

# Visitor Analysis

## LIWF & DISTIL 2010

18 – 20<sup>th</sup> May at ExCeL



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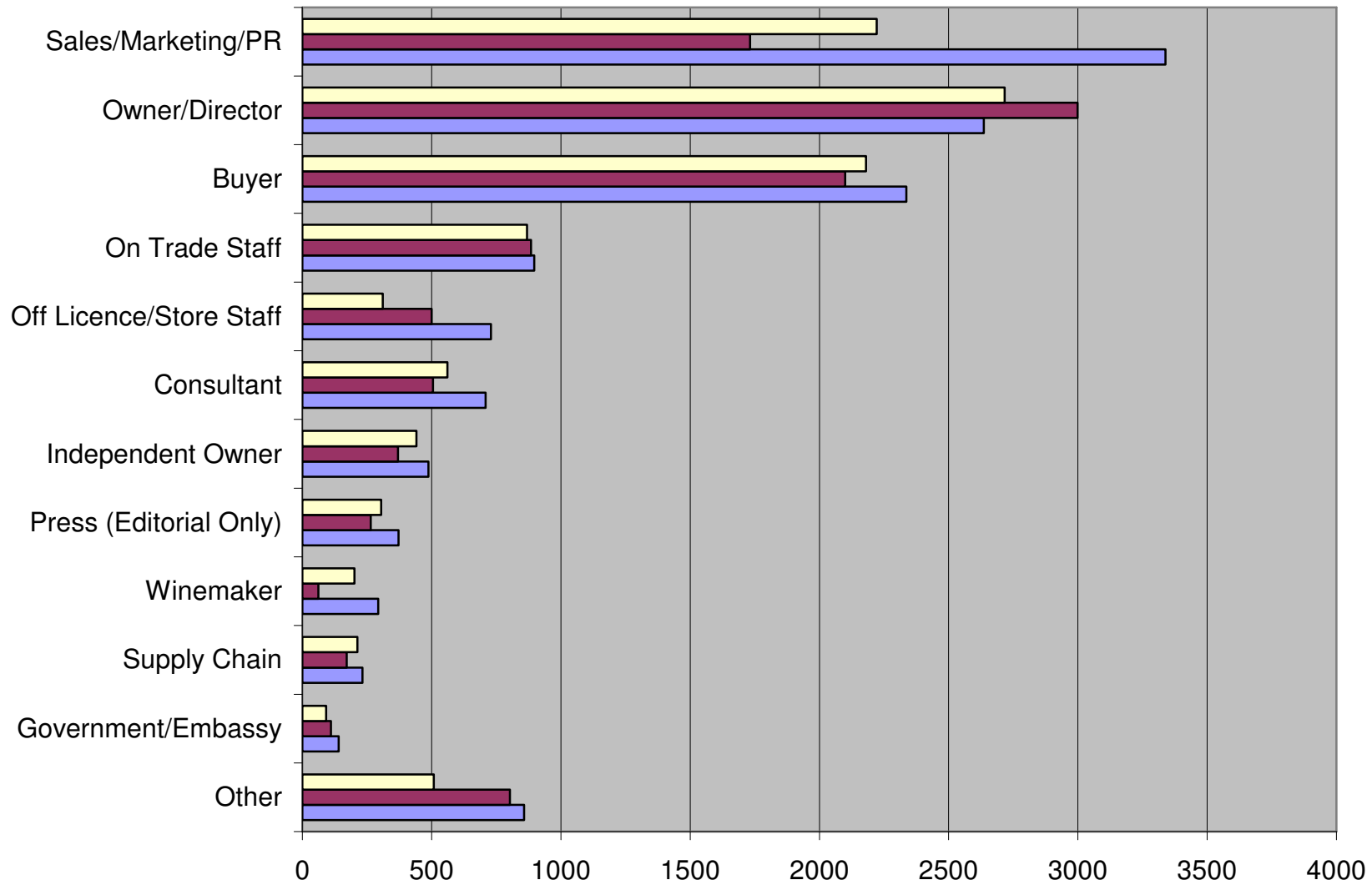
# 1. General Statistics

	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
UK Based Visitors	9,896	10,224	11,038	10,707	10,498
International Visitors	3,673	3,467	3,865	3,133	3,208
<b>Total Visitors</b>	<b>13,569</b>	<b>13,691</b>	<b>14,903</b>	<b>13,840</b>	<b>13,706</b>
Day 1 visitors	6,398	6,612	7,071	6,332	6,455
Day 2 visitors	4,561	4,365	4,832	4,682	4,538
Day 3 visitors	2,610	2,714	3,000	2,826	2,713
Day 2 repeats	2,867	2,896	3,070	2,698	2,722
Day 3 repeats	2,346	2,164	2,339	2,154	2,272
<b>Total Gross Visitors</b>	<b>18,782</b>	<b>18,751</b>	<b>20,312</b>	<b>18,692</b>	<b>18,700</b>

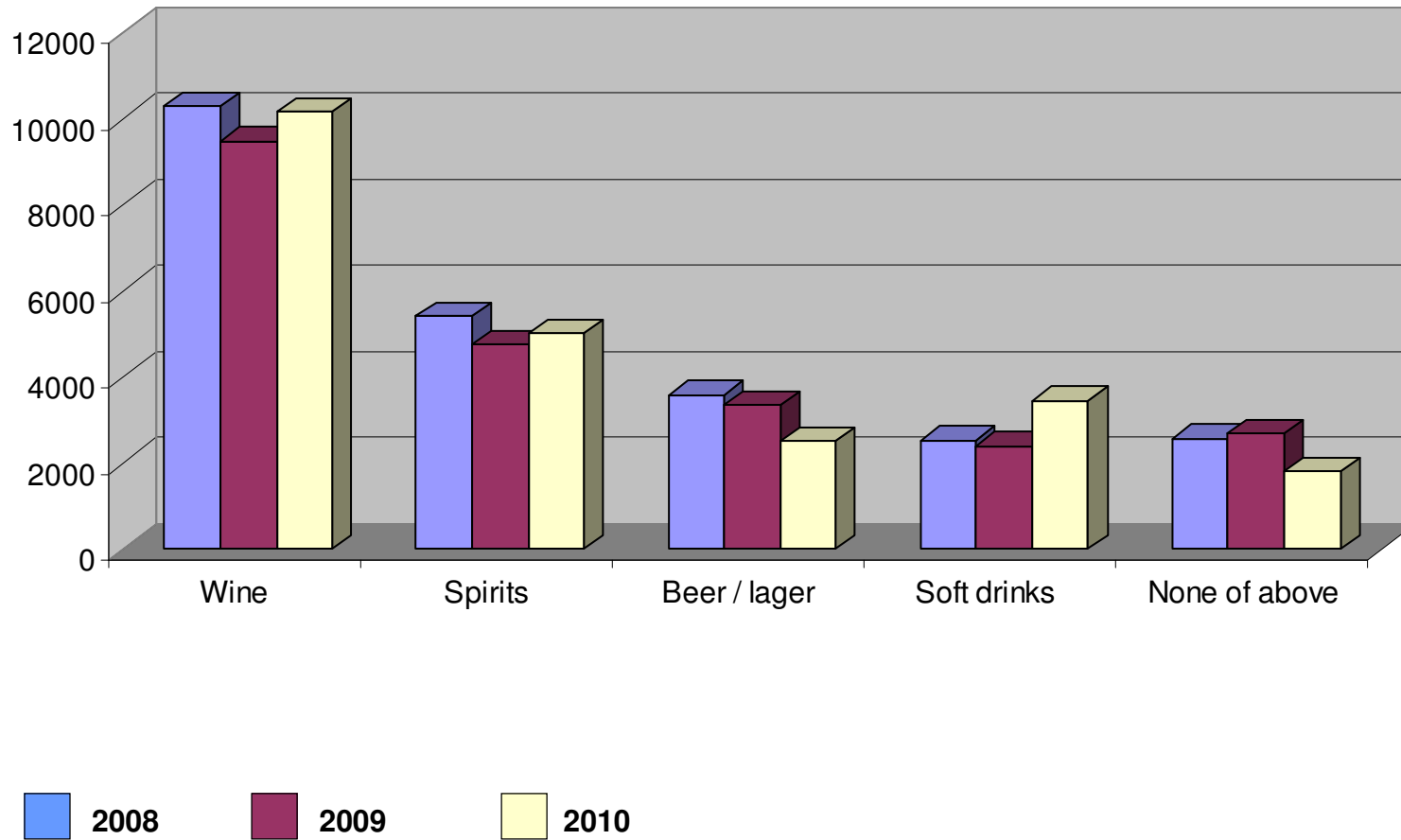


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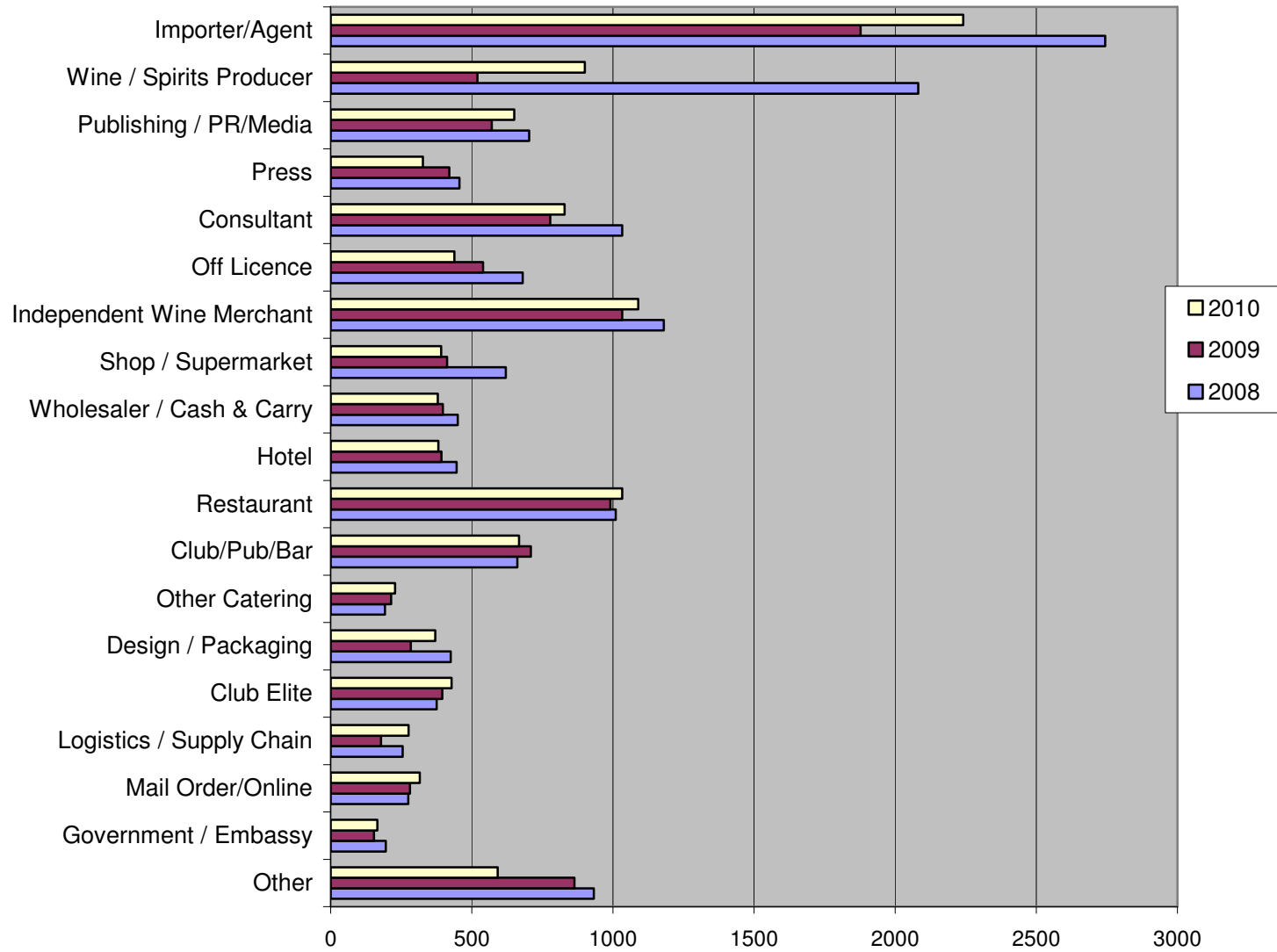
## 2 Visitor Analysis: Job Function



### 3 Visitor Analysis: Buying Responsibility



## 4 Visitor Analysis: Company Type



## 5 Geographic: Country Breakdown of Visitors

