

Sthlm Food & Wine 2016

Stockholmsmässan, Älvsjö, 10-13 november 2016, www.sthlmfoodandwine.se



Background/Purpose

The annual fair Sthlm Food & Wine was held on 10-13 November 2016. 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 means of developing and adapting the event to meet visitors' and exhibitors' 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.

Number of visitors 2016

- Total number of visitors 34 259.

Methodology – Visitors survey

Fairlink conducted 400 personal interviews with visitors attending the fair. All of those interviewed were visitors chosen randomly (exhibitors, and representatives of the press were excluded). The interviews were distributed during all opening hours.

Results

On the following pages you will find a summary of the most important results of the survey.

Sthlm Food & Wine (Former Mitt kök) is the largest public fair for food and beverage in the Nordic region. Sthlm Food & Wine's recipe for success is based largely on the contributions of committed and knowledgeable exhibitors and a programme filled with congenial events and activities.

SUMMARY – VISITOR SURVEY

1a. Age

65 år -	26%
55-64 years	27%
45-54 years	19%
35-44 years	10%
25-34 years	11%
20-24 years	5%
15-19 years	2%

1b. Gender

Male	40%
Female	60%

2. Resident county

Stockholm region	81%
Northern Sweden	7%
Eastern Götaland	7%
Western Svealand	2%
South of Sweden	1%
Western Götaland	1%
Other country	1%

3. Previous visits

Visited the fair previous years	71%
Visited the fair 2015	48%
First time visitor	29%

4. Company to the fair

Together with friends	39%
Together with family, excl. children	36%
Together with family, incl. children	15%
Group Travel/Bustravel	4%
<i>Visited the fair alone</i>	12%
Other	3%

5. Also visited Fotomässan (parallell fair)

Yes	24%
No	76%

6. Description

Interested in local food	84%
Interested in foreign food	83%
Regularly watch cooking shows on tv	82%
Regularly visits restaurants	63%
Be willing to subscribe/grocery	38%
Regularly visits websites in this topic	32%
Subscribes to food magazine	31%
Member of food-/drinkingclub	28%
Regularly visits blogs in this topic	22%
Subscribing to grocery	14%

7. Products of interest

Food	80%
Drinks with alcohol	79%
Kitchen equipment/Household goods/ Interior design	21%
Non-alcoholic drinks	11%
Gastronomic travels	6%
Kitchen	5%
Literature	4%
Other	1%

8. Buy something at the fair

Yes	76%
Maybe	14%
No	10%

9. The overall impression of the fair

5=Very good	32%
4	53%
3	9%
2	1%
1=Very bad	0%
Don't know	4%
Average	4,2

10. Comments on social media (about the visit)

Yes	41%
Maybe	18%
No	41%

11. Interest in coming back in 2017

Yes, absolutely	50%
Yes, probably	35%
Maybe	12%
No, probably not	2%
No, definitely not	0%
Don't know	1%

12. Relations to Sthlm Food & Wine

Visit each year	49%
Visit every second year	13%
More rarely	9%
First time visitor	29%



FAIRLINK AB

ELMIAVÄGEN 11, 554 54 JÖNKÖPING
INFO@FAIRLINK.SE • WWW.FAIRLINK.SE

