

Visitor Survey



This is a survey of visitors at TUR 2009 in Göteborg and their views about the fair. The survey data was gathered thru interviews with a random selection of visitors. The survey is based on answers from a total of 714 visitors. 409 were trade visitors and 305 were general public.

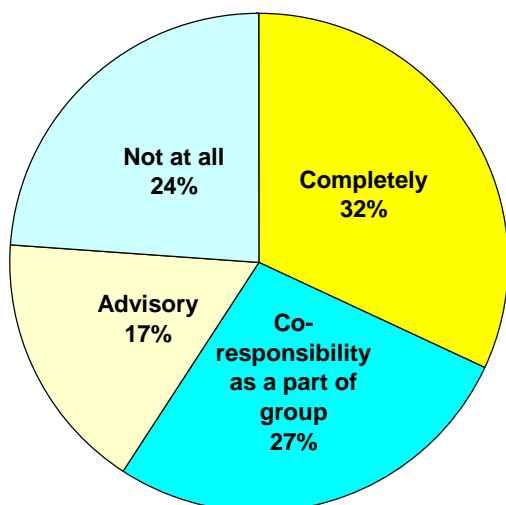
What position do the trade visitors hold?

Management	34%
Sales, front desk, bookings	23%
Production	8%
Marketing, advertising, media	7%
Travel manager/Incentive & Conference buyer	6%
Travel guide/Guide	6%
Project manager, consultant	5%
Teacher, instructor, education and training	3%
Other	8%
	100%

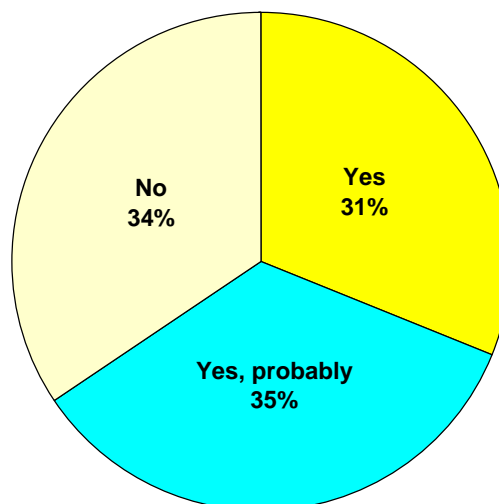
Which sectors are the trade visitors engaged in?

Travel agencies/Tour operators	26%
Carriers	13%
Hotels, conferenses, SPA	9%
Advertising, media	6%
Tourist organisations/tourist offices	6%
Training	6%
Tourist attractions	5%
Travel managers/Incentive & Conference buyer	4%
IT/Booking-/reservation systems	3%
Conference organizers/Incentive travel organizers	2%
Rental	2%
Camping	1%
Other	17%
	100%

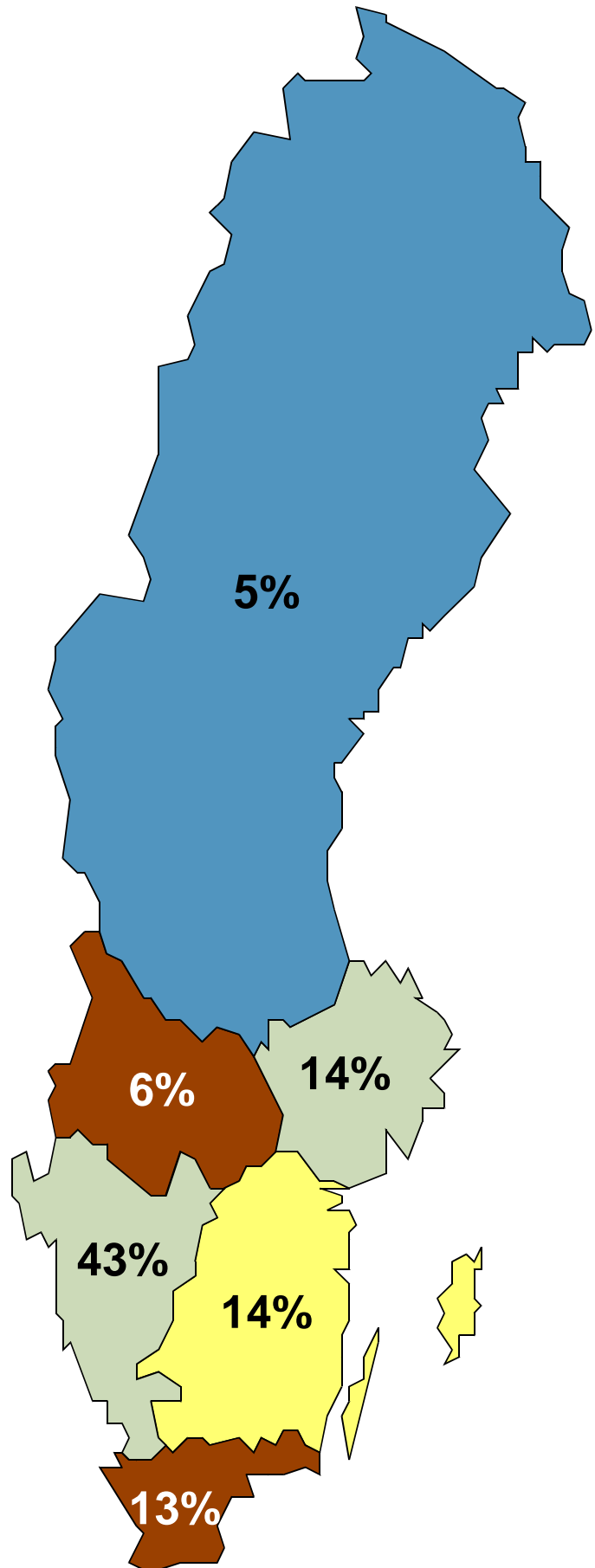
To what extent do the trade visitors influence the purchasing of products shown at the fair?



Do the trade visitors plan to buy or suggest the purchase of products/ services shown at the fair?

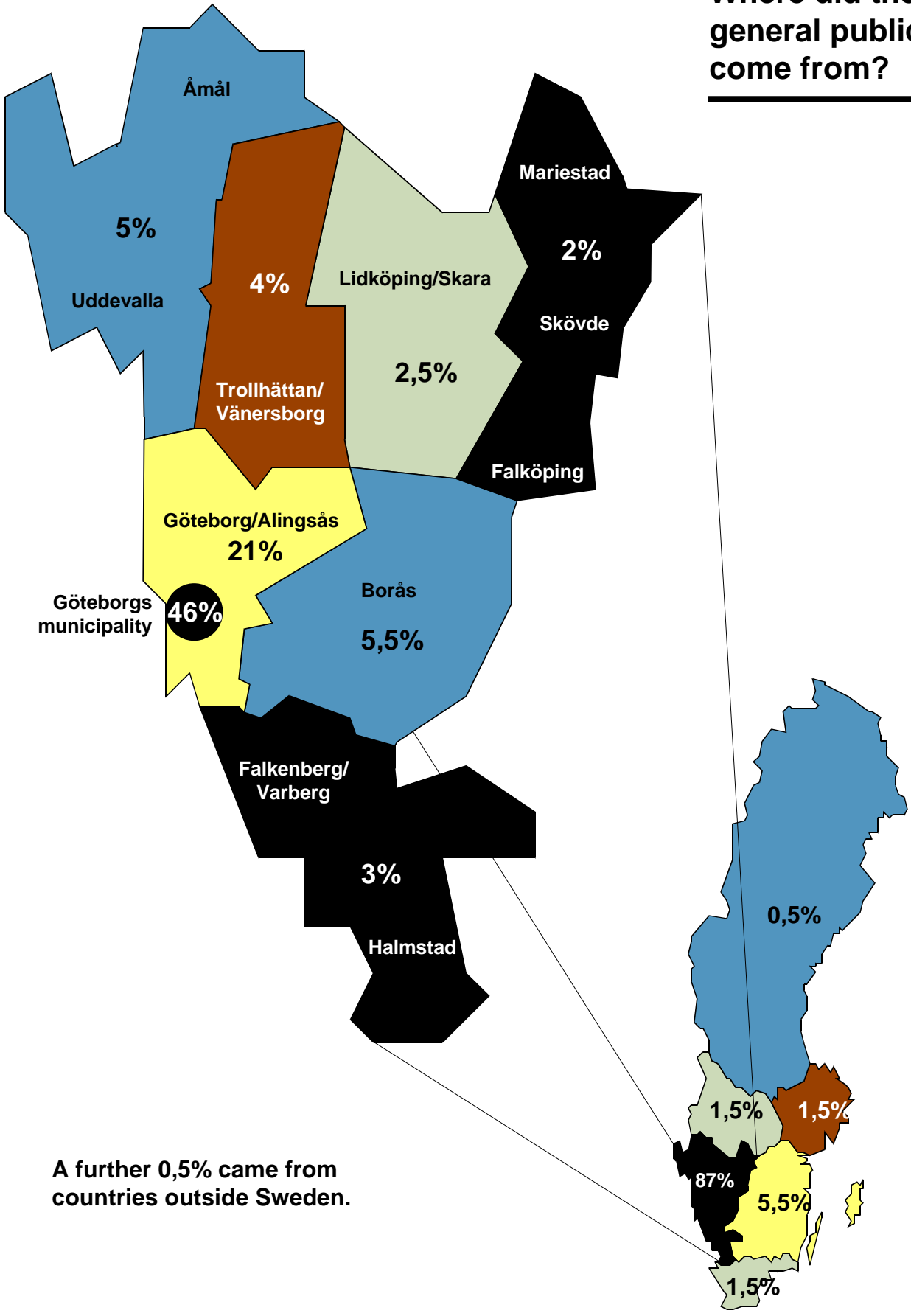


**Where did the trade
visitors come from?**



A further 5% came from
countries outside Sweden.

Where did the general public come from?



Göteborgs municipality

A further 0,5% came from countries outside Sweden.

What were the visitors interested in?

Trade visitors

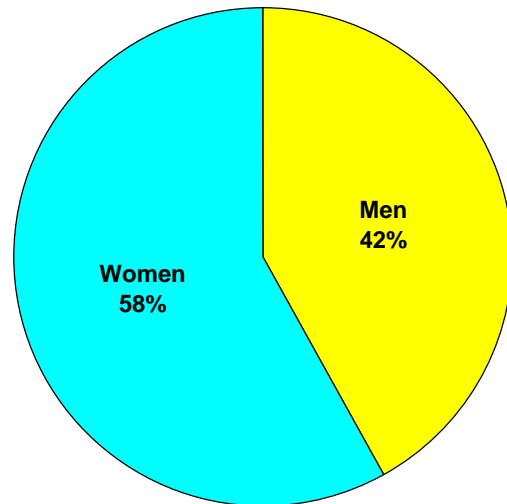
Foreign destinations	53%
Swedish destinations	52%
Hotel, conference sights, SPA	44%
Tour operator/travel agency	24%
Tourist attractions	23%
Transport companies	18%
IT/reservation system, data communication	9%
Rental services (car-, cabin- etc)	6%
Other	7%

General public

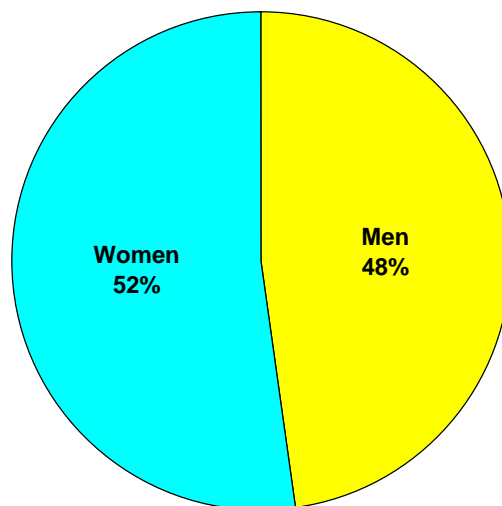
Europe	73%
Sweden	43%
Asia	27%
Africa	21%
South Amerika	20%
North America	12%
Australia	12%
Oceania	12%
Other	2%

Visitors by gender

Trade visitors

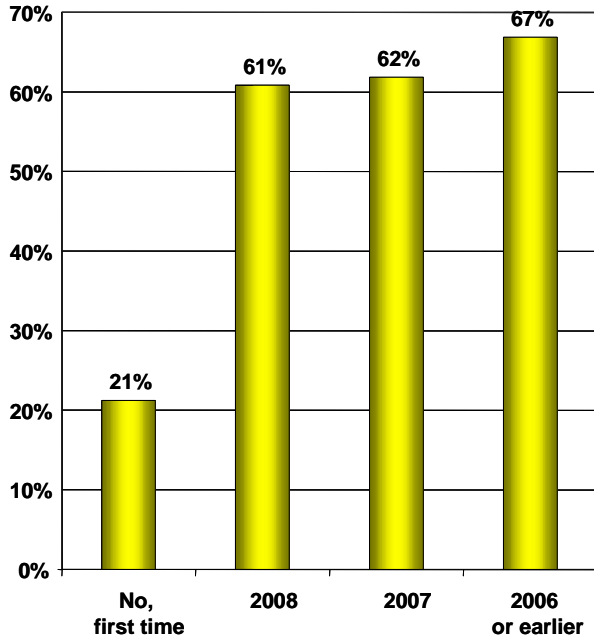


General public

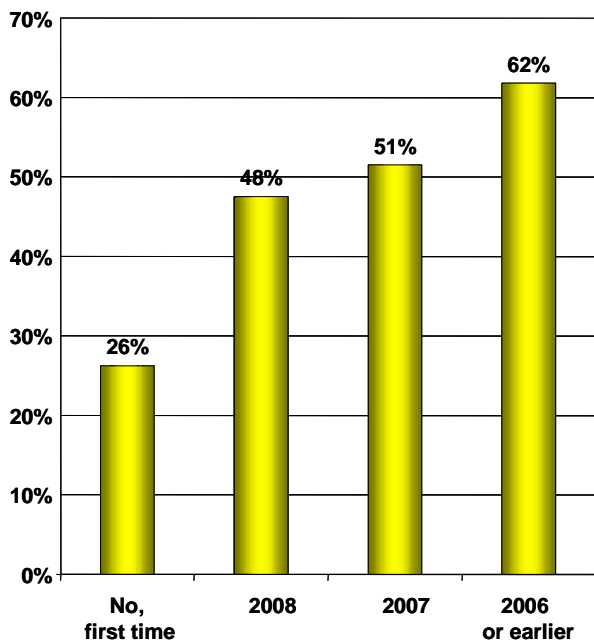


Have the visitors visited TUR before?

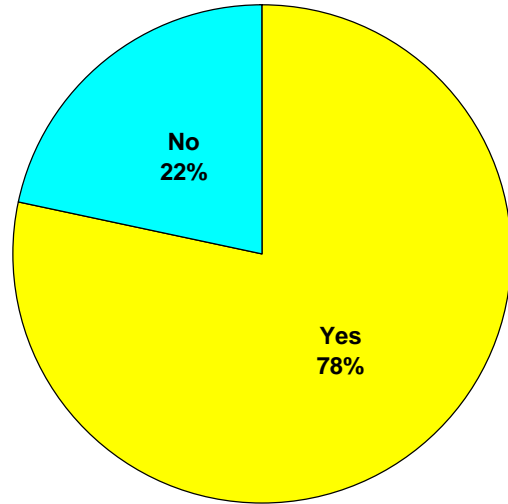
Trade visitors



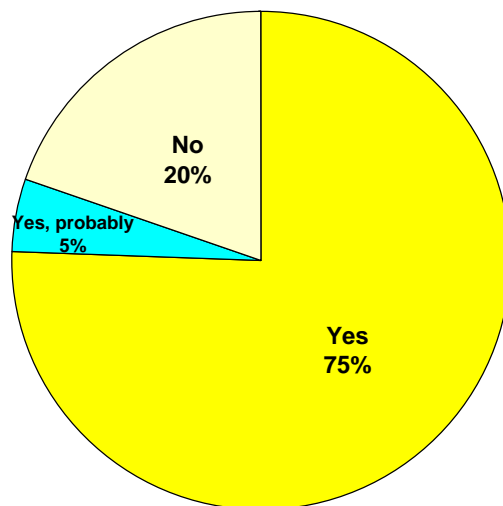
General public



Is TUR the most important fair for the trade visitors?

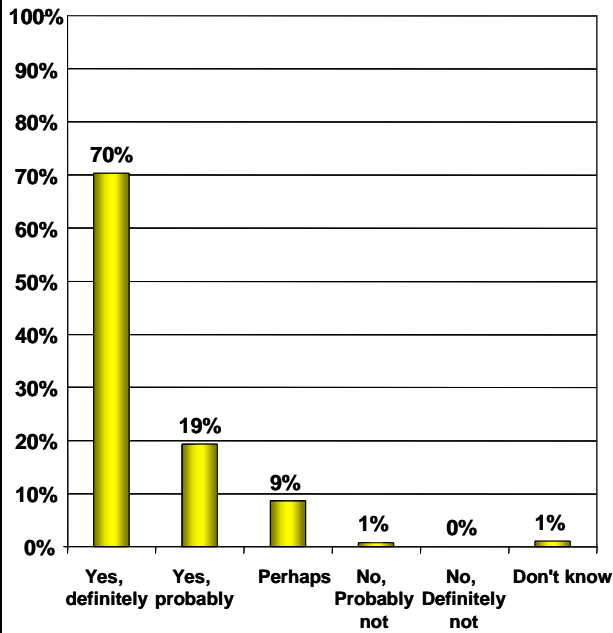


Was it an obvious decision for the general public to visit TUR 2009?

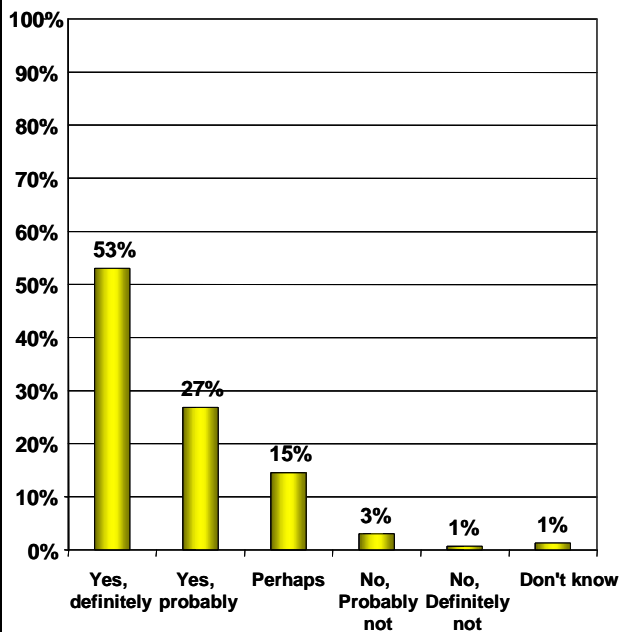


Are the visitors interested in visiting TUR 2010?

Trade visitors

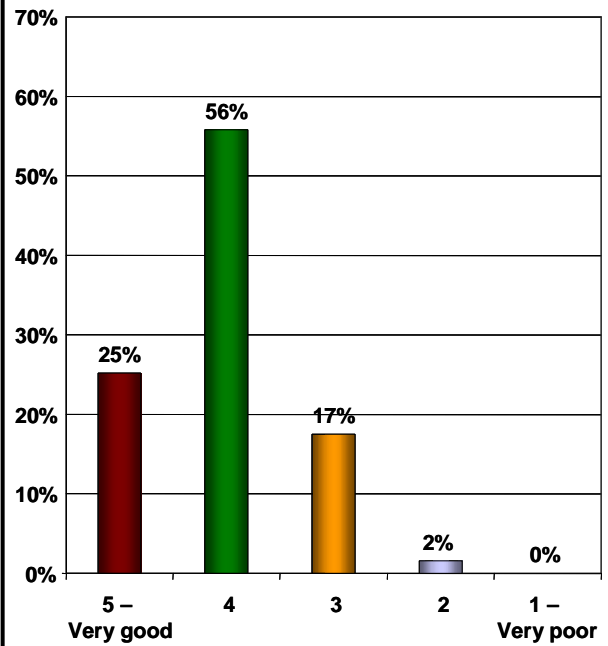


General public

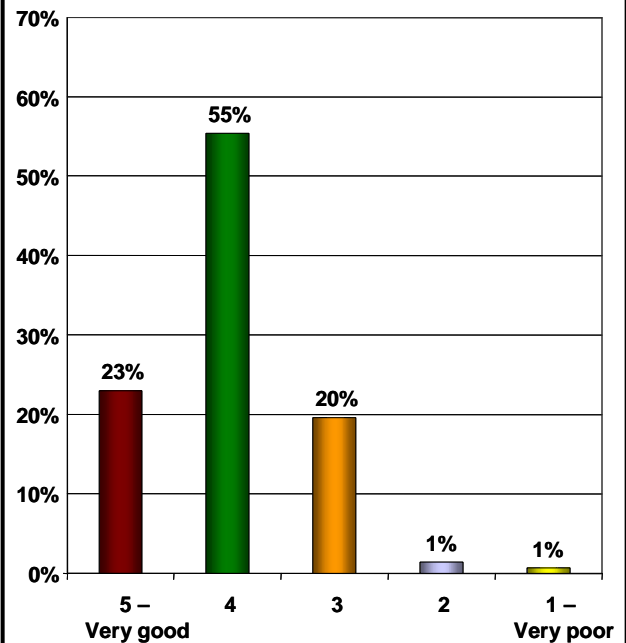


How did the visitors rate TUR 2009 overall?

Trade visitors



General public



PRELIMINARY STATISTICS

Visits, total	53 800
(of which trade visits	23 000)
Exhibition area	15 000 m²
Exhibitors	952
Companies represented	1 900
Countries and regions who where represented	102
Media representatives	510

Next TUR 25 – 28 March 2010.

*Get in touch with the TUR team
at the Swedish Exhibition Centre.*

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This survey was made by

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