

An inside look at the visitors who attended Hotelympia 2004

47%

were new visitors to the show

83%

of visitors had purchasing or specifying authority

94%

said Hotelympia met some or all of their objectives

63%

found a new supplier at the show

76%

believe Hotelympia influenced their future purchase of consumables and/or capital goods

76%

found their journey to ExCeL quite or very easy (independent research – Vivid Interface, March 2004)

43214

Total Visits (Includes repeat visits)

39019 registered visitors including **3122** international visitors, **6816** exhibitors

45836

Total Attendees (ABC audited)

Visitors by Company Activity



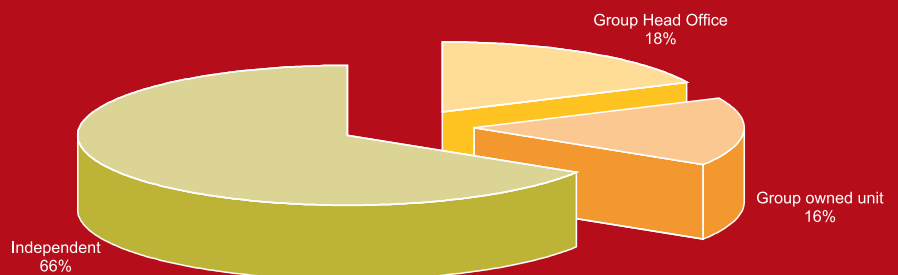
What were they interested in seeing?

Catering Equipment	25324
Food & Drink	24752
Interiors & Tableware	15374
Hostec - Eurhotec	5232
Salon Culinaire	9146
Bar Scene	11388
Seminars	9007
Design Feature	9211
The Skillery	6015
General Interest	1320

Visitor analysis by geographic location

London	20%
South East	35%
South West	6%
Midlands	10%
Northern	10%
East Anglia	5%
Wales	2%
Scotland	3%
Northern Ireland	1%
International	8%

Visitors by Company Status



Visitors by Job Function

