

◀ UNTIL WE MEET AGAIN ▶

HOSTED

Find out more at www.mpiweb.org/Events/HostedBuyer, and experience a hosted buyer program for yourself.

They tell us that hosted buyer programs work, but where are the stats for that? Inquiring minds want to know.

Hosted Buyers

Suppliers



- 97% to call suppliers they met for future business
- 97% built new business connections
- 91% recommend hosted buyer to their peers
- 88% connected with suppliers who matched their needs

97% met with good business matches
94% generated quality leads

“We evaluate ROI from the production of definite business and the development of relationships for future business. At the MPI hosted buyer program, we had 24 appointments that produced 12 active leads, and we have one definite booking worth \$225,000.”

—Michael Dominguez, Loews Hotels



- 99% met their commercial objectives
- +3% attendance (3,827)
- +4% prescheduled appointments (54,255)

96% were satisfied with the quality of pre-schedule appointments

“Increasingly, tourism providers in Scotland are recognizing the value of promoting what the country offers to international audiences. This will be the largest presence that Scotland has had at EIBTM, which is testament to our partners’ confidence that EIBTM provides a good return on investment.”

—Amanda Henderson, VisitScotland



- US\$450 million in business contracted at IMEX
- \$2.2 billion in expected additional business (+20%)
- 96% rated the show as “very” or “quite” important for their business
- 79% spent more than 12 hours on the show floor
- 40% have budgets greater than \$1 million

“We are very happy that IMEX is giving us the opportunity to bring as many buyers as possible to this show. This year was our record year, with 180 buyers.”

—Christian Badenhop, Worldhotels

“I like the hosted buyer program. The appointments are so much more effective than just standing around waiting for someone to come to your stand. I tell my buyers in the U.S. that if you plan international programs you have to come to IMEX, because you see every destination in the world there.”

—Matt Davis, NYC & Company

