

## AIME performance figures reveal positive ROIs for 2020

Asia Pacific Incentives and Meetings Event (AIME) trade show has unveiled its latest performance update, showcasing more diversity in business for hosted buyers and exhibitors attending in 2020 from 17-19 February at the Melbourne Convention and Exhibition Centre. Latest figures reveal 48% of hosted buyers attending have more than 20 events that need business fulfilled for the year ahead, with 45% confirmed to have annual event budgets of over \$1m. A further 22% have confirmed they have annual budgets of \$2.5m.



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"The hosted buyers confirmation numbers are positive to date – so much so that 2020 will see 78% of hosted buyers confirmed having not attended in 2019, and 55% having never attended AIME before. We are shaping to be bigger and better than ever, with more opportunities for meaningful connections and ultimately larger returns on investment," said Matt Pearce, CEO, Talk2 Media & Events.

Exhibitors from all over the world are also flocking to meet with quality buyers from the region – with over 300 exhibitors already confirmed and 40 per cent originating from outside of Australia.

Showcasing in 2020, India Tourism has endorsed the event's refreshed format, with Ghanshyam Dass Bairwa, Director of MICE, saying: "We are excited to be a part of AIME's reimagined event, and looking forward to meeting and connecting with buyers from all over the world. Delegates can expect to be delighted and surprised with what's new on show – from our finest architectural heritage to our spectacular event landscapes – you'll wonder why you haven't booked sooner."

Other new exhibitors include Singapore's Tourism Bureau, Marina Bay Sands and Fairmont Hotels, Sri Lanka Convention Bureau, Hilton Worldwide and China's East Star Management and Marvel Tours.

[Visitor and National Buyer Programme registrations are open.](#)

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