

Compiled by



HOSTEX CAPE 2010



8 - 10 March 2010

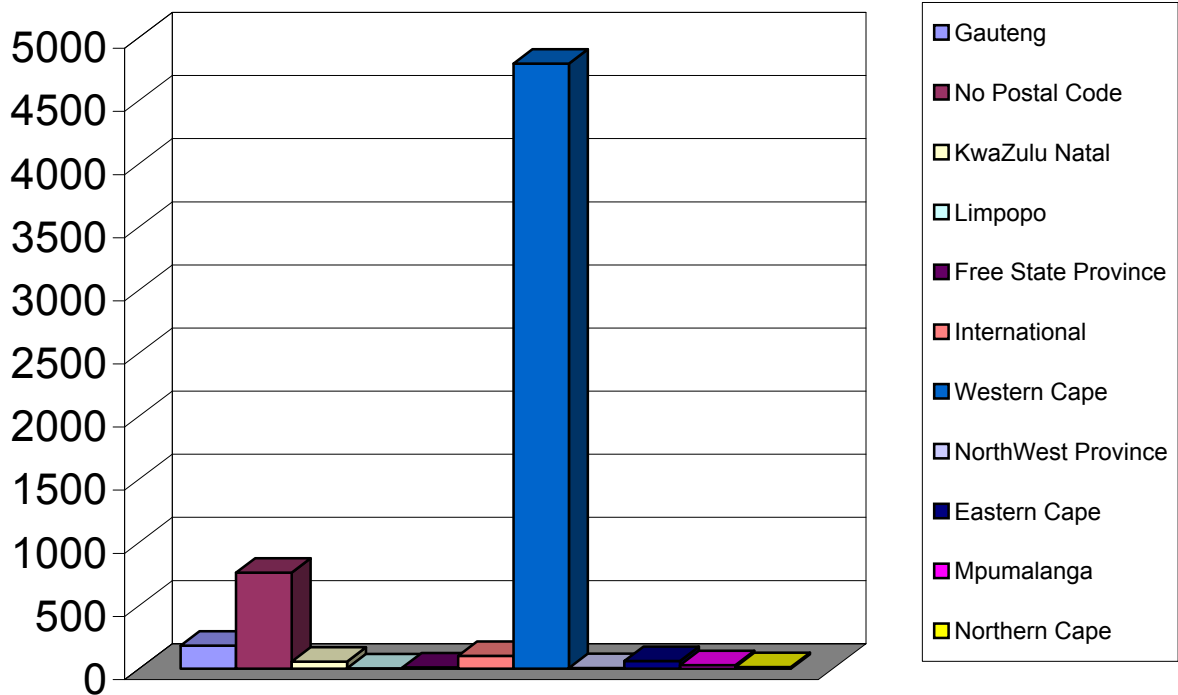
**REGISTRATION
DEMOGRAPHICS**

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Visitors by Geographical Areas

Province	TOTAL	%
Gauteng	183	3%
No Postal Code	762	13%
KwaZulu Natal	56	1%
Limpopo	3	0%
Free State Province	11	0%
International	103	2%
Western Cape	4793	80%
NorthWest Province	5	0%
Eastern Cape	63	1%
Mpumalanga	29	0%
Northern Cape	14	0%
TOTAL	6022	100%

Visitors by Geographical Area



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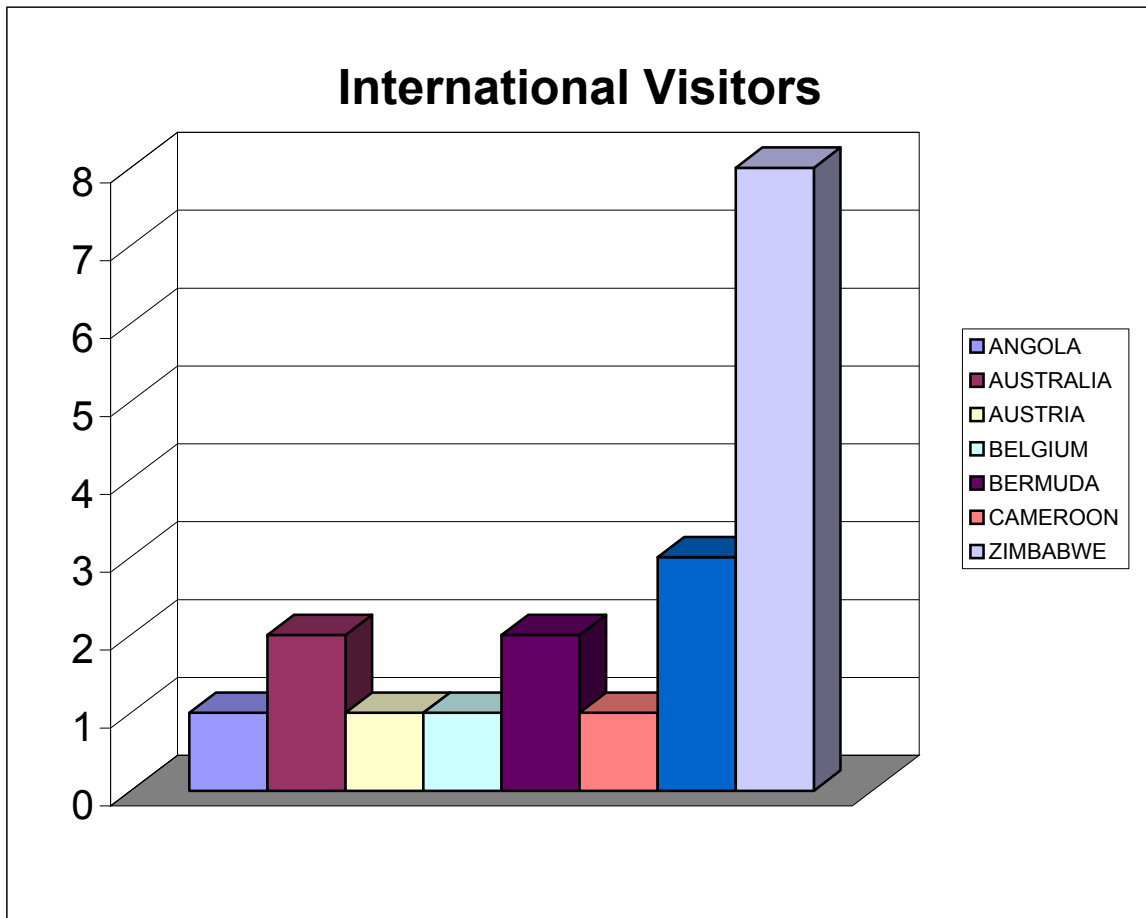
International Visitors

International Visitors	TOTAL	%
ANGOLA	1	1.0%
AUSTRALIA	2	1.9%
AUSTRIA	1	1.0%
BELGIUM	1	1.0%
BERMUDA	2	1.9%
CAMEROON	1	1.0%
CZECHOSLAVAKIA	1	1.0%
DENMARK	1	1.0%
FINLAND	1	1.0%
FRANCE	4	3.9%
GERMANY	10	9.7%
GHANA	1	1.0%
GREECE	1	1.0%
ITALY	6	5.8%
LESOTHO	2	1.9%
MALAWI	1	1.0%
MAURITIUS	4	3.9%
MOZAMBIQUE	1	1.0%
NAMIBIA	16	15.5%
NETHERLANDS	2	1.9%
NIGERIA	2	1.9%
SUDAN	1	1.0%
SWEDEN	6	5.8%
SWITZERLAND	1	1.0%
TANZANIA	3	2.9%
TURKEY	2	1.9%
UK	13	12.6%
USA	5	4.9%
ZAMBIA	3	2.9%
ZIMBABWE	8	7.8%
TOTAL	103	100%



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International Visitors

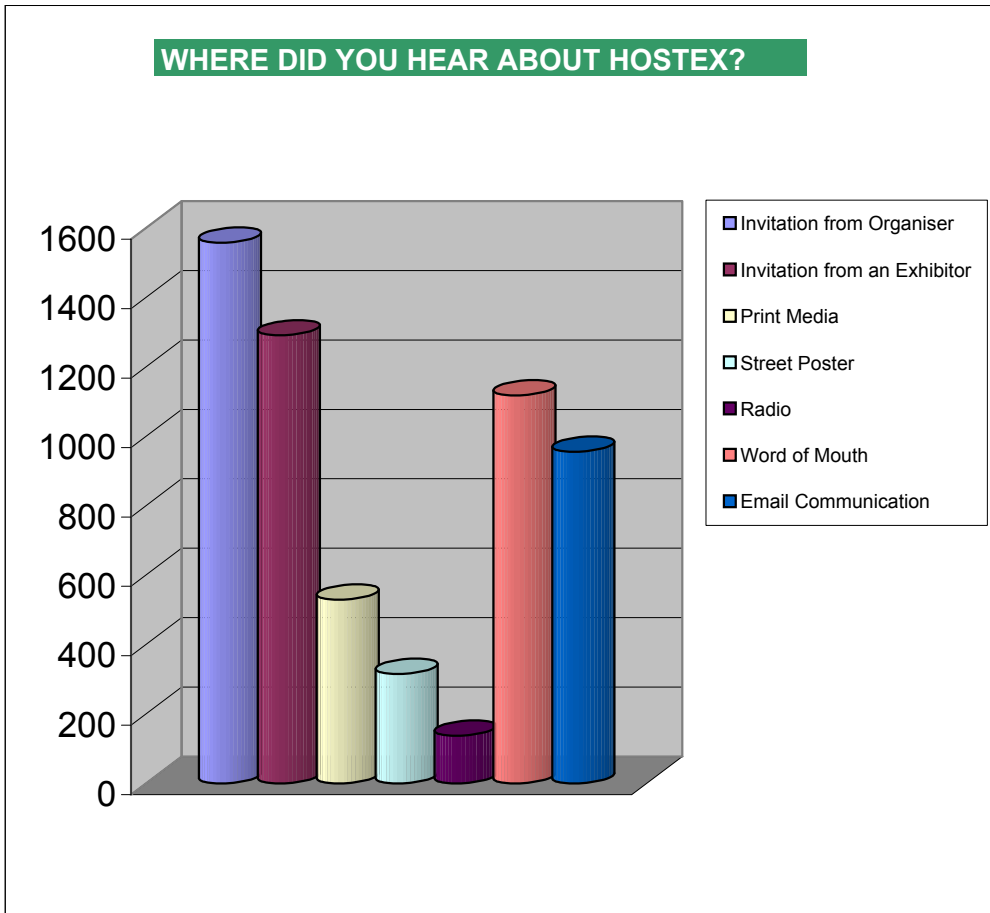




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WHERE DID YOU HEAR ABOUT HOSTEX?

HEARD ABOUT HOSTEX CAPE 2010 FROM	TOTAL	%
Invitation from Organiser	1557	26%
Invitation from an Exhibitor	1290	22%
Print Media	529	9%
Street Poster	315	5%
Radio	137	2%
Word of Mouth	1117	19%
Email Communication	955	16%
TOTAL	5900	100%





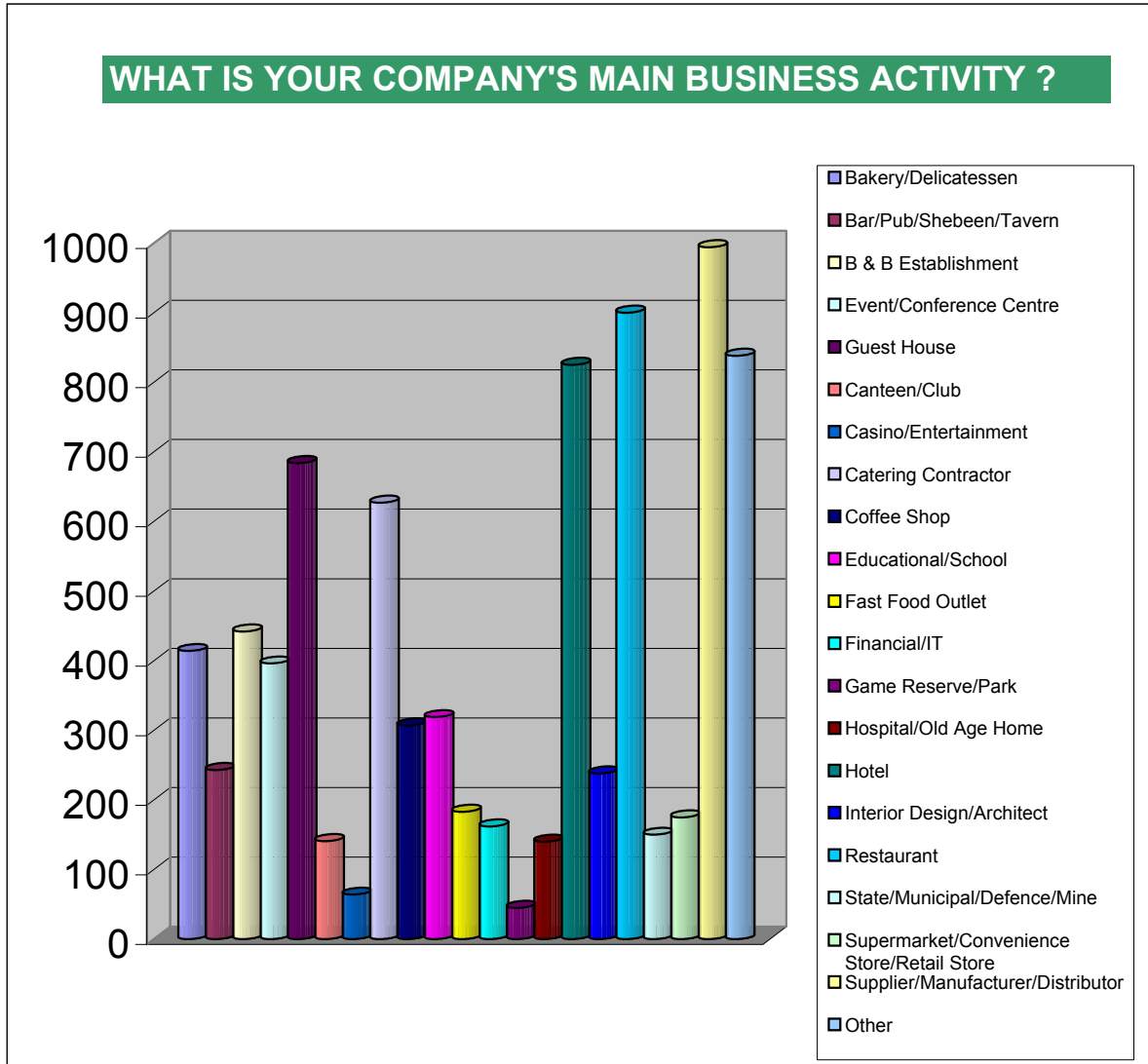
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WHAT IS YOUR COMPANY'S MAIN BUSINESS ACTIVITY ?

BUSINESS ACTIVITY	TOTAL	%
Bakery/Delicatessen	414	5%
Bar/Pub/Shebeen/Tavern	243	3%
B & B Establishment	442	5%
Event/Conference Centre	396	5%
Guest House	684	8%
Canteen/Club	141	2%
Casino/Entertainment	64	1%
Catering Contractor	627	8%
Coffee Shop	307	4%
Educational/School	319	4%
Fast Food Outlet	183	2%
Financial/IT	162	2%
Game Reserve/Park	45	1%
Hospital/Old Age Home	140	2%
Hotel	825	10%
Interior Design/Architect	238	3%
Restaurant	900	11%
State/Municipal/Defence/Mine	150	2%
Supermarket/Convenience Store/Retail Store	175	2%
Supplier/Manufacturer/Distributor	994	12%
Other	838	10%
TOTAL	8287	100%

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WHAT IS YOUR COMPANY'S MAIN BUSINESS ACTIVITY ?



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WHAT IS YOUR COMPANY'S MAIN BUSINESS ACTIVITY ?

BUSINESS ACTIVITY OTHER
ACCOMMODATION
ADVERTISING
ADVERTISING
AUDIO
BACKPACKERS
BEVERAGE MNFRG
BILTONG COMPANY
BIOWASH
BUILDING MANAGEMENT
CARS
CATERING
CHEMICALS
CHOCOL, OATE MNFRG
CHURCH
CLEANING
CLEANING
CLEANING
CLEANING
CLEANING
CLEANING EQUIPMENT
CLEANING PROVIDER
CLOTHING RETAIL
CLOUB
COMMUNICATION
COMPUTERS
CONSULTANT
CONSULTING
CORRECTIONAL SERVICES
DOMESTIC CLEANING
EDUCATION
ELECTRONIC SERVICES
ENERGY MANAGEMENT
ENGINEER
ENGINEERING
EVENTS
EX RESTAURANTEUR
EXHIBITION STAND DESIGN
EXHIBITOR
EXPORT
EXPORTERS
FACILITIES MANAGEMENT
FINANCIAL SERVICES
FINANCIAL WELLNESS
FOOD HYGIENE
FORKLIFTS
FUNCTIONS,EVENTS
FURNITURE/UPHOLSTERY
GARMENT RENTAL
GOVERNMENT
GRANITE PROVIDER
GRAPHICS
GREEN GIFTS
HAIR SALON

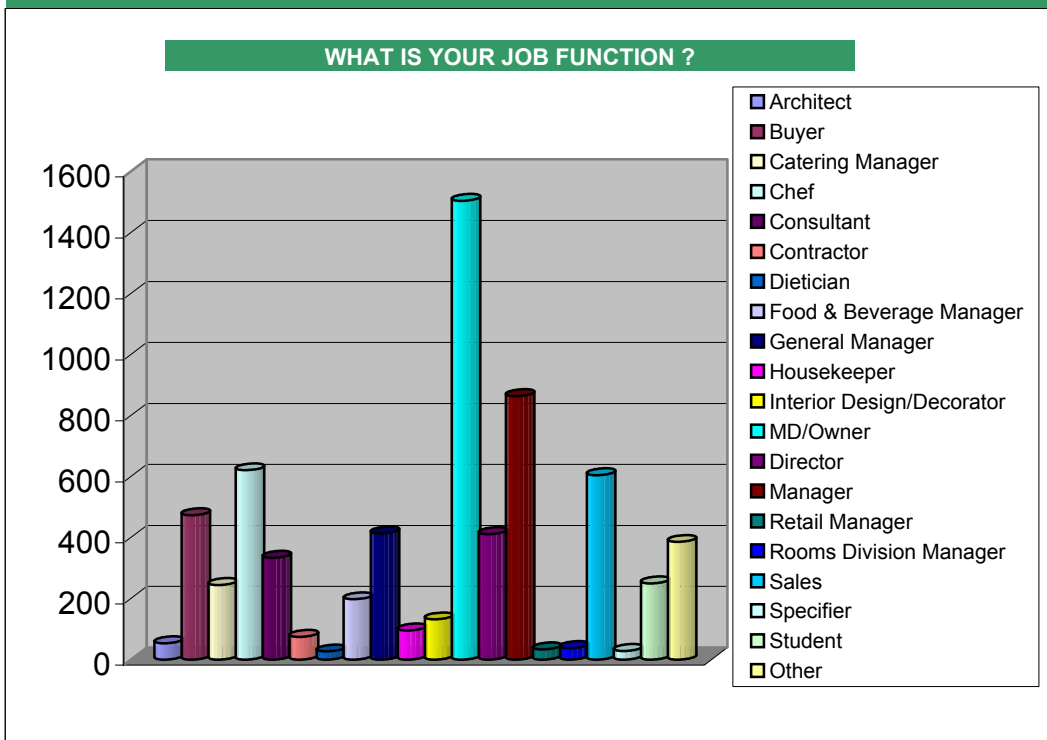
HEALTH & FITNESS
HEALTH INSTITUTE
HEALTHCARE
HIRING
HIRING
HIRING
HOLIDAY RESORT
HOME
HOSPITALITY SCHOOL
HYGIENE
HYGIENE SERVICES
HYGIENE SERVICES
ICE COMPANY
IMPORTER
INSURANCE
INSURANCE
INTERIOR DECORATING
IT
LAUNDRY
LAUNDRY
LAUNDRY SERVICES
LEGAL
LODGE
LOGISTICS
MANUFACTURER
MANUFACTURER
MANUFACTURING
MARKETING
MARKETING
MARKETING
MARKETING
MARKETING
MARKETING
MARKETING AGENCY
MARQUEE HIRE
MARQUEE HIRE
MEDIA
MEDIA
MEDIA
MEDIA
MOTORHOME RENTAL
OLIVE OIL PRODUCER
PACKAGING
PAST DAIRY INDUSTRY
PEST CONTROL
PEST CONTROL
PHOTOGRAPHER
PHOTOGRAPHER
PHOTOGRAPHER
PLANTS AMBIUS
PLAYPARK
PR & COMMUNICATIONS
PRINTERS
PRINTING
PRINTING
PRINTING
PRIVATE
PRIVATE
PROMOTIONAL PRINTING
PROPERTY
PUBLISHING
REAL ESTATE

REFRIGERATION
RENEWABLE ENERGY
RETAIL
RETAILER
RETIRED
RETIREMENT VILLAGE
ROASTER
SAFETY
SALES
SATELLITE
SEAFOOD
SEAFOOD IMPORT EXPORT
SERVICE AGENTS
SERVICE PROVIDER
SERVICE PROVIDER
SERVICE SUPPLIER
SERVICES
SHIP CHANDLER
SHIP SUPPLY
SHIPPING
SHIPPING
SHIPPING AGENT
STATIONER
STUDENT
STUDENT
STYLIST
SUPPLIER
TELECOMMS
TELECOMS
TEXTILES
TEXTILES
TOTAL LAWN CURE
TOUR GUIDE
TOUR OPERATOR
TOUR OPERATOR
TOUR OPERATOR
TOUR OPERATOR
TOUR OPERATOR
TOUR OPERATOR
TOUR OPERATOR
TOURISM
TOURIST
TRAINING
TRAINING
TRAINING
TRAINING
TRAINING
TRAINING CHEFS
TRANSPORT
TRANSPORT
TRANSPORT
TRAVEL & TOURISM
UNEMPLOYED
VEGETARIAN
VENDING
VENDING
VENDING
VILLA OPERATOR
WELFARE
WHOLESALE
WINE
XPORT

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WHAT IS YOUR JOB FUNCTION ?

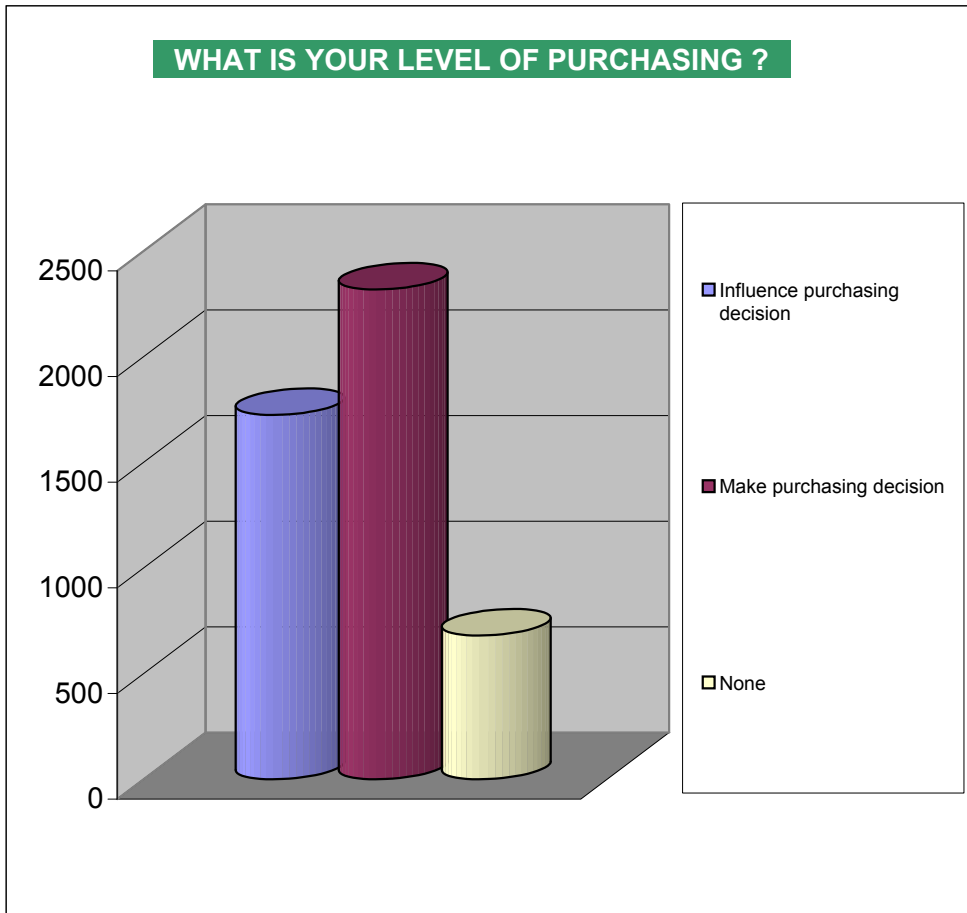
JOB FUNCTION	TOTAL	%
Architect	54	1%
Buyer	474	7%
Catering Manager	245	4%
Chef	621	9%
Consultant	334	5%
Contractor	75	1%
Dietician	27	0%
Food & Beverage Manager	198	3%
General Manager	414	6%
Housekeeper	96	1%
Interior Design/Decorator	132	2%
MD/Owner	1504	22%
Director	412	6%
Manager	864	13%
Retail Manager	34	1%
Rooms Division Manager	38	1%
Sales	605	9%
Specifier	29	0%
Student	250	4%
Other	386	6%
TOTAL	6792	100%



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WHAT IS YOUR LEVEL OF PURCHASING ?

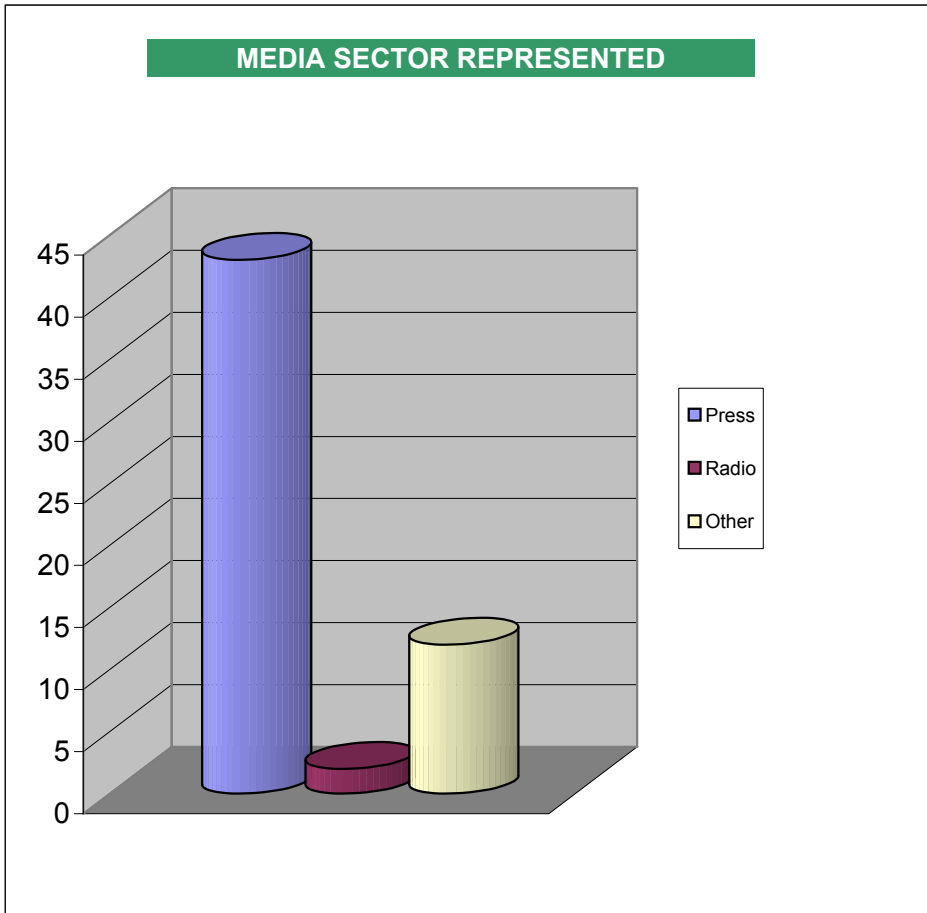
PURCHASING LEVEL	TOTAL	%
Influence purchasing decision	1723	37%
Make purchasing decision	2317	49%
None	680	14%
TOTAL	4720	100%



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WHAT SECTOR OF THE MEDIA INDUSTRY DO YOU REPRESENT?

MEDIA SECTOR	TOTAL	%
Press	43	75%
Radio	2	4%
Other	12	21%
TOTAL	57	100%



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IN WHAT CAPACITY ARE YOU REGISTERING?

REGISTERING AS	TOTAL	%
VISITOR	3209	88%
MEDIA	54	1%
STUDENT	375	10%
TOTAL	3638	100%

