



WORLD ART DUBAI 2017 VISITORS SURVEY SNAPSHOT  
12 APR-2017 TO 15 APR-2017

# WORLD ART DUBAI 2017 VISITORS SURVEY

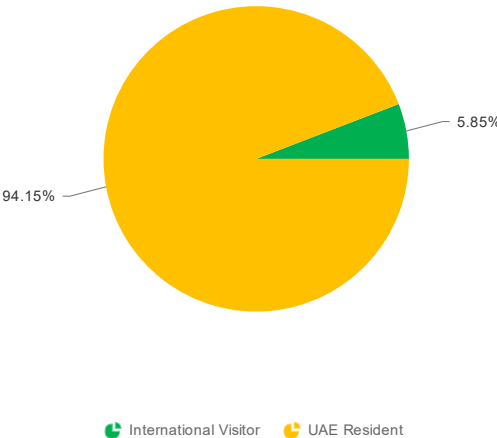
ANALYTICS BY  
DATA ANALYSIS GROUP  
TECHMART SOLUTIONS MIDDLE EAST DMCC

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SOLUTIONS

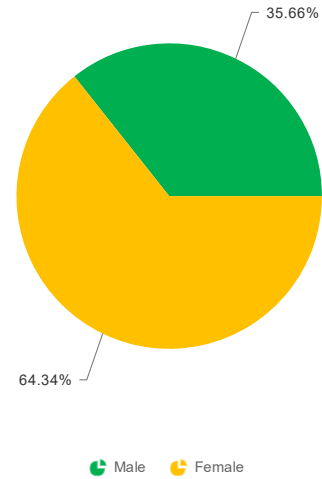
WORLD ART DUBAI 2017 VISITORS SURVEY SNAPSHOT

SNAPSHOT

LOCAL VS INTERNATIONAL VISITORS



RESPONDENTS - GENDER



**RESPONDENTS - TYPE**

Objective	Count	Percentage
Other	196	36.98%
Artist	127	23.96%
First time buyer	89	16.79%
Occasional Art Buyer	81	15.28%
Architect	15	2.83%
Experienced buyer/collector	14	2.64%
Interior Designer	13	2.45%
Dealer	10	1.89%
Gallery Owner	9	1.7%
Curator	3	0.57%
Investor	3	0.57%

## REASONS FOR VISITING THE SHOW

Objective	Count	Percentage
Just looking	388	73.35%
To meet Artists	146	27.6%
Just for fun with the family	140	26.47%
To meet Galleries	119	22.5%
To shop for Art	55	10.4%
To view the Art for Every Wall	41	7.75%
I am an Art Collector	37	6.99%
To see the Live Painting	25	4.73%
To attend the Creative Learning Workshops	21	3.97%
Objective	Count	Percentage
Other	15	2.84%
To buy Art for office, restaurant, Hotel	13	2.46%
To visit the Ripe Market	12	2.27%
To attend the Art Talks (to learn about Art)	11	2.08%

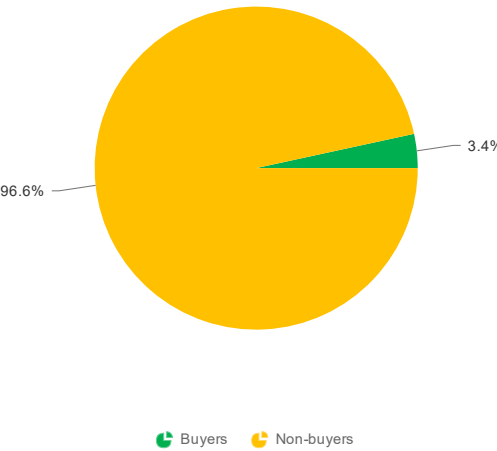
**OTHER PLACES ART BOUGHT FROM**

Objective	Count	Percentage
<b>Gallery</b>	<b>259</b>	<b>50.39%</b>
Artist direct	183	35.6%
Online	69	13.42%
Department Stores	66	12.84%
Other	55	10.7%
Auction	20	3.89%

**DELAY PURCHASES FOR GITEX SHOPPER**

Responses	Count	Percentage
No	514	97.16%
Yes	15	2.84%

BUYERS V/S NON-BUYERS





**BUYERS - REASONS FOR PURCHASE**

Objective	Count	Percentage
To buy art for my home	17	94.44%
Investment	1	5.56%

**BUYERS - SPENT MORE/LESS/EXACTLY AS INTENDED**

Responses	Count	Percentage
20% less	3	16.67%
10-20% less	1	5.56%
<b>Exactly</b>	<b>5</b>	<b>27.78%</b>
1-5% more	2	11.11%
6-10% more	4	22.22%
10-20% more	2	11.11%
20% more	1	5.56%

**BUYERS - VALUE OF PURCHASES MADE AT THE SHOW (EXCLUDING FOOD AND BEVERAGES)**

Responses	Count	Percentage
AED 0 - AED 1,000	5	27.78%
AED 1,001 - AED 5,000	5	27.78%
<b>AED 5,001 - AED 10,000</b>	<b>6</b>	<b>33.33%</b>
AED 10,001 - AED 50,000	1	5.56%
Not willing to disclose	1	5.56%

**NON BUYERS - REASONS FOR NOT PURCHASING AT THE SHOW**

Objective	Count	Percentage
I needed more time to think about it	259	52.01%
I did not see anything I liked	81	16.27%
I needed to work out how to finalise it	81	16.27%
I saw something I liked but could not afford it	79	15.86%
Other	67	13.45%
I wanted to speak to someone else about it (e.g. my partner)	30	6.02%

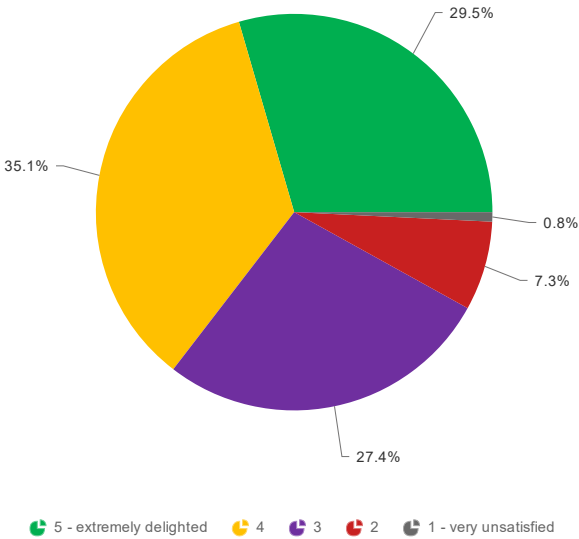
**RATING EVENT ASPECTS**

Response	Excellent	Good	Average	Poor	Did not Know	Rating Index/4
Venue	33.4%	61.42%	4.61%	0.19%	0.38%	3.29
Quality of Exhibiting Galleries	33.97%	60.46%	4.61%	0.58%	0.38%	3.28
Quality of Artists	31.21%	63.58%	4.62%	0%	0.58%	3.27
Variety of Art	31.54%	61.54%	5.96%	0.58%	0.38%	3.25
Signage	18.58%	68.58%	11.11%	0.77%	0.96%	3.06
F&B	12.67%	63.33%	18.33%	1%	4.67%	2.92
Art Pricing	11.13%	55.26%	28.14%	3.64%	1.82%	2.75
Parking	10.1%	46.8%	24.38%	16.75%	1.97%	2.51

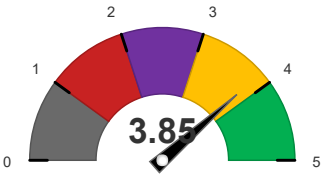
### RATING SHOW FEATURES

Response	Excellent	Good	Average	Poor	Did not Know	Rating Index/4
Live Painting	25.55%	65.93%	2.47%	0%	6.04%	3.25
The Yard - Outdoor Area	33.47%	53.66%	9.5%	0.4%	2.97%	3.24
Red Dot Lounge	23.36%	64.02%	3.5%	0%	9.11%	3.22
Jamjar Creative Learning Workshops	23.34%	56.79%	4.53%	0.35%	14.98%	3.21
Masterclasses The Art of	23.1%	61.72%	5.17%	0%	10%	3.2
Creative Learning Workshops	20.8%	64.23%	4.01%	0.36%	10.58%	3.18
Repton School Wall	22.7%	65.74%	5.14%	0.21%	6.21%	3.18
Art Talks	18.57%	64.64%	4.64%	0%	12.14%	3.16
Ripe Market	17.54%	60.99%	10.47%	0.52%	10.47%	3.07
Canon Creative Park	14.68%	62.84%	8.94%	0.46%	13.07%	3.06
Art For Every Wall AED3000 and below	11.92%	72.63%	10.38%	0.44%	4.64%	3.01

SHOW SATISFACTION



Rating Index - 3.85



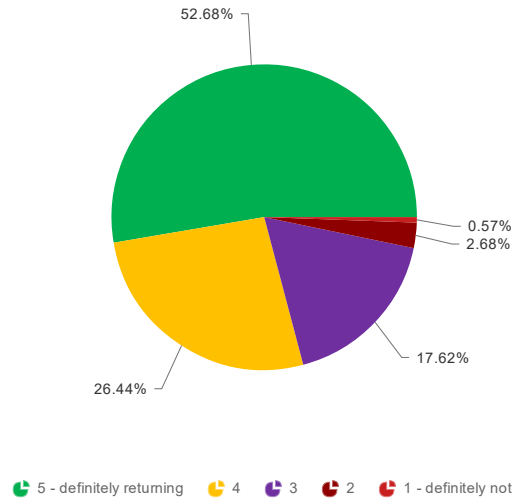
**OTHER ART OR DESIGN FAIRS ATTENDED THIS YEAR OR LAST YEAR I.E. 2016/2017?**

Objective	Count	Percentage
Not attended any	238	44.91%
Art Dubai	208	39.25%
Sikka	68	12.83%
Art Nights at Al Serkal	49	9.25%
Gallery Nights at DIFC	34	6.42%
Design Days	26	4.91%
Affordable Art Fair (any)	22	4.15%
Abu Dhabi Art Fair	19	3.58%
Other	7	1.32%
Art Basel	7	1.32%



**HEAR ABOUT WORLD ART DUBAI**

Objective	Count	Percentage
<b>Friend</b>	<b>310</b>	<b>58.49%</b>
Social Media	91	17.17%
Email	70	13.21%
Print Media	40	7.55%
Other	37	6.98%
SMS	37	6.98%
Radio Station	20	3.77%

**LIKELINESS TO RETURN NEXT YEAR**

TESTIMONIALS

Objective	Count	Percentage
It was very well organized and professional, congratulations to all those that have made it possible.	148	60.66%
World Art Dubai is a great fair bringing together all facets of the Art Industry from around the globe.	109	44.86%
Events such as this are great to showcase different colors, sizes and styles. The artworks are absolutely stunning.	80	32.92%
The breadth of stands here in terms of Art industry is fantastic and one feels greatly encouraged seeing the beautiful artifacts - All the right exhibitors are here!	67	27.57%
To me World Art Dubai is one of the art highlights in the Middle East. The fair allows us to buy the artwork directly from the artist/gallery.	64	26.34%
Other	11	4.53%

