

# Expo increases rebooking rates at Business Travel Show up to 30%

## Overview

Business Travel Show is Europe's largest specialised exhibition and conference for buyers and managers of business travel. The 2016 show was set to break records with exhibitor numbers climbing 5% to 264 and the show's floor space increasing by 27%, and welcoming over 7,500 attendees.

## Challenge

Despite their retained importance, evaluation of events is still largely based on subjective reporting and touchpoint measures, which are very reliant on the diligence and efforts of each exhibitor. With so many stakeholders dependent on their success, event owners, organisers and exhibitors desperately need a way to reliably evaluate their performance.

Business Travel Show challenged Expo analytics to provide crucial KPIs including visitor traffic flow insights, stand performance, and visit lengths. They expected that more insight into stand performance would uncover good practices, highlight areas for improvement and ultimately raise the rebooking rates due to a concrete proof of the value of event presence.

## Solution

Expo analytics provided a visual picture of every activity using passive location based Wi-Fi analytics. The team placed beacons at key event areas, enabling seamless tracking of over 80% of the event attendees. Without the need for any personally identifiable information, millions of data points and unparalleled amounts of data were captured instantly.

Following the event, Business Travel Show was able to access detailed statistics using an online dashboard. Attendance statistics were shared with the event exhibitors, and information about the traffic flows will be used to optimise future events.

*"It usually takes a while for exhibitors to analyse the value of event attendance and decide to attend the next event. Using Expo analytics we were able to prove the value during the event itself, which helped raise our rebooking rates and dramatically shortened our rebooking times."*

Sam Cande, Group Commercial Director, Business Travel Show, Centaur

# Results

**1.1 mile**

walked on average

**7500**

visitors

**12**

stages and stands visited

**5-23%**

conversion rates

**3-11 min**

stand dwell times

Business Travel Show received actionable insights to demonstrate the event's overwhelming success. This gave sponsors and exhibitors the clear justification for their decision to attend, while rewarding the hard work of the numerous Business Travel Show employees involved in bringing it together. In delivering future events, Business Travel Show also had factual evidence to shorten the sales process and justify exhibitor and sponsor fees.



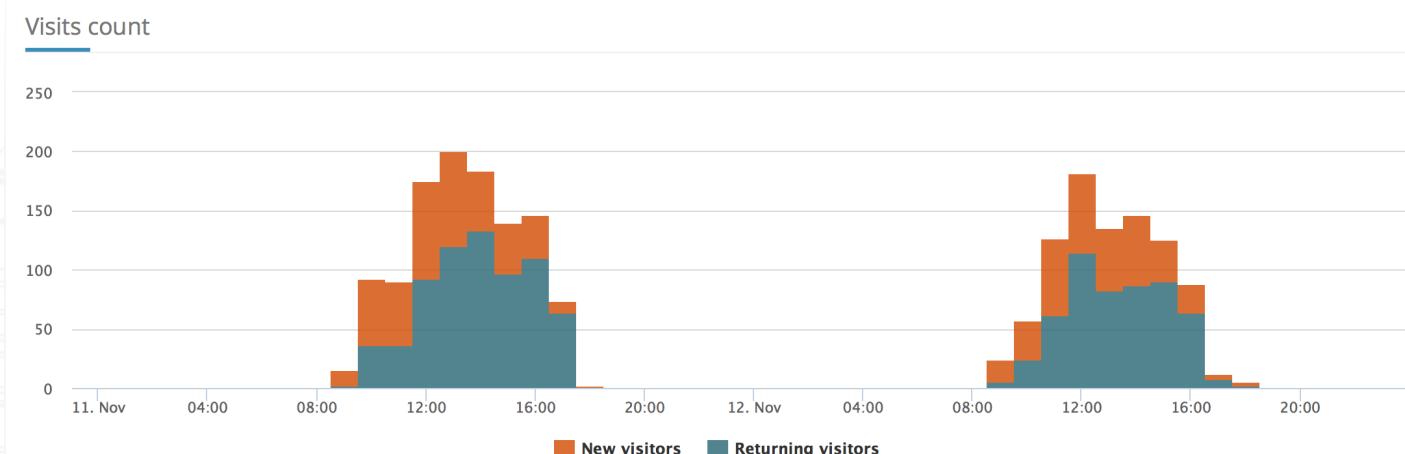
## Understanding the movements of attendees

Adding to existing information about the popularity of the event, Business Travel Show now had full visibility of visitor movements across the show floor. The event attracted 7490 visitors - 3971 on the first day and 3419 on the second, with a typical visitor visiting 12 stands. Highlighting the quality throughout, the disparity between the first and second days was relatively low.

## Optimising the event space

As well as understanding the wider movements of visitors across the space, Business Travel Show received in-depth detail on the effectiveness of its chosen event layout. Although the areas near the main thoroughfares and the cafes were most popular, there was a healthy influx of visitors to all the exhibitor booths regardless of the location. As is typical of events, the biggest predictor of the popularity was the size of the booth. That might also be due to more complex engagement strategies employed by the large exhibitors.

## Validating the attendance for event exhibitors



To show the value in selecting each exhibitor package, Business Travel Show was able to clearly document the greater attendance to the selected exhibitors. Conversion rates and dwell times could then help each exhibitor judge the success of their on-stand marketing strategies. Conversion rates that differed in factor of up to 10x clearly showed the value in using methods to engage passers by.

## Proving the return on investment

The key to accurately measuring the value of an event presence and the actual ROI lies in the concrete KPIs. However, most of them are very dependant on the stand engagement strategy. For example - the number of captured leads might be low, but that could be due to poor stand position resulting in fewer passers by, poor passer by engagement strategy or simply insufficient booth staff. The detailed results of Expo analytics make it easy to objectively evaluate the event, stand position and engagement strategy, resulting in accurate ROI measurement and concrete suggestions on improving the results at the next event, raising the ROI.

"Delivering ROI to the exhibitors is key to a successful event. Traditional measuring methods make it difficult as they are typically dependent on the exhibitors. With Expo analytics delivering a complete event overview we could prove the value of event attendance and are in a great position to help the exhibitors receive even more value from the next event."

Sam Cande, Group Commercial Director, Business Travel Show, Centaur



## Showcase: Star Alliance

The Star Alliance network was established in 1997 as the first truly global airline alliance to offer worldwide reach, recognition and seamless service to the international traveller.

Star Alliance's main goals for the Business Travel Show 2016 were to strengthen the brand, increase awareness of the benefits the Alliance offers and grow recognition of their 28 member airlines.

The Alliance's booth was designed to stand out from the crowd and attract the visitors to meet with representatives of the 24 airlines represented in the UK. This did pose a challenge in accurately gauging the number of visitors and calculating the conversion rate from passers-by to visitors.

Obtaining this information was essential for Star Alliance to track a host of KPIs in order to evaluate the success of their event presence - from member airline satisfaction to sales lead quality.

This is where Expo analytics played a key role. The results of Expo analytics were available to Star Alliance on a daily basis using a clear online dashboard that contained all the information needed to complete their picture of the event performance. Success of every part of the engagement strategy could now be tracked and optimised, paving the way for higher ROI.

Expo also helped prove the success of the event strategy: both visitor numbers and conversion rate consistently placed Star Alliance near or at the very top of the tracked exhibitors.

"Expo analytics helped complete our picture of the event and enabled us to evaluate all aspects of our engagement strategy. We are happy that it confirmed our success and would love to use Expo analytics again!"

Nicole Parr, Star Alliance Coordinator for Sales and Marketing in UK and IE

## Impact on the bottom line

**30%**

increase in rebooking rates among  
best performing companies

**50%**

higher chance to return to the show for  
the top performing company

The stand performance data provided by Expo had an immediate business impact. Business Travel Show was able to prove the value of attendance to top performing companies, which resulted in a 30% increased rebooking rate. The data also resulted in a more positive event experience, which increased the chance of repeat attendance - in the case of the top performing company, this resulted in an increase from 40% to 90%.

There were also ancillary benefits to the information provided by Expo. Business Travel Show will be able to work with companies performing lower than expected to improve their event engagement strategies. Insight into visitor flows could impact the size of the stands and help uncover valuable insights about growing the show.

If you are the kind of marketer who challenges himself and the status-quo, be sure to check out Expo analytics. There's now finally a service that helps you understand if and how you're engaging your audience with your trade show presence. Expo analytics has become a must-have in our event and conference toolbox.

- Lennart Gijsen, booking.com

**At 1% of the typical cost of a stand, Expo analytics is incredibly cost effective. With minimal disruption, and regulated by EU privacy laws, it also takes less than a few hours to implement.**

To learn more, receive the comprehensive data set for the case study, or inquire about our **special introductory offer**, please contact Expo analytics sales at [sales@expoanalytics.com](mailto:sales@expoanalytics.com).