

## Fact sheet

Results of the visitor's evaluation

(based on 1.006 interviews)

**Number of visitors\*: Tue: 13.058 Wed: 16.402 Thu: 18.437 Fri: 28.418 Sat: 23.071 Sun: 17.949 Total: 117.335**

\*) Incl. 1.919 children under the age of 13

<b>1. Overall assessment: 7,6</b> (mean score on a scale 1 – 10, 10 = excellent)	61% 8 or higher	25% 7	14% 6 or lower
<b>2. Satisfied with the completeness of the supply</b>	85% (Very) good	13% Moderately	2% (Very) bad
<b>3. Evaluation of the ambiance</b>	91% (Very) good	8% Moderately	1% (Very) bad
<b>4. Main reasons to visit Vakantiebeurs 2009</b> (More than one answer allowed) (Based on online registration)	45% To obtain general information about a vacation still to book 22% To make a day of it/just for fun 22% To choose a vacation 5% To obtain general information about a vacation already booked 3% To book a vacation		
<b>5. Average length of stay on Vakantiebeurs</b>	4 hrs. and 15 min.		
<b>6. Visited Vakantiebeurs before</b>	78% Yes, visited Vakantiebeurs before	22% No, this is the first time	
<b>7. Intend to visit Vakantiebeurs 2011</b>	56% Certainly/probably	26% Maybe	18% Certainly/probably not
<b>8. Where will you spend your holiday in 2010 (longest vacation)</b>	41% outside Europe 57% in Europe 2% in the Netherlands		
<b>9. Top 5 holiday destinations</b>	<b>Europe:</b> 1. France 2. Spain 3. Italy 4. Greece 5. Portugal/Norway		<b>Outside Europe:</b> 1. Far East 2. North America 3. Africa 4. South America 5. Australia/New Zealand
<b>10. Intend to spend a short holiday in the Netherlands</b>	51% Certainly/probably	19% Maybe	30% Certainly/probably not
<b>11. Bookings at Vakantiebeurs</b>	26% Yes (or intend to)	74% No	
<b>12. Average holiday expenses this year per person</b> (Based on online registration)	€ 2.453,-		

