

IMEX 2009



Originally established in 2004 as a showcase for occasional industry surveys, the IMEX Global Data Exchange is now one of the most frequently visited and widely used resources on the IMEX website. It comprises specially commissioned regional, global and market specific research, including surveys conducted with industry partners. All content is provided free of charge.

The online Exchange also includes IMEX's "bellwether" reports the Quarterly Barometer of Confidence and the annual IMEX Meetings Industry Outlook. The IMEX reports are largely snapshot surveys conducted amongst an international cross-section of IMEX hosted buyers, suppliers and visitors and are intended to give up-to-the-minute opinions, trends and analysis from across the globe.

IMEX's most recent research study - the 2008 Q3 Quarterly Barometer of Confidence - showed that over half of its 150 respondents expect the number of meetings they are planning to increase against a strong 2008, with only 5% more respondents than 2008 expecting budgets to be reduced. This apparent optimism is supported by a recent ICCA (International Congress and Convention Association) survey which received almost 250 responses - 30% of their membership. In their October survey, only 8.5% of respondents indicated that they have suffered a significant downturn as a result of the economic environment, whilst 44% reported no impact whatsoever and 48% reported a slight impact on their business.

Detailed analysis The award-winning meetings industry trade show significantly increased its investment in industry research four years ago in order to support its position as a principal authority on international trends within the global meetings industry.

As a result, several of the IMEX research reports offer separate, detailed analysis of the German market to reflect its importance as the largest outbound business travel market in Europe and home to the award-winning trade show. Other regular surveys are designed to reinforce and complement IMEX's New Vision projects, which aim to positively influence attitudes and behaviour within the industry. These include association trends, green meetings, multi-cultural trends, professional education, incentive travel and emerging markets.

Forthcoming IMEX surveys will address the impact and importance of political lobbying within the meetings industry, the rapid growth of the emerging markets plus association meetings forecasts for 2009.

IMEX welcomes innovative and relevant research proposals from partner organisations who are invited to contact Marketing and Operations Director, Carina Bauer, with a brief outline - carina@imex-frankfurt.com

See <http://www.imex-frankfurt.com/dataexchange.html>

IMEX 2009 will take place on 26th - 28th May. For further information see www.imex-frankfurt.com