



## Visitor survey, public

16-18 January 2009

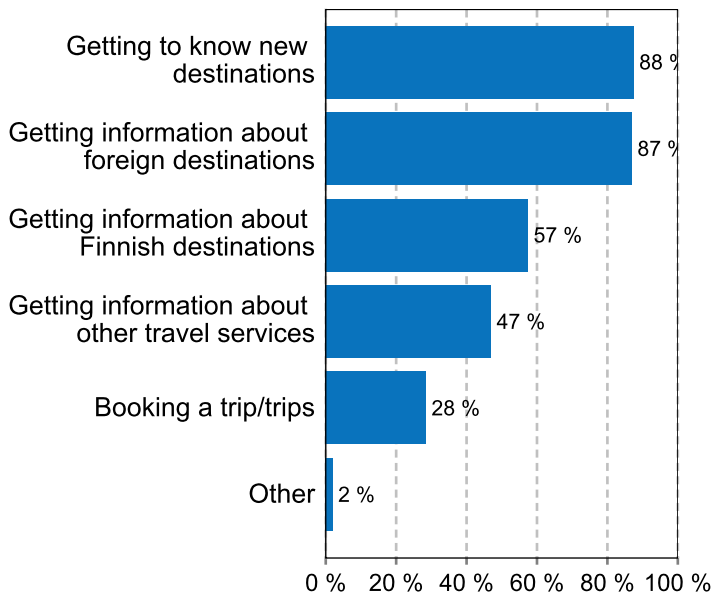
Helsinki Exhibition & Convention Centre

Fair Contacts	85 853, of which professionals 17 060
Exhibition space	12 177 m <sup>2</sup>
Exhibitors	1 153

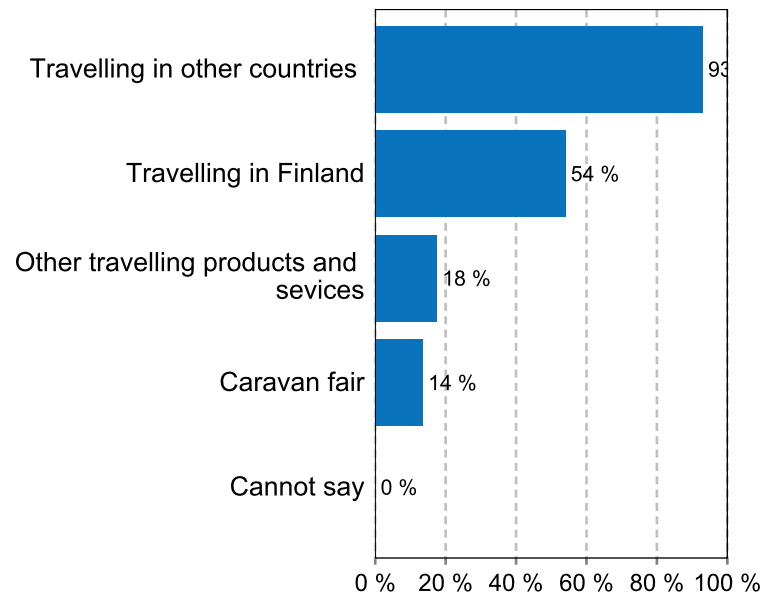
Source: TNS Gallup Oy, interview survey, Nordic Travel Fair Matka 2009, base 200 public interviews

Visitor survey - public

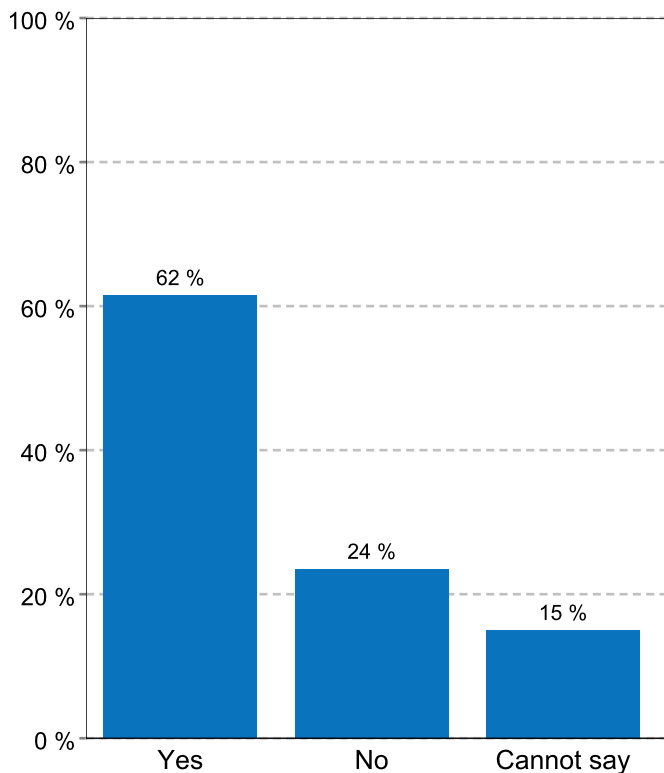
Importance of reasons to attend the fair



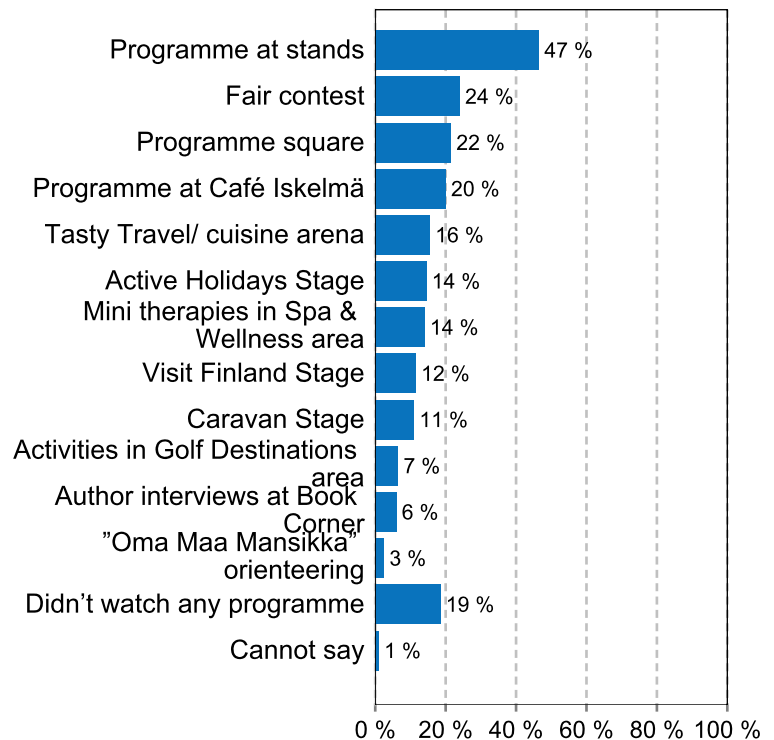
Focus of Interest at Matka fair



Did you find a new interesting product/service?

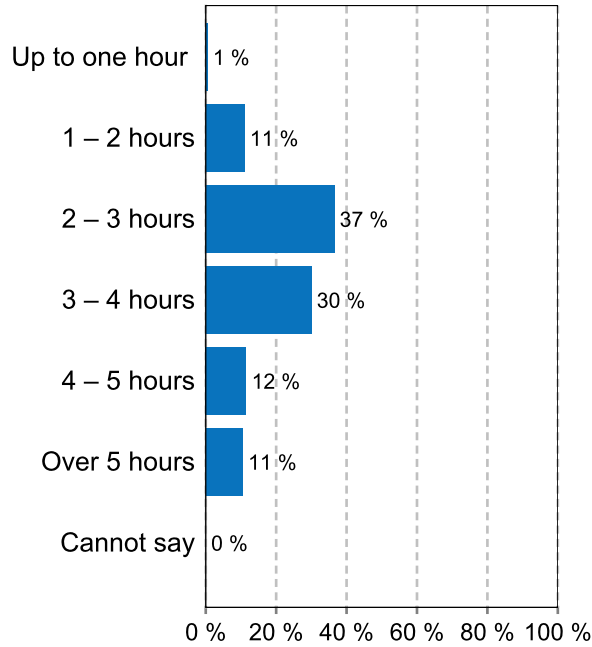


Programme spots visited/attended

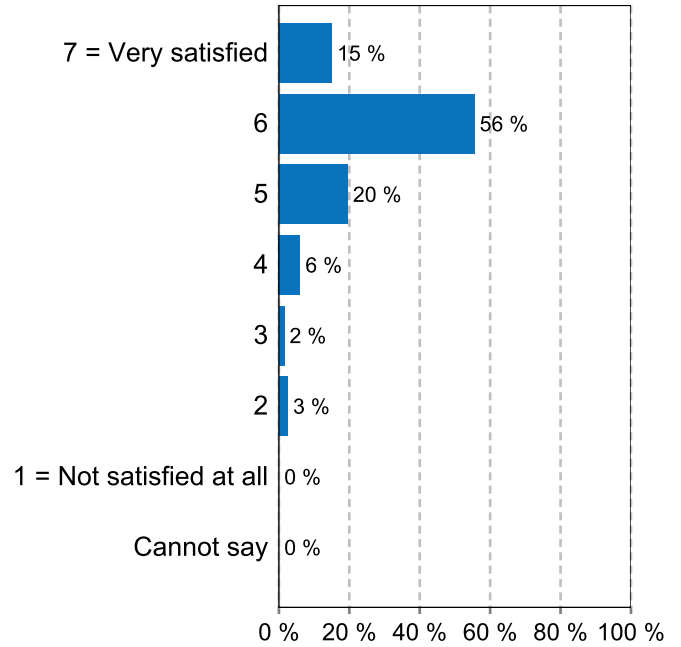


Visitor survey - public

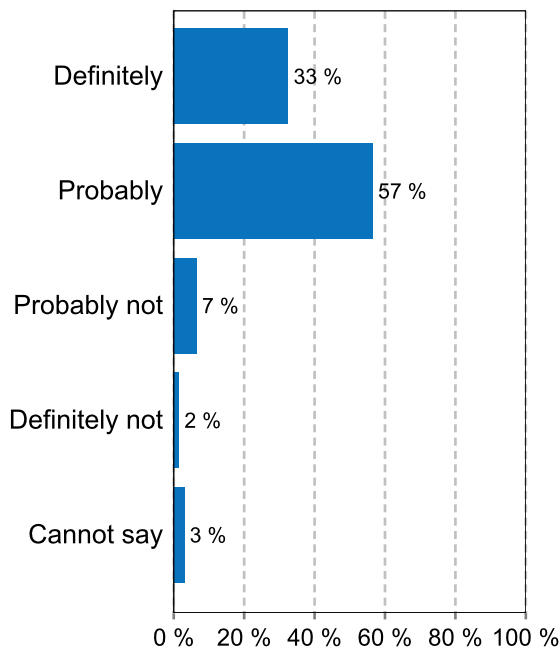
Time spent at the fair



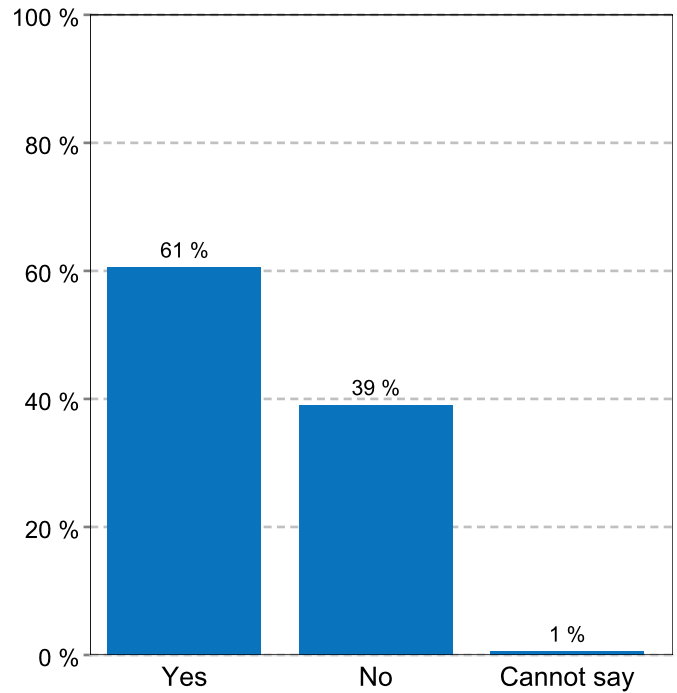
Satisfaction with the Nordic Travel Fair Matka 2009



Probability to visit the fair next time

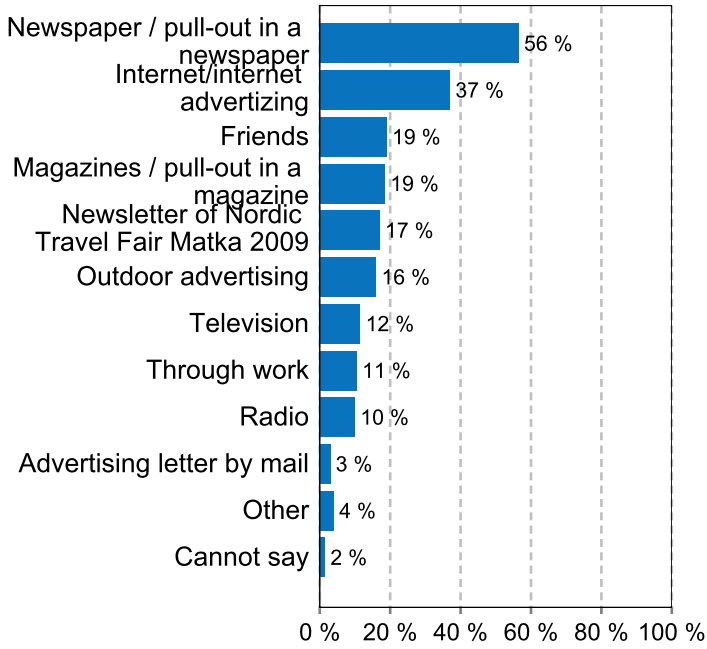


Did you visit the previous Matka fair?

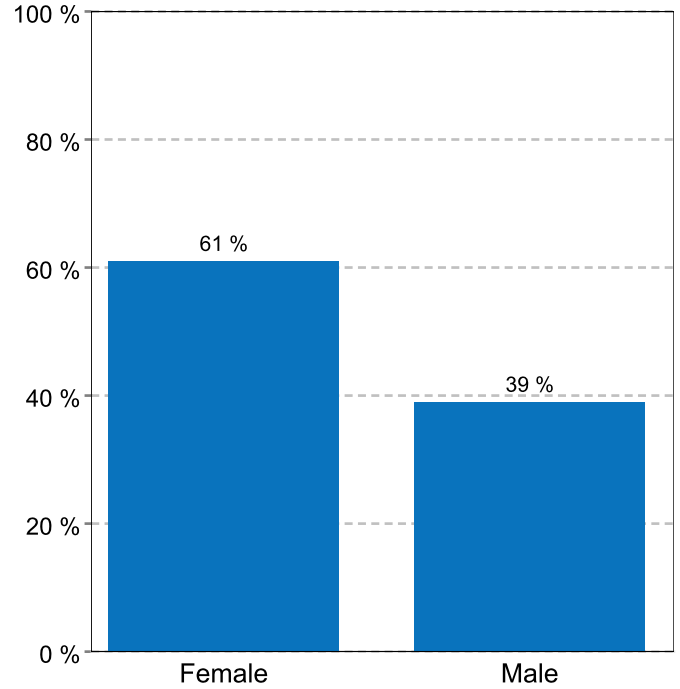


Visitor survey - public

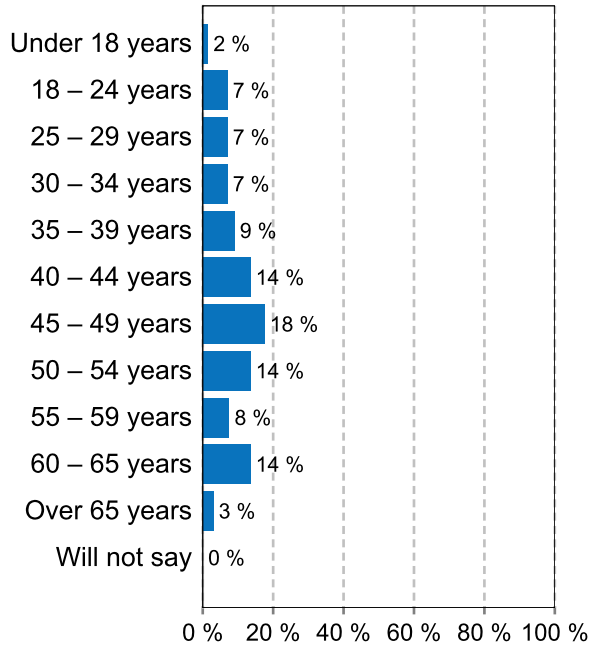
Channels of communication/advertising



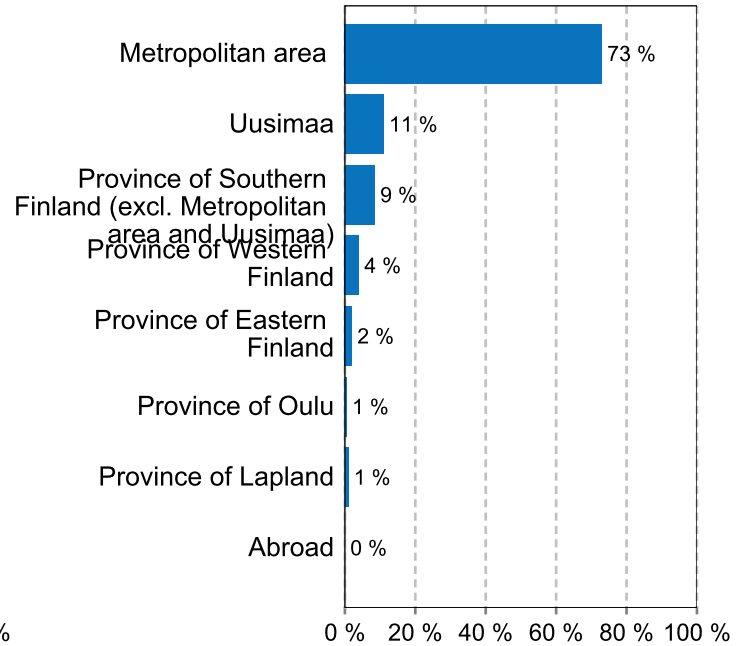
Gender



Age

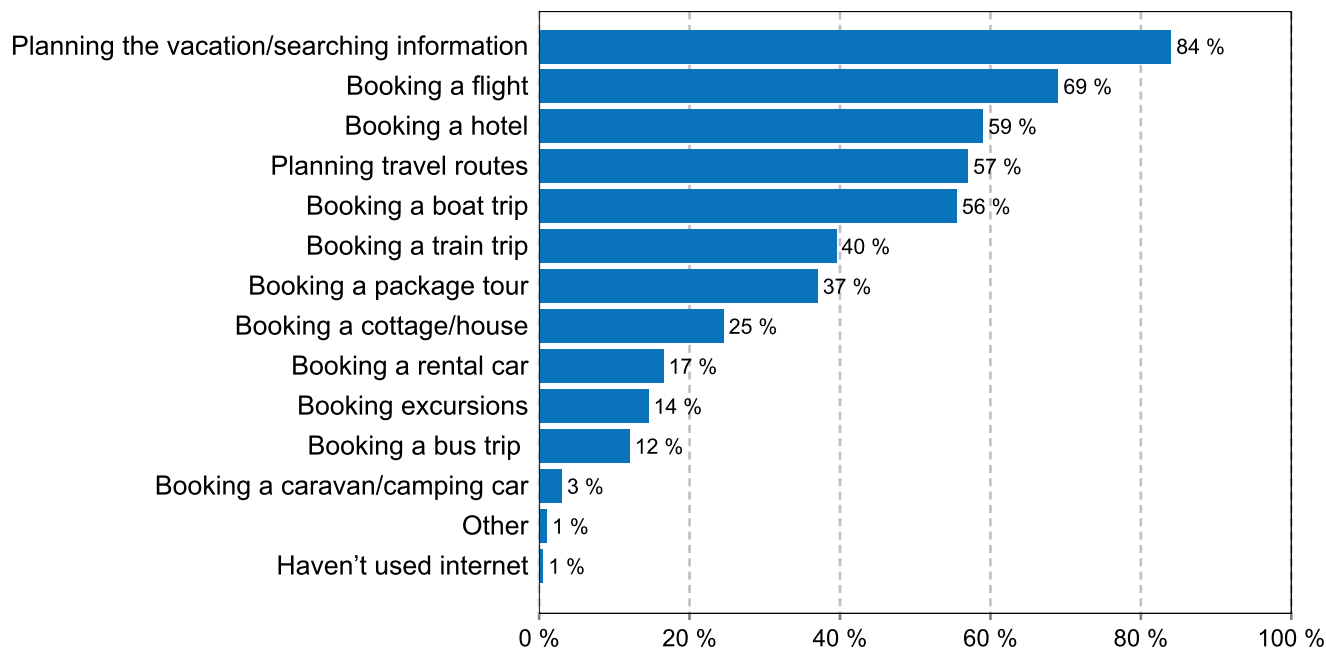


Visitors by region



Visitor survey - public

Use of internet in planning/booking vacation travel



Intentions to travel compared with the previous 1-3 years

