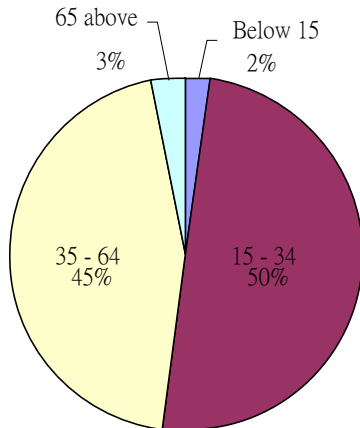


## Public Visitors' Survey Results

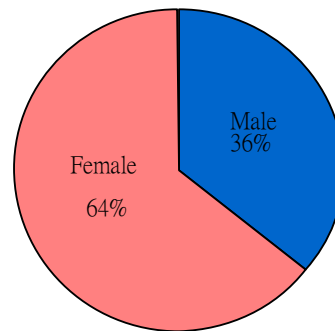
The survey this year covered 815 visitors out from a total of 64400 visitors in the two public days of ITE & ITE MICE 2009. Below are some key findings.

### (1) Visitor Profile

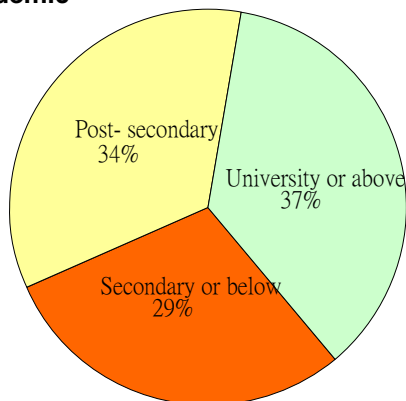
#### 1.1 Age Group



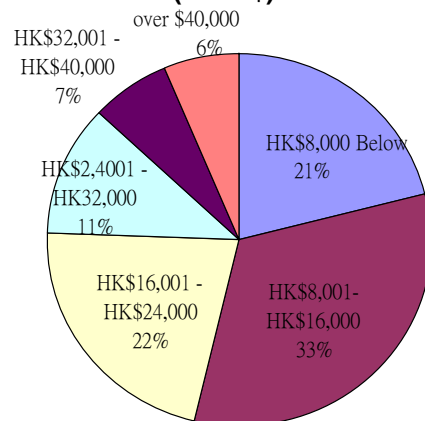
#### 1.2 Sex



#### 1.3 Academic

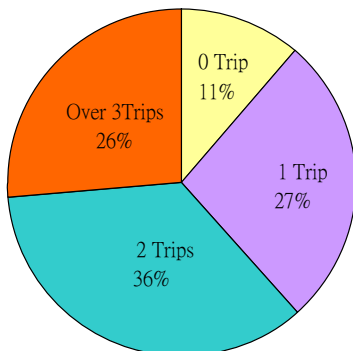


#### 1.4 Personal Income (in HK\$)

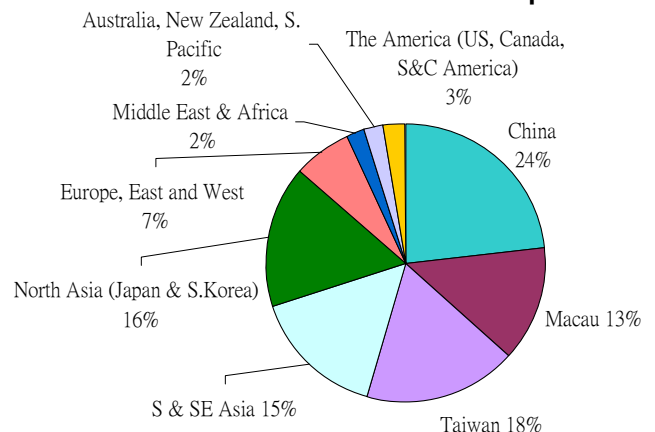


### (2) Travel Frequency / Travel Plan

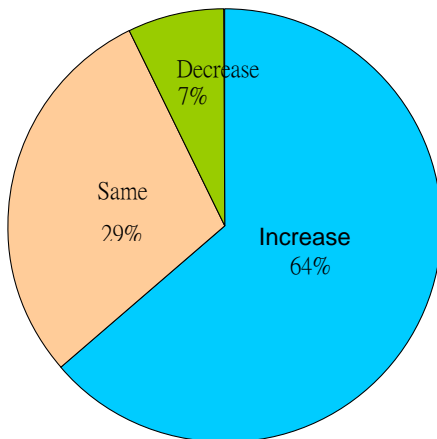
#### 2.1 Overnight "leisure trips" in the past 12 months



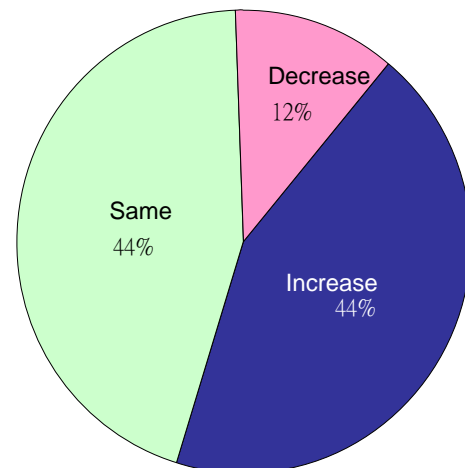
#### 2.2 Destinations of last "leisure trip"



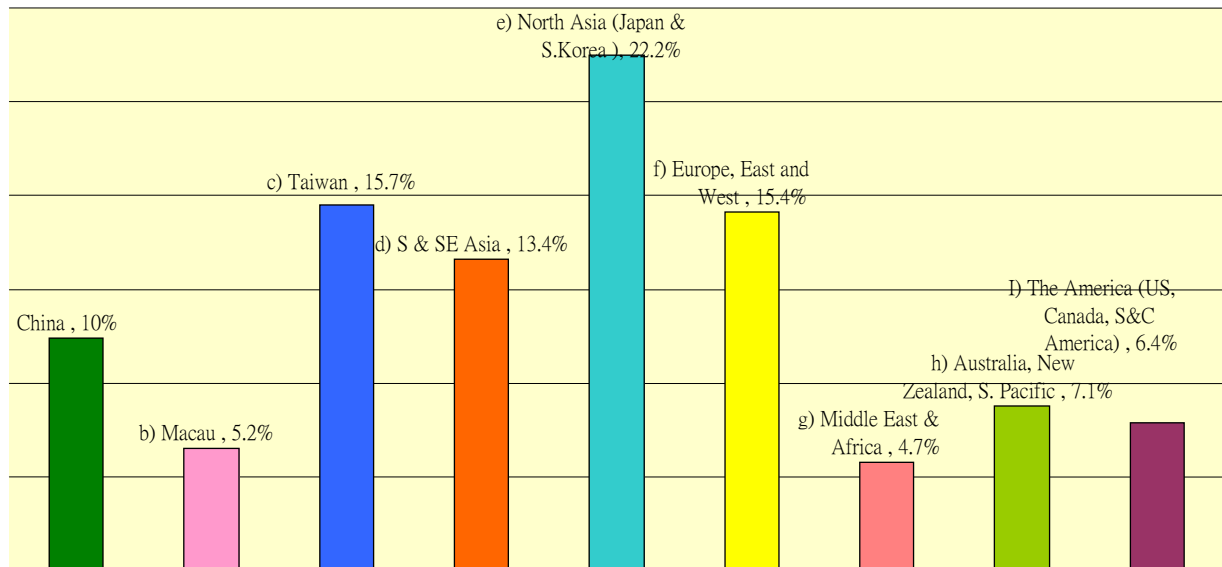
### 2.3 Travel Frequency in coming 12 months



### 2.4 Travel Spending in coming 12 months

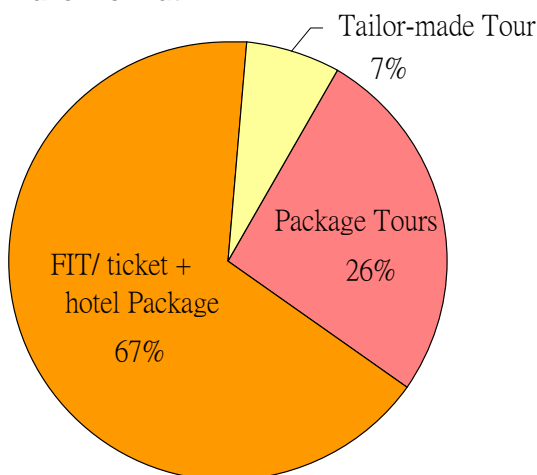


### 2.5 Potential Destination of next trip (Multiple destinations)



## (3) Travel Patterns

### 3.1 Travel Format



### 3.2 Spending in refer to the most expensive trip (include tour, air tickets & other local expenses) (HK\$)

