

VISIT EUROPE MEDIA EXCHANGE WINS HIGH RATINGS IN POST-SHOW SURVEYS

The 2008 **Visit Europe Media Exchange** was the most successful series yet in the Exchange's six-year history, as measured by surveys of both exhibitors and journalists.

Journalists were asked to rate 10 elements of the Media Exchange, from the appointment Format to whether it Satisfied Business Needs. With a point system running from 1 (Poor) to 5 (Excellent), they collectively rated every element Good or better in each city, and Very Good or Excellent for 24 of the 30 combined elements in the three cities.

Exhibitors also rated every element Good or better in each city, and Very Good or Excellent for 21 of the 30 combined elements. Journalists and Exhibitors were surveyed on differing elements of the show.

Eighty-nine of the nearly 260 registered journalists completed post-event surveys on the **VisitEuropeMediaExchange.com** website. Thirty exhibitor surveys were generated by those manning the combined 134 Exhibitor tables in the three cities.

The **Toronto** show was rated the highest: Very Good or Excellent for every element, except Breakfast (which received a still-Good 3.22 by the Exhibitors) and the Website (a near-Very Good 3.95 by the Journalists).

Exhibitors rated **New York** a close second-best, judging it Very Good or Excellent in seven elements and Good in three. Journalists rated **San Francisco** second-best, judging it Very Good or Excellent in eight of the 10 elements and Good in the remaining two.

No element of the Media Exchange in any city received an average grade below Good (3.00) from either Exhibitors or Journalists.

Representative comments are below:

- "The event organization was impressive. The concept of a marketplace with set times and appointments is excellent."

—*Journalist, New York*

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- “Don’t hand out press kits and bulky items. I loved it when they gave me a flash drive or a DVD with kit installed.”
—*Journalist, San Francisco*
- “Well-organized, good quality writers, like to see more editors... perhaps schedule an hour in the morning (for them)...”
—*NTO exhibitor, Toronto*
- “Perhaps you could add other markets, such as Montreal and/or Vancouver in Canada, as well as Boston, Washington or Seattle in the U.S.”
—*NTO Exhibitor, New York*
- “Maybe a few more journalists from major publications.”
—*Hotel Exhibitor, San Francisco*
- “I wish there was more time for each visit (appointment).”
—*Journalist, New York*
- “Even more tourist boards.”
—*Journalist, Toronto*
- “It would help journalists a great deal if there were more places to sit and work during the event.”
—*Journalist, San Francisco*
- “I thought it was a very well-organized event.”
—*Transport Exhibitor, New York*
- “I’m not sure if I’ve ever before given an event such a high rating.”
—*Journalist, Toronto*

The Visit Europe Media Exchange is a presentation of the 39-nation **European Travel Commission**, and is produced by Donald N. Martin & Company, working with Lois Gerber Travel Public Relations and 3-Way Street/ExpoMatch.

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