

Extremely satisfied participants at the International Bio-Energy Days!

"The visitors to the IBED conference were generally very satisfied and the highest scores were within the "service and reception" within the exhibition premises."The average rating for this factor was 6-7, which is considered extremely high."

This quote is taken from the Research Institute of Tourism as part of the West Swedish Tourism Council who made an evaluation of Trollhättan as a meeting place in the context of The International Bioenergy Days conference in 2009.

The study was made during part of the conference which took place in Trollhättan in order to evaluate the conference destination and facilities and also calculate the economic turnover generated by tourism. The total interviewed were 83 randomly selected people at the conference, including participants, exhibitors and speakers. The interviews were carried out 'on-the-spot' in the conference rooms at Innovatum in Trollhättan.

The average age and gender of participants at the International Bioenergy Days 2009 in Trollhättan were male and 47 years old. More than 30% of visitors were from countries other than Sweden, mainly from the United States of America.

Interviewees were asked how satisfied they were with the conference in a seven-point scale where all grades, from the Conference through to the implementation of the social programme of the Conference, were shown to average out at 6. The evaluators summarised the results which showed again that "visitors were very satisfied with the Bioenergy Days".

For Trollhättan as a destination, the study shows that the average money spent during their stay for visitors to the Bioenergy Days in Trollhättan amounted to 3337SEK per person including entry fee. It provides an estimate of the economic turnover generated by tourism of 365,000 SEK. If removing the participation fee the average visitor to the conference spent an average 421 SEK per person per night in Trollhättan. It is also worth taking into account both lunches, dinners, refreshments and transportation were included within the participation fee. These results give the impression that both Trollhättan is a very capable venue that is enjoyable to visit and that The International Bio-Energy Days Conference can be very successfully hosted there.