

**SUMMARY OF THE XV EDITION OF  
MITM EUROMED IN VIGO, SPAIN.  
APRIL 27<sup>th</sup>, 28<sup>th</sup> & 29<sup>th</sup>, 2011**



## **INDEX**

- 1. PARTICIPANTS EVALUATION (Page 3)**
- 2. TESTIMONIALS (Pages 4-6)**
- 3. PROGRAM (Pages 6-7)**
- 4. POST TOURS (Pages 7-9)**

## 1. PARTICIPANTS EVALUATION

MITM EUROMED 2011, held in Vigo, Spain, was visited by a 90,3% of European buyers, a 6,5% of American buyers and a 3,2 % of hosted buyers from the rest of the world specialized in meetings, incentives, congresses, conventions and events from the following countries: Austria, Belgium, Bulgaria, Denmark, Egypt, France, Germany, Hungary, Italy, Lithuania, Mexico, Netherlands, Poland, Russia, Slovakia, Spain, Sweden, Switzerland and USA.

There were exhibitors from 15 countries: Andorra, Belgium, Croatia, Denmark, Germany, Iceland, Italy, Jordan, Morocco, Netherlands, Poland, Portugal, Russia, Spain and Sweden.

During MITM Euromed more than 2.000 individual appointments were scheduled between exhibitors and buyers.

### **EXHIBITORS EVALUATE MITM 2011 IN VIGO**

Traditionally, MITM Euromed, *Meetings and Incentive Travel Market*, asks exhibitors present in MITM to evaluate the travel trade show after its completion. This year's post evaluation of the 15<sup>th</sup> edition in Vigo, Spain, requested from **MITM exhibitors** gave the following results:

	POOR	FAIR	GOOD	EXCELLENT
<b>Trade Fair Format</b>		6%	67%	27%
<b>Trade Fair Organization</b>	1%	13%	69%	17%
<b>Quality of Buyers</b>	1%	21%	65%	13%
<b>Business Opportunities</b>	1%	22%	61%	16%
<b>Overall Rating</b>	1%	11%	78%	10%

Asking if they would exhibit in MITM next year, an 87% said "Yes".

### **HOSTED BUYERS EVALUATE MITM 2011 IN VIGO**

Asked to rate MITM "VENUE" and all services provided by the Vigo Convention Bureau, answers were:

<b>ABOUT THE VENUE</b>	POOR	FAIR	GOOD	EXCELLENT
<b>Hotel Rating</b>	6%	11%	35%	48%
<b>Social Functions</b>	2%	16%	46%	36%
<b>Logistics</b>	2%	26%	38%	34%
<b>Overall Rating</b>		13%	57%	30%

Asked to rate "MITM", answers were:

<b>ABOUT MITM</b>	POOR	FAIR	GOOD	EXCELLENT
<b>Trade Fair Format</b>		4%	48%	48%
<b>Trade Fair Organization</b>	1%	3%	50%	46%
<b>Business Opportunities</b>	1%	1%	54%	44%
<b>Overall Rating</b>		5%	47%	48%

Asked if they would attend, if invited, MITM next year, a 97% said "Yes".

## 2. TESTIMONIALS

### **EXHIBITORS' COMMENTS**

- Meetings were well organized, they all show up and people were OK. They were interested in the destination.  
**Jordan Tourism Board, Jordan**
- Excellent trade show.  
**Iniziar, Spain**
- Good, we will repeat.  
**Rigat Park & Sea Hotel, Spain**
- Nice contact before trade, within a day you receive an answer. Thank you for all!  
**Parkhotel Den Haag, Netherlands**
- Very productive and well organized.  
**Palau Congressos Palma, Spain**
- Congratulations, it has been a success!  
**Maritim Hotels, Germany**
- In general, it was all good.  
**Magistral Hoteles, Spain**
- Good quality in the appointments.  
**Invisa Hotels, Spain**
- In general it was very good.  
**Exe Hotels, Spain**
- I am very happy with the results of the fair. It was very good organized, I found it very productive. It is the type of fair where you really contact the client. Very good!  
**Hotel Port Adriano, Spain**
- Everything in Vigo was excellent, thanks to the entire team for your efforts.  
**Radisson Hotels, Croatia**

### **HOSTED BUYERS' COMMENTS**

- Good size, made good contacts, possible one of the best.  
**Travel Point Ab, Sweden**
- The staff and the organization were very competent.  
**Abile Corporate Events, Spain**
- Very good organized.  
**Avon Beauty Products, Russia**
- Excellent experience.  
**Thomas Cook Overseas, Egypt**
- Excellent size.  
**Passion Cote Basque, France**
- Good job.  
**Touch The World, Netherlands**

- Keep up the concept.  
**Travel & Events, Netherlands**
- MITM fair has become very useful.  
**Sard Ltd., Russia**
- Overall good.  
**Elle K Associates Inc., USA**
- Good opportunities.  
**Business Events & Incentives, Romania**
- It was great.  
**Marketing Business Travel, Hungary**
- Good!  
**Marty Tours, Switzerland**
- A great opportunity to create new business contacts.  
**Fairs & Congress Reservations, Bulgaria**
- Thank you very much, very useful contacts.  
**Korrak Travel, Austria**
- A lot of contacts!  
**Piato Travel Inc., Switzerland**
- The show is good.  
**HRG, Netherlands**
- Super!  
**Topcon/ECSG, Denmark**
- Very comfortable and well organized.  
**Dimension Global, Spain**
- Very good job, location was excellent.  
**Cuvee Marketing, USA**
- Well organized.  
**Vista Travel, Hungary**
- Good travel mart. Good range of sellers.  
**Cascadia Sportsmanagement, USA**
- It was again very well organized.  
**Horizont Event, Germany**
- Very good!  
**Cumulus Agencja, Poland**
- Great location.  
**Den Jyske Vinskole, Denmark**
- Everything was very well organized.  
**AACP Tours, Germany**

- Very good. Interesting places for incentives and seminars. Good organization and choice of exhibitors.

***Eliokem, France***

- Very good.

***ATER, Italy***

### 3. PROGRAM

#### Wednesday, April 27<sup>th</sup>, 2011

- Free transfers for hosted buyers and press from the airport of Vigo to the official hotels. There will be a welcome desk at Vigo International Airport. Exhibitors may go to the welcome desk, where they will be accepted under availability and at pre-fixed departure times. Limited free transfers from Santiago de Compostela and Porto airports to official hotels will be offered to hosted buyers and press.
- 12:00 to 5:00 pm** Exhibitors registration and stand decoration at the Mar de Vigo Congress Palace (hosted buyers and press register at their hotels).
- 5:00 pm** City Tour for hosted buyers, exhibitors and press.
- 7:30 pm** Transfers from official hotels to Welcome Reception for hosted buyers, exhibitors and press.
- 8:00 pm** Welcome Reception for all participants at the Palace of Castrelos. Duet of bagpipe and piano. Sponsored by Vigo Convention Bureau.
- 9:30 pm** Transfers back to official hotels.

#### Thursday, April 28<sup>th</sup>, 2011

- 8:30 am** Transfers for all participants from official hotels to Mar de Vigo Congress Palace.
- 9:00 am to 10:00 am** Seminar-Presentation of Vigo Convention Bureau at the Mar de Vigo Congress Palace.
- 10:00 am to 1:00 pm** Morning business session. Up to 9 pre-scheduled 20 minutes long meetings between exhibitors and buyers.
- 10:30 am** Press conference for international, national and local journalists at the Mar de Vigo Congress Palace.
- 11:30 am to 12:00 pm** Coffee and refreshment service during working session.
- 1:00 pm to 3:00 pm** Working lunch sponsored by Vigo Convention Bureau at the Mar de Vigo Congress Palace.
- 3:00 pm** Afternoon business session starts. Up to 5 pre-scheduled 20 minutes long meetings between exhibitors and buyers.
- 4:00 pm to 4:30 pm** Coffee and refreshment service during working session.
- 4:40 pm** End of last pre-scheduled appointment.
- 4:40 pm to 5:10 pm** Free time for buyers to visit the stands, where exhibitors will be able to offer entertainment, free drinks and snacks.
- 5:10 pm** Transfers back to official hotels.
- 6:15 pm** Transfers from official hotels to wharf.
- 6:30 pm** Boat tour of the Vigo Estuary.
- 8:00 pm** Dinner with show, "queimada" and incantation at the Pazo Los Escudos (rural Galician Palace), sponsored by Vigo Convention Bureau.
- 11:00 pm** A drink at the terrace of the Gran Nagari Hotel.

#### Friday, April 29<sup>th</sup>, 2011

- Hotel check out for buyers and press taking post tours.
- 8:30 am** Transfers from official hotels to the Mar de Vigo Congress Palace (hosted buyers and press taking post-tours must bring along their luggage with them).

<b>9:00 am to 10:00 am</b>	Seminar-Presentation of EXE Hotels at the Mar de Vigo Congress Palace.
<b>10:00 am to 12:00 pm</b>	Business session. Up to 6 pre-scheduled 20 minutes long meetings between exhibitors and buyers.
<b>11:00 am to 11:30 am</b>	Coffee and refreshment service during working session.
<b>12:00 to 12:30 pm</b>	Time for exhibitors for decoration removal of stands and evaluation and meetings reports handing over at the registration desk.
<b>12:00 to 12:30 pm</b>	Time for hosted buyers to pick up their refund transportation voucher at the registration desk.
<b>12:30 pm to 1:00 pm</b>	Brunch for all participants at the Mar de Vigo Congress Palace.
<b>1:00 pm</b>	End of MITM and commencement of hosted buyers and press post MITM fam tours, departing from the Congress Palace.
<b>1:00 pm</b>	Transfers back to official hotels for hosted buyers and press not taking post tour and for exhibitors.
<b>1:30 pm to 8:00 pm</b>	Transfers to Vigo airport for hosted buyers and press not taking post-tours and for exhibitors. Limited transfers to Porto and Santiago de Compostela airports only for hosted buyers and press.

## 4. POST TOURS

### **TOUR 1 "RIAS BAIXAS AND PORTUGAL BORDER"**

Offered by Vigo Convention Bureau

April 29<sup>th</sup>/May 1<sup>st</sup>

Free of charge. € 50,00\* of handling fee.



#### **DAY 1. Friday, April 29<sup>th</sup>, 2011.**

- Departure by bus from Mar de Vigo Congress Palace to the town of Arbo.
- Visit to Arbo's Wine Museum.
- Typical Galician products tasting.
- Continuation to visit Villasobroso Castle.
- Medieval dinner.
- Return to the hotel.

#### **DAY 2. Saturday, April 30<sup>th</sup>, 2011.**

- Breakfast at the hotel.
- Departure by bus to the border with Portugal, at 30 kms. Visit the Portuguese town of Valença.
- Continuation through the Spain side towards Santa Tecla Mount and visit of Celtic Castro ruins.
- Visit of the sailor village A Guarda under Santa Tecla Mount, continuing to Tui by the

- border of Miño River
- Lunch at Tui's hostel.
- Leisure activities and free time at Tui. Continuation by the Atlantic coast to Baiona, the first European town to hear of Americas discovery in 1492.
- Dinner at Baiona Parador.
- Lodging.

### **DAY 3. Sunday, May 1<sup>st</sup>, 2011.**

- Breakfast at the hotel.
- Departure by bus to Mondariz by Ourense's highway.
- Visit of Mondariz Spa.
  - Option A: Thermal treatment
  - Option B: Golf
- Lunch at the spa's restaurant.
- After the meal, continuation to Vigo's airport and end of the tour.

**The tour does not include personal expenses of any kind.**

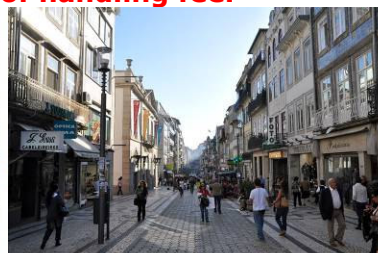
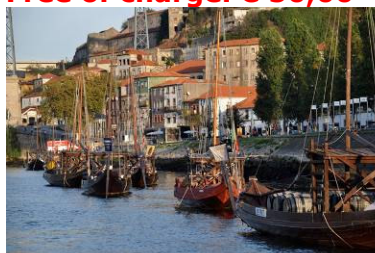
**\* The handling fee is non refundable, if cancelled.**

### **TOUR 2 "PORTO, PORTUGAL"**

**Offered by Vigo Convention Bureau**

**April 29<sup>th</sup>/May 1<sup>st</sup>**

**Free of charge. € 50,00\* of handling fee.**



### **DAY 1. Friday, April 29<sup>th</sup>, 2011.**

- Departure by bus from Mar de Vigo Congress Palace to the border with Portugal (30 kms).
- Visit of Valença de Minho Fortress in the border of Portugal's side, continuing through the highway to Porto.
- Arrival to Porto.
- Cruise through Duero River to the town of Maia.
- Check in at the hotel in Maia and dinner.

### **DAY 2. Saturday, April 30<sup>th</sup>, 2011.**

- Breakfast at the hotel.
- Departure by bus to Porto.
- Visit of Vilanova de Gaia.
- Visit of Calem's Wine Cellar with Porto wine tasting.
- Visit of the downtown.
- Visit of the Museum do Carro Electrico (trolley).
- Dinner at Hotel de Maia.
- Lodging at Maia.

### **DAY 3. Sunday, May 1<sup>st</sup>, 2011.**

- Breakfast at the hotel and departure by bus.
- Visit of Matosinhos with free time.
- Return to Vigo's airport.

**The tour does not include personal expenses of any kind.**

**\* The handling fee is non refundable, if cancelled.**

### **TOUR 3 "VIGO, SPAIN"**

**Offered by Vigo Convention Bureau**

**April 29<sup>th</sup>/May 1<sup>st</sup>**

**Free of charge. € 50,00\* of handling fee.**



### **DAY 1. Friday, April 29<sup>th</sup>, 2011.**

- Departure in the afternoon from the official hotels to downtown.
- Tour by bus through the most important points of the city, including the Port and The Castro Mountain Park.

### **DAY 2. Saturday, April 30<sup>th</sup>, 2011.**

- Breakfast at the hotel.
- Pick up at the official hotels and transfer to the Port for a cruise through the Ria (estuary) towards the Atlantic.
- Visit the Cies Islands where, according to the British newspaper The Telegraph, it is located the best beach in the world.
- Lunch on board.
- In the afternoon, an activity to choose:
  - Option A: Golf
  - Option B: Thermal Session
- Dinner.
- Return to the hotels.

### **DAY 3. Sunday, May 1<sup>st</sup>, 2011.**

- Breakfast at the hotel.
- Departure from the hotels to the Port for a cruise toward the interior of the Ria (stuary) with a revival representation of the Naval Battle of Rande.
- Visit to a "batea" (floating mussel hatchery) and mussel tasting.
- Return to the Port.
- Lunch and transfers to the airport.

**The tour does not include personal expenses of any kind.**

**\* The handling fee is non refundable, if cancelled.**