

Factsheet Spring Fair 2011

Results Visitors Evaluation



Number of visitors

Sunday: 5.384
Monday: 5.151
Tuesday: 1.958
Total: 12.493

Number of companies

Sunday: 2.922
Monday: 2.994
Tuesday: 1.240
Total: 7.156

1. Average mark: 7,1

44% 8 or higher
32% 7
17% 6
7% 5 or lower

2. Satisfied with diversity

70% (Very) satisfied
24% Average
6% (Very) dissatisfied

3. Satisfied with quality

79% (Very) satisfied
18% Average
3% (Very) dissatisfied

4. Top 5 reasons for visit

26% Placing orders
24% Staying up to date with trends and developments
20% Orientation on purchase
16% Meeting new suppliers
9% Meeting existing suppliers

5. Average duration visit

4 hours and 36 minutes

6. Made new contacts?

65% Yes
35% No

7. Visited existing relations

77% Yes
23% No

8. Did u have investing plans before visiting the fair?

79% Yes
21% No

9. Did u make a purchase?

78% Yes, placed orders
13% Yes, intend to place order
9% No

10. Sector

62% Store
15% Webshop
5% Market
3% Hairdresser/Beauty salon
2% Wholesale
1% Importer/Agent
1% Manufacturer
12% Other

11. Organisation

92% Self employed
8% Committed (via franchise, chain)

12. Decisionmaker?

84% Final decisionmaker
15% Joint decisionmaker
<1% Advising role
1% No role in decision making

13. Company size

Average number of employees per company: 4

Store space (net):

19% < 50 m²
41% 50 tot 100 m²
22% 100 tot 150 m²
18% > 150 m²