

LEspagne et la Grande-Bretagne sont les meilleures destinations pour le tourisme d'affaires

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The Development Counselors International conducted a survey involving meeting planners in its aim to identify best locations and practices for meetings. The study focuses on the places that were noted for being the top choice for meetings.

While the study is mainly about the perception of meeting planners in North America regarding location, it also covered the best practices for those meetings. For this, DCI Vice President Karyl Leigh Barnes said that they went directly to the customers of the meeting industry. The results revealed that there is fierce competition among locations for meetings. Barnes added that the audience must be considered and understood by the marketing organizations.

The study involved 187 meeting planners who have planned meetings in and outside North America. The survey asked for their preferred locations for meetings in North America as well as in other countries. It also covered their source of influence and news, marketing techniques, preferred conferences, importance of educational trips, and ways they interact with other organizations for destination marketing.

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