

## **SAMPLE TRADE SHOW REPORT GIBTM 20,, ABU DHABI 13-15 MARCH ..**

### **About the Event :**

GIBTM was the 3-day exhibition for the global meetings and incentives industry, taking place at the new Abu Dhabi National Exhibition Centre (ADNEC) on 13-15 March 20...

This inaugural event brought together over 175 international suppliers with a regional and international visitor audience of over 1000 and over 250 industry buyers for 3 days of best business opportunities, best networking and best professional education.

GIBTM was supported by the Abu Dhabi Tourism Authority (ADTA), Abu Dhabi National Exhibition Centre and Etihad Airways as well as key meeting and incentives associations and international media.

three-day fair was opened by His Highness Sheikh Sultan bin Tahnoun Al Nahyan, Chairman of Abu Dhabi Tourism Authority (ADTA) and ADNEC, in the presence of the DTCM Director General, Mr. Khalid A bin Sulayem, and other VIPs.

Taking place on 3950 square meter exhibition space at the Abu Dhabi National Exhibition Centre (ADNEC), the debut event attracted 200 companies and 218 hosted buyers.

Organized by Reed Exhibitions and supported by ADTA, Eithad Airways and Net Conferences and Conventions, the GIBTM has been designed as a place to learn, gather and exchange information, create new relationships and conduct MICE business.

The exhibition features 55 main stands, including the 364-square-metre Dubai Stand which features 16 booths by the co-participants including the Dubai Convention Bureau (DCB).

Sheikh Sultan toured the Dubai Stand during the opening ceremony. Present on the occasion were Mr. bin Sulayem, and other DTCM officials, including the Director Operations and Marketing, Mr. Mohammed Khamis bin Hareb, DTCM Manager Media Relations, Mr. Eyad Ali Abdul Rahman, DTCM Manager Overseas Promotions, Mr. Khalifa Ali Buamaim.

Mr. bin Sulayem briefed him about the DTCM initiatives to promote the emirate as business and leisure destination, utilizing various exhibitions in overseas markets.

He said Dubai tourism industry players have extended enormous support to the DTCM in promoting the MICE industry to the outside world through the GIBTM. This was reflected strongly in the number of co-participants from Dubai for the debut event.

According to the findings of a pioneering research survey, done by Reed Travel Exhibitions and MICE International magazine, released at the GIBTM, Dubai will hold on to its top position in the near future as a sought-after MICE destination.

The survey covered 16 destinations in the region, but Dubai scored the highest 84 per cent favorite with the MICE industry respondents appreciation various factors including the costs, quality of accommodation, quality of service, meeting facilities and venue availability.

The Dubai Stand has been utilized to highlight the rich culture and heritage of the emirate, including a typical Bedouin outdoor gathering and traditional weaving methods.

The DTCM Manager Overseas Promotions, Mr. Khalifa Ali Buamaim, said the response from the global tourism industry in general and MICE segment in particular has been encouraging.

Similarly, the DTCM Manager Media Relations, Mr. Eyad Ali Abdul Rahman said the media interest in Dubai has been growing stronger and the DTCM has been utilizing the GIBTM to create further awareness about the emirate and its MICE strengths through the print and broadcast media.

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Suppliers from every essential meetings and incentive market in the region and from Europe and Asia exhibited at GIBTM to meet the industry's top-level buyers with serious spending power and business to place.

**Exhibitor Profile :** Airlines, attractions & entertainment, car rental, conference / meetings venues, destinations, destination management services, event management, event support services, ground transportation, health resorts / spas, hotels / hotel groups, incentive destinations, publications, special interest tours, technology providers, trade associations, travel agencies.

**Visitors Profile :** Professionals responsible for the planning and organization of meetings, conferences, incentive travel and events. Visitors from Corporations, Government Authorities, Associations, Agencies, Professional Conference Organizers and Industry media.

**Hosted Buyers Profile :** Professionals involved in the organization, planning and final budgetary decision for business travel, conferences, meetings, incentive travel, international conventions, product launches, staff training or special events.

### **Sponsors for the Event :**

#### **Abu Dhabi Tourism Authority (ADTA)**

GIBTM is under the patronage of **HH Sheikh Sultan Bin Tahnoon Al Nahyan**, Chairman of the Abu Dhabi Tourism Authority

"GIBTM will be a highly important event for Abu Dhabi on several levels. It will attract a large and influential segment of the international travel trade, providing them with a first hand experience of the destination and its attractions. It will also underline our commitment to attracting world class exhibitions and provide a showcase for the newly redeveloped state-of-the-art facilities at ADNEC."

#### **Abu Dhabi National Exhibitions Company (ADNEC)**

GIBTM took place at the brand new Abu Dhabi National Exhibition Centre (ADNEC).

#### **Etihad Airways**

Etihad Airways was appointed as the Exclusive Airline Partner for GIBTM.

#### **Meeting Professionals International (MPI)**

"For the last two decades, the Persian Gulf has witnessed tremendous development in its hotel, airport and meeting infrastructure and is now able to compete with any international destination. MPI is proud to support GIBTM as this initiative will provide a focal point for the development of the meetings industry in this part of the world."

Mark Andrew, 2006-2007 Chairman of the Board, Meeting Professionals International.

#### **Society of Incentive & Travel Executives (SITE)**

"Reed as always demonstrated its desire and ability to launch shows in regions where there is the increased potential for the meetings and incentive industry. The GIBTM show is a perfect example of this visionary thinking and SITE is proud to support this Endeavour."

Brenda Anderson, CEO, Society of Incentive & Travel Executives

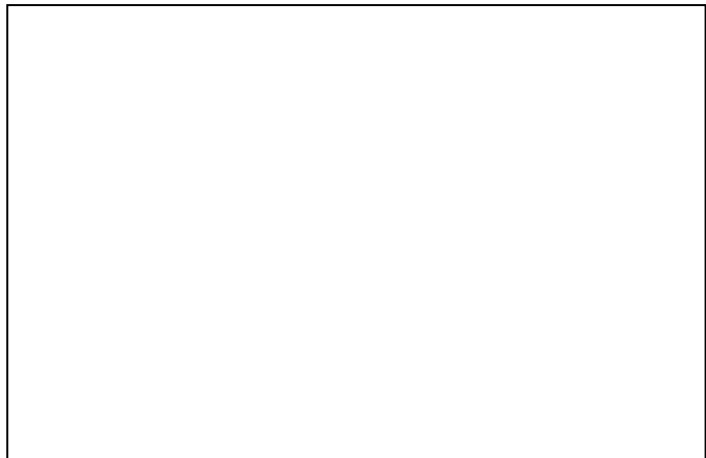
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**OUR HOTEL AT GIBTM**

Our hotel had a well located outside booth (E -100) at the Dubai Stand. The booth was centrally located at the exhibition. It was very convenient for the Hosted Buyers to reach to the booth for their pre scheduled appointments. The two posters of the XYZ towers were very well displayed. They were eye catching to the public and drew a numerous walk in clientele.

His Highness Sheikh **Sultan Bin Tahnoon Al Nahyan**, Chairman of the Abu Dhabi Tourism Authority visited our Stand along with his delegation and The owner of XYZ Mr. Al Ghaith introduced the Property and present his highness with the Boucher.



The Bavaria Executive Suites Dubai Sales & Marketing Team along with the proud owner Mr. Al Ghaith in front of the Booth at GIBTM 2007 – Abu Dhabi

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**Objectives of the event**

**Objectives of the event were:**

**TARGET AUDIENCE**

- Top Meeting Planners & Event Management Companies
- Multi national & Corporate Houses
- Overseas DMC

**OBJECTIVES**

- Establish our hotel as a key player in the meetings & incentives industry.
- Create a strong awareness of our presence in DOHA & DUBAI , capitalize on its strengths eg: large inventory , meeting facilities unique to Dubai & Doha, all suites.
- To target and penetrate a new market and build business relations.
- Inform all DMCs personally on the first day of the opening of BCSD and the new opening date of XYZ.
- Generate direct business with corporate house & multinationals
- Interact & Network with meeting planners during the cocktail reception / events in the evening.
- Plan Marketing partnership with DMC.
- Build & Strengthen relationship with DMC.
- Plan Fam Trips with Top Accounts & potential clients of DMC.

**OBJECTIVES MET**

- Established XYZ as a key player in the meetings & incentives industry.
- Was able to introduce Bavaria Executive Suites to New Interested Markets like Singapore, Malaysia & Thailand.
- Update all DMC on the new opening dates Dubai.
- Created a strong awareness of our presence in DOHA & DUBAI , capitalize on its strengths eg: large inventory , meeting facilities unique to Dubai & Doha, all suites.
- Generated Future direct contacts with key personnel in corporate organizations.
- Lucrative potentials of marketing partnership with overseas DMC. Feature XYZ in their Broacher

**Events Attended:**

- Opening night reception sponsored by ADNEC on Tuesday 13 March –Michel, Claudia, Natasha, Sharon & Natasha.
- Evening reception sponsored by ADTA at Emirates Palace on Wednesday – Michel & Natasha.

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**Details of the meetings which have happened - for follow up**

**Important Meetings or Agreement or Event that have happened**

DATE	COMPANY		FIRSTNAME	LASTNAME	TITLE	<a href="#">EMAIL</a>	OBJECTIVE	<u>OUTCOME</u>	ACTION	CHECK
13-Mar-07	Expotel	Mr.	Francesco		Senior Conference Consultant		<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Potential</b> - 12 - 15 Groups per year on an average. 50- 300 pax per group on an average. Trainings , Meetings, Conferences - 2-3 days maximum 1 week stay. <b>Market Source</b> - UK <b>Corporate Accounts</b> - Ericsson, Microsoft, BBC <b>Action Done</b> - Presentation on XYZ	Sales Kit to be couriered to their office - <b>DONE</b>	Done
13-Mar-07	Venues For Business	Ms.	Debbie		Account Manager		<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Action Done</b> - Presentation on XYZ done. <b>Market Source</b> - UK <b>Potential</b> - Want to start promoting Dubai & offer this destination to their current clients.	Send Updates on the opening of XYZ.	15-May-07
13-Mar-07	Dham Events	Ms.	Michaela		Owner		<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Potential</b> - High End Incentive Groups to Dubai. 5 -6 Groups per year. 5-6 nights stay. <b>Source Market</b> - Germany <b>Competition Used</b> - Madinat, One & Only, Jebel Ali Golf, Bab Al Shams <b>Action Done</b> - Presentation on XYZ done. <b>Comments</b> - Very impressed with the large inventory, and all suite concept. Feel they will be able to promote our hotel well as it has a German name, and large size rooms -(Suite) with attractive rates.	Send Updates on the opening of XYZ.	15-May-07

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13-Mar-07	Hewlett - Packard	Mr.	Vijay		Manager - Travel		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Potential -</b> Conference groups pan India, Training programs, Incentives, Long term - 1-3 months. 5-6 nights , maximum 1 week stay on an average. <b>Market Source -</b> India <b>Action Done -</b> Presentation on XYZ done. <b>Comments - Meet the Managing Director of HP in India based in Bangalore and sign a contract for 1 year for XYZ.</b></p>	Once open meet with MD- HP and sign a contract for 1 year.	Aug
13-Mar-07	Universal Travels	Mr.	Fayez		President		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Comments-</b> Would like contracted rates for XYZ &amp; would like a site inspection of XYZ at ATM 07. <b>Action Done -</b> Presentation on Dubai &amp; Doha properties done.</p>	organize site inspection of XYZ at ATM time	May
13-Mar-07	Pacific World	Mr.	Victor		Director Of International Sales		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Potential -</b> Leisure Fit / Groups, Incentive &amp; conference , Meetings Average length of stay 3-7 nights <b>Corporate Accounts Managed -</b> Motorola, Philips to name a few. <b>Market Source -</b> Singapore <b>Competition Used -</b> Crown Plaza, Novotel, Hyatt Regency <b>Action Done -</b> Presentation on XYZ done. <b>Comments -</b> Currently looking for a DMC to rep them, want to develop Dubai as a destination in Singapore as its quite popular now.</p>	organize site inspection of XYZ at ATM time.  Send Updates on the opening of XYZ.	May
13-Mar-07	Mercury Travels	Mr.	Vikram		Regional Manager - North		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Potential -</b> leisure Fit / Groups, Incentive &amp; conference , Meetings Average length of stay 3-7 nights <b>Corporate Accounts Managed -</b> Ambuja Cements, Castrol, ICICI Bank, SBI, Birla. <b>Market Source -</b> India <b>Competition Used -</b> Taj Palace, Metropolitan Palace, Dhow Palace, Crown Plaza, Novotel <b>Comments -</b> Would like to work with us as they feel our product is very good for the Indian market. Meet at SATTE, visit their office</p>	organize site inspection of XYZ at ATM time.  Send Updates on the opening of XYZ.	20-Apr-07

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								and make a presentation on XYZ to the team.		
13-Mar-07	Clagie Consulting	Ms.	Claudia		Sommelier		<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Potential</b> - Mainly organize wine & water tours and looking to develop Dubai as a destination for their business <b>Comments</b> - XYZ would not be of interest as it's a dry hotel. But we could offer accommodation only for such groups in the future ( rates are attractive)	will contact XYZ if they have an enquiry	
14-Mar-07	SM Consulting	Ms.	Siglinda				<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Potential</b> - 2 groups per year for Incentive only 25 - 60 pax - 5 nights stay on an average. Half day conference, Golf tournaments , excursions & team building exercise. <b>Industry Type</b> - Automobile <b>Market Source</b> - Germany, Japan & America <b>Action Done</b> - Presentation on XYZ done <b>Comments</b> - No alcohol policy will not be an issue as long as outdoor events are organized.	Send Updates on the opening of XYZ.	Aug
14-Mar-07	Qudos	Ms.	Laura		Director		<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Potential</b> - 10 Groups of 6 -10 pax per year 3 - 4 Nights average stay. <b>Source Market</b> - Spain <b>Actions Done</b> - Presentation on XYZ done. <b>Comments</b> - Impressed with the location and product of XYZ. Will send request once we are open.	Send Updates on the opening of XYZ.	Aug
14-Mar-07	Zanda Conventions & Fair Tours	Mr.	Surasak		Managing Director		<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Potential</b> - Leisure groups, Incentives & meetings. Dxb growing as a destination in Thailand. <b>Source Market</b> - Thailand <b>Comments</b> - Thai market is price sensitive, feels that XYZ is a suitable product for the Thai market and would like to work with us once we open. <b>Actions Done</b> - Presentation on XYZ done , sales kit provided.	Send Updates on the opening of XYZ.	Aug



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14-Mar-07	Bayer Russia	Mr.	Mikhail		Head of HR & Administration		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Market Source</b> - Russia, Moldova, Armenia, Georgia, Belarus, Ukraine, Uzbekistan, Kazakhstan.  <b>Industry Type</b> - Pharma  Bayer has had a triple merger in Russia and has taken over 3 other major companies in oncology, main segment is Pharma.  <b>Potential</b> - VIP Groups, Ministers + partners ( HUGE BUDGET)  Groups of 25 pax - average 4 nights stay with half day conference.  Product Launches - 300 delegates on an average Staff Conference &amp; Trainings - 100-120 pax (mid budget)  No DMC representation in DXB, prefer direct contact with hotel and would want some extras in room service - e.g. comp welcome drink, fruit basket, cookies/canopies.  <b>Comments</b> - Prefer the German brand name for selection of hotel.  Would like to come for a site inspection with complimentary stay with his wife once we are open.  <b>Competition Used</b> - Habtoor, Oasis Beach, Crown Plaza, Novotel &amp; Grand Hyatt</p>	<p>Send Updates on the opening of XYZ.</p> <p>Invite him &amp; his wife for a complimentary stay once XYZ is open.</p>	Dec
14-Mar-07	H.N.S Conseil	Ms.	Hala		Director		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Potential</b> - 5 -6 Groups per year, 50 -120 pax on an average. 3-4 nights stay. Incentive + half day conference.  <b>Source Market</b> - France  <b>DMC DUBAI</b> - Gulf Dunes  <b>Competition Used</b> - Madinat, Oasis Beach, Habtoor.  <b>Action Done</b> - Presentation on XYZ done &amp; sales kit provided.  <b>Comments</b> - Will not be coming to ATM this year due to elections in France.</p>	<p>Send Updates on the opening of XYZ.</p>	Aug
14-Mar-07	Ellis Tours	Mr.	Sam		Managing Director		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Potential</b> -</p>		

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14-Mar-07	Meet & More	Ms.	Usch				<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Potential</b> - 100-150 pax incentive groups. On an average 3 groups per year. <b>Source Market</b> - Germany <b>Comments</b> - Prefer the German brand name. <b>Action Done</b> - Presentation on XYZ & sales kit provided.	Send Updates on the opening of XYZ.	May
14-Mar-07	Real Events	Ms.	Caroline		Manager		<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Action Done</b> - Presentation on XYZ done & Sales kit Provided Market Source - UK want information on XYZ to develop future business.	Send Updates on the opening of XYZ.	May
14-Mar-07	Kay Gees	Mr.	Klaus		Managing Director		<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Company Profile</b> - offices in Cape town, Sao Paulo, San Francisco, Hong Kong, London <b>Potential</b> - Conferences , Incentives & Trainings 80% business from Europe 20% business from Latin America Conferences- 100 - 2500 pax <b>Industry Type</b> - IT & Automobile & Insurance <b>Corporate Accounts Managed</b> - SAP, DELL, HP, Microsoft, Porsche, Daimler Chrysler, Allianz, Robert Burshe. <b>Action Done</b> - Presentation on XYZ & sales kit provided.	Send Updates on the opening of XYZ.  Meet at Imex in Frankfurt, to be introduced to the team	May
14-Mar-07	Iantra SRL	Ms.	Elisa				<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Market Source</b> - Italy, Japan , Belgium. <b>Industry Type</b> - Automobile <b>Potential</b> - 100 pax incentive groups per year . Travel period preferred is Nov & Dec. <b>Competition Used</b> - Al Hamra ( last year) <b>DMC</b> - MPI <b>Action Done</b> - Presentation on XYZ done & sales Kit provided	Send Updates on the opening of XYZ.	Oct
15-Mar-07	Continental Express	Ms.	Julia		Sales Manager		<b>Objective :</b> to introduce XYZ Hotel & to derive some business for groups & leisure	<b>Potential</b> - 500 corporate companies in their portfolio. 3 -4 groups of 100-150 per year to DXB with 2 day conference. Loads of FIT / BT. Average stay 3 -4 nights <b>Source Market</b> - Russia	Send Updates on the opening of XYZ.	May

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15-Mar-07	Kretschmer Events	Ms.	Uschi		Owner		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Potential</b> - 2 groups per year for Incentive only 25 - 60 pax - 5 nights stay on an average. Half day conference, Golf tournaments, excursions &amp; team building exercise.  <b>Industry Type</b> - Automobile  <b>Market Source</b> - Germany, Japan &amp; America.  <b>Action Done</b> - Presentation on XYZ done.  <b>Comments</b> - No alcohol policy will not be an issue as long as outdoor events are organized.</p>	Send Updates on the opening of XYZ.	Oct
15-Mar-07	Compass Travels	Mr.	Mohit		Managing Director		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Comments</b> - Wants to promote Dubai as an Incentive destination as it a short haul destination from India &amp; good for Indian market.  Wants to meet at SATTE and discuss rates for FIT. Introduce the product to the team.</p>	Meet with the team during visit to Delhi & make presentation on XYZ.	April
15-Mar-07	CSI	Mr.	Jan		Managing Director		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Potential</b> - 100-150 pax incentive groups. On an average 3 groups per year.  <b>Source Market</b> - Belgium  <b>Comments</b> - Prefer the suites concept, as there is more space.  <b>Action Done</b> - Presentation on XYZ &amp; sales kit provided.</p>	Send Updates on the opening of XYZ.	Oct
15-Mar-07	Windrose	Ms.	Rosemarie		Incentives senior Management		<p><b>Objective :</b> to introduce XYZ Hotel &amp; to derive some business for groups &amp; leisure</p>	<p><b>Markets</b>- Mainly Germany  <b>DMC DXB</b> - Arabian Incentives &amp; Orient Tours  <b>Potential</b> - Average of 200 - 300 pax per year to Dubai. Numbers are growing rapidly.  Prefer beach properties but the shuttle bus service will be a good solution.  <b>Corporate Accounts</b> - TV Stations, Press  <b>Competition used</b> - Hilton, Burj, JUM Beach  <b>Action Done</b> - Presentation on XYZ &amp; sales Kit provided.</p>	Update on opening date and rates in May so that they can start their communication	1-May-07

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**Conclusion**

GIBTM 2007 – Abu Dhabi was a very productive and successful exhibition. It was a smaller version of the Arabian Travel Market – Dubai.

Being the first of its kind it was well organized and had good quality of hosted buyer’s attendees.

Our Dubai hotel should definitely participate in the coming year as its definitely a good platform to showcase the property to the M.I.C.E segment.

It would be favorable to stay overnight in Abu Dhabi on the evenings of the events , as this would give the team more time to network and mingle , without time constraint.

The evening events are very potential to meet with other hoteliers, prospective job seekers, gain insights on new market trends and happenings and most importantly the hosted buyers who are in a lighter mood. This could even bring about longstanding direct business relations with the buyers.

Overall XYZ has a very profitable experience at GIBTM 2007.

**ACTION PLAN Follow up ATM**

<b>Field</b>	<b>Action description</b>	<b>Deadline</b>	<b>Who</b>	<b>Done</b>
Requests				
Thank you				
Sales				
PR				
Marketing				