



PRESS RELEASE

MMM - MICE market monitor 2007:

Current trends in the outbound C&I markets of Germany, Austria and Switzerland

IMEX, April 2007 – Right in time for IMEX 2007 in Frankfurt, MICE destination marketing specialist Travel Marketing Factory GmbH (tmf), is going to reveal the results of the MICE market monitor 2007. The annual survey on current trends in the outbound C&I markets of Germany, Austria and Switzerland was conducted for the fourth consecutive year with the support of IMEX Frankfurt. The survey provides an insight into the latest market trends and a forecast of future developments. Newly created indices enable a better overview on these trends and facilitate the comparison between the years since 2004. With the feedback of over 450 participants of MICE-agencies and corporate planners in 2007 (320 from Germany and 133 from Austria/Switzerland), the survey was further upgraded and expanded. It offers a unique overview on the analysed MICE markets for the benefit of tourist boards, convention bureaus and other suppliers of relevant services. All suppliers will be able to align and adapt their marketing and sales strategies thanks to detailed information on relevant topics such as:

- Development of business referring to outbound corporate events
- Request for European destinations (ranking, trends, etc.)
- Request for overseas destinations
- International large events organised by German agencies
- Trends for events
- Useful marketing tools
- Potential of business, sizes of business etc.
- Present structure of the MICE market: proportions of several event types, participants, duration, etc.
- Needs and interests of MICE-agencies and corporate planners

The results presented are differentiated by MICE-agents and corporate planners, the newly created **indices** provide a good overview on the market trends. The monitor is available in two versions: Germany only and Germany/Austria/Switzerland.



MICE market
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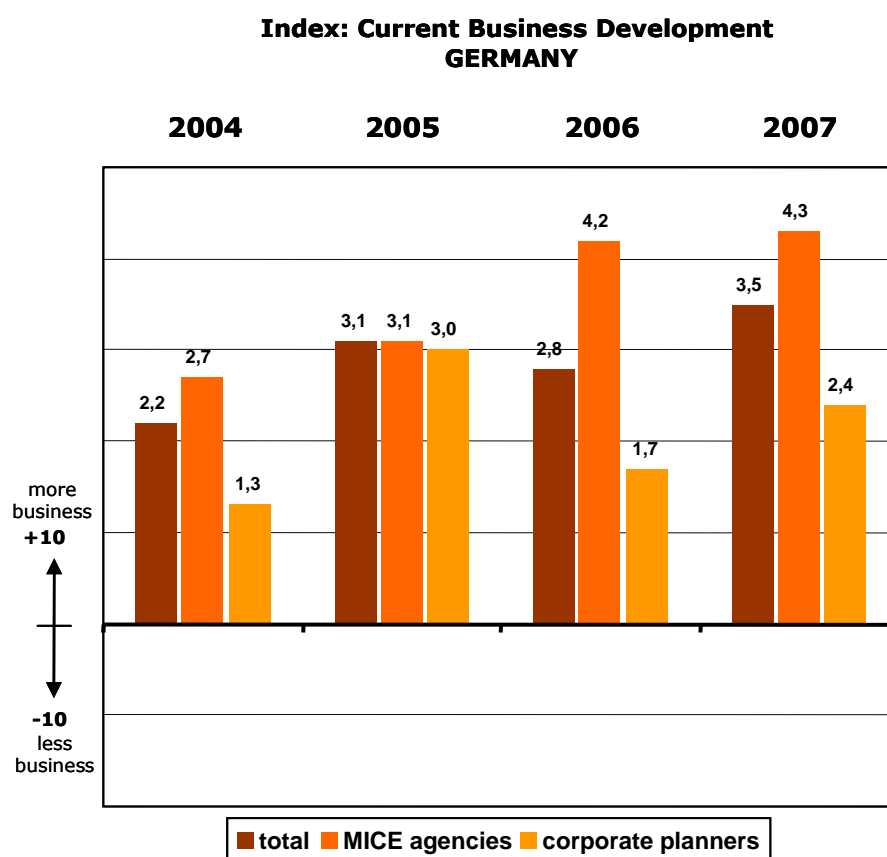


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The following shows some samples of results:

Business development for outbound corporate events

Regarding the current business development in comparison to the years before, the positive trend of the former years continues. In the German market the highest index number for business development was reached since the first research in 2004.





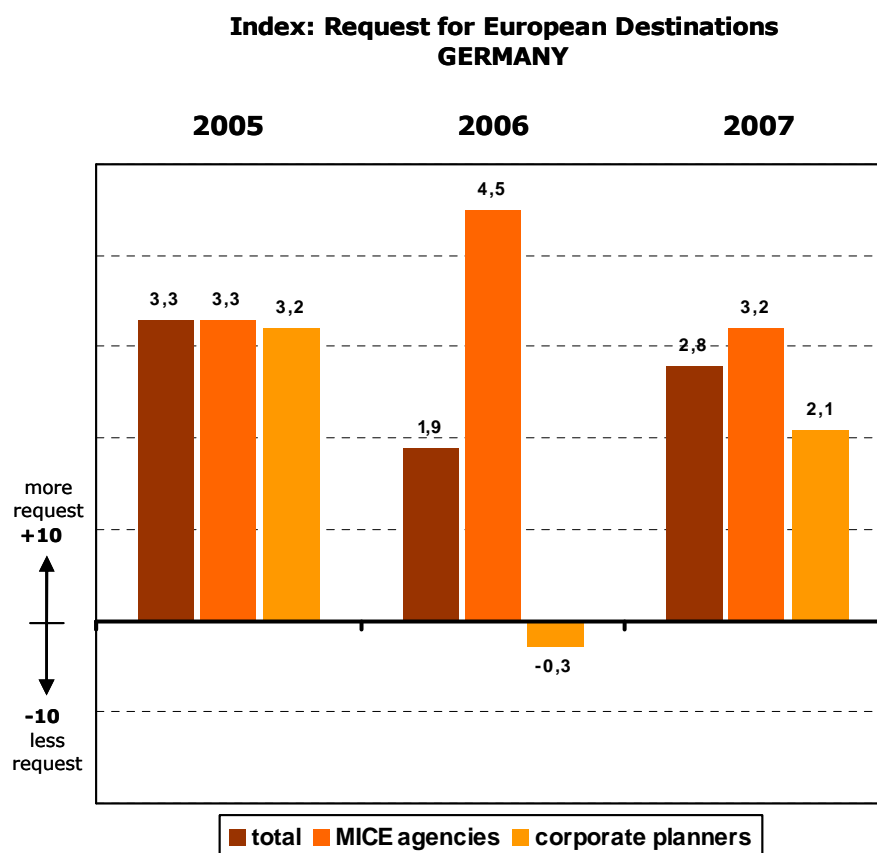
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Request for European destinations for outbound corporate events

The new index of the request for European destinations shows the development of the demand for corporate events in European destinations in comparison to the former years. The business for European destinations remains on a high level in Germany. In 2006, the MICE-agencies showed a much higher demand than the participating corporates – a reason for this might have been the Soccer World Cup in Germany.





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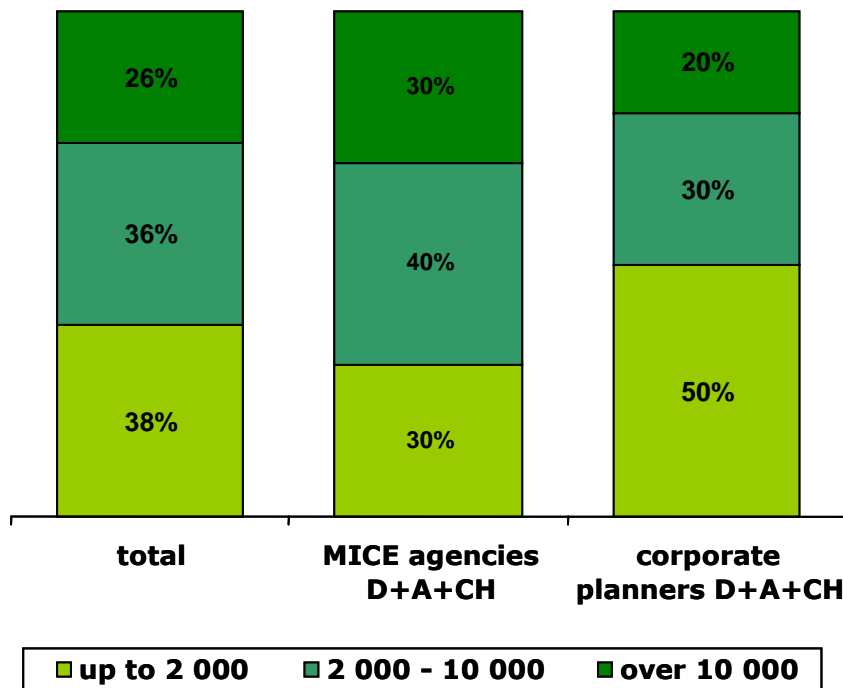


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Outbound business volume

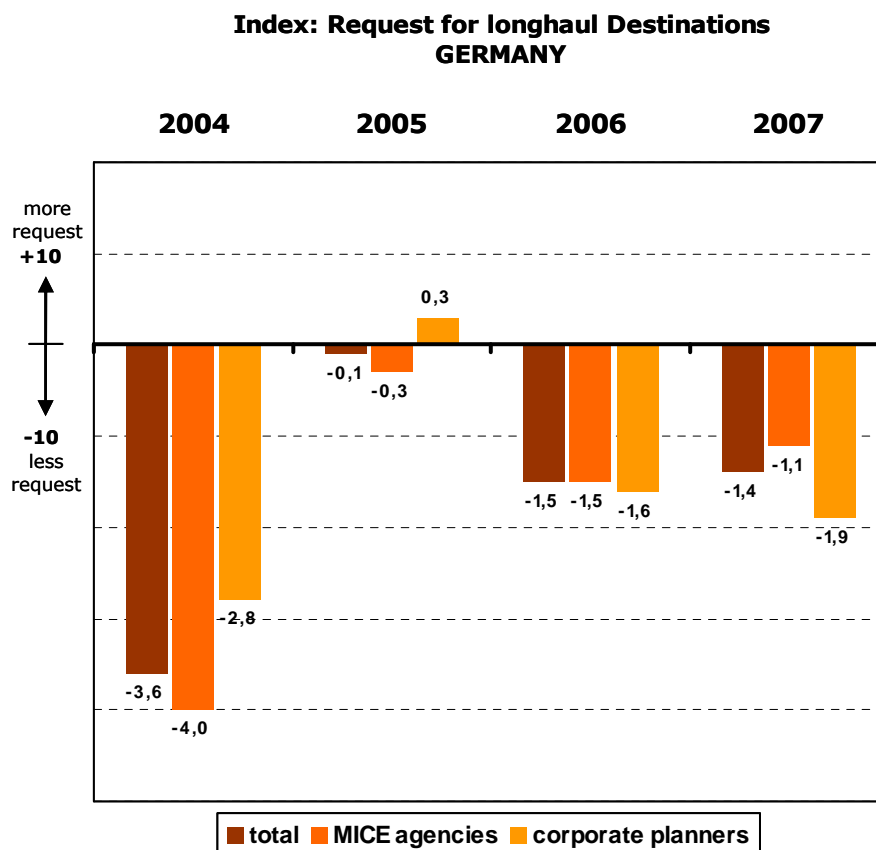
The market volume of the outbound MICE business in the German-speaking markets can be measured by the room nights booked in destinations outside of each market per year. In total, 38% of all survey participants (Germany and Austria/Switzerland) move within an average frame of 2.000 room nights per year, 36% operate within a range of 2.000-10.000 room nights and 26% book over 10.000 room nights outside of Germany and Austria/Switzerland.

**Outbound Business Volume
(room nights per year)**



Request for long-haul destinations

Besides the index of events taking place in Europe, the third index shows the development of the demand for long-haul destinations. In 2007 as well as in 2006, the MICE business into long-haul destinations shows a slight decrease, whereas the rather low index of 2004 was not reached again. 16% of the survey participants however report an increasing request for long-haul destinations in 2007. China, India and other Asian destinations are mentioned frequently. In the report, all indices are illustrated in separate charts for the MICE market of Germany as well as for Austria and Switzerland together.





Conclusion

The full version of the MMM – MICE market monitor 07 gives a deep insight into the current business trends and reveals the differences between the outbound markets of Germany and Austria/Switzerland. The differentiation between answers of MICE-agencies and corporate planners is further divided into outbound business potential and offers a detailed insight into the market mechanisms of different sizes of agencies and corporate business volume. A ranking of preferred destinations, length, number of participants and number of events as well as the acceptance of the various marketing tools from the point of view of the planners of MICE events give a full picture of how this high profile market segment works and help destinations and suppliers to make the right choices for their marketing mix.

The MMM research presentations will take place during the IMEX tradeshow at Messe Frankfurt, Germany on Wednesday, 18th of April at 8.30 in room Genius, level 9.1 and on Thursday, 19th of April at 9.00 at tmf GmbH stand B360.

The full version of the 2007 MMM can be purchased at tmf GmbH at a special IMEX rate. It is available in two versions, for the German market only or for Germany, Austria and Switzerland. Please contact Johanna Fischer of tmf GmbH at 0049 – (0) 89 – 330 567 60 or j.fischer@tmf-gmbh.de for any further information.

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