




# Visitor Research

Defining your target market

By Chris de Klerk

A photograph of the Moon's surface. An astronaut in a white spacesuit is on the right, working near the lunar module. A large American flag is planted in the ground on the left. The surface is covered in craters and rocks, with a long shadow cast across it.

***“Research is creating  
new knowledge”***

***- Neil Armstrong***



# Why is research so important?

1. Get to know the unknown
2. Test and compare theories
3. Learn from visitor experiences
4. Use data to refine your USP
5. Use results and findings in sales documents as facts and figures
6. Impress your exhibitors with a research report
7. Use your research results to make better decisions



**Who?  
Needs?  
Behaviour?**

**VISITOR**



# Visitor research stages

## Pre-Show

- Demographics
- Needs
- Behaviour
- Show details
- Times/days


## At Show

- Demographics
- Impressions
- Ratings
- Buying patterns
- Behaviour
- Suggestions
- Video Interviews

## Post-Show

- Reason for non attendance
- Did they buy?
- New dates
- Re-visit?

# Example

A close-up photograph of several chocolate cupcakes. Each cupcake has a dark brown base, a thick layer of white frosting, and is topped with a swirl of dark chocolate frosting. The cupcakes are in white paper liners. The background is dark and out of focus.

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C A P E T O W N

# Festival

**CADEK**  
MEDIA

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## Who do you want to target?

### Public

- Demographics
- Age
- Gender
- Income level
- Marital status
- Family
- Do they go out
- What do they do for entertainment

### Trade

- What type of trade?
- Wholesalers
- Retailers
- Hospitality
- Local
- National

Find out  
everything  
you can  
about your  
target  
audience /  
visitors





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## Demographic factors

- Demographics of the region
- What is the make-up of the population?
- Age, gender, income level, education
- Do desk research

## Geographic & Lifestyle factors

- Urban or Suburban
- How much time do they spend in traffic
- Do they like to spend time indoors or outdoors
- Are they conservative with money or are they spenders



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## Needs

# Festivals

- Consider all reasons why people will visit your show
- What are the priorities when visiting?
  - To taste, make contacts, network, find out ideas
- What do they expect at the show (demonstrations, tastings, transfer of knowledge, live entertainment)
- Bargain hunting, specials



## Visitor Behaviour

- What media do they consume?
- Where do they shop?
- How are they entertained
- Do they like to go for outings in the country side
- How often do they influence their friends?

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# Research Methods Festiv

- Surveys / Questionnaires
  - In-person Surveys
    - Telephone
    - Mail Surveys
    - On-line Surveys
- Focus Groups
- Personal interviews
- Observations
- Field trails



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Use the  
information to  
define a  
Visitor Profile



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# Visitor Profile Festiv

Chocolate & candy lovers

All men, women, families and romantics

Living in high income areas

Well educated

Food and fine living connoisseurs

Live in Greater Cape Town and Boland are

General public, Aged 6-80+

Retailers welcome

Like the country side and drive-outs





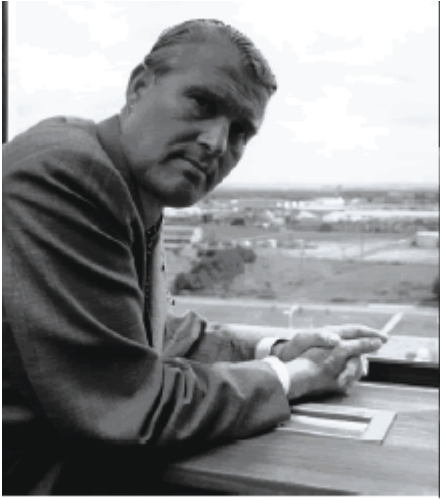


Chocolate

# Festival

CAPE TOWN

**CADEK**  
MEDIA



Wernher von Braun: 1912 - 1977

# Werner von Braun

one of the most important rocket developers and champions of space exploration during the period between the 1930s and the 1970s.



“Research is what I'm doing  
when I DON'T KNOW what I'm doing.”

# Research Tips

1. Don't overspend
2. Know what you are looking for
3. Ask definite and open end questions
4. Ask questions about the competition
5. Research the right group
6. Make sure your sample is representative
7. Be aggressive in your research efforts – get answers
8. Use multiple sets of data
9. Don't ignore your research!
10. Use research findings to help you make decisions.



**Thank you!**