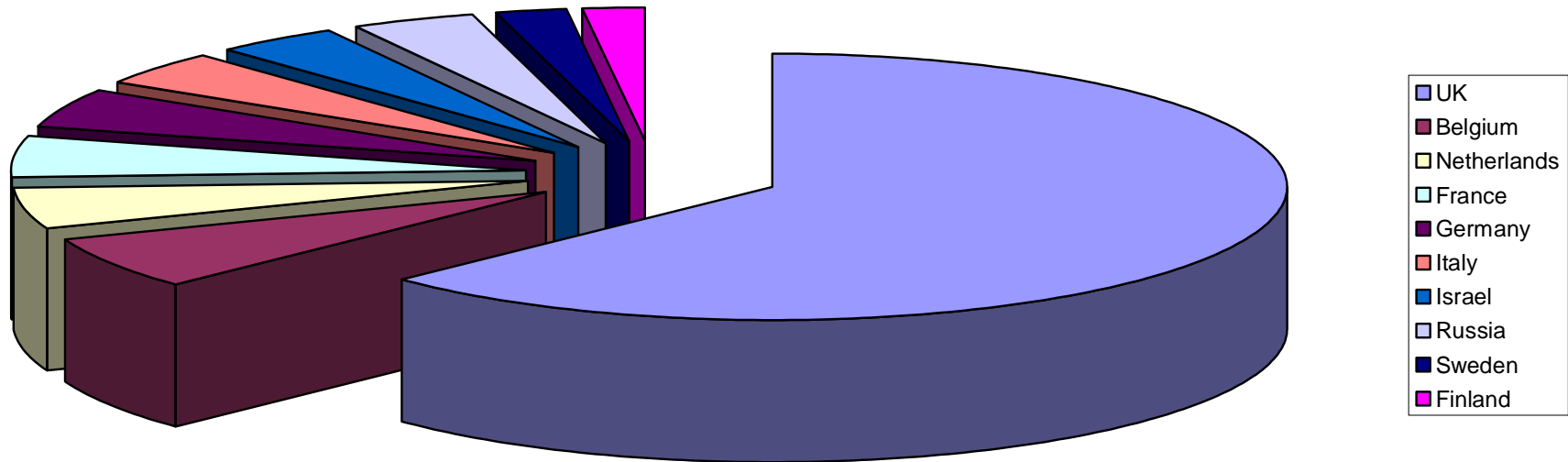
### Countries visited by organisation's travellers



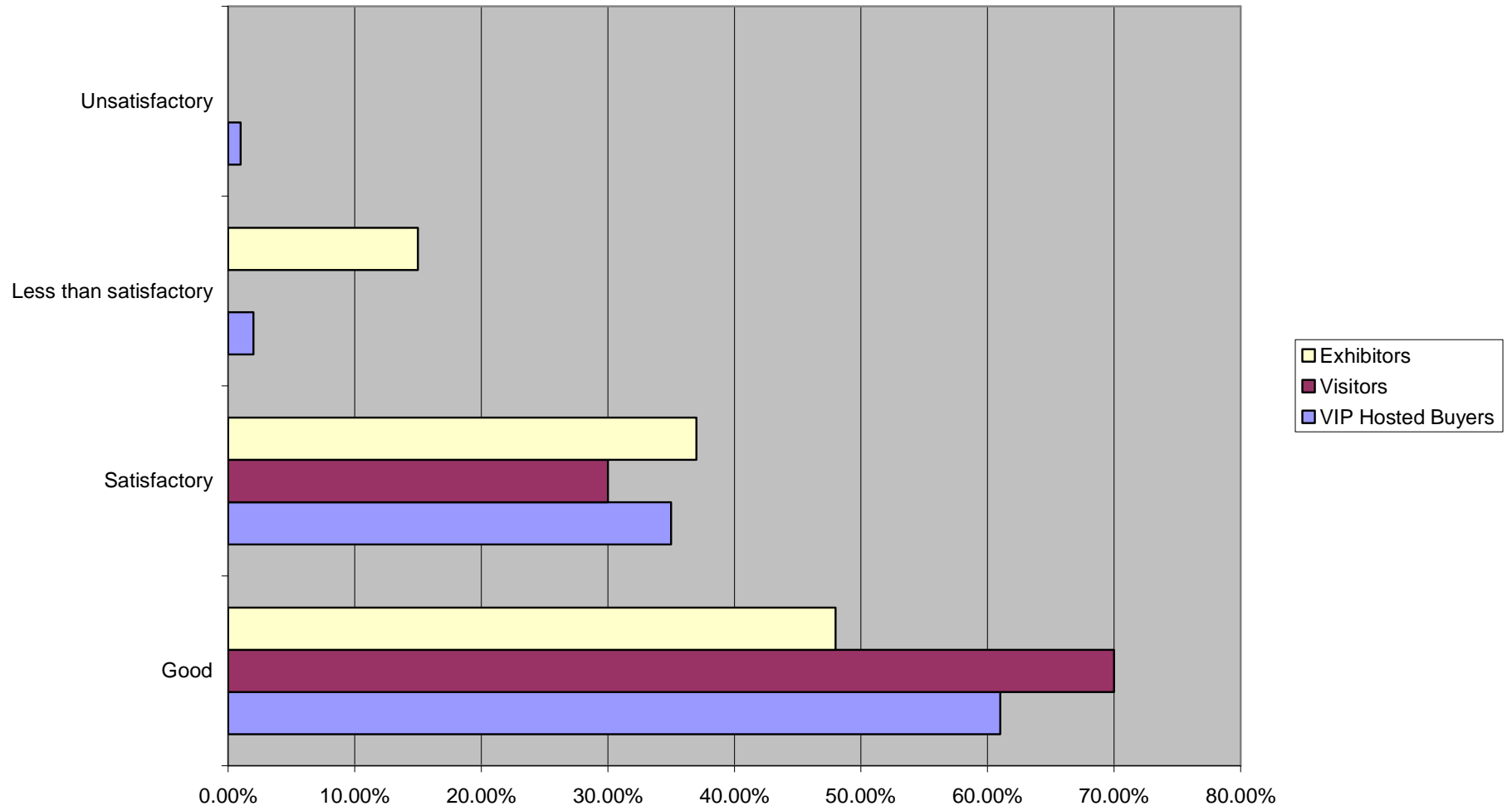
### Top 3 challenges facing buyers



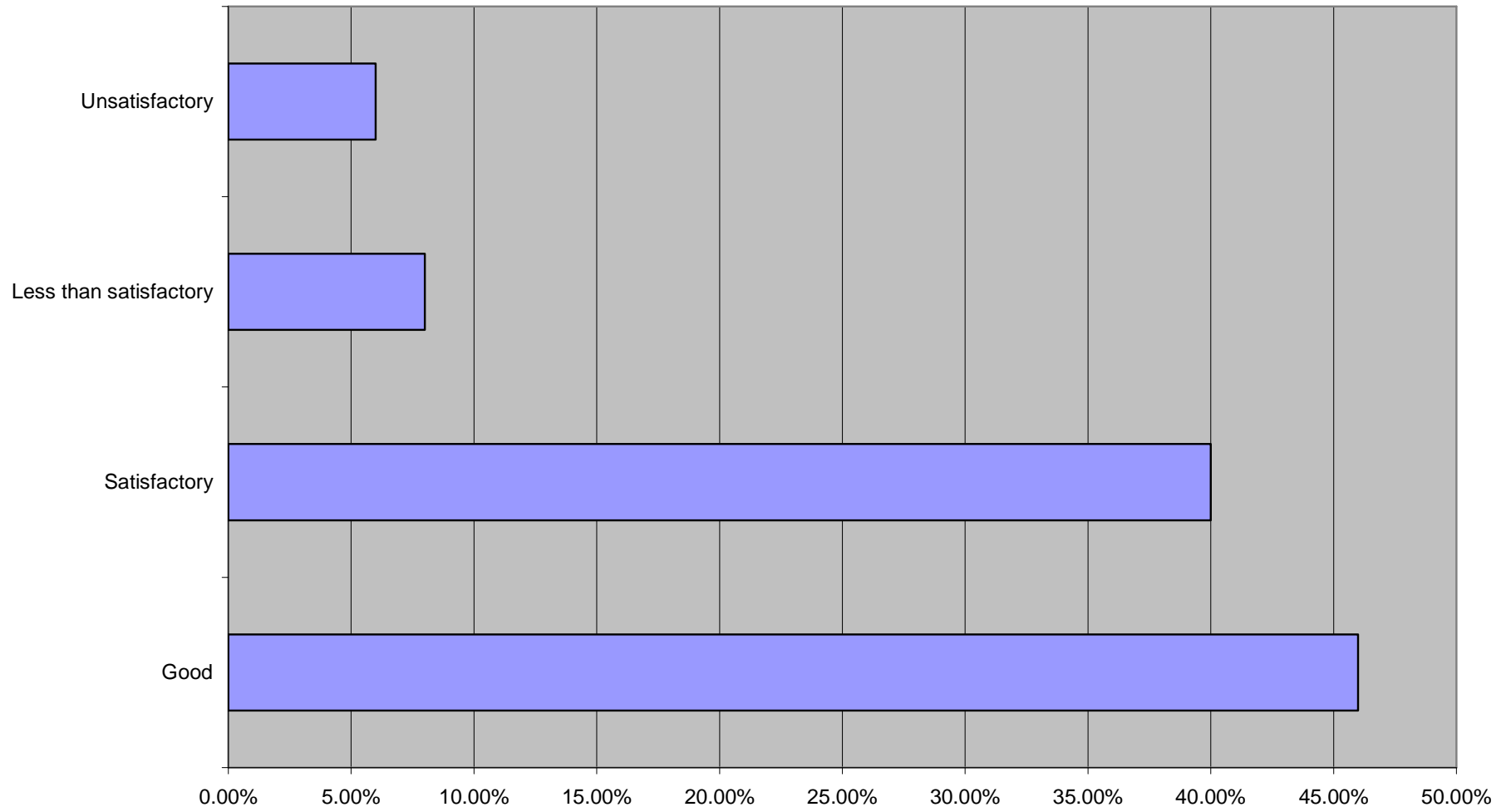
Country of origin - VIP Hosted Buyers



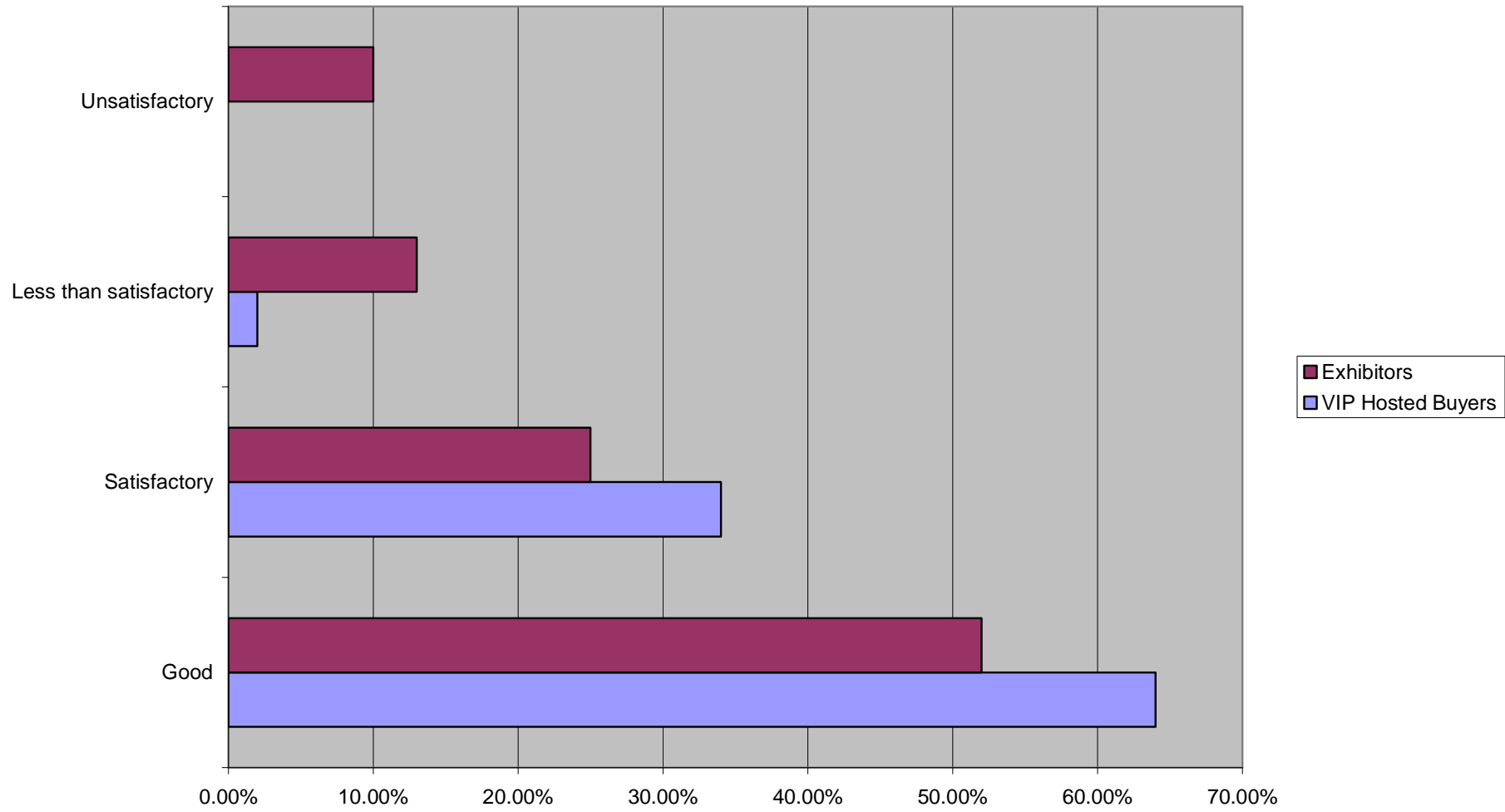
**Q: How did you rate BTM's online registration system?**



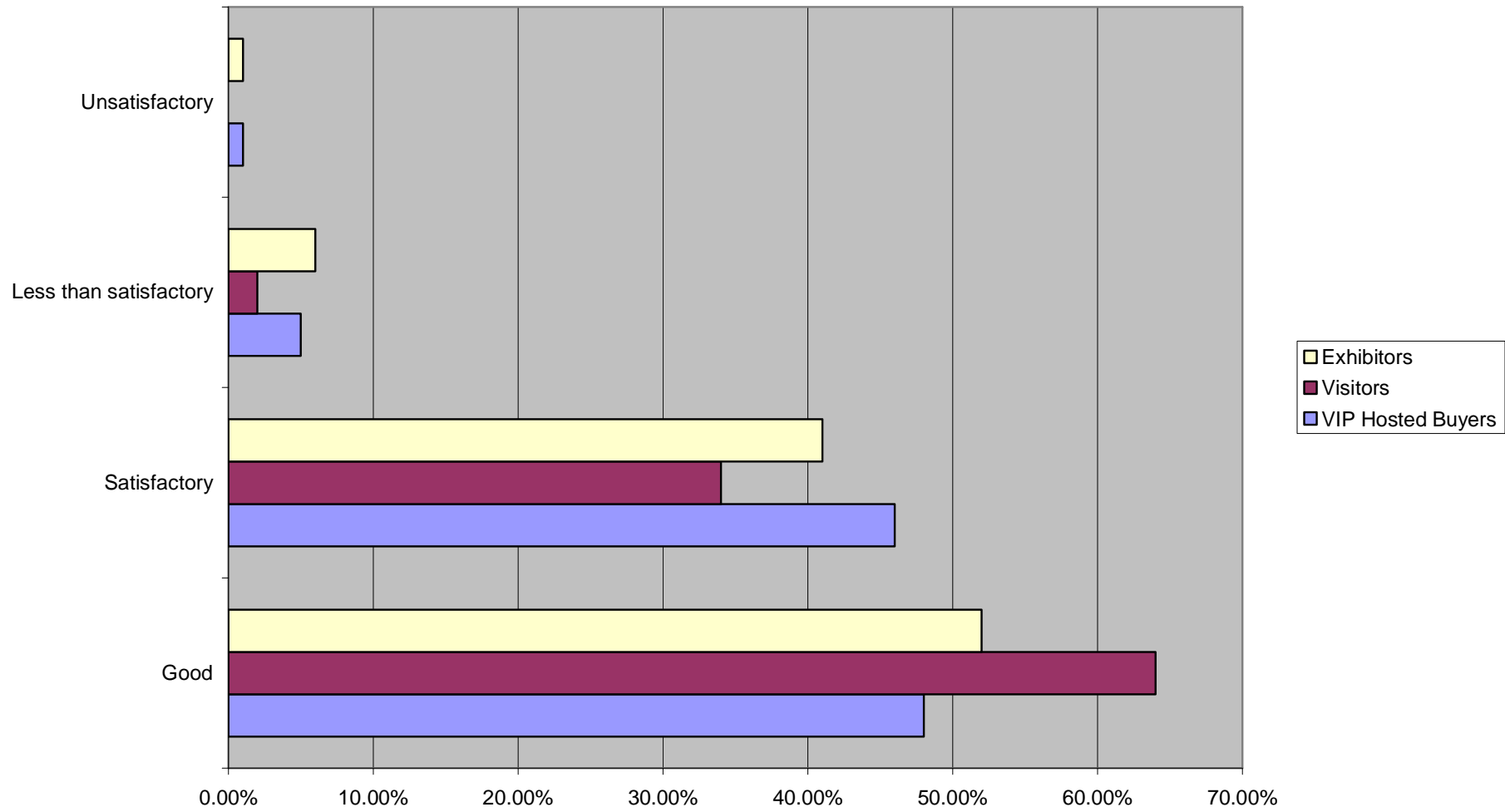
**Q: How did you rate BTM's online meetings diary (Hosted Buyers only)**



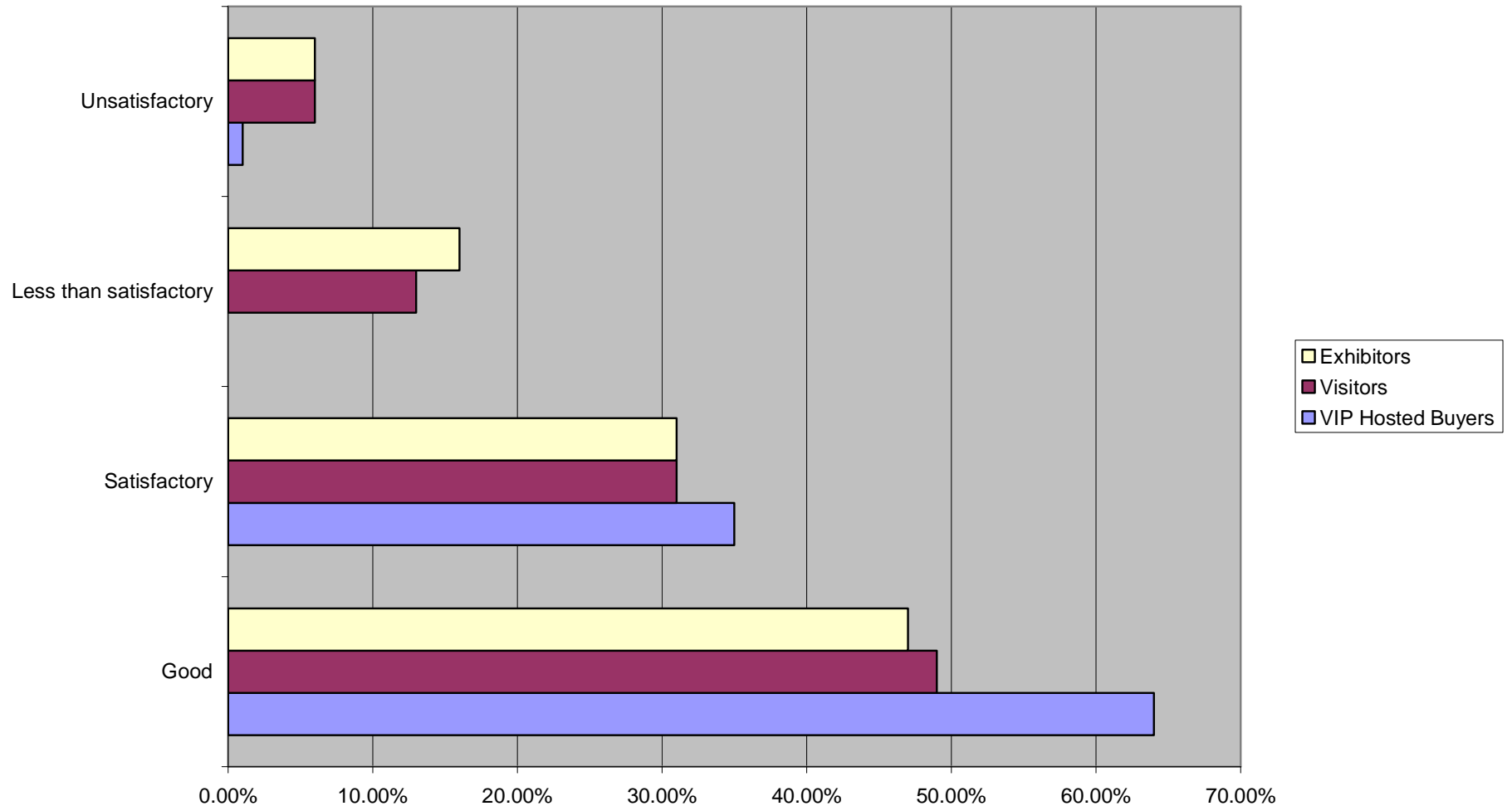
**Q: Value of 1-2-1 meetings at BTM (VIP Hosted Buyers & Exhibitors)**



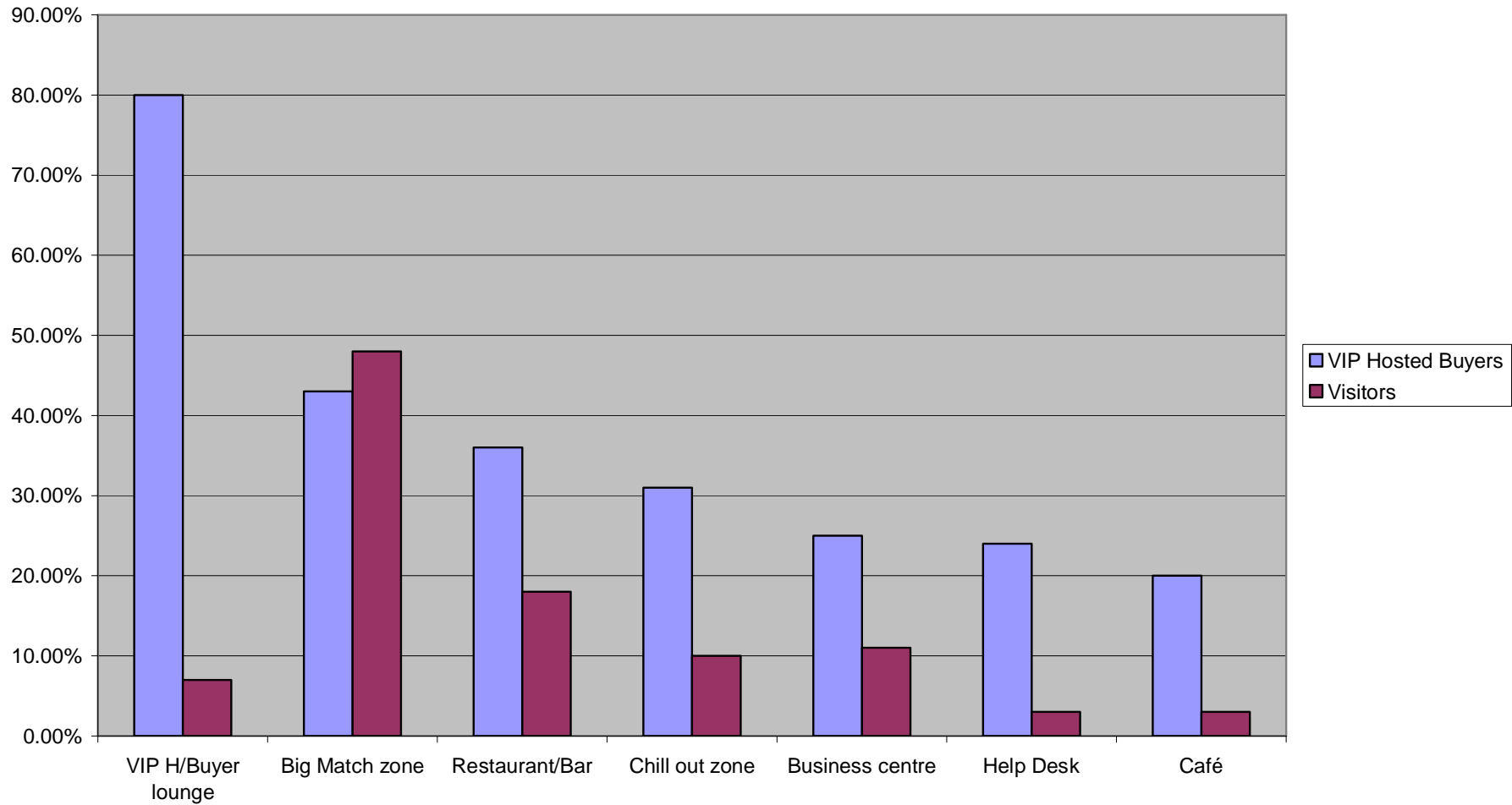
**Q: How did you rate the quality & relevance of BTM's conference sessions?**



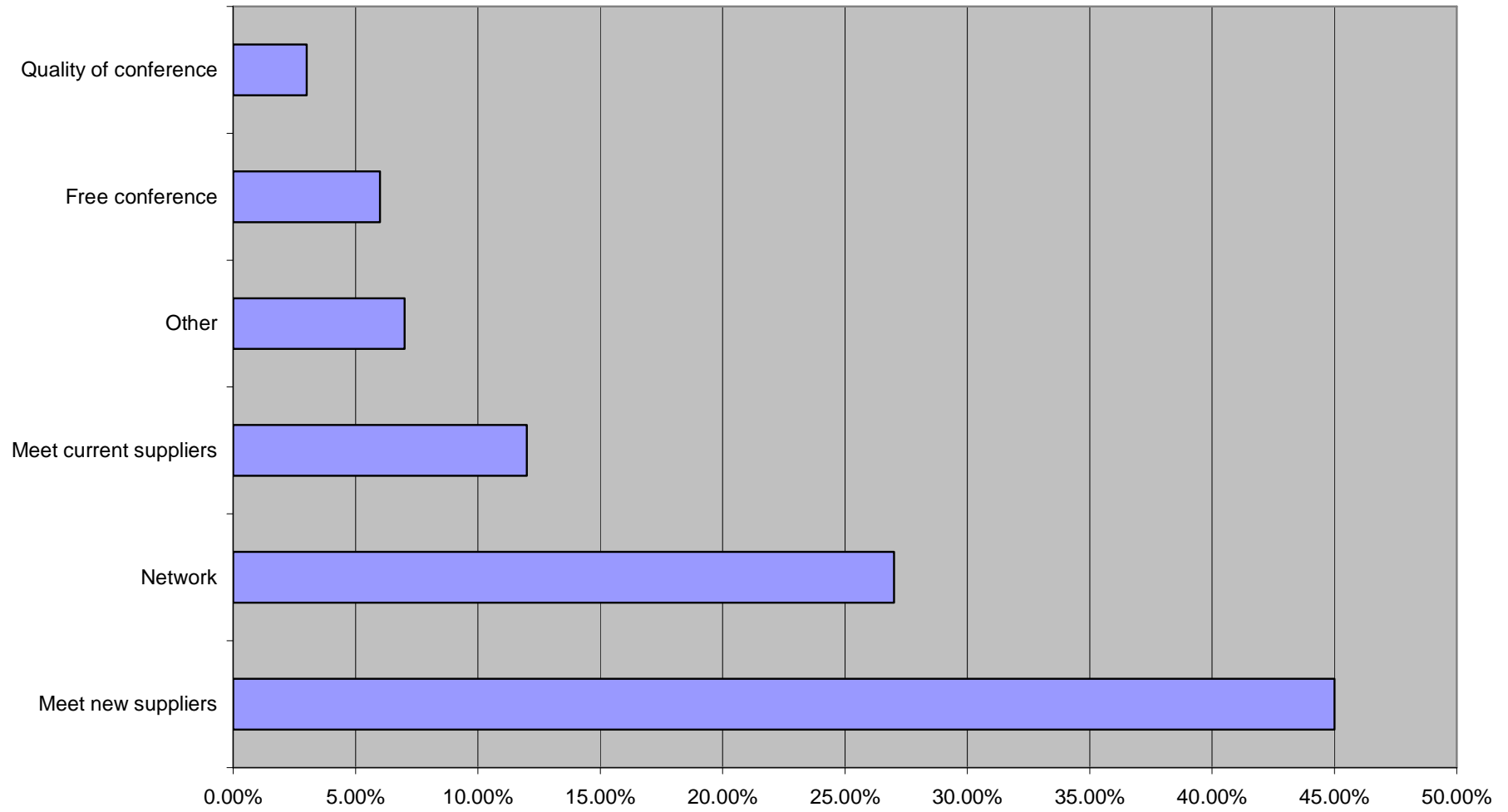
**Q: How did you rate the networking opportunities at BTM?**



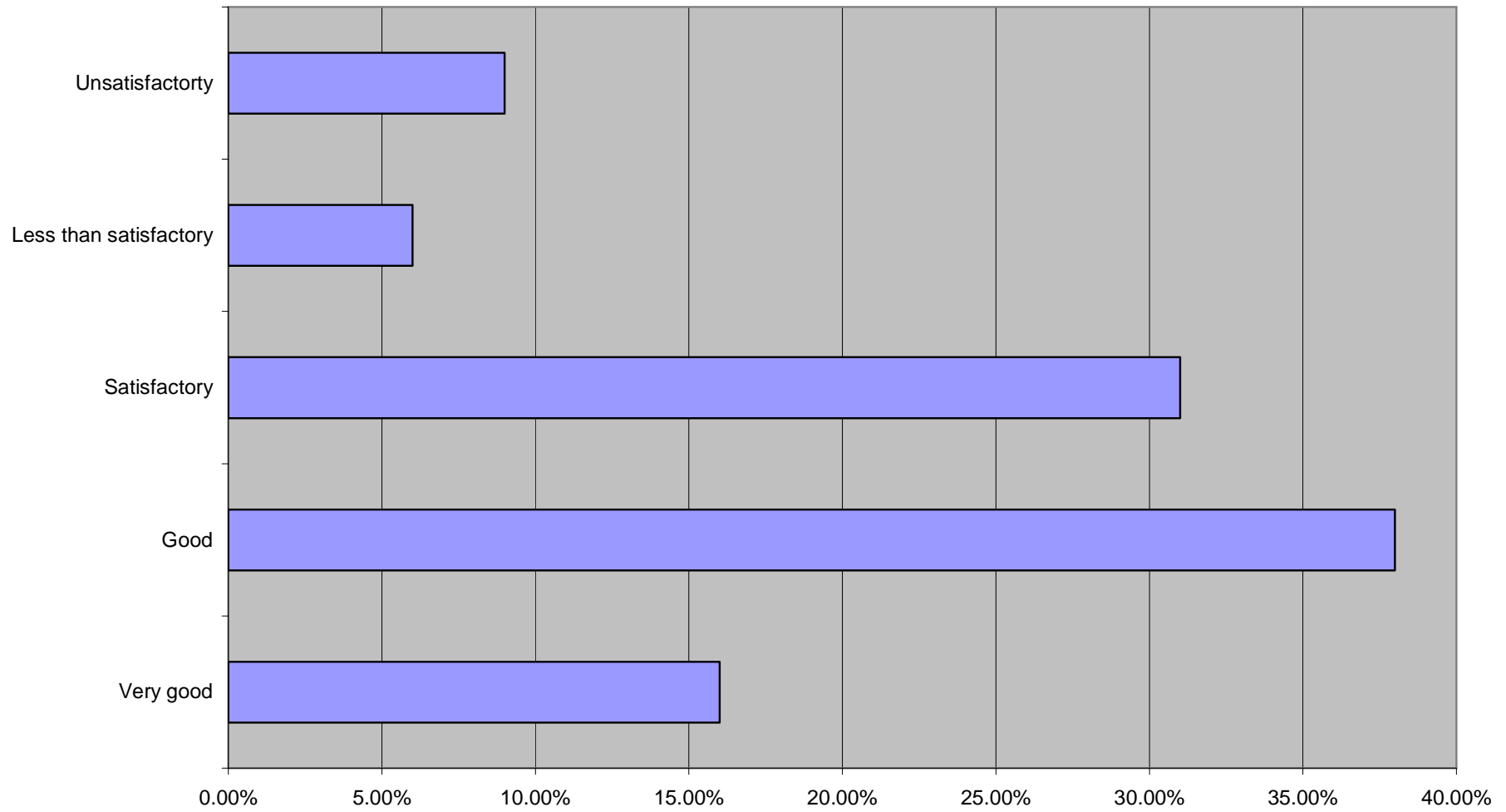
**Q: What facilities did you use/visit during BTM 2010 (VIP Hosted Buyers & Visitors)?**



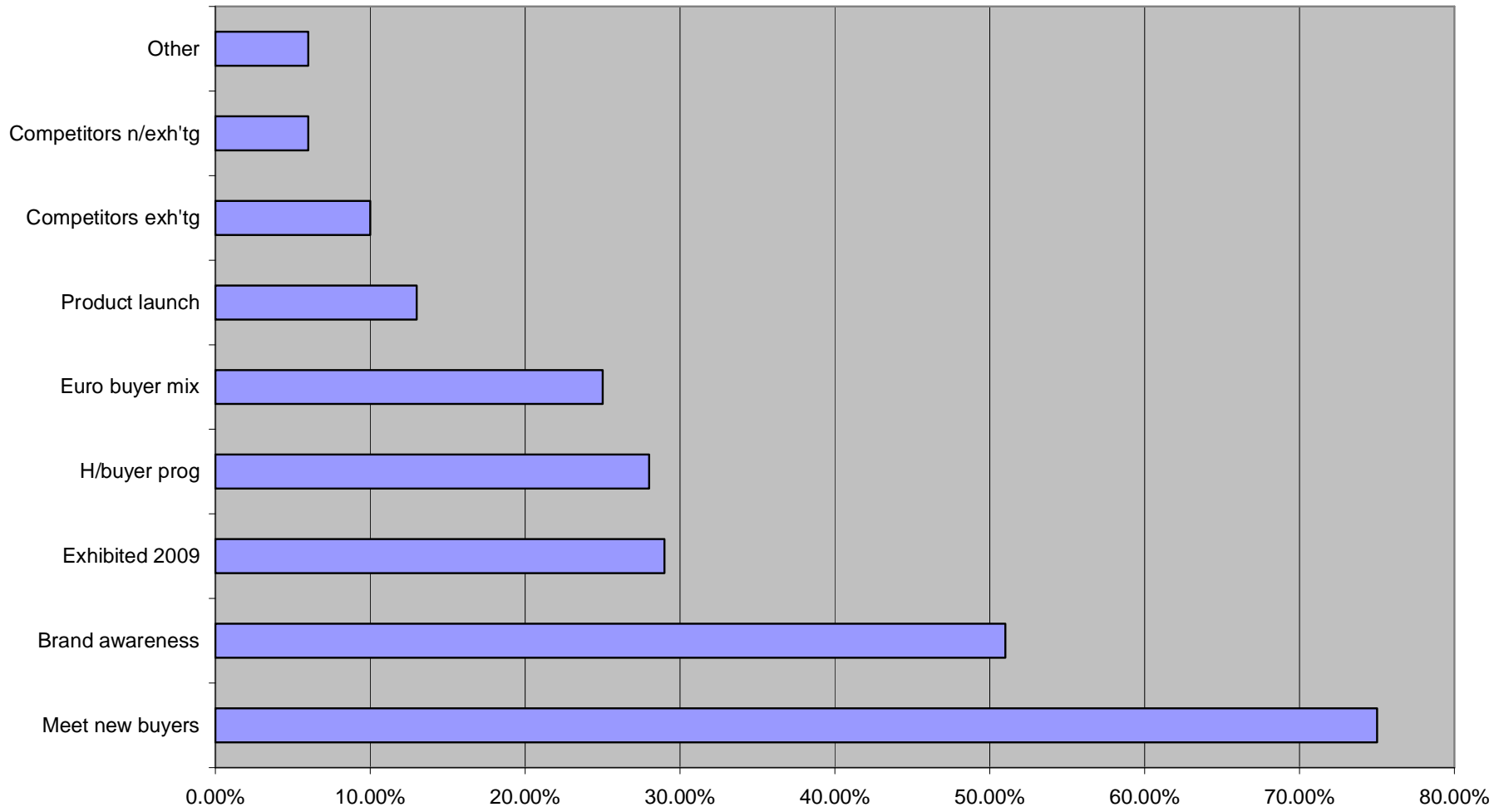
**Q: Why did you attend BTM 2010? (Visitors)**



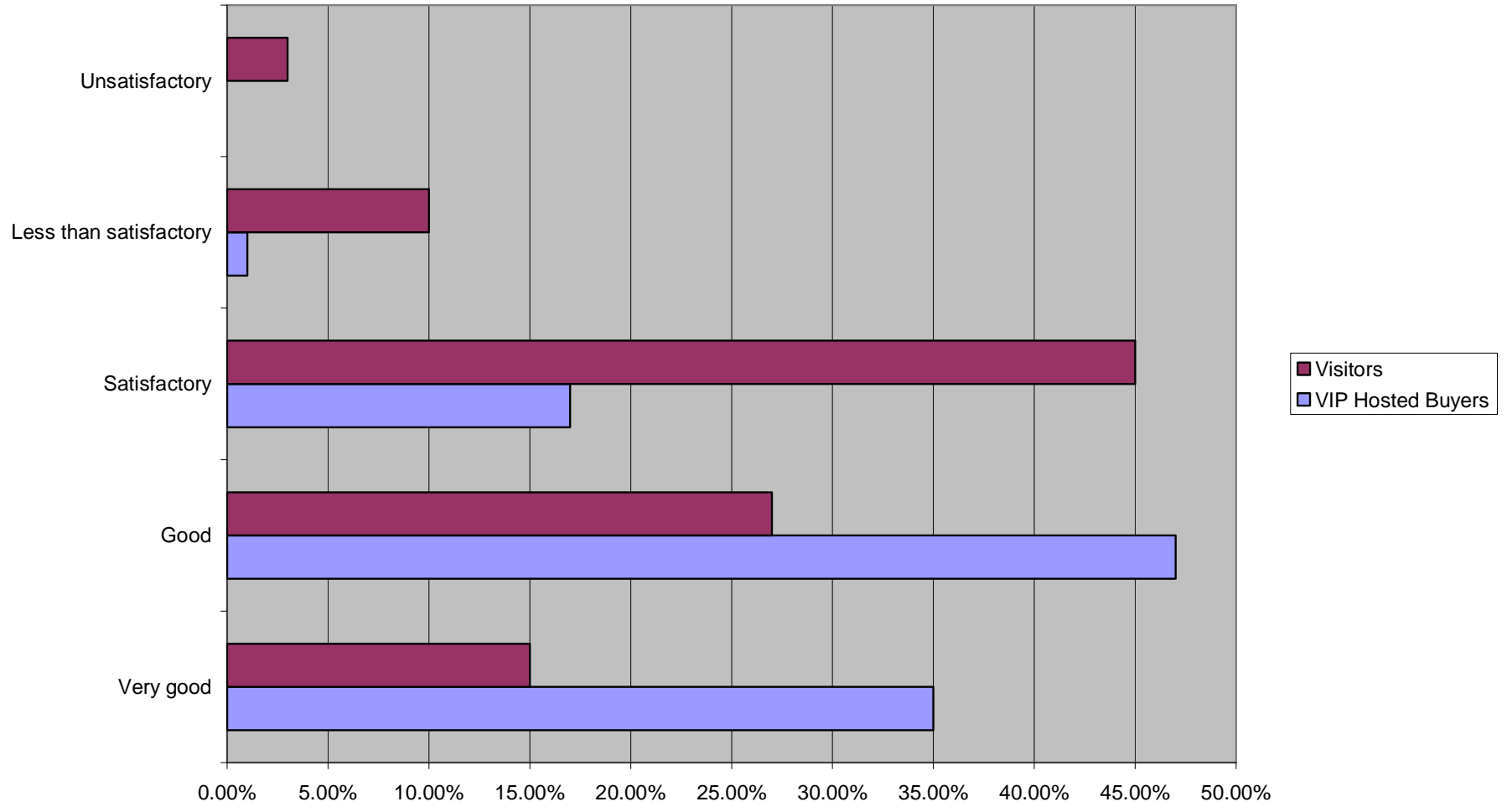
**Q: What was the quality of VIP Hosted Buyers at BTM 2010 (Exhibitors)**



**Q: Why did you exhibit?**



**Q: How did you rate your ROI from attending BTM?**



**Q: Will you return for BTM 2011 (VIP Hosted Buyers and Visitors only)**

