

Visitor Analysis

LIWF & DISTIL 2011

17 – 19th May at ExCeL



THE LONDON INTERNATIONAL
WINE FAIR
17-19 MAY AT ExCeL LONDON



the business of **spirits**
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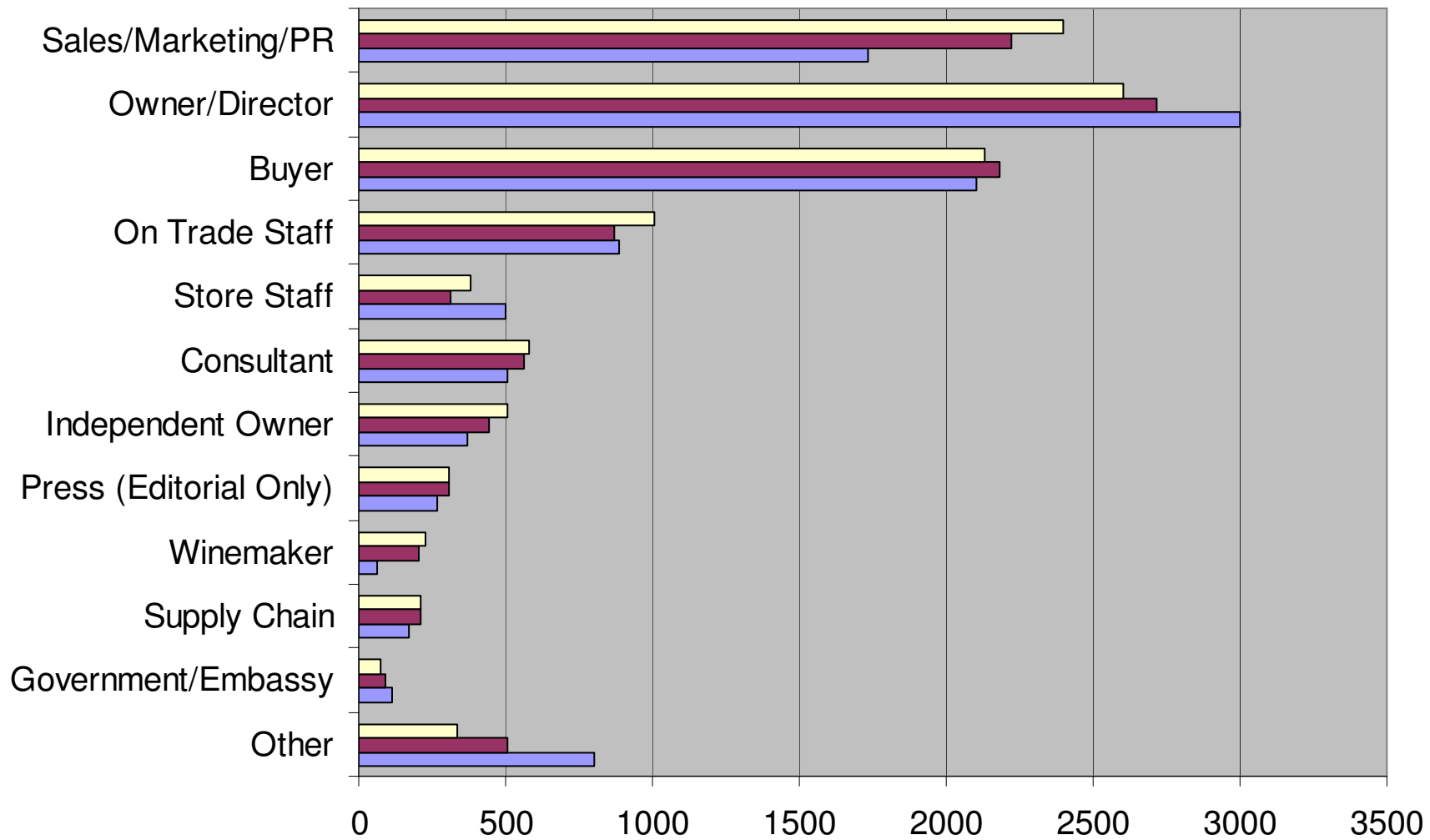
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1. General Statistics

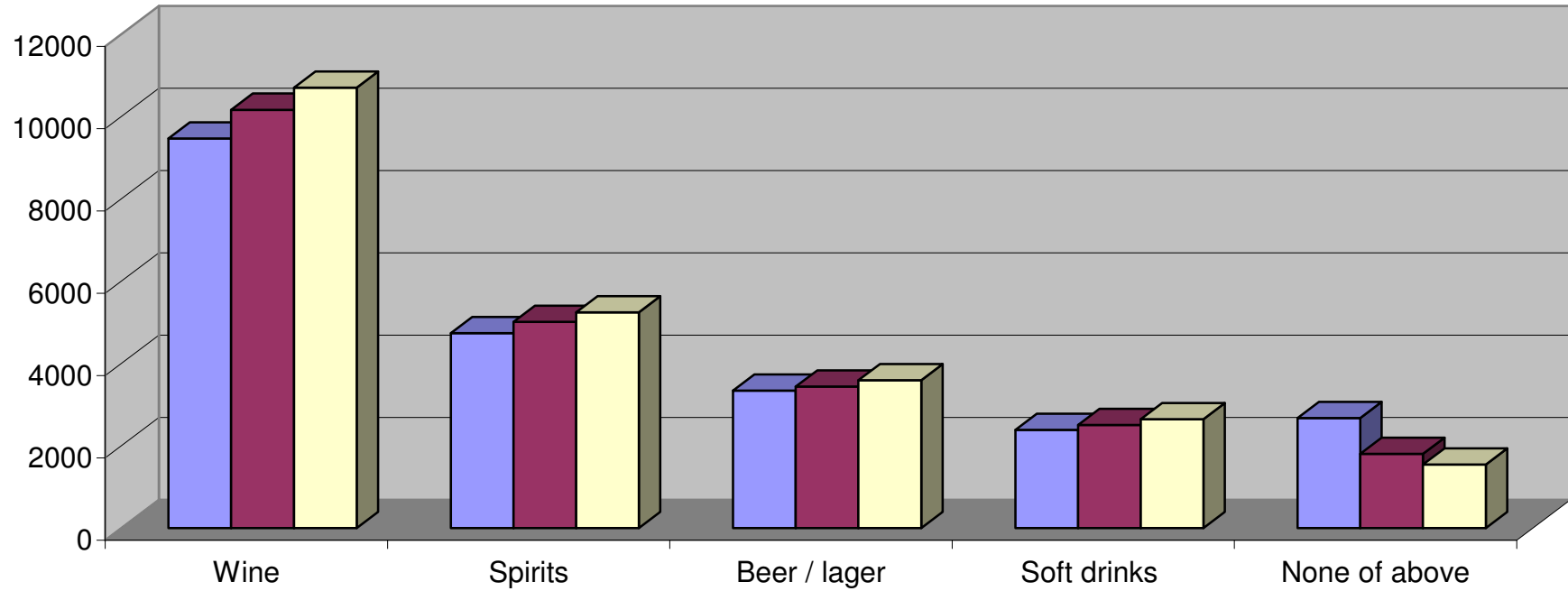
	<u>2006</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
UK Based Visitors	9,896	10,224	11,038	10,707	10,498	10,726
International Visitors	3,673	3,467	3,865	3,133	3,208	3,028
Total Visitors	13,569	13,691	14,903	13,840	13,706	13,754
Day 1 visitors	6,398	6,612	7,071	6,332	6,455	6,503
Day 2 visitors	4,561	4,365	4,832	4,682	4,538	4,462
Day 3 visitors	2,610	2,714	3,000	2,826	2,713	2,789
Day 2 repeats	2,867	2,896	3,070	2,698	2,722	2,533
Day 3 repeats	2,346	2,164	2,339	2,154	2,272	2,105
Total Gross Visitors	18,782	18,751	20,312	18,692	18,700	18,392



2 Visitor Analysis: Job Function

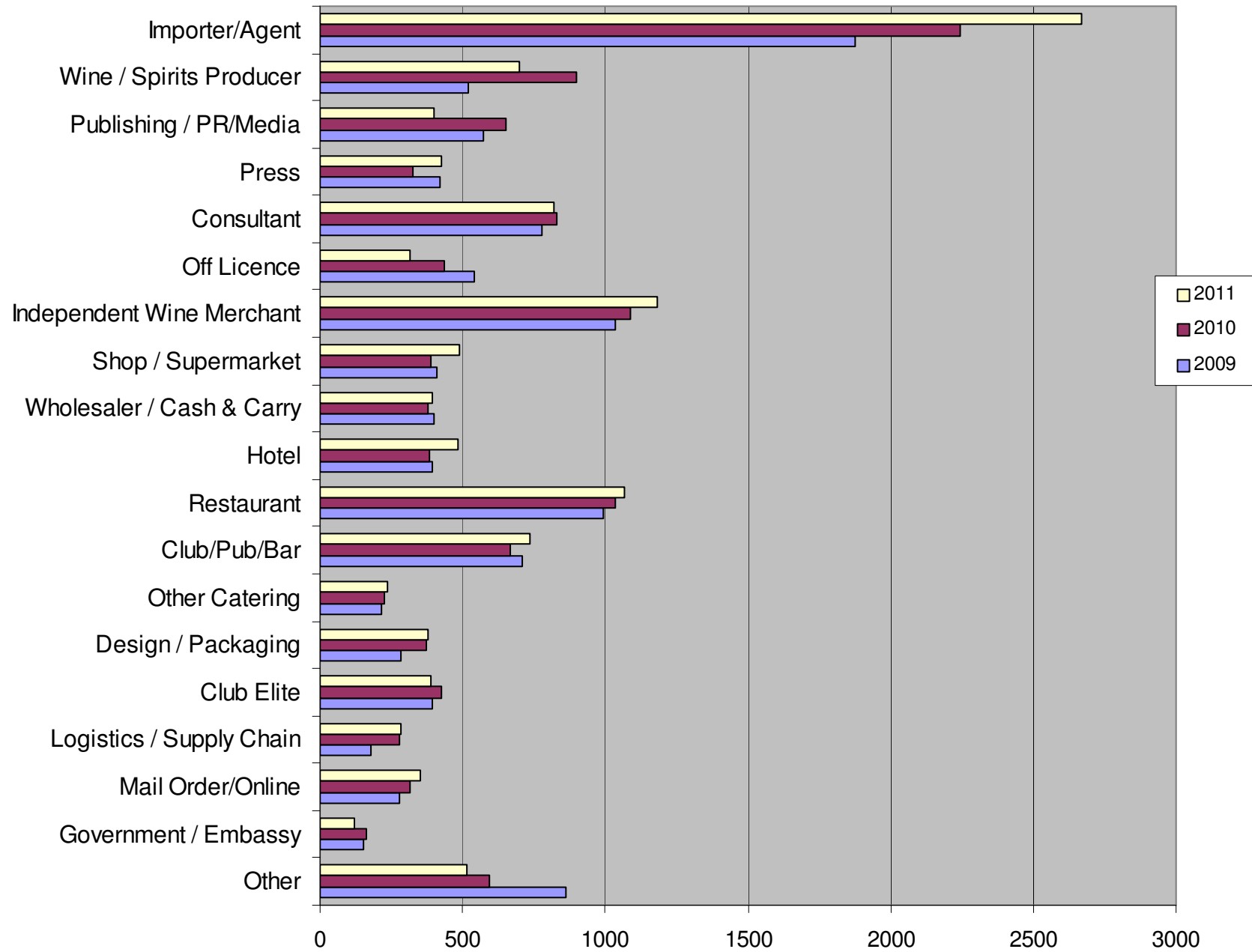


3 Visitor Analysis: Buying Responsibility



2009 2010 2011

4 Visitor Analysis: Company Type



5 Geographic: Country Breakdown of Visitors

