



NEWS RELEASE

Five years on German-speaking 'Mice Market Monitor' breaks participation records

Focus on Northern Europe and CSR impact

Frankfurt, Germany, 22nd April 2008 - For the fifth year running, MICE destination marketing specialists, tmf GmbH, will present the results of a new MMM – MICE Market Monitor Report – during IMEX 2008. The annual MMM is supported by IMEX and provides information on the latest trends and developments in all German-speaking outbound MICE markets.

Short presentations of the findings are available free to exhibitors and visitors on Wednesday, 23rd of April at 8:30 am in room Genius, level 9.1 and Thursday, 24th of April at 9:00 am on tmf stand B500.

This successful and valuable ongoing market research survey was launched by tmf GmbH and IMEX in 2004. In its fifth year, the study has broken its previous record for the highest number of survey participants. Its interviewees - more than 500 MICE agencies and corporate planners – were all carefully selected and are known to arrange international MICE events.

With detailed findings on market perceptions and current 'business mood'; requests for European and overseas destinations; hit lists and hot spots for destinations past and future; new destination trends; market structure and working patterns, the Monitor has become a useful planning tool. It is widely used by international tourist boards, convention bureaus, venues, hotels and other suppliers of MICE related products in their marketing decision-making.

In addition to revealing views, insights and trends amongst agencies and planners, the results also analyse the source markets of Germany and Austria/Switzerland (which are treated as one market). For usability, the full report carries easy-to-read charts and is published in English and German. Newly created indices this year also enable users to have a better overview of trends between the different years since data was first collected.

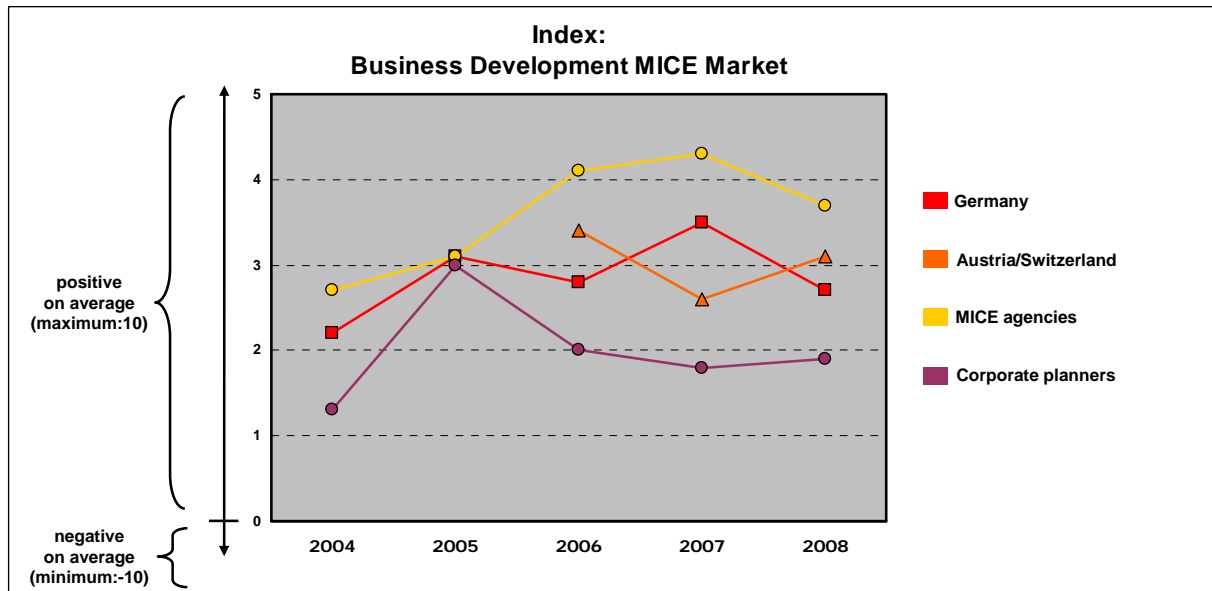
The 2008 Monitor also focuses on two 'special' issues: Northern European destinations and the growing influence of Corporate Social Responsibility (CSR).

Potential of German-speaking MICE markets remains huge

According to the MMM 2008 the positive developments of previous years continue. About 90% of MICE planners in the German-speaking countries report a consistent or even higher demand for events in 2008 compared to 2007 (see table).

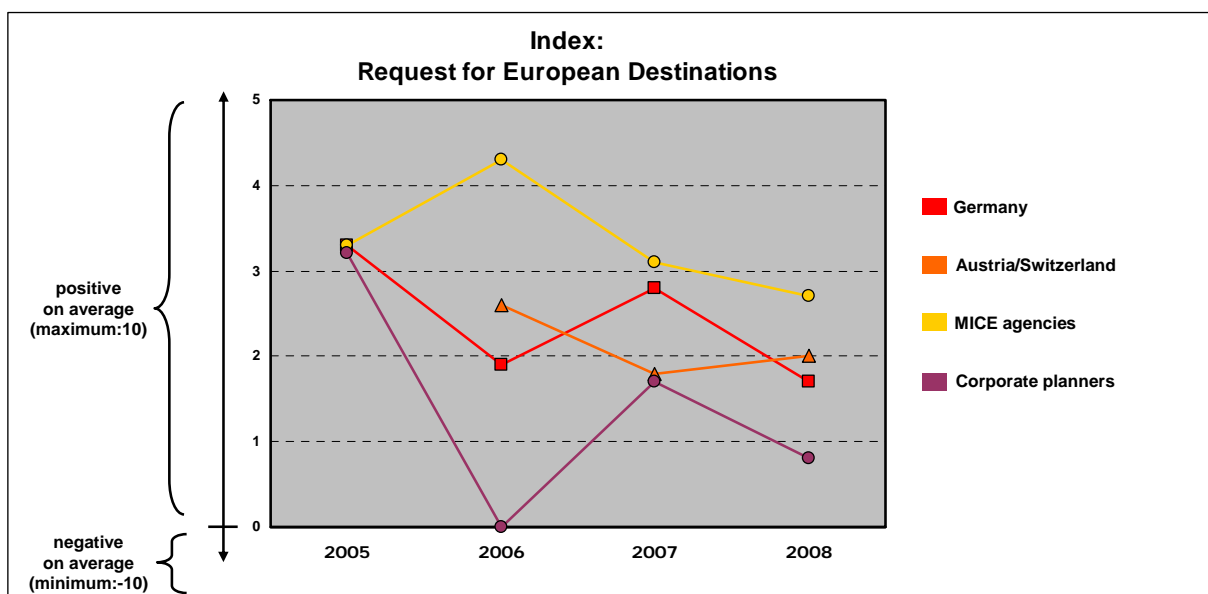
More...

European destinations for outbound corporate events

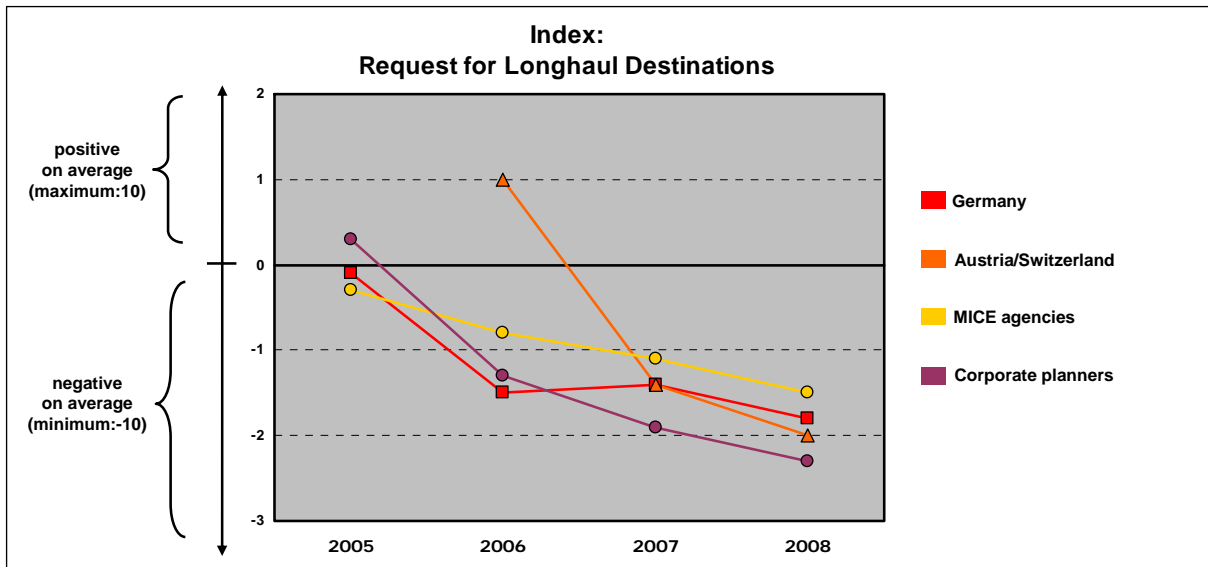


The massive use of European destinations by the German-speaking market reflects a wider trend towards shorter length events and a preference for using locations with direct airlinks. The MMM Report concludes that good marketing, presence in relevant media and a tailored product/destination presentation that answers lifestyle trends is a critical tool for helping suppliers to raise interest in a highly competitive planning community.

Historic demand is illustrated below.



Long-haul destinations



In line with the overall trend for shorter stays, the 2008 MMM Report reveals that the use of long-haul destinations has reduced slightly over the past few years. Apart from a trend towards shorter, faster events, another reason for the reduction is thought to be the decentralisation of events planning in global companies.

Nevertheless, two destinations consistently show growth: China (2008: 5%, 2007: 3%) and India (2008: 3%, 2007: 2%). Added to which 14 % of survey participants reported an increasing number of requests for long-haul destinations in 2008. Although the sample size appears small, the total market potential is highly significant.

Special topic – Corporate Social Responsibility (SCR)

One of the MMM 2008 focus questions was the growing influence of CSR on business decisions. The Report recognises that CSR has become something of a buzzword and that it has different meanings to different individuals. However, it concludes that suppliers need to pay attention to the subject as the trend for more purpose in business life becomes stronger and more visible throughout all German-speaking societies. The Monitor suggests that this growth goes hand-in-hand with a general increase in awareness of environmental and social issues. Findings show that costs remain something of an obstacle. The Monitor suggests that greater creativity and understanding together with vision and a change in personal attitudes will gradually help soften this issue.

The second special focus field examined this year is the influence of and attitudes towards Northern European destinations, including their major cities and other notable destinations. (For full details see the published report).



A thriving and fast-changing marketplace

This year, in particular, tmf suggests it is more important than ever for suppliers to keep sharply focused on their strategic outcomes. The 2008 data reveals that planners and agency buyers can become overwhelmed by information and, for that reason, appreciate highly targeted and relevant communications. Better co-ordinated marketing efforts by suppliers are one answer plus an understanding of what truly constitutes "overkill", according to tmf.

As experts in this field, tmf GmbH invite exhibitors and visitors to find out more about the Report and to visit stand B500 if they have requests for guidance or information.

The MMM 08 presentations take place during IMEX on:

Wednesday, 23rd of April at 08:30 pm in room Genius, level 9.1

Thursday, 24th of April at 09:00 pm on the tmf stand - B500

The MICE Market Monitor 08 is printed in English and will also be available after IMEX. Orders taken before and during the show will benefit from special discount rates.

- ENDS

FURTHER INFORMATION:

Contact Johanna Fischer of tmf GmbH at phone 0049 – (0)89 – 330 567 60 or j.fischer@tmf-gmbh.de for any further information.