

PATS

TELFORD 2018 visitor breakdown

| | 2016 | 2017 | 2018 |
|-------------------------------------|------|------|-------------|
| TOTAL NUMBER OF VISITORS TO TELFORD | 2009 | 2148 | 2047 |

| MAIN COMPANY ACTIVITY | | | |
|-----------------------------|------|------|-------------|
| Equestrian / Farm Shop | 53 | 55 | 47 |
| Garden Centre | 107 | 131 | 119 |
| Groomers / Kennel / Cattery | 197 | 209 | 176 |
| Mail Order / Online | 118 | 115 | 122 |
| Manufacturer | 35 | 37 | 41 |
| Pet Retailer | 1417 | 1506 | 1469 |
| Vet Practice | 39 | 48 | 36 |
| Wholesaler | 43 | 47 | 37 |

| JOB TITLE | | | |
|----------------------------|------|------|-------------|
| Director / Partner / Owner | 1463 | 1575 | 1489 |
| Buyer / Product Manager | 273 | 306 | 301 |
| Merchandiser | 11 | 15 | 19 |
| Sales / Marketing | 48 | 36 | 42 |
| Department Manager | 174 | 167 | 153 |
| Student | 22 | 30 | 27 |
| Other | 18 | 19 | 16 |

| PRODUCT INTEREST (MULTIPLE TICK BOX) | | | |
|--------------------------------------|------|------|-------------|
| Aquatic Products | 703 | 417 | 398 |
| Equestrian | 252 | 241 | 211 |
| Grooming | 723 | 749 | 757 |
| Pet Products | 1978 | 2087 | 2042 |
| Retail Services | 391 | 351 | 346 |
| Veterinary Products | 307 | 290 | 301 |

| | 2016 | 2017 | 2018 |
|---------------------|------|------|-------------|
| OUTLETS YOU BUY FOR | | | |
| 1 Outlet | 1604 | 1697 | 1642 |
| 2 - 6 Outlets | 272 | 302 | 284 |
| 7 - 10 Outlets | 18 | 21 | 13 |
| 11 - 20 Outlets | 17 | 24 | 19 |
| 21+ Outlets | 98 | 104 | 89 |

| HOW DID YOU HEAR ABOUT PATS? | | |
|------------------------------|-----|------------|
| Trade Press | 103 | 114 |
| Colleague | 489 | 436 |
| Previous Visitor | 775 | 712 |
| Direct Mail | 289 | 232 |
| Email | 248 | 237 |
| Link from Website | 17 | 25 |
| Social Media | 75 | 124 |
| Website Search | 98 | 106 |
| Other | 54 | 61 |

| GEOGRAPHICAL BREAKDOWN OF VISITORS | | | |
|------------------------------------|-----|-----|------------|
| London & South East | 301 | 304 | 297 |
| South West | 142 | 147 | 141 |
| East Anglia | 217 | 201 | 185 |
| Midlands | 478 | 495 | 417 |
| East Midlands | 179 | 195 | 183 |
| Wales | 79 | 103 | 88 |
| North West | 207 | 263 | 302 |
| Yorks & Humberside | 179 | 184 | 187 |
| North East | 107 | 112 | 104 |
| Scotland | 46 | 47 | 39 |
| Northern Ireland | 8 | 11 | 12 |
| Europe | 52 | 71 | 75 |
| Rest of World | 14 | 15 | 17 |

www.patshow.co.uk

The UK's number one pet trade event

PATS
SANDOWN
 10-11 February 2019
TELFORD
 22-23 September 2019