

# IBTM WORLD 2018

27 - 29 November

BUSINESS EVENTS AUSTRALIA  
AUSTRALIA.COM/BUSINESSEVENTS



IBTM World in Barcelona, Spain, is a key business events exhibition where international planners from the conference, convention and corporate events industries gather to do business. IBTM World provides exhibitors with the opportunity to meet international buyers responsible for organising corporate meetings, incentive travel programs and association events.

13,780M<sup>2</sup>

HALL SPACE  
at the show

72%

of hosted buyers  
organise more than  
10 international  
events per year

77,000+

PRE-SCHEDULED APPOINTMENTS

AUSTRALIA STAND

5

Sellers

221

Total number of  
appointments

## POST-EVENT SURVEY RESULTS

100%

Sellers  
extremely satisfied,  
very satisfied  
or satisfied

100%

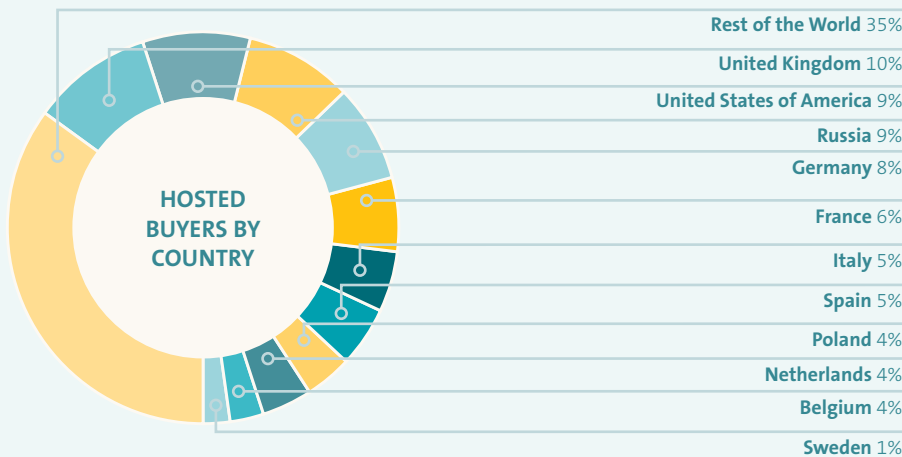
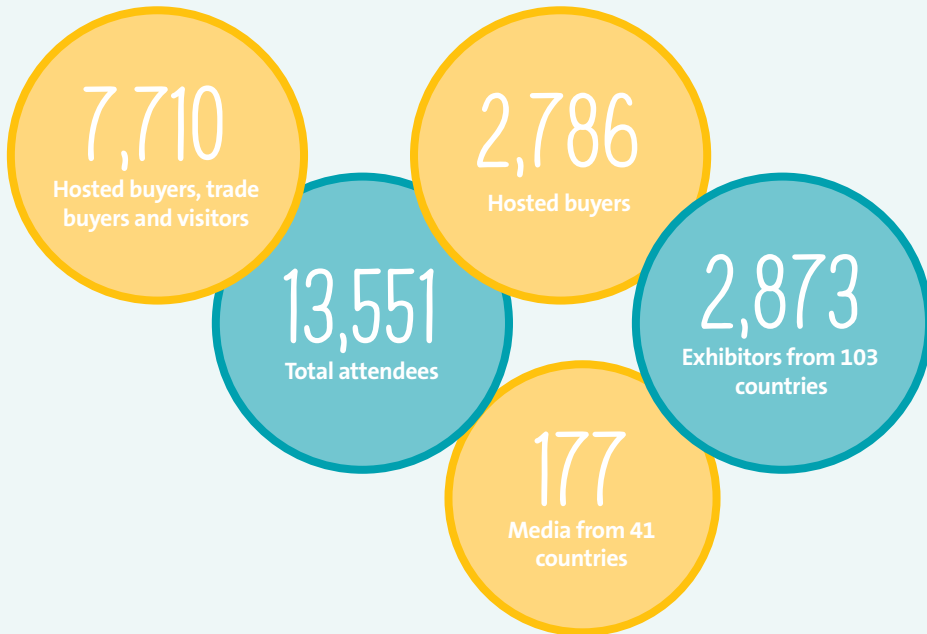
Indicate they  
would definitely  
recommend or probably  
recommend attending  
next year

100%

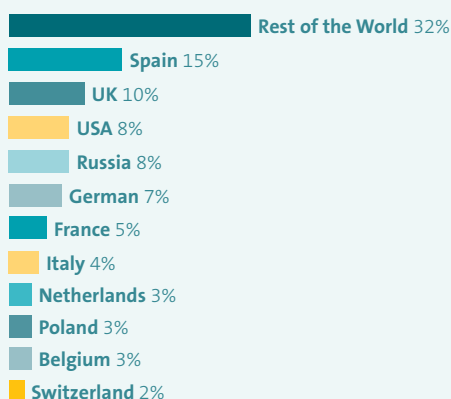
Sellers indicated  
IBTM World offers  
value for money

Number of leads  
generated

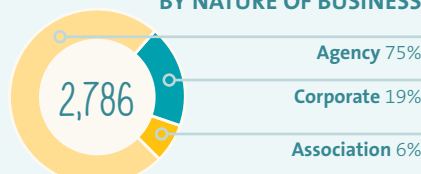
13+



### TRADE VISITORS BY COUNTRY



### HOSTED BUYERS BY NATURE OF BUSINESS



### TRADE BUYERS BY NATURE OF BUSINESS

