



Visitor Analysis

LIWF 2009

12 – 14th May at ExCeL



THE LONDON INTERNATIONAL
WINE FAIR
12-14 MAY AT ExCeL LONDON

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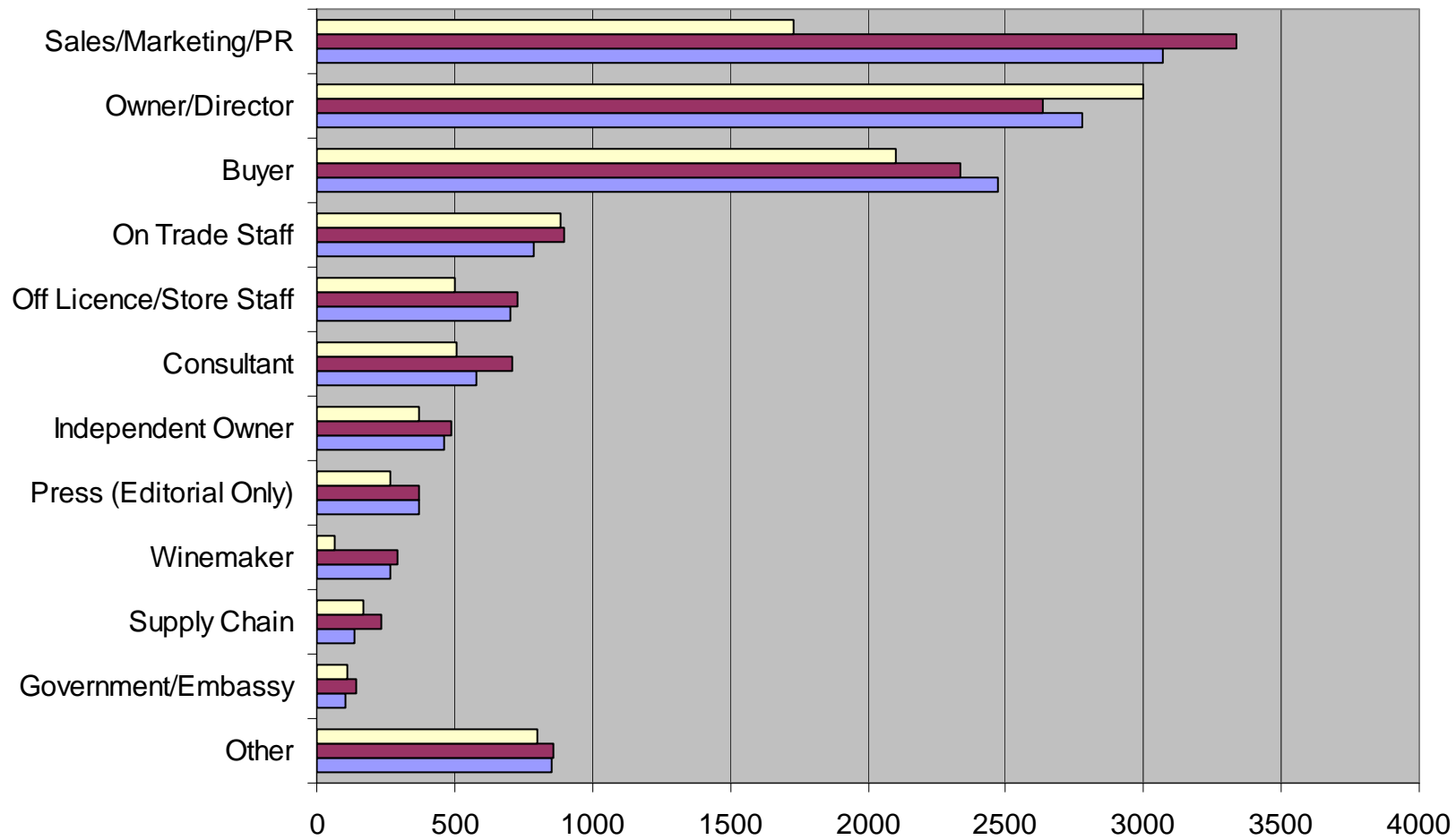
1. General Statistics



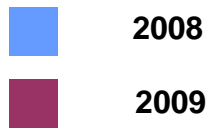
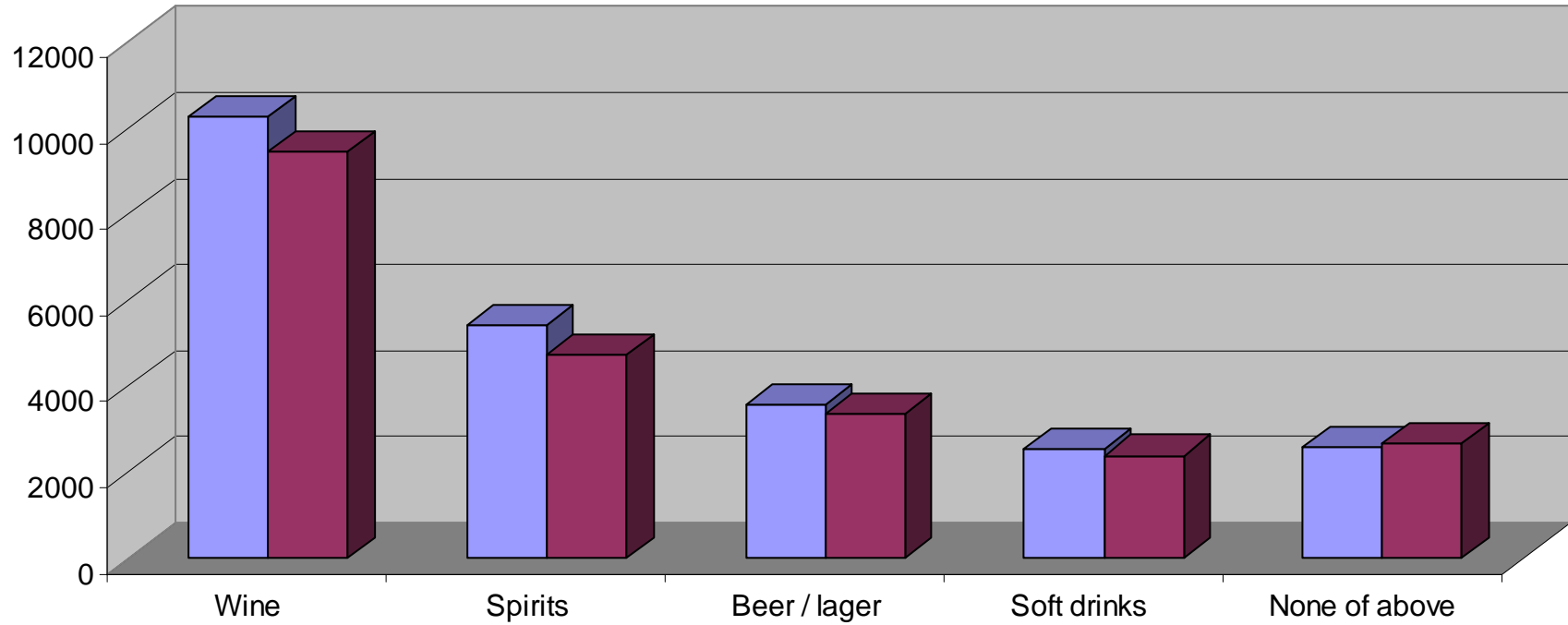
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	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>
UK Based Visitors	9,896	10,224	11,038	10,693
International Visitors	3,673	3,467	3,865	3,200
Total Visitors	13,569	13,691	14,903	13,893
Day 1 visitors	6,398	6,612	7,071	6,357
Day 2 visitors	4,561	4,365	4,832	4,707
Day 3 visitors	2,610	2,714	3,000	2,832
Day 2 repeats	2,867	2,896	3,070	2,730
Day 3 repeats	2,346	2,164	2,339	2,832
Total Gross Visitors	18,782	18,751	20,312	19,455

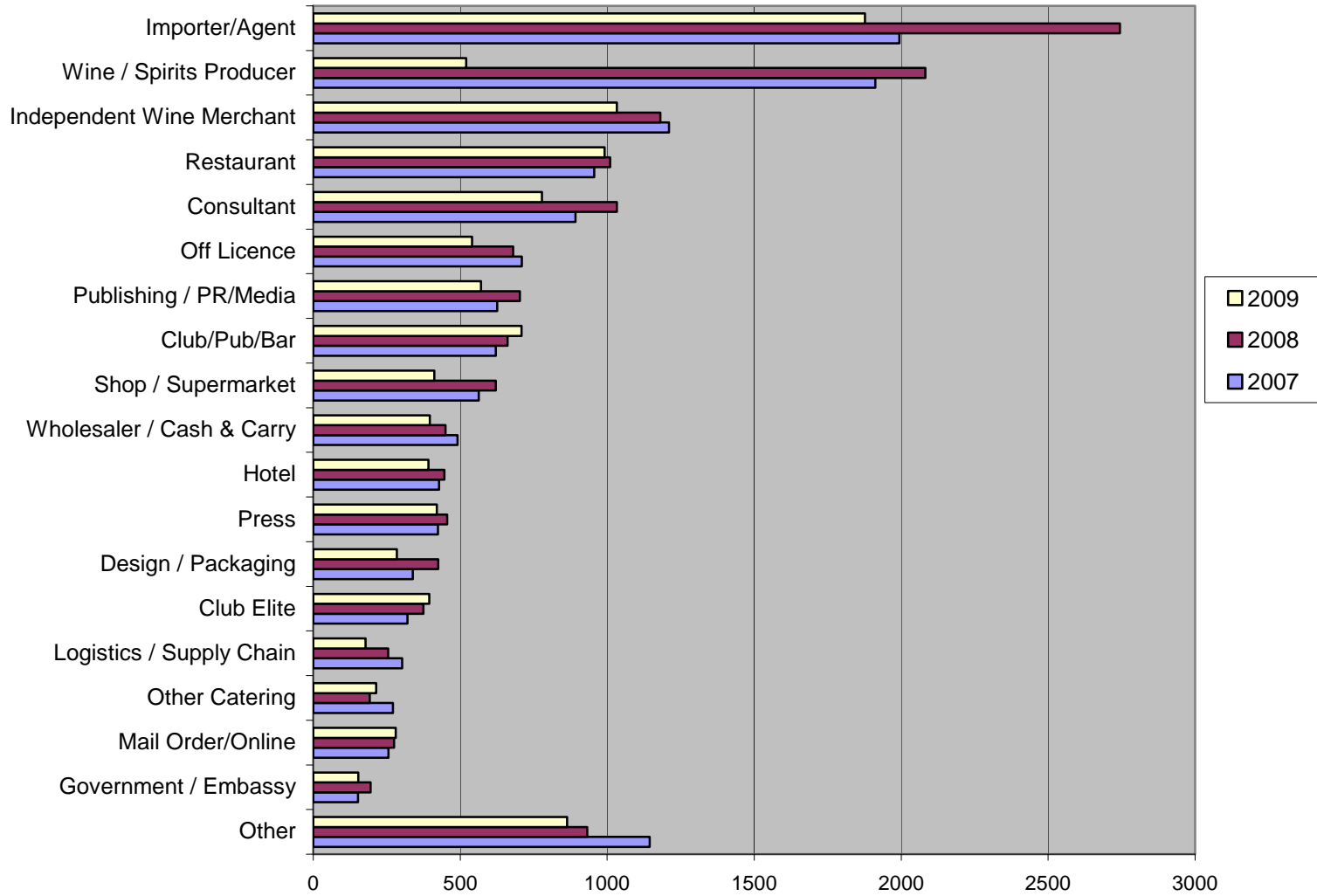
2 Visitor Analysis: Job Function



3 Visitor Analysis: Buying Responsibility



4 Visitor Analysis: Company Type



5 Geographic: Country Breakdown of Visitors

