

HEALTH, WELLBEING AND FITNESS FAIR

Stockholm International Fairs, Älvsjö, 6-8 november 2009
www.alltforhalsan.se

Background/Purpose

The annual fair *Health, Wellbeing and Fitness Fair* were held on 6-8 November 2009. During the fair conducted Nordic Study Group, commissioned by the Stockholm International Fair, a visitor study. For a number of years, Stockholm International Fairs has been following developments in the pattern of visitors to the Fair. The surveys have been used as a means of developing and adapting the event to meet visitors' expectations. Exhibitors have been able to see a visitor image, and certain parts of the survey results have been used for directing and evaluating marketing campaigns.

Methodology

NU-Group (Nordic Surveys) conducted 405 personal interviews with visitors to the Fair. The interviews took place on all the days the Fair was open, and during the whole period each day when it was open. All of those interviewed were visitors chosen at random (exhibitors, representatives of the press and students were excluded).

Results

On these two pages is a summary of the key findings reported.

Facts for 2009

Total number of visitors	27 058 persons
Friday	6098 persons
Saturday	8384 persons
Sunday	5582 persons
Combination	6994 persons



VISITOR SURVEY

1. Gender

Female	77%
Male	23%

2. Age

65 -	7%
55-64 years	15%
45-54 years	24%
35-44 years	25%
25-34 years	17%
16-24 years	12%

3. Information about the fair

Advertisement / article in the press	26%
Enclosure/DN	22%
Posters in the subway	19%
The fair website	13%
Advertisement / article in the trade press	7%
Invitations from exhibitors	6%
Newsletter	4%
Other	29%

4. Newspapers

Må bra	30%
Hälsa	29%
Topphälsa	17%
I Form	16%
Friskispressen	11%
Fitness	11%
SATS Magasin	8%
Leva	6%
Idrott & Hälsa	4%
PS	4%
SPA & Hälsa	4%
Sportguiden	2%
Outside	1%
Sportfack	1%
Other Journal of the fair trade area	5%
Reads no newspapers regularly	35%

5. Previous experience of the fair

Yes, 2008	43%
Yes, in 2007 or earlier	38%
First Time Visitors	41%

6. Products of greatest interest

Training and Exercise	63%
Body & Soul	59%
Diet & Energy	55%
Treatment & Relaxation	40%
Other	2%

7. General impression of the fair

Very good	28%
Good	57%
Neither nor	12%
Bad	1%
Very bad	1%
No opinion	1%

8. Impression of the fair

Exhibitor quality	4.1
Exhibitor numbers	4.2
Type of activities during the fair	4.0
The seminars	4.0
The atmosphere at the fair	4.0

9. Interest in visiting 2010

Yes, absolutely	44%
Yes, probably	36%
Maybe	17%
No, probably not	1%
No, absolutely not	1%
Do not know	1%

