

**EXECUTIVE SUMMARY OF EXHIBITOR AND VISITOR
SATISFACTION SURVEY**



Feria Internacional para el profesional
del animal de compañía
Pet Industry International Trade Fair

EXHIBITORS

- 77% confirming they will take part in the next event.
- 22% will probably take part in the next edition.
- 93% recommend others take part in the fair.
- 78% secured orders during the fair.
- 80% were more than satisfied with aspects of visitors such as their intention to buy and buying power.
- Achieving their objectives to :



VISITORS

- 86 % with influence on their companies' purchasing decisions
- 68% with buying capacity.
- who achieved objectives for visiting the fair:



- 76.5% placed orders during the fair.
- 70% made annual purchases because of visiting the fair.
- 55% found what they were looking for at the fair.
- 97% knew about the Pasarela Boutique fashion show and Escaparate Boutique area and were satisfied with them.
- 76% were very interested in Dog Styling Master Classes.
- 91% gave a high score to the Aquarium activities taking place at the trade fair.
- 96 % were generally satisfied with their visit to the fair