

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

The 2009 **Visit Europe Media Exchange** equaled or exceeded the high marks of the previous year with only a few exceptions, as measured by surveys of both exhibitors and journalists.

**Journalists** were again 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 21 of the 30 combined elements in the three cities.

**Exhibitors** rated every element but one Good or better in each city, and Very Good or Excellent for 18 of the 30 combined elements. Journalists and Exhibitors were surveyed on differing elements of the show.

Fifty-one journalists completed post-event surveys on the **VisitEuropeMediaExchange.com** website. Twenty-three surveys were generated by those manning Exhibitor tables in the three cities. Fifteen of them were for New York, but only six responded for Toronto and two for San Francisco.

The **New York** show won the overall highest marks from attending journalists; with Toronto and San Francisco tied for second. The key "Satisfied business needs" element won average ratings of 4.08 from journalists for the New York show, 3.87 for Toronto and 4.50 for San Francisco.

Exhibitors collectively rated **New York** Very Good or Excellent in six elements and Good in four. Also, New York Exhibitor ratings improved in eight elements over 2010 and declined in only two, and by less than a half point in those. "Quality of media" won an average

3.53 rating.

Here are a few **representative comments** from the 2009 survey:

- "Very user friendly."

—*Journalist, New York*

- "I would have appreciated an e-mail when the Passion Play was added after I requested appointments."

—*Journalist, New York*

- "This is my second year attending VEMEX and, once again, I am impressed at how well run and coordinated the event is."

—*Hotel Exhibitor, New York*

- "Alternate (Toronto) with Montreal and Vancouver."

—*NTO Exhibitor, Toronto*

- "More tourism (board) representatives! Greece, Turkey and more from Eastern/Baltic Europe would be welcome..."

—*Journalist, Toronto*

- "Had to drill down too far (on website) to find basic data for each show... what's the hotel, what's the date, what's the schedule..."

—*Journalist, San Francisco*

- "Why mess with an excellent event?"

—*Journalist, San Francisco*

- "Great event again this year. Very professional, well-organized. Painless!"

—*Journalist, Toronto*

- "Strategic location, good prices, good lighting."

—*Transport Exhibitor, Toronto*

"It would be good to have more information about what the day will be like the event on the website... particularly for first-time exhibitors who aren't sure what to expect."

—*Attraction Exhibitor, New York*

- "Everything was organized and carried out with the highest degree of professionalism."

—*Journalist, New York*

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