

ibtm[®] AMERICAS

MEXICO CITY, MEXICO

5-6 SEPTEMBER 2018

MICE Travel Report: Focus on Latin America

Based on World Travel Monitor[®] Data

Prepared by: IPK INTERNATIONAL

August 2017

TABLE OF CONTENTS

- Introduction 3
- A. MICE TRAVEL REPORT..... 5**
 - 1. Volume of World Business / MICE Outbound Travel 5
 - 2. World Business / MICE Outbound Travel Trend 7
 - 3. Volume of Business / MICE Travel to Latin America 8
 - 4. Business / MICE Travel Trend to Latin America 10
 - 5. Volume of MICE Travel to Latin America by Segments 11
 - 6. MICE Travel Trend to Latin America by Segments. 13
 - 7. Main Source Markets of MICE Travel to Latin America 14
 - 7.1. Source Markets of All MICE Trips to Latin America 14
 - 8. Destinations of MICE Travel to Latin America 16
 - 8.1. Latin American Destinations of All MICE Trips 16
 - 9. MICE Travel Characteristics to Latin America by Segments 17
 - 9.1. Meeting/Conference/Seminar Travel Characteristics 17
 - 9.1.1. Preferred Accommodation Type 17
 - 9.1.2. Length of Trip 18
 - 9.1.3. Travel Expenditure 19

- 9.1.4. Socio-demographic Characteristics of Meeting/Conference/Seminar Travelers.....20
- 9.2. Congress/Convention Travel Characteristics.....22
 - 9.2.1. Preferred Accommodation Type.....22
 - 9.2.2. Length of Trip.....23
 - 9.2.3. Travel Expenditure.....24
 - 9.2.4. Socio-demographic Characteristics of Congress/Convention Travelers25
- 9.3. Exhibition/Trade Fair Travel Characteristics..... 27
 - 9.3.1. Preferred Accommodation Type.....27
 - 9.3.2. Length of Trip.....28
 - 9.3.3. Travel Expenditure.....29
 - 9.3.4. Socio-demographic Characteristics of Exhibition/Trade Fair Travelers..... 30
- 9.4. Incentive Trip Travel Characteristics 32
 - 9.4.1. Preferred Accommodation Type.....32
 - 9.4.2. Length of Trip.....33
 - 9.4.3. Travel Expenditure.....34
 - 9.4.4. Socio-demographic Characteristics of Incentive Travelers35

B. Description of World Travel Monitor® Methodology37

Introduction

The objective of this report is to provide an overview of the development of the MICE (Meeting/Incentive/Convention/Exhibition) segment and to give an insight into the travel behavior of MICE travelers with focus on Latin America.

The report is based on 2016 World Travel Monitor[®] data. The World Travel Monitor[®], conducted by IPK International, is an annual survey monitoring the outbound travel volume and travel behavior in over 60 countries in Europe, Asia, Arabia, North and South America. Based on surveys representative of the population in each country, in total more than 500,000 interviews are conducted. Besides holiday trips as well as visits to friends/relatives and other private trips, Business/MICE trips are also included in the World Travel Monitor[®].

The database of the following report is defined as follows: All business trips (with at least one overnight stay) of travelers to Latin America for the purpose of MICE (participating in a meeting/conference/seminar, congress/convention, exhibition/trade fair or for an incentive trip).

At the beginning of the report, figures on total business travel (traditional business and MICE) are presented to provide a better understanding of the global MICE travel segment before focusing on the Latin American MICE travel market.

The region of Latin America includes the following countries and sub-regions: Mexico, Central America (Guatemala, Salvador, Honduras, Nicaragua, Costa Rica, Panama, Belize), the Caribbean and South America: Brazil, Peru, Ecuador, Venezuela, Argentina, Chile, Uruguay, Paraguay, Bolivia, Colombia.

Confidentiality Note:

The following World Travel Monitor[®] data / report is for use exclusively within the client's company and may only be utilized in connection with this study. A different utilization or providing this data to people, organizations or to the media without the prior written permission of IPK International is not allowed.

A. MICE TRAVEL REPORT

1. Volume of World Business / MICE Outbound Travel

During 2016, worldwide a total of 1,081 million outbound trips of at least one overnight stay abroad were made.

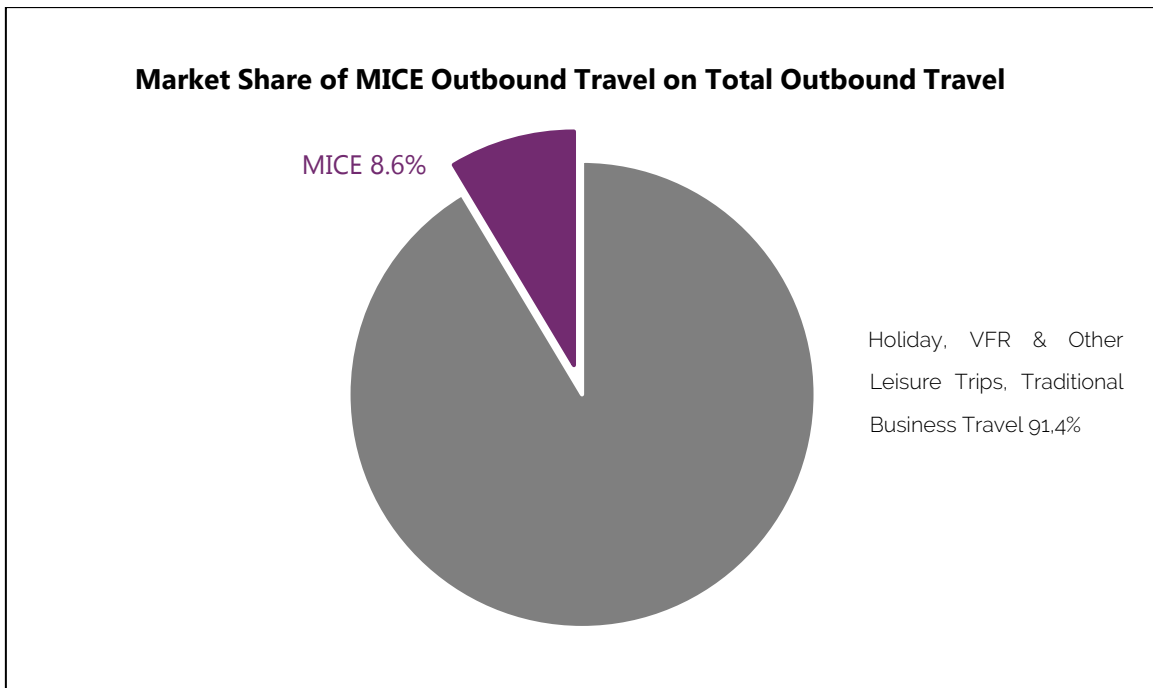
The number of all business/MICE outbound trips of at least one overnight stay abroad amounted to a total of 161 million trips. This represents a 15% market share of all outbound trips in 2016.

Of these business outbound trips, 93 million were so-called MICE trips (Meeting/Incentive/Convention/Exhibition) and 68 million were so-called traditional business trips (customer calls, visit of branch office, etc.).

Thus, the MICE segment made up for 9% of all outbound trips while the traditional business segment comprised 6% of all outbound trips worldwide.

World Outbound / Business & MICE Outbound Travel	in million	in %
<u>Total</u> World Outbound Trips	1,081	100.0%
Total World <u>Business</u> Outbound Trips	161	14.9%
- <i>MICE Trips</i>	93	8.6%
- <i>Traditional Business Trips</i>	68	6.3%

Source: World Travel Monitor® – 2016; IPK International, Munich

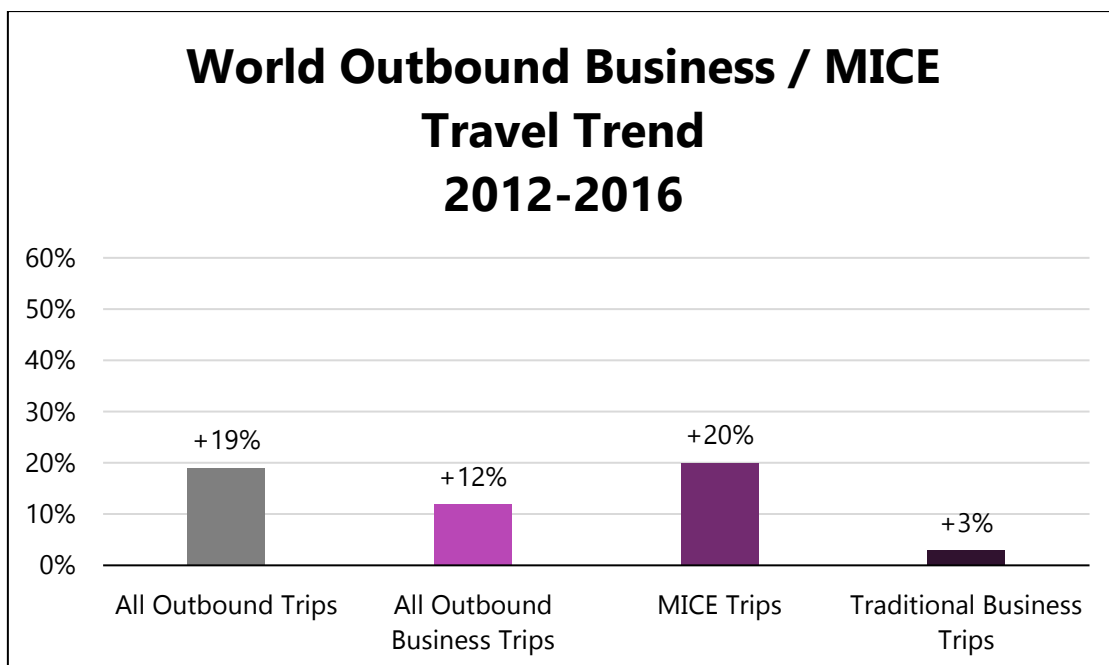


Source: World Travel Monitor[®] – 2016; IPK International, Munich

MICE 8.6%

2. World Business / MICE Outbound Travel Trend

Since 2012, the Business/MICE outbound trips worldwide (also compared to all outbound trips) have developed as follows:



Source: World Travel Monitor® – 2012 - 2016; IPK International, Munich

- Since 2012, the number of all outbound trips increased by +19%, while all outbound business trips increased by +12%.
- The two business outbound sub-segments exhibit a very different development:
 - The MICE trip segment shows a strong growth rate of +20% since 2012

whereas

- The so-called traditional business trip segment has experienced an increase of only +3%.

3. Volume of Business / MICE Travel to Latin America

During 2016, a total of 80.4 million trips to Latin America of at least one overnight stay abroad were made.

The number of all business trips to Latin America of at least one overnight stay amounted to a total of 9.8 million. This represents a 12% market share of all trips to Latin America in 2016.

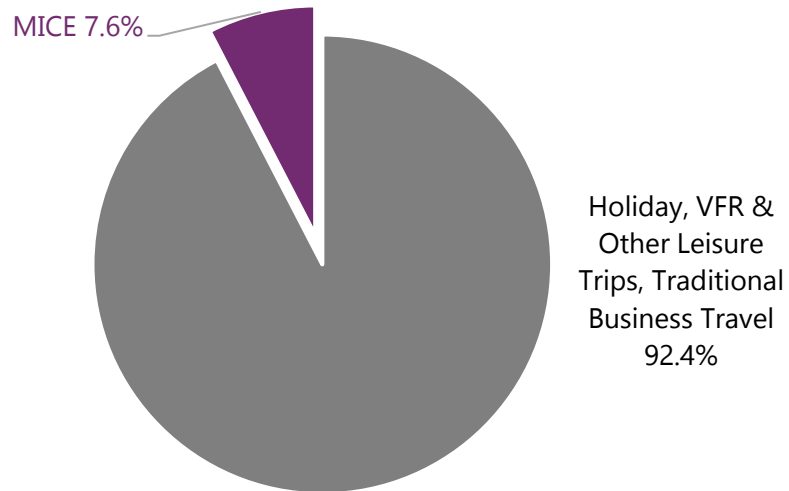
Of these business trips to Latin America, 6.1 million were so-called MICE trips (Meeting/Incentive/Convention/Exhibition) and 3.7 million trips were so-called traditional business trips (customer calls, visit of branch office, etc.).

Thus, the MICE segment made up for around 8% of all trips to Latin America and the traditional business segment comprised nearly 5% of all trips to Latin America.

Total / Business & MICE Travel to Latin America	in million	in %
Total Trips to Latin America	80.4	100.0%
Total <u>Business</u> Trips to Latin America	9.8	12.2%
- <i>MICE Trips</i>	6.1	7.6%
- <i>Traditional Business Trips</i>	3.7	4.6%

Source: World Travel Monitor[®] – 2016; IPK International, Munich

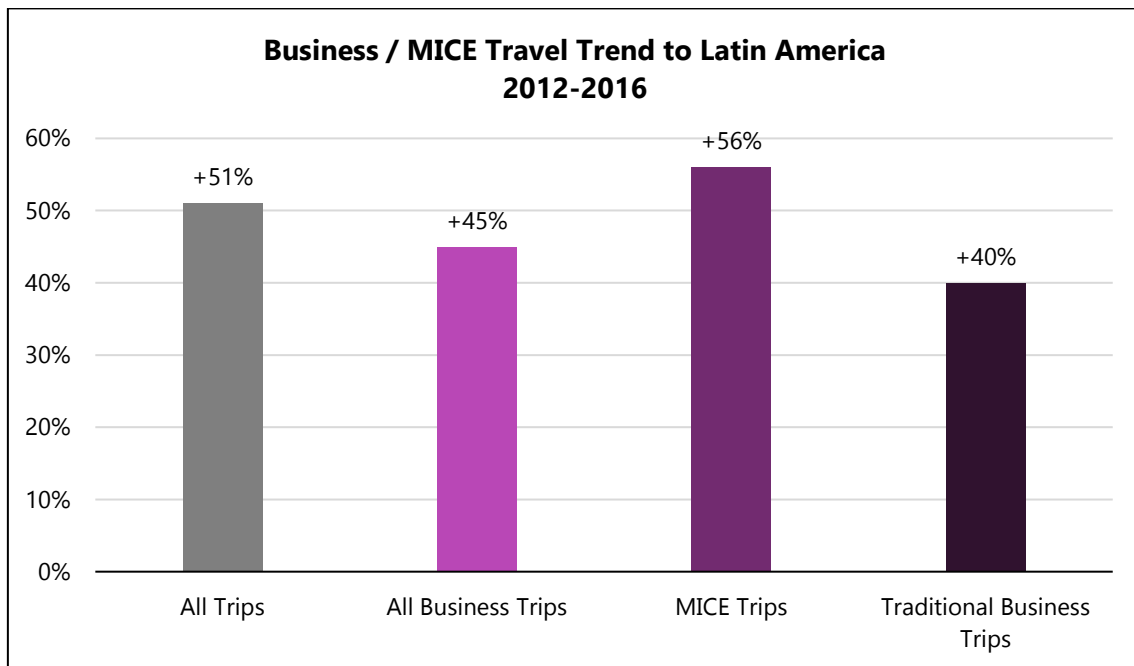
Market Share of MICE Travel to Latin America on Total Trips to Latin America



Source: World Travel Monitor[®] – 2016; IPK International, Munich

4. Business / MICE Travel Trend to Latin America

Since 2012, the Business/MICE outbound trips worldwide (also compared to all outbound trips) have developed as follows:



Source: World Travel Monitor® – 2016; IPK International, Munich

- Since 2012, the number of all trips to Latin America increased by +51%, while all business trips increased by +45%.
- The two business sub-segments exhibit the following:
 - The so-called traditional business trip segment has experienced an increase of +40%

whereas

- the MICE trip segment has experienced an even stronger increase of +56%.

5. Volume of MICE Travel to Latin America by Segments

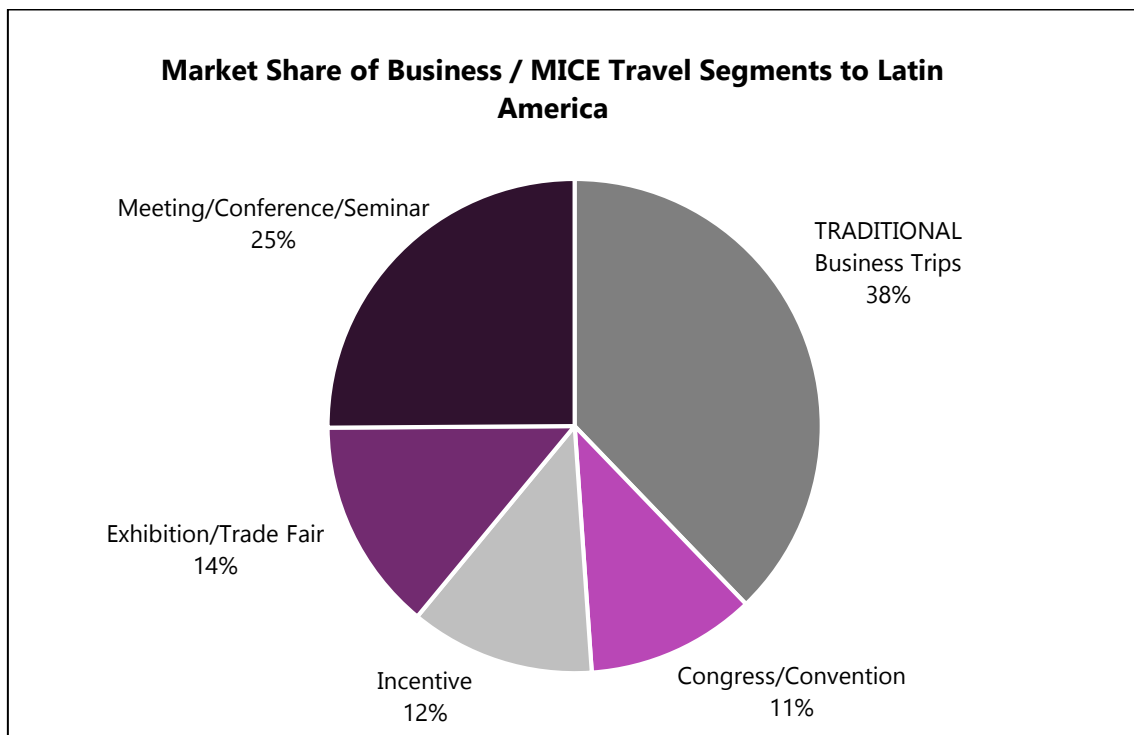
MICE Travelers to Latin America undertook the following kinds of trips:

MICE Segments	MICE Travel to Latin America	
	in million	in %
<u>All</u> Business Trips to Latin America	9.8	100%
▪ Traditional Business Trips	3.7	37.7%
▪ MICE Trips	6.1	62.2%
– <i>Meeting/Conference/Seminar</i>	2.4	24.5%
– <i>Exhibition/Trade Fair</i>	1.4	14.3%
– <i>Incentive</i>	1.2	12.2%
– <i>Congress/Convention</i>	1.1	11.2%

Source: World Travel Monitor® – 2016; IPK International, Munich
 Deviations to 100% / sub-totals due to rounding

- Traditional business trips (customer calls, visit of branch office, etc.) exhibited a volume of 3.7 million trips and a 38% market share among the total of business trips to Latin America.
- MICE trips exhibited a volume of 6.1 million and a market share of 62% among the total business trips to Latin America.
- Thereof,
 - the majority of trips, 2.4 million (25% market share) were meeting/conference/seminar trips,
 - followed by

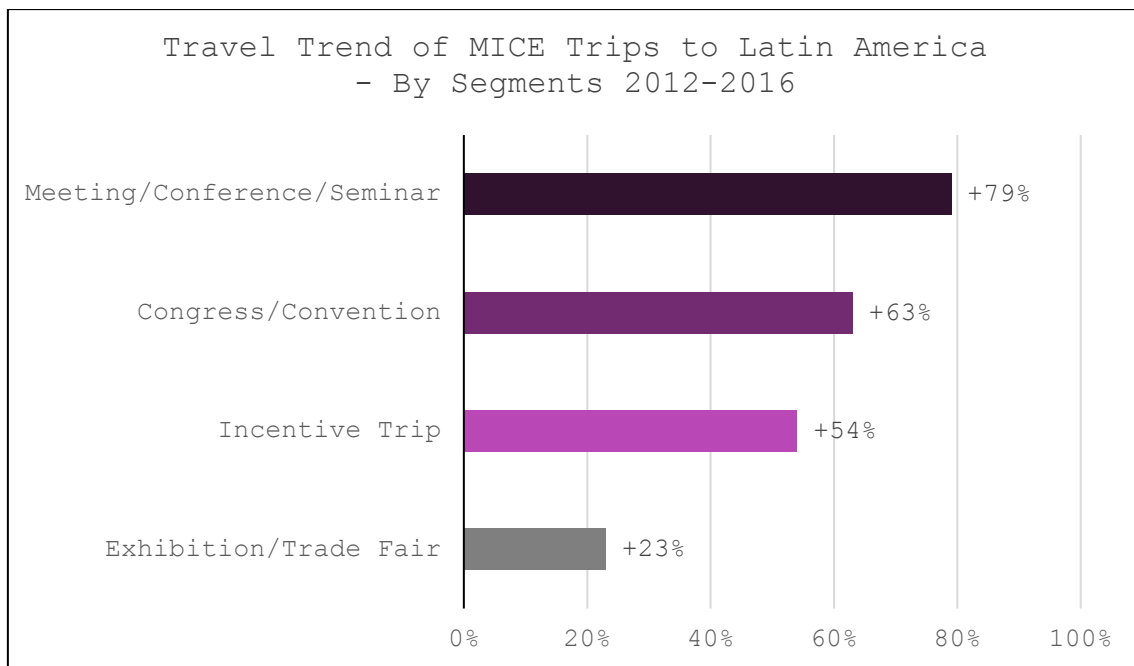
- 1.4 million trips (14% market share) made for the purpose of participating in an exhibition/trade fair.
- Incentive trips with 1.2 million and congress/convention trips with 1.1 million were the smallest segments, corresponding to a market share of 12% respectively 11%.



Source: World Travel Monitor® – 2016; IPK International, Munich

6. MICE Travel Trend to Latin America by Segments

Since 2012, the MICE travel segments to Latin America have developed as follows:



Source: World Travel Monitor® - 2012 - 2016; IPK International, Munich

- While in total the MICE segment to Latin America has increased by +56% between 2012 and 2016, the development of the sub-segments is as follows:
- Since 2012, the number of meeting/conference/seminar trips to Latin America has increased by strong +79%.
- followed by congress/convention trips (+63%).
- The incentive trip segment shows a growth rate of solid +54% since 2012,
- whereas exhibitions have experienced a somewhat smaller increase of only +23%.

7. Main Source Markets of MICE Travel to Latin America

7.1. Source Markets of All MICE Trips to Latin America

The most important source markets of all MICE Trips to Latin America were:

Source Markets	<u>All</u> MICE Trips to Latin America	
	in thousands	in %
USA	2,939	48.1%
Argentina	515	8.4%
Brazil	327	5.4%
Mexico	230	3.8%
Colombia	185	3.0%
Chile	160	2.6%
Peru	118	1.9%
Great Britain	107	1.8%
Germany	103	1.7%
France	87	1.4%
China	84	1.4%
Spain	83	1.4%
Venezuela	75	1.2%
Uruguay	66	1.1%
Canada	64	1.0%
Ecuador	59	1.0%
Bolivia	51	0.8%
Paraguay	48	0.8%
Japan	36	0.6%
Others	772	12.6%
Total	6,109	100%

Source: World Travel Monitor[®] – 2016; IPK International, Munich
 Deviations to the total / 100% due to rounding

- With 2.9 million trips, the USA were by far the leading source market for MICE Travel to Latin America, corresponding to a market share of nearly 50%.
- With a clear distance, Argentina ranked second with 515 thousand MICE trips, corresponding to a market share of 8%, followed by third-ranked Brazil, exhibiting 327 thousand MICE trips and a 5% market share.
- Mexico (230 thousand trips), Colombia (185 thousand trips) and Chile (160 thousand trips) also counted among the markets with a relatively high MICE travel volume to Latin America.
- Altogether, these six source markets accounted for more than 70% of all MICE trips to Latin America.

8. Destinations of MICE Travel to Latin America

8.1. Latin American Destinations of All MICE Trips

The most important destinations of all MICE Trips to Latin America were:

Destination Countries	All MICE Trips to Latin America	
	in thousands	in %
Mexico	2,705	44.3%
The Caribbean	729	11.9%
Brazil	701	11.5%
Central America	484	7.9%
Argentina	350	5.7%
Chile	340	5.6%
Peru	226	3.7%
Colombia	184	3.0%
Uruguay	147	2.4%
Ecuador	143	2.3%
Paraguay	104	1.7%
Venezuela	66	1.1%
Bolivia	63	1.0%

Source: World Travel Monitor® – 2016; IPK International, Munich
Multiple answers possible

- With a volume of 2.7 million trips (corresponding to a 44% market share), Mexico is attracting the majority of MICE travelers travelling to Latin America.
- With quite a gap, the Caribbean ranks second, attracting 729 thousand MICE travelers, closely followed by Brazil with 701 thousand.
- Altogether, these three destinations alone attracted around two-third of all MICE trips to Latin America.

9. MICE Travel Characteristics to Latin America by Segments

9.1. Meeting/Conference/Seminar Travel Characteristics

9.1.1. Preferred Accommodation Type

On their Meeting/Conference/Seminar trips to Latin America, travelers stayed at the following types of accommodation:

Accommodation Used	Meeting/Conference/Seminar Trips to Latin America
Hotel	82%
- <i>First Class (4/5 star)</i>	63%
- <i>Mid-Grade (3 star)</i>	16%
- <i>Budget (1/2 star)</i>	3%
Other Accommodation (paid)	13%
Private Accommodation (unpaid)	5%

Source: World Travel Monitor® – 2016; IPK International, Munich

- On 82% of their trips, Meeting/Conference/Seminar travelers stayed overnight at hotels, primarily at 4/5-star hotels (63%).
- All other accommodation types were of less importance for Meeting/Conference/Seminar travelers to Latin America.

Length of Trip

The duration of Meeting/Conference/Seminar trips was as follows:

Length of Trip	Meeting/Conference/Seminar Trips to Latin America
1-7 nights	83%
8-15 nights	11%
16+ nights	6%
Mean length (nights)	5.3

Source: World Travel Monitor[®] – 2016; IPK International, Munich

- The mean length of Meeting/Conference/Seminar trips was 5 nights.
- As regards the structure of the trip duration:
 - Trips lasting 1-7 nights were by far the most frequent (83%) followed by
 - trips lasting 8-15 nights (11%).

9.1.2. Travel Expenditure

Travel spending for Meeting/Conference/Seminar trips to Latin America was as follows:

Travel Spending*	Meeting/Conference/Seminar Trips to Latin America
Mean spending per trip / person (Euro)	1,113
Mean spending per night / person (Euro)	210

Source: World Travel Monitor[®] – 2016; IPK International, Munich

*Travel spending includes transportation, accommodation, meals and other incidental costs

- Meeting/Conference/Seminar travelers to Latin America spent an average of 1,113 Euro per trip and person. Considering the length of the trip, this reveals an average per-night expenditure of 210 Euro.

9.1.3. Socio-demographic Characteristics of Meeting/Conference/Seminar Travelers

The following socio-demographic characteristics define travelers who went on Meeting/Conference/Seminar trips to Latin America:

Socio-demographic Characteristics	Meeting/Conference/Seminar Trips to Latin America
<i>Gender</i>	
Male	69%
Female	31%
<i>Age</i>	
15-34 years	39%
35-54 years	47%
55+ years	14%
Mean age (in years)	38
<i>Education</i>	
Lower level	4%
Middle level	19%
Upper level	77%
<i>Household Income</i>	
Lower Income	3%
Lower Middle Income	14%
Upper Middle Income	24%
Upper Income	59%

Source: World Travel Monitor® – 2016; IPK International, Munich

Meeting/Conference/Seminar travelers to Latin America exhibited the following characteristics:

- Clearly more men than women (69% vs. 31%).
- Mainly belonging to the middle age groups (35-54 years), but also to the younger age group (15-34 years). Mean age: 38 years.
- Primarily upper education levels (77%).
- Primarily upper income groups (59%).

9.2. Congress/Convention Travel Characteristics

9.2.1. Preferred Accommodation Type

On their Congress/Convention trips to Latin America, travelers stayed at the following types of accommodation:

Accommodation Used	Congress/Convention Trips to Latin America
Hotel	95%
- <i>First Class (4/5 star)</i>	82%
- <i>Mid-Grade (3 star)</i>	13%
- <i>Budget (1/2 star)</i>	-
Other Accommodation (paid)	5%
Private Accommodation (unpaid)	-

Source: World Travel Monitor® – 2016; IPK International, Munich

- On 95% of their trips, Congress/Convention travelers stayed overnight at hotels, primarily at 4/5-star hotels (82%).
- All other accommodation types were of less or no importance for Congress/Convention travelers to Latin America.

9.2.2. Length of Trip

The duration of Congress/Convention trips was as follows:

Length of Trip	<u>Congress/Convention Trips</u> to Latin America
1-7 nights	91%
8-15 nights	9%
16+ nights	-
Mean length (nights)	6.1

Source: World Travel Monitor[®] – 2016; IPK International, Munich

- The mean length of Congress/Convention trips was 6 nights.
- As regards the structure of the trip duration:
 - Trips lasting 1-7 nights were by far the most frequent (91%).

9.2.3. Travel Expenditure

Travel spending for Congress/Convention trips to Latin America was as follows:

Travel Spending*	Congress/Convention Trips to Latin America
Mean spending per trip / person (Euro)	1,757
Mean spending per night / person (Euro)	288

Source: World Travel Monitor[®] – 2016; IPK International, Munich

*Travel spending includes transportation, accommodation, meals and other incidental costs

Congress/Convention travelers to Latin America spent an average of 1,757 Euro per trip and person. Considering the length of the trip, this reveals an average per-night expenditure of 288 Euro.

9.2.4. Socio-demographic Characteristics of Congress/Convention Travelers

The following socio-demographic characteristics define travelers who went on Congress/Convention trips to Latin America:

Socio-demographic Characteristics	Congress/Convention Trips to Latin America
<i>Gender</i>	
Male	59%
Female	41%
<i>Age</i>	
15-34 years	37%
35-54 years	47%
55+ years	16%
Mean age (in years)	39
<i>Education</i>	
Lower level	-
Middle level	17%
Upper level	83%
<i>Household Income</i>	
Lower Income	3%
Lower Middle Income	11%
Upper Middle Income	29%
Upper Income	57%

Source: World Travel Monitor® – 2016; IPK International, Munich

Congress/Convention travelers to Latin America exhibited the following characteristics:

- More men than women (59% vs. 41%).
- Mainly belonging to the middle age group (35-54 years), but also to the younger age group (15-34 years). Mean age: 39 years.
- Primarily upper education levels (83%).
- Primarily upper income groups (57%).

9.3. Exhibition/Trade Fair Travel Characteristics

9.3.1. Preferred Accommodation Type

On their Exhibition/Trade Fair trips to Latin America, travelers stayed at the following types of accommodation:

Accommodation Used	Exhibition/Trade Fair Trips to Latin America
Hotel	81%
- <i>First Class (4/5 star)</i>	57%
- <i>Mid-Grade (3 star)</i>	19%
- <i>Budget (1/2 star)</i>	5%
Other Accommodation (paid)	15%
Private Accommodation (unpaid)	4%

Source: World Travel Monitor® – 2016; IPK International, Munich

- On 81% of their trips, Exhibition/Trade Fair travelers stayed overnight at hotels, primarily at 4/5-star hotels (57%).
- Other paid accommodation types Exhibition/Trade Fair travelers to Latin America used on 15% of their trips.

9.3.2. Length of Trip

The duration of Exhibition/Trade Fair trips was as follows:

Length of Trip	Exhibition/Trade Fair Trips to Latin America
1-7 nights	92%
8-15 nights	8%
16+ nights	-
Mean length (nights)	5.8

Source: World Travel Monitor[®] – 2016; IPK International, Munich

- The mean length of Exhibition/Trade Fair trips was 6 nights.
- As regards the structure of the trip duration:
 - Trips lasting 1-7 nights were by far the most frequent (92%) followed by
 - trips lasting 8-15 nights (8%).

9.3.3. Travel Expenditure

Travel spending for Exhibition/Trade Fair trips to Latin America was as follows:

Travel Spending*	Exhibition/Trade Fair Trips to Latin America
Mean spending per trip / person (Euro)	1,085
Mean spending per night / person (Euro)	187

Source: World Travel Monitor[®] – 2016; IPK International, Munich

*Travel spending includes transportation, accommodation, meals and other incidental costs

Exhibition/Trade Fair travelers to Latin America spent an average of 1,085 Euro per trip and person. Considering the length of the trip, this reveals an average per-night expenditure of 187 Euro.

9.3.4. Socio-demographic Characteristics of Exhibition/Trade Fair Travelers

The following socio-demographic characteristics define travelers who went on Exhibition/Trade Fair trips to Latin America:

Socio-demographic Characteristics	Exhibition/Trade Fair Trips to Latin America
<i>Gender</i>	
Male	75%
Female	25%
<i>Age</i>	
15-34 years	46%
35-54 years	45%
55+ years	9%
Mean age (in years)	36
<i>Education</i>	
Lower level	6%
Middle level	22%
Upper level	72%
<i>Household Income</i>	
Lower Income	7%
Lower Middle Income	16%
Upper Middle Income	27%
Upper Income	50%

Source: World Travel Monitor® - 2016; IPK International, Munich

Exhibition/Trade Fair travelers to Latin America exhibited the following characteristics:

- Clearly more men than women (75% vs. 25%).
- Mainly belonging to the younger age group (15-34 years) and to the middle age group (34-54 years). Mean age: 36 years.
- Primarily upper education levels (72%).
- Primarily upper income groups (50%).

9.4. Incentive Trip Travel Characteristics

9.4.1. Preferred Accommodation Type

On their Incentive trips to Latin America, travelers stayed at the following types of accommodation:

Accommodation Used	Incentive Trips to Latin America
Hotel	79%
- <i>First Class (4/5 star)</i>	72%
- <i>Mid-Grade (3 star)</i>	7%
- <i>Budget (1/2 star)</i>	-
Other Accommodation (paid)	21%
Private Accommodation (unpaid)	-

Source: World Travel Monitor® – 2016; IPK International, Munich

- On 79% of their Incentive trips, travelers stayed overnight at hotels, predominately at 4/5-star hotels (72%).
- Incentive travelers to Latin America used other paid accommodation types on 21% of their trips.

9.4.2. Length of Trip

The duration of Incentive trips to Latin America was as follows:

Length of Trip	Incentive Trips to Latin America
1-7 nights	93%
8-15 nights	5%
16+ nights	2%
Mean length (nights)	4.5

Source: World Travel Monitor® – 2016; IPK International, Munich

- The mean length of Incentive trips was 5 nights.
- As regards the structure of the trip duration:
 - Trips lasting 1-7 nights were by far the most frequent (93%) followed by
 - trips lasting 8-15 nights (5%).

9.4.3. Travel Expenditure

Travel spending for Incentive trips to Latin America was as follows:

Travel Spending*	Incentive Trips to Latin America
Mean spending per trip / person (Euro)	1,094
Mean spending per night / person (Euro)	243

Source: World Travel Monitor[®] – 2016; IPK International, Munich

*Travel spending includes transportation, accommodation, meals and other incidental costs

On Incentive trips to Latin America, travelers spent an average of 1,094 Euro per trip and person. Considering the length of the trip, this reveals an average per-night expenditure of 243 Euro.

9.4.4. Socio-demographic Characteristics of Incentive Travelers

The following socio-demographic characteristics define travelers who went on Incentive Trips to Latin America:

Socio-demographic Characteristics	Incentive Trips to Latin America
<i>Gender</i>	
Male	66%
Female	34%
<i>Age</i>	
15-34 years	43%
35-54 years	49%
55+ years	8%
Mean age (in years)	37
<i>Education</i>	
Lower level	3%
Middle level	20%
Upper level	77%
<i>Household Income</i>	
Lower Income	4%
Lower Middle Income	15%
Upper Middle Income	29%
Upper Income	52%

Source: World Travel Monitor® – 2016; IPK International, Munich

Incentive travelers to Latin America exhibited the following characteristics:

- Clearly more men than women (66% vs. 34%).

- Primarily belonging to the middle age group (35-54 years) and the younger age group (15-34 years). Mean age: 37 years.
- Primarily upper education levels (77%).
- Primarily upper income groups (52%).

B. Description of World Travel Monitor[®] Methodology

1. Foreword

The World Travel Monitor[®] (WTM[®]) is a continuous survey measuring the outbound travel demand and travel behavior made by the adult inhabitants in more than 60 countries worldwide. For this purpose, people are representatively interviewed (in total n = 500,000 worldwide) regarding their outbound travel behavior during the last months. The results obtained from these surveys representative of the population are extrapolated to the total population of each country.

Designed as a basic tool for marketing decisions in tourism, the World Travel Monitor[®] has the objective to provide comparable data of the world travel behavior as well as the development of travel patterns. The size of the samples, together with the frequency of the surveys guarantee the reliability of the World Travel Monitor[®] data. The questions and the methodology used by the World Travel Monitor[®] are identical for all surveyed markets and therefore the data is comparable for all monitored countries.

2. Database

Basically, the data of the World Travel Monitor[®] cover:

- trips made outside the resident's own country (trips partly in the resident's own country and partly abroad are counted as abroad trips)
- trips lasting for at least one night away from home and a maximum duration of three months (but not day trips)
- trips for any purpose, such as holiday trips, business trips, visits to friends and relatives and other private trips (but not trips for full time education or employment)

Sample: Residents aged 15 years and older.

It should be remembered that all data relate to trips not to people. If one person makes three trips, these are counted three times in the total volume.

3. Surveyed Source Markets

The research of the World Travel Monitor[®] is carried out in the following countries: Argentina, Australia, Austria, Belarus, Belgium, Bolivia, Bosnia, Brazil, Bulgaria, Canada, Chile, China, Colombia, Croatia, Czech Republic, Denmark, Ecuador, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Kuwait, Latvia, Lithuania, Malaysia, Mexico, Netherlands, Norway, Paraguay, Peru, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia-Montenegro, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, UAE, Ukraine, United Kingdom, Uruguay, the USA and Venezuela.

4. Method of Interviewing

The majority of the data of the World Travel Monitor[®] is collected via CAPI@home-system (Computer Aided Personal Interviewing). In some countries, where the internet penetration is not yet sufficient to ensure a representative sample, surveys are conducted via CATI (Computer Aided Telephone Interviewing).

To ensure consistency of the survey, in each country the questionnaire is translated into the country's language.

5. Time of Interviewing

Depending on the source market, interviews for the World Travel Monitor[®] are carried out in different waves, for example:

- One interview-wave: at the end of the travel year in the following January
- Three interview-waves: in May, September and in the following January
- Six interview-waves: in March, May, July, September, November and in the following January

6. Sample Size

The interview-waves are cumulated to a total sample size of about 500,000 interviews for all countries.

The standard interviewing is conducted three times a year. In the major markets the frequency of interview waves are enhanced. Smaller markets are monitored once a year. In most markets the so-called "overlapping-method" is used in addition to the regular sample surveys, i.e. not only the last period of reference is covered but a longer time-period. This method allows for a higher number of absolute trips because a longer time-period is covered and the same time-period is covered more often. The corresponding trips collected in addition are used to improve the structure. They do not have an effect on the overall volumes.

7. Weighting

Sample: Weighting is based on gender, age and geographical area to correctly reflect the profile of the adult population in the country concerned.

8. Trips to several countries

Outbound trips with more than one destination country are handled as follows:

- With regard to the outbound data the trip counts as one outbound trip

- With regard to the inbound data the trip counts as one inbound trip for each country visited

tribution of travel spending:

Only the relevant part of a reported outbound trip spent in that specific inbound country is used for description. E.g., a touring holiday lasting 14 nights on which three countries were visited (country A: 7 nights; country B: 3 nights; country C: 4 nights) and 1,400 EUR spending will turn into three inbound trips:

- Country A: 7 nights with a spending of 700 EUR
- Country B: 3 nights with a spending of 300 EUR
- Country C: 4 nights with a spending of 400 EUR

www.ibtmamericas.com

Redes Sociales: FB / TW / LINKEDIN / YOUTUBE

info@ibtmamericas.com

Ph: 52 (55) 8852 6000

Organized by: Reed Exhibitions

IPK International

World Tourism Marketing Consultants GmbH
Gottfried-Keller-Str. 20 | 81245 Munich, Germany
Phone: +49-89-829 237-0
info@ipkinternational.com
www.ipkinternational.com