

**Visit Europe Media Exchange, TORONTO, November 5, 2010**

**Media Survey**

**Exhibitor Survey**

**Venue - The Fairmont Royal York 4.67 Average**

5 Excellent	17 of 21 respondents	81%
4 Very Good	3/21	14%
3 Good	0/21	0%
2 Fair	0/21	0%
1 Poor	1/21	5%

**Organization of the Event 4.48**

5 Excellent	11/21	52
4 Very Good	9/21	43
3 Good	1/21	5
2 Fair	0/21	0
1 Poor	0/21	0

**Format 4.38**

5 Excellent	12/21	57
4 Very Good	5/21	24
3 Good	4/21	19
2 Fair	0/21	0
1 Poor	0/21	0

**Time Frame (time of year) 4.19**

5 Excellent	9/21	43
4 Very Good	7/21	33
3 Good	05/21	24
2 Fair	0/21	0
1 Poor	0/21	0

**Satisfied your business needs 4.24**

5 Excellent	10/21	48
4 Very Good	7/21	33
3 Good	3/21	14
2 Fair	1/21	5
1 Poor	0/21	0

**Website 4.29**

5 Excellent	10/21	48
4 Very Good	7/21	33
3 Good	4/21	19
2 Fair	0/21	0
1 Poor	0/21	0

**Online Registration 4.19**

5 Excellent	11/21	52
4 Very Good	6/21	29
3 Good	2/21	10
2 Fair	1/21	5
1 Poor	1/21	5

**Online Appointment Requests 4.05**

5 Excellent	9/21	43
4 Very Good	6/21	29
3 Good	4/21	19
2 Fair	2/21	10
1 Poor	0/21	0

**Email Communications 4.29**

5 Excellent	110/21	52
4 Very Good	6/21	29
3 Good	3/21	14
2 Fair	1/21	5
1 Poor	0/21	0

**Printed Directory for Media 4.48**

5 Excellent	13/21	62
4 Very Good	5/21	24
3 Good	3/21	14
2 Fair	0/21	0
1 Poor	0/21	0

**Location (Toronto) 4.58 Average**

5 Excellent	7 of 12 respondents	58%
4 Very Good	5/12	42%
3 Good	0/12	0%
2 Fair	0/12	0%
1 Poor	0/12	0%

**Venue - The Fairmont Royal York 4.50**

5 Excellent	7/12	58
4 Very Good	4/12	33
3 Good	1/12	8
2 Fair	0/12	0
1 Poor	0/12	0

**Appointments 4.25**

5 Excellent	5/12	42
4 Very Good	5/12	42
3 Good	2/12	17
2 Fair	0/12	0
1 Poor	0/12	0

**Breakfast 3.08**

5 Excellent	0/12	0
4 Very Good	3/12	25
3 Good	7/12	58
2 Fair	2/12	17
1 Poor	0/12	0

**Luncheon 3.50**

5 Excellent	0/12	0
4 Very Good	6/12	50
3 Good	6/12	50
2 Fair	0/12	0
1 Poor	0/12	0

**Reception 3.25**

5 Excellent	2/12	17
4 Very Good	2/12	17
3 Good	5/12	42
2 Fair	3/12	25
1 Poor	0/12	0

**Quality of Media 4.25**

5 Excellent	5/12	42
4 Very Good	6/12	50
3 Good	0/12	0
2 Fair	1/12	8
1 Poor	0/12	0

**Website 4.08**

5 Excellent	3/12	25
4 Very Good	7/12	58
3 Good	2/12	17
2 Fair	0/12	0
1 Poor	0/12	0

**Printed Directory for Exhibitors 4.58**

5 Excellent	7/12	58
4 Very Good	5/12	42
3 Good	0/12	0
2 Fair	0/12	0
1 Poor	0/12	0

**Overall Organization 4.33**

5 Excellent	4/12	33
4 Very Good	8/12	67
3 Good	0/12	0
2 Fair	0/12	0
1 Poor	0/12	0