

# FINAL REPORT

# SKYDD



Security / Fire & Rescue / Personal Safety

25-27 October 2016

# Quick facts SKYDD 2016

- 245 exhibitors from 17 countries
- Ca 7 350 sqm net space
- 10 576 visitors
- 8,5 % foreign visits
- Ca 4 200 attendees at open seminars from 5 stages
- 43 registered journalists
- 530 guests at the SKYDD-Banquet

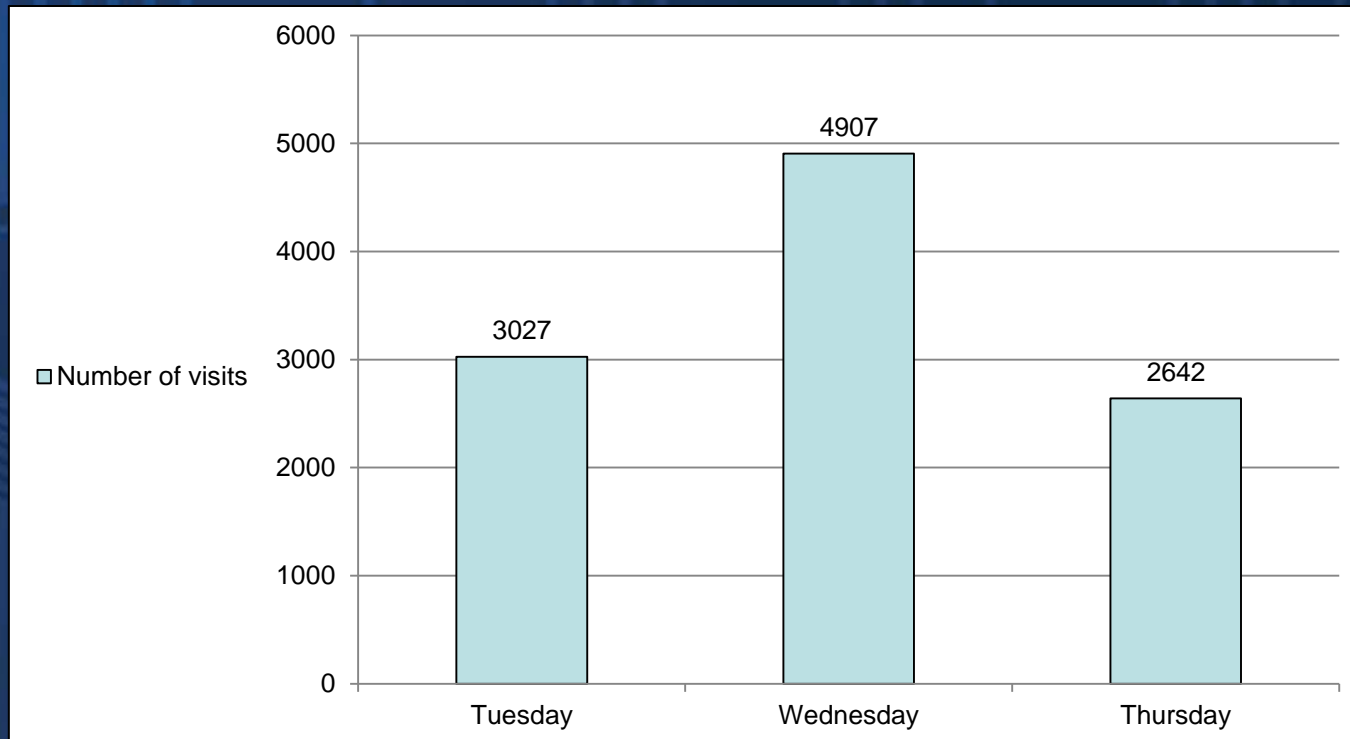
# Visitor survey

- Purpose
  - To continuously follow up on the visitors composition as well as their attitude towards SKYDD.
- Methode
  - An e-mail survey was sent out to 7 150 visitors. 1 554 responses was collected, which is a response frequency of 22 %.
  - Some facts are collected from Stockholmsmässan's visitor registration system, BCRM.

Responsible for the survey are Fairlink.

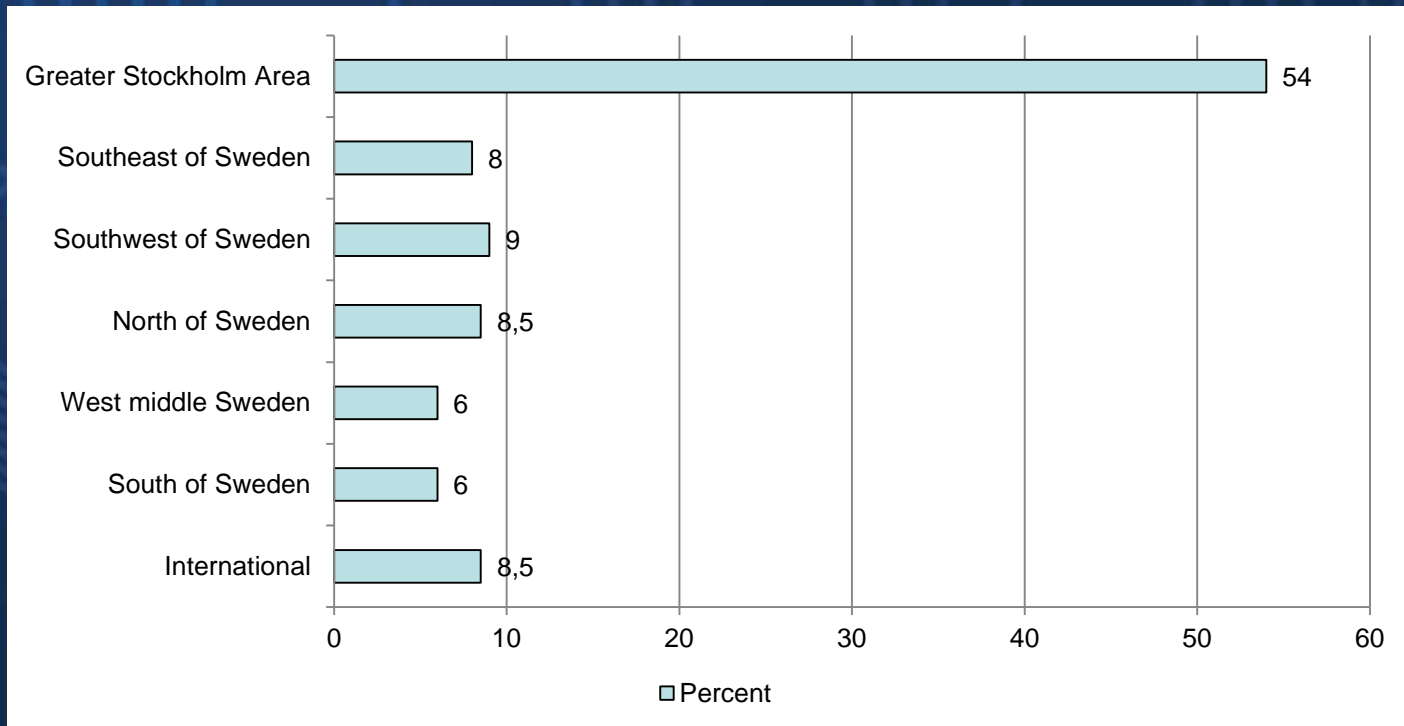
Project manager: Ellen Källberg

# 1. Number of visits



Remark: Total number of visits: 10 576

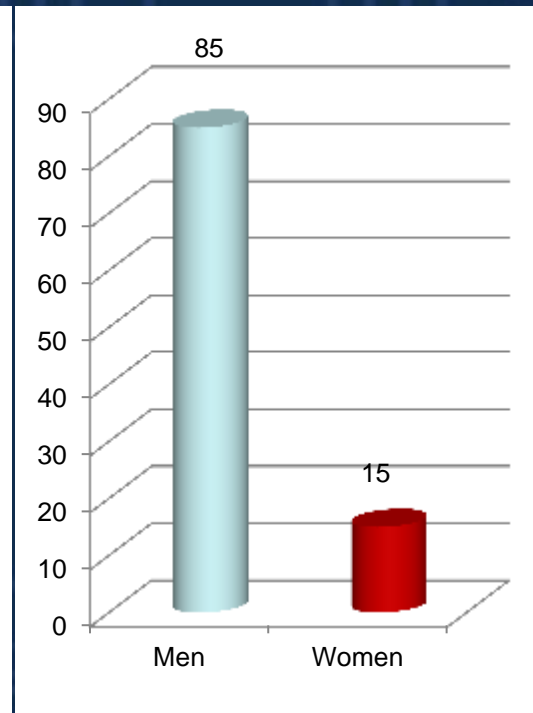
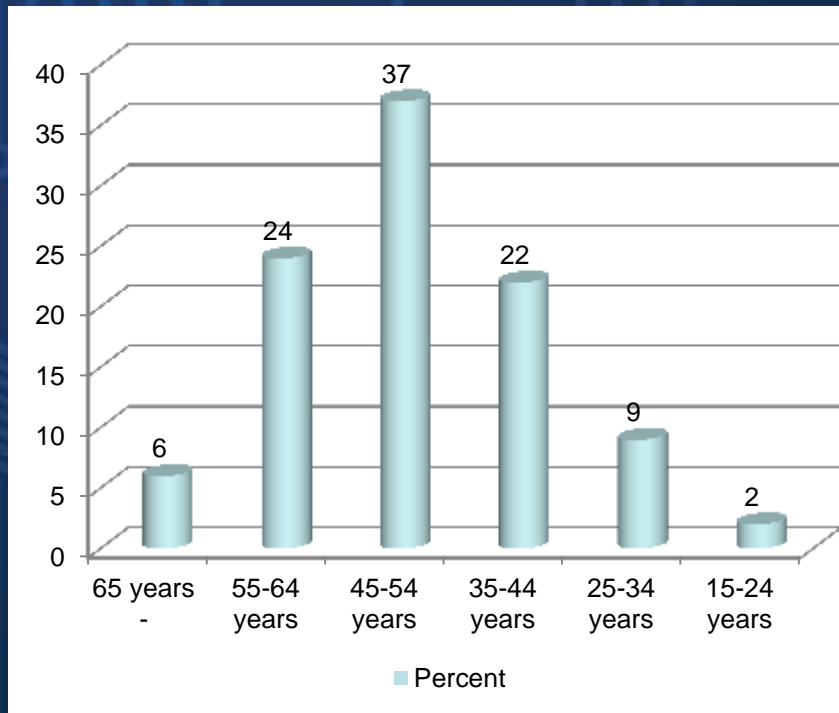
## 2. Geographical descent



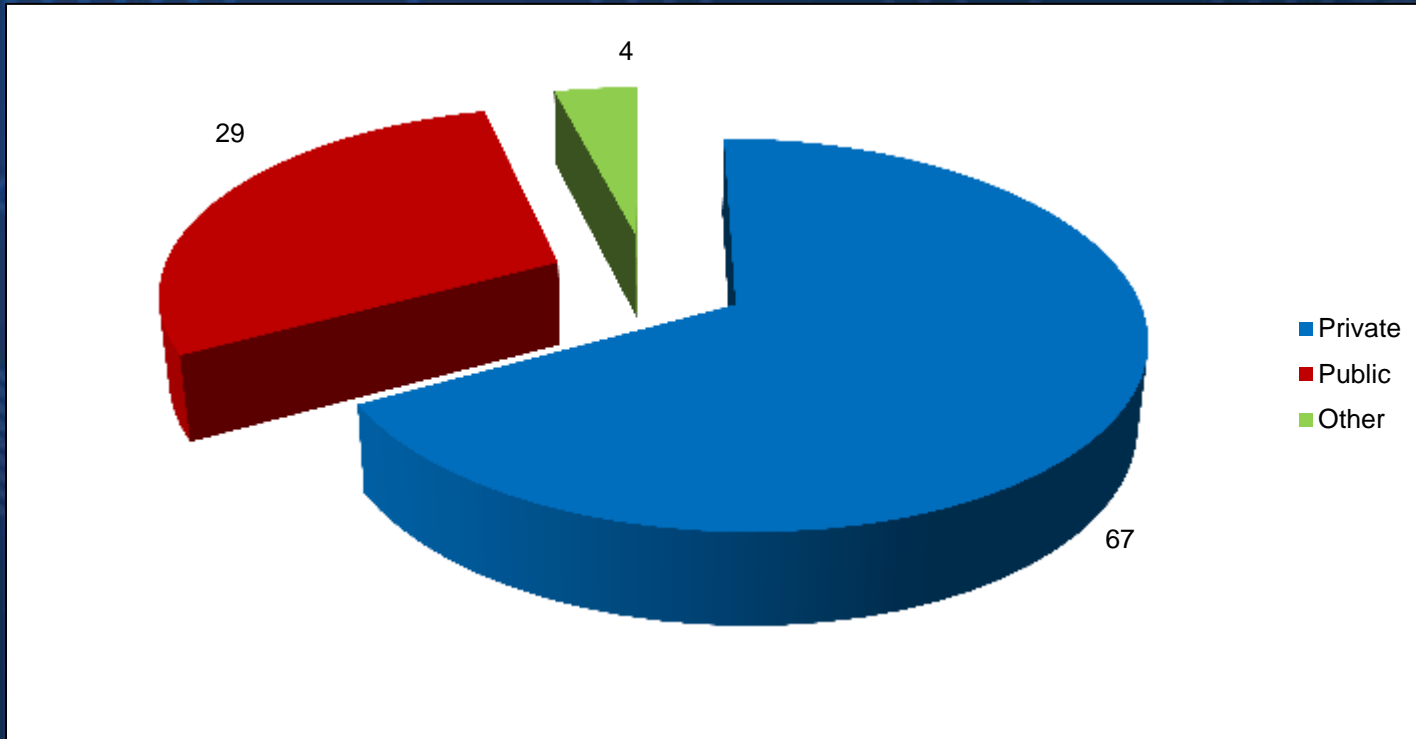
Remark: Good spread over the country.

Source: BCRM

# 3. Age & Gender

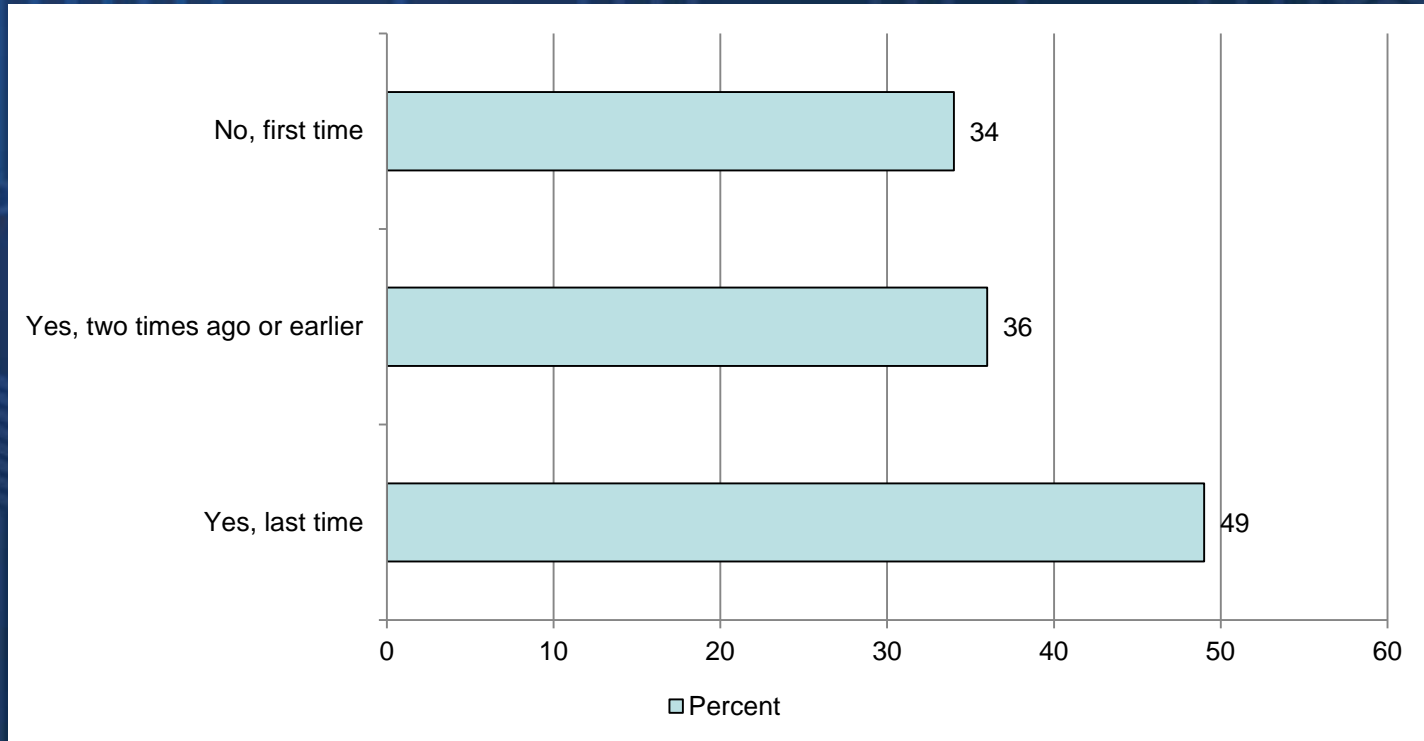


# 4. Working sector



Remark. Both private and public sector has increased compared to 2014. "Other" has decreased from 10 to 4 %.

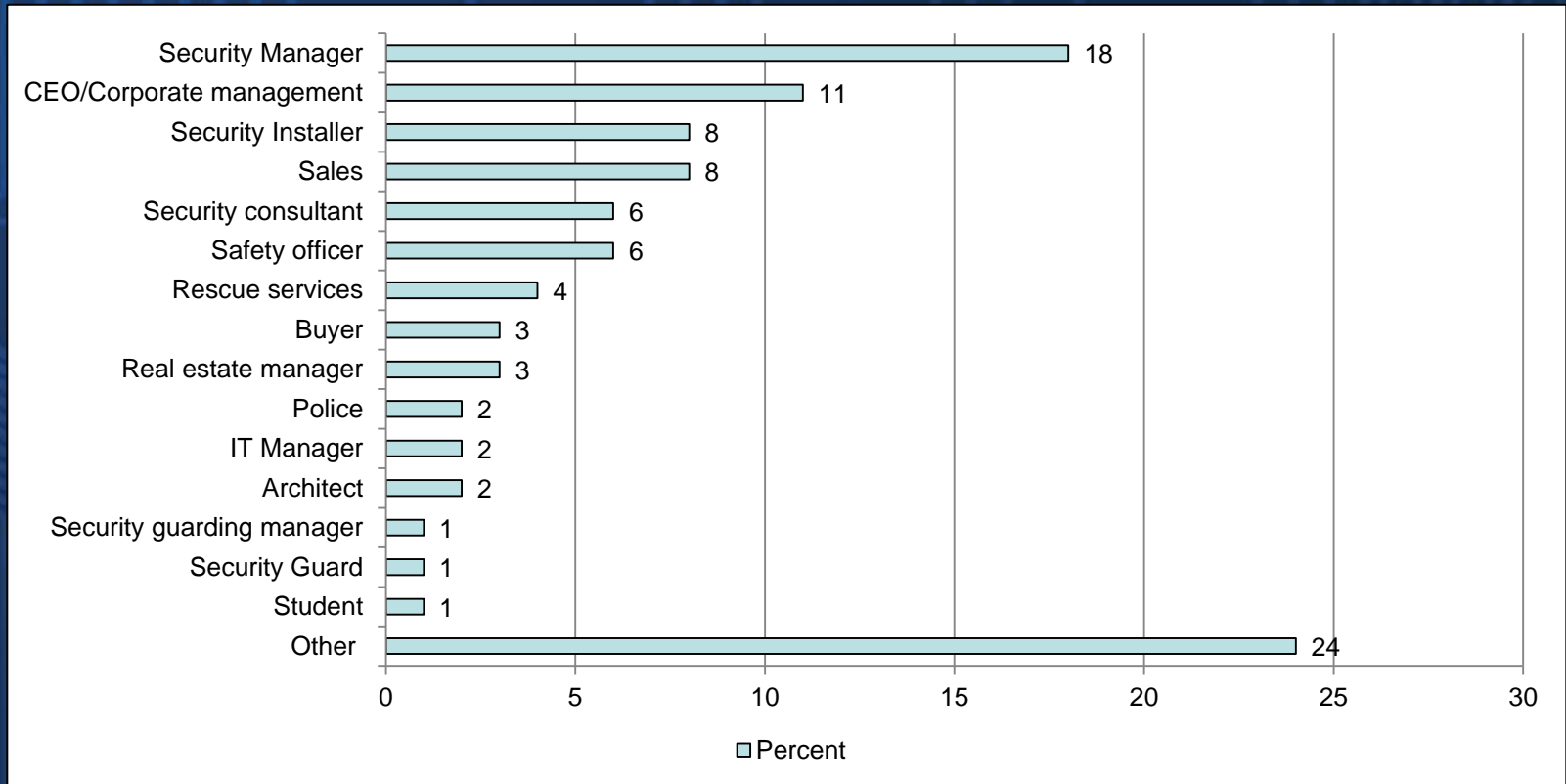
# 5. Prior visits to SKYDD



Remark: Multiple choice answer.



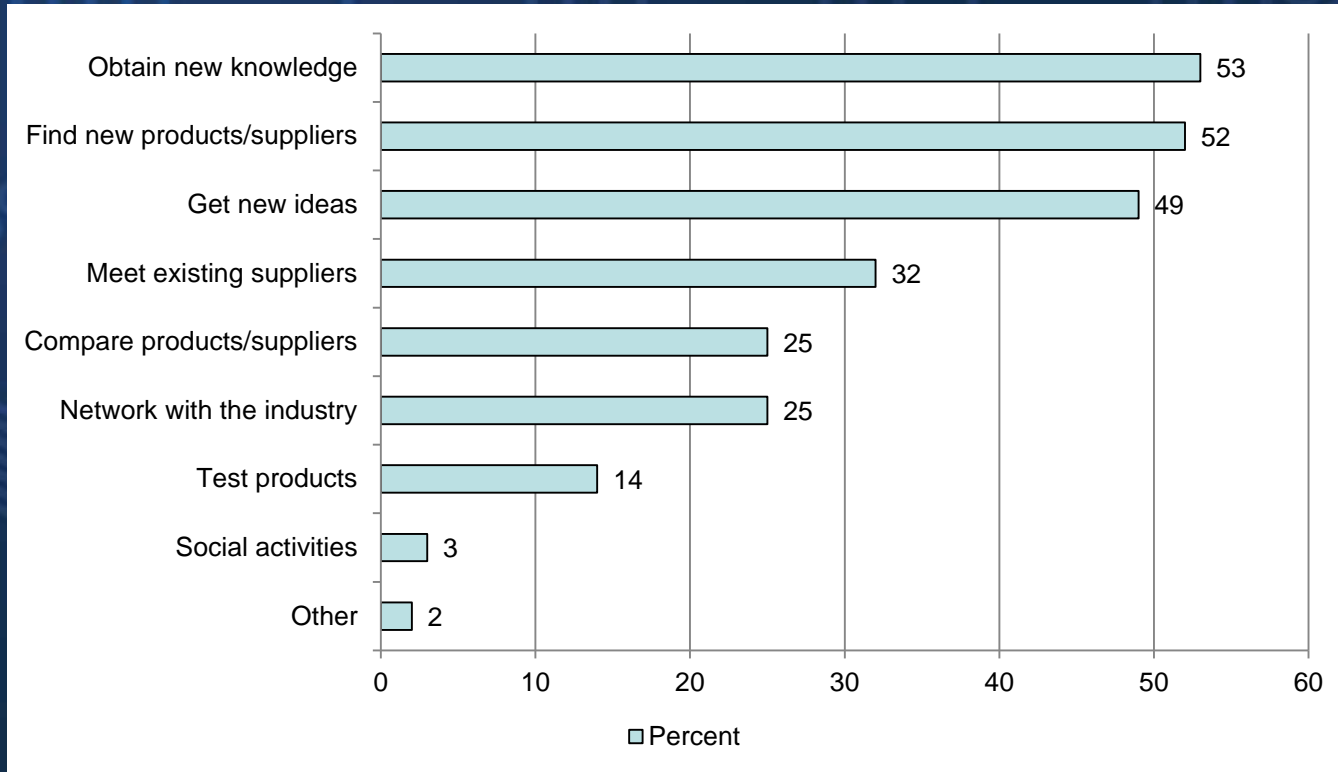
# 6. Title/field of work



Remark: A high number of decision makers compared to other trade fairs.

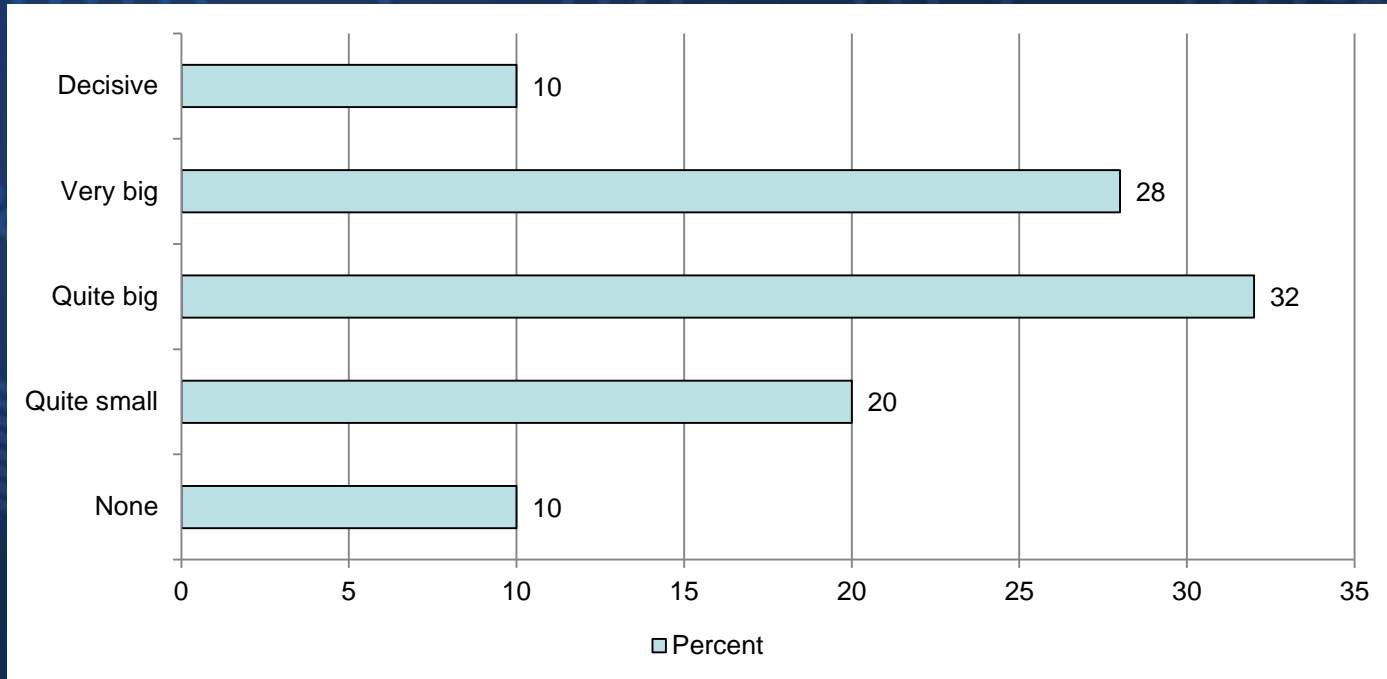
Source: BCRM

# 7. Purpose of visit



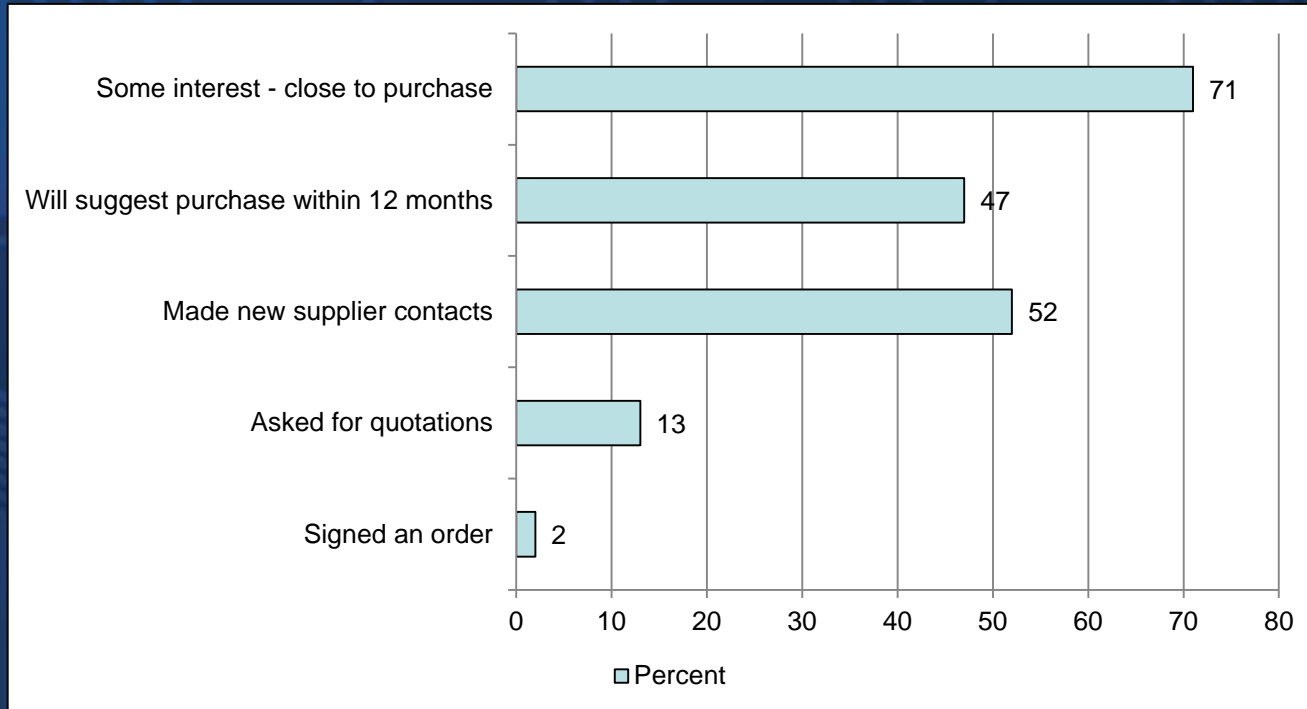
Remark: Multiple choice answer.

# 8. Influence on purchase



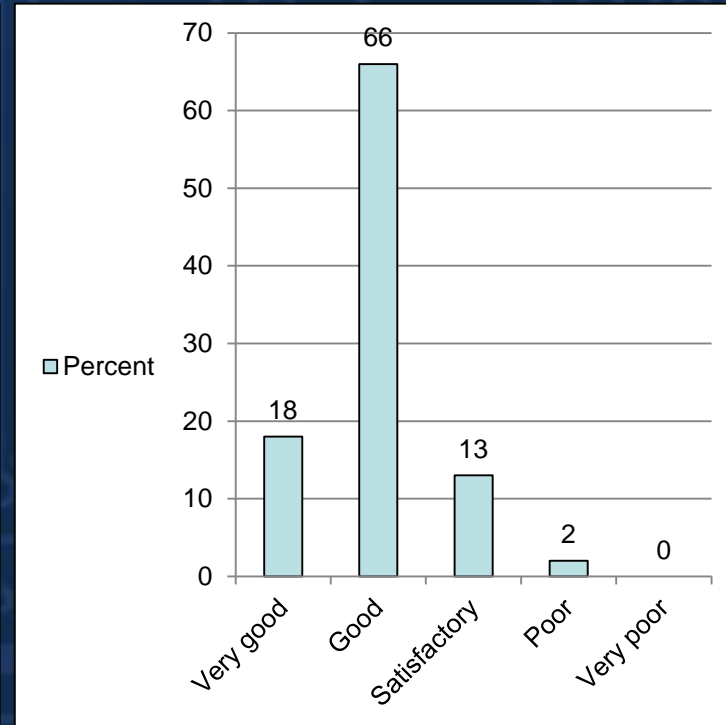
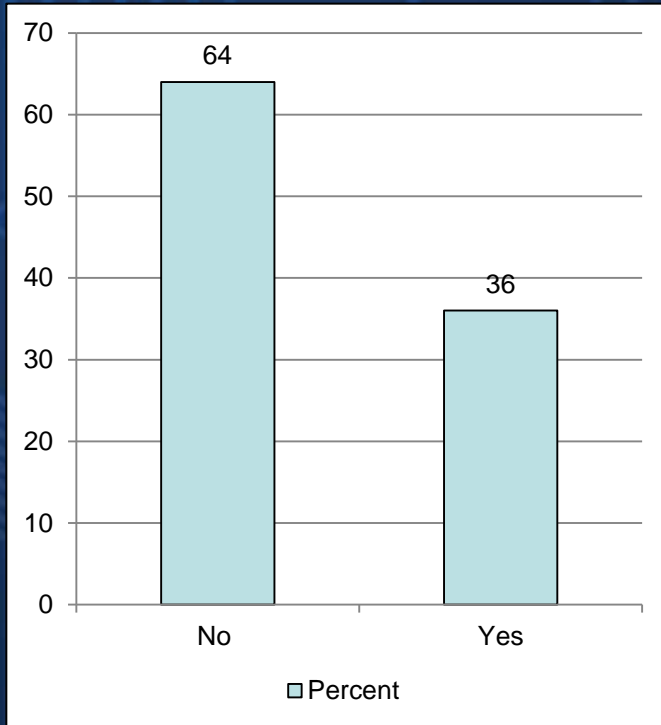
Remark: 90% have some form of influence on purchase, and 70% have quite big to decisive influence, a very high number compared to other trade fairs.

# 9. Interest in purchase



Remark: 71% of the visitors have an interest in purchase and 47% will purchase or suggest purchase in the coming 12 months.

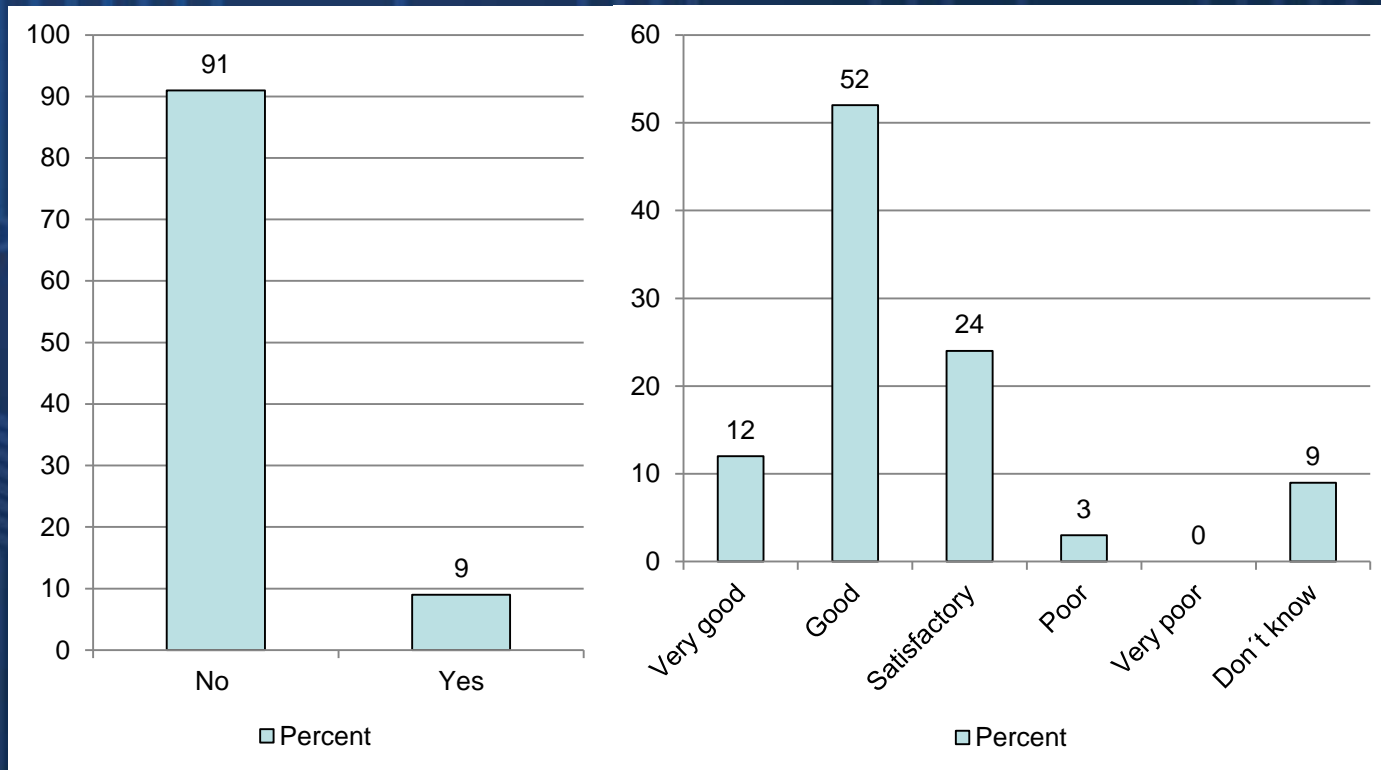
# 10. Seminars



Questions: "Did you visit any of the open seminars? What was your overall grade?"

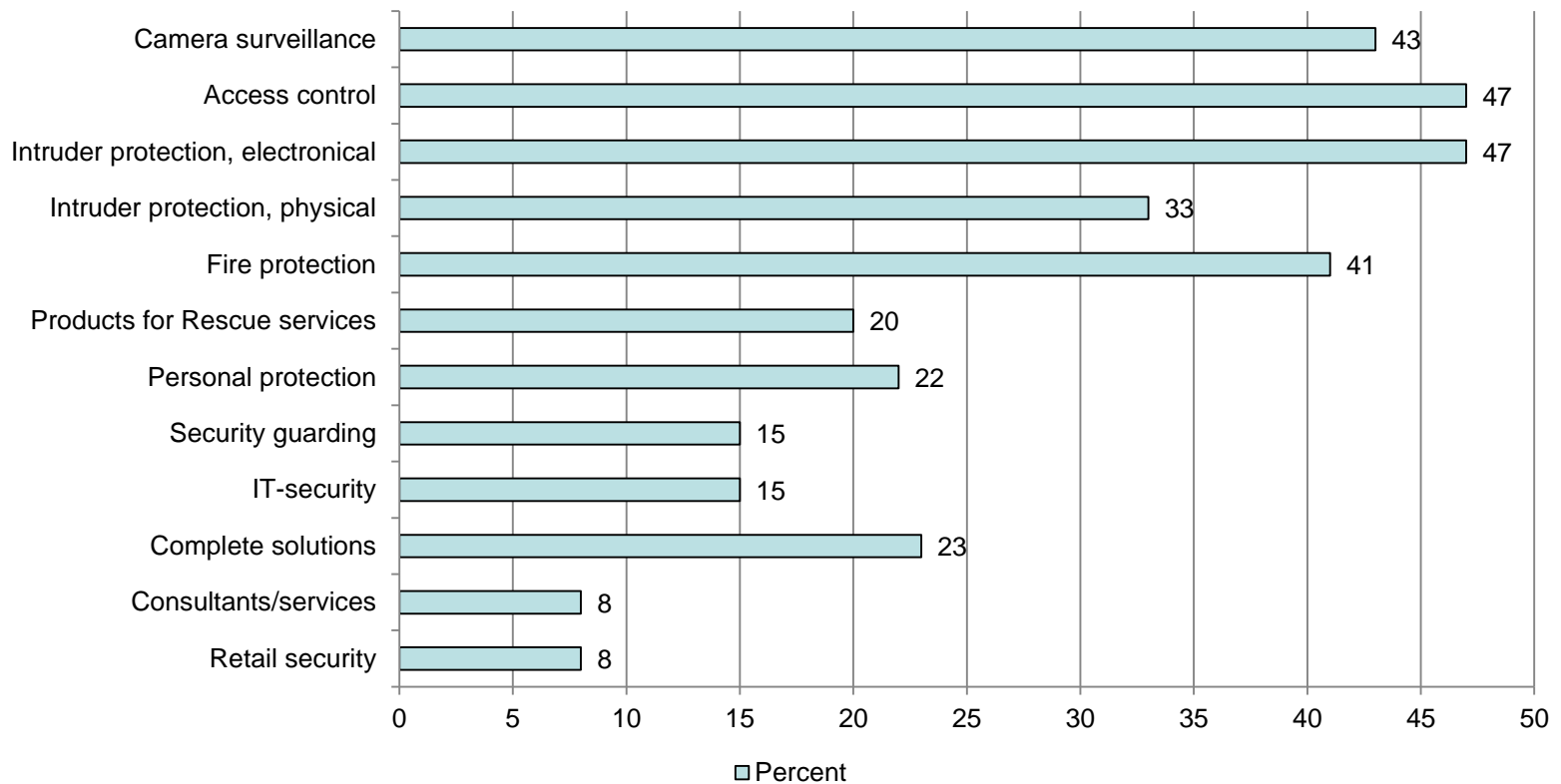
Remark. Average grade 4,0 on a 5 point scale.

# 11. Smart City



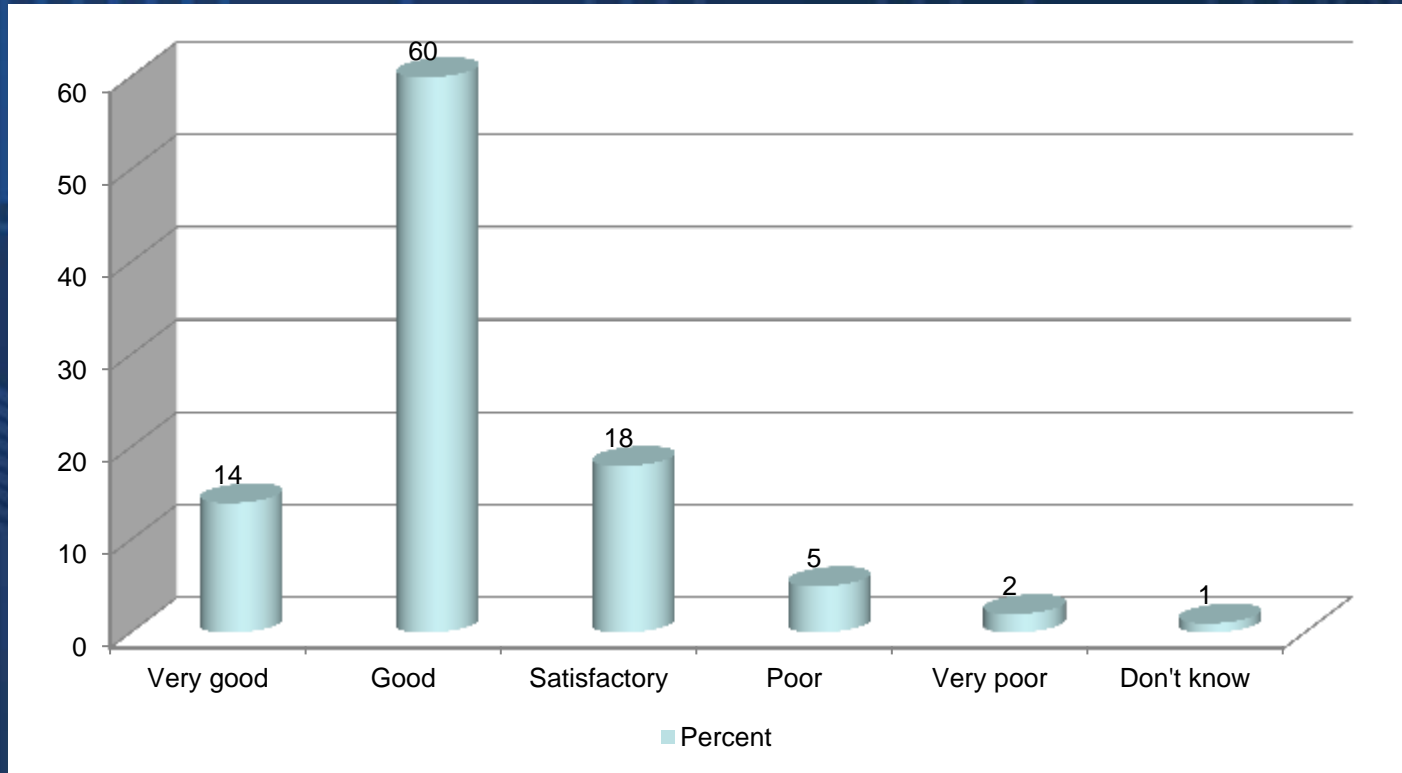
Remark: Over 400 people attended the seminar stage with special focus on Smart Cities. Average grade 3,8 on a 5 point scale.

# 12. Interesting product areas



Remark: Multiple choice answer.

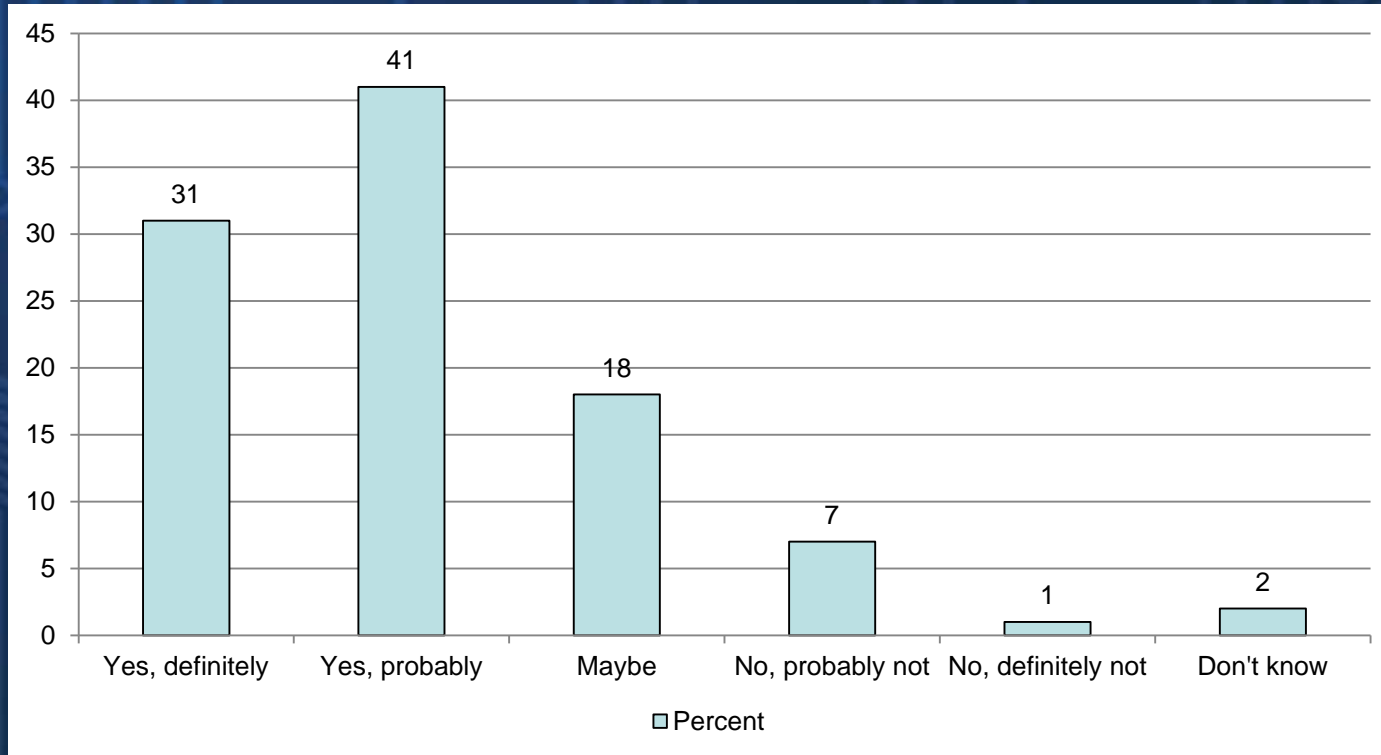
# 13. Overall impression



Remark: 92% have a positive impression of SKYDD 2016.



# 14. Revisit



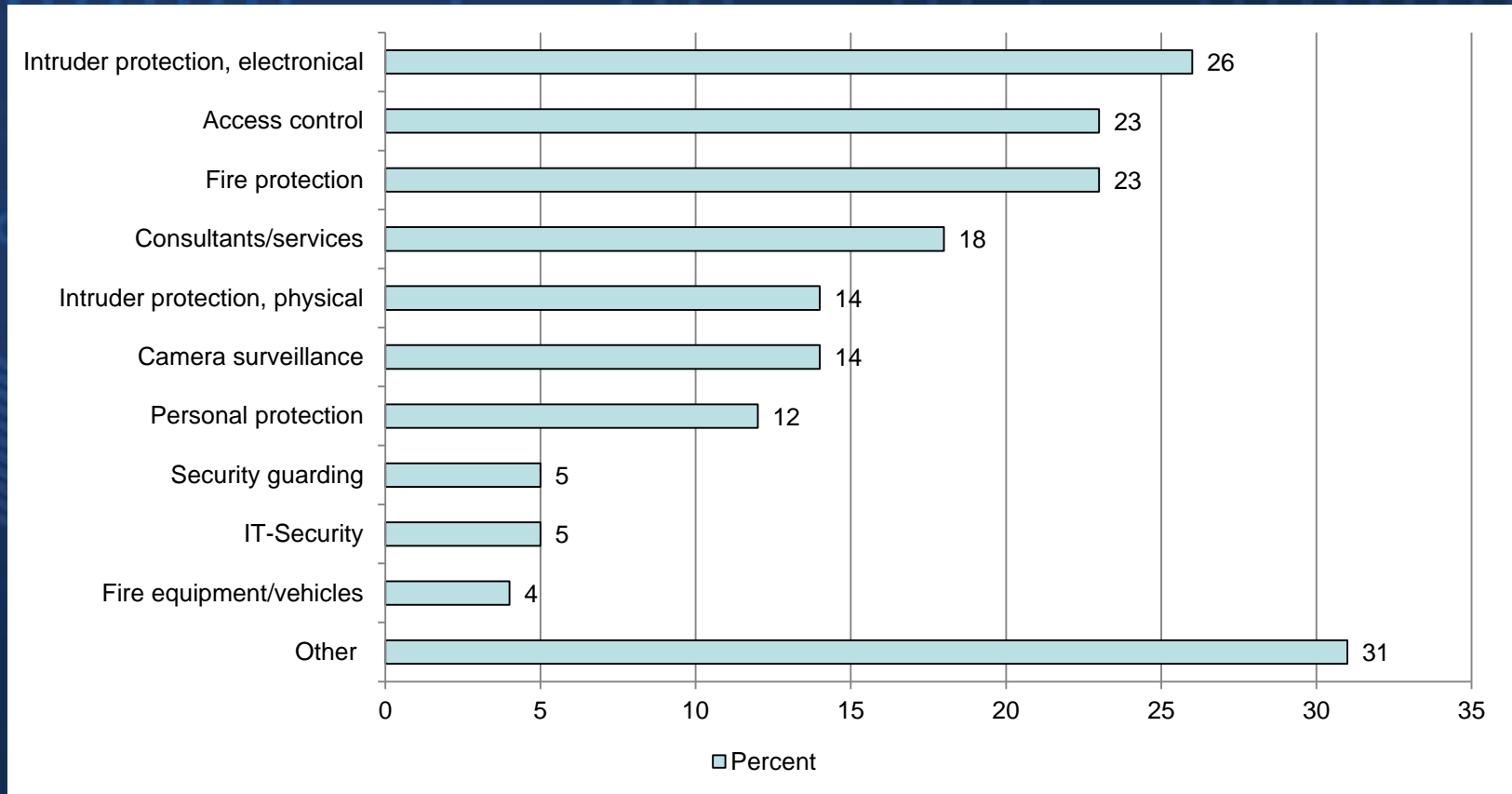
Remark: 9 out of 10 visitors are positive about visiting SKYDD 2016.

# Exhibitor survey

- Purpose
  - To evaluate opinions from exhibitors about the event, to measure their effects of participation and to continuously measure the quality of Stockholmsmässans different service functions.
- Methode
  - Directly after the show, an e-mail survey was sent out to 185 swedish exhibitors. The response frequency was 40% and all interviewed have full anonymity.

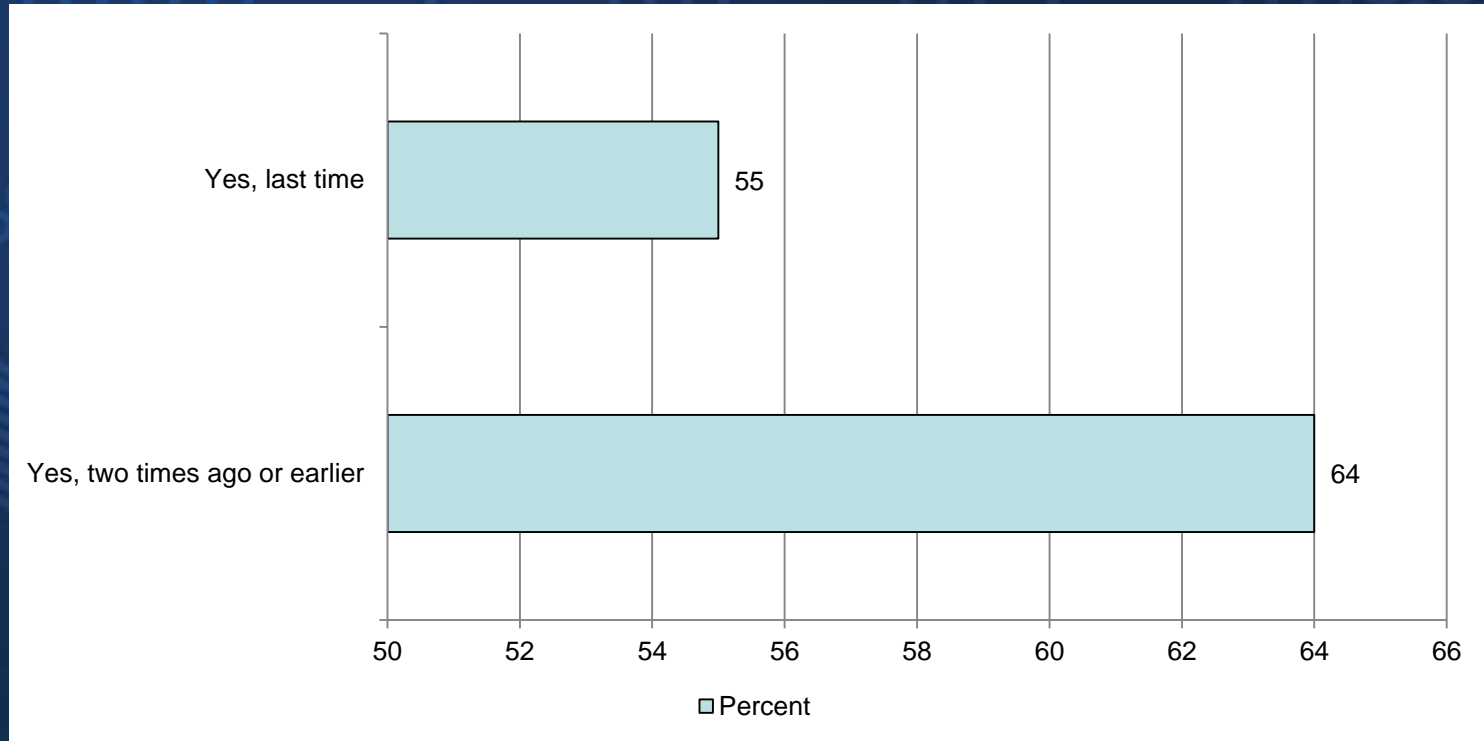
Responsible for the survey are Fairlink.  
Project manager: Ellen Källberg

# 1. Field of business



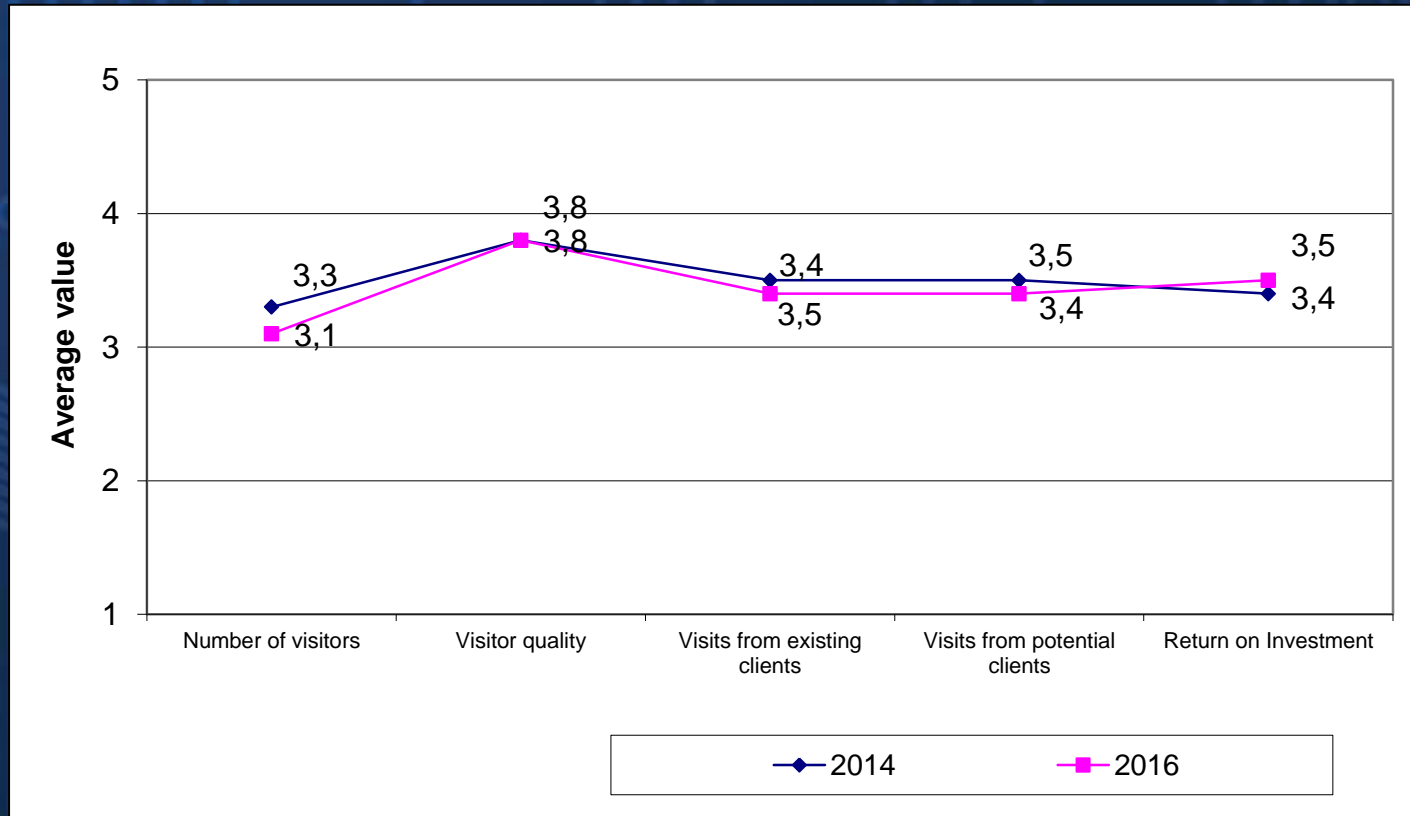
Remark: Multiple choice answer.

## 2. Prior experience of SKYDD



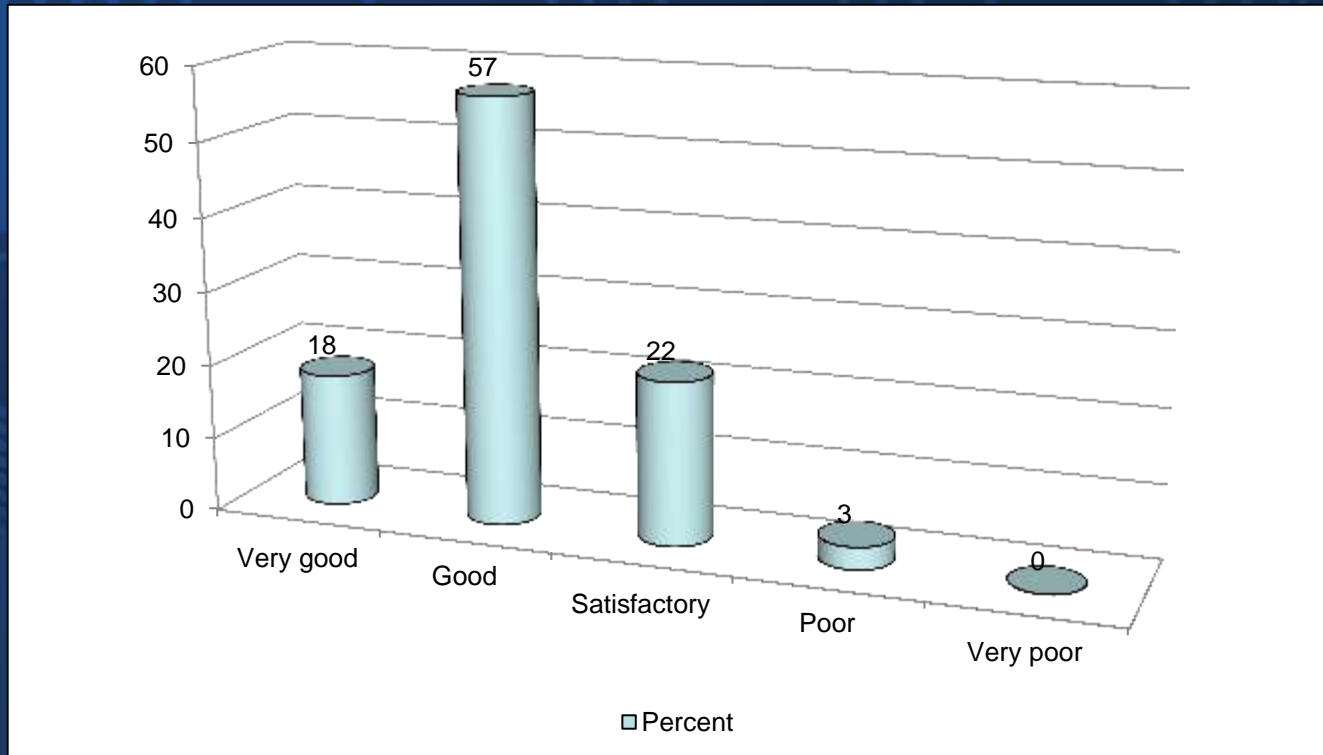
Remark: Multiple choice answer.

# 3. The visitors



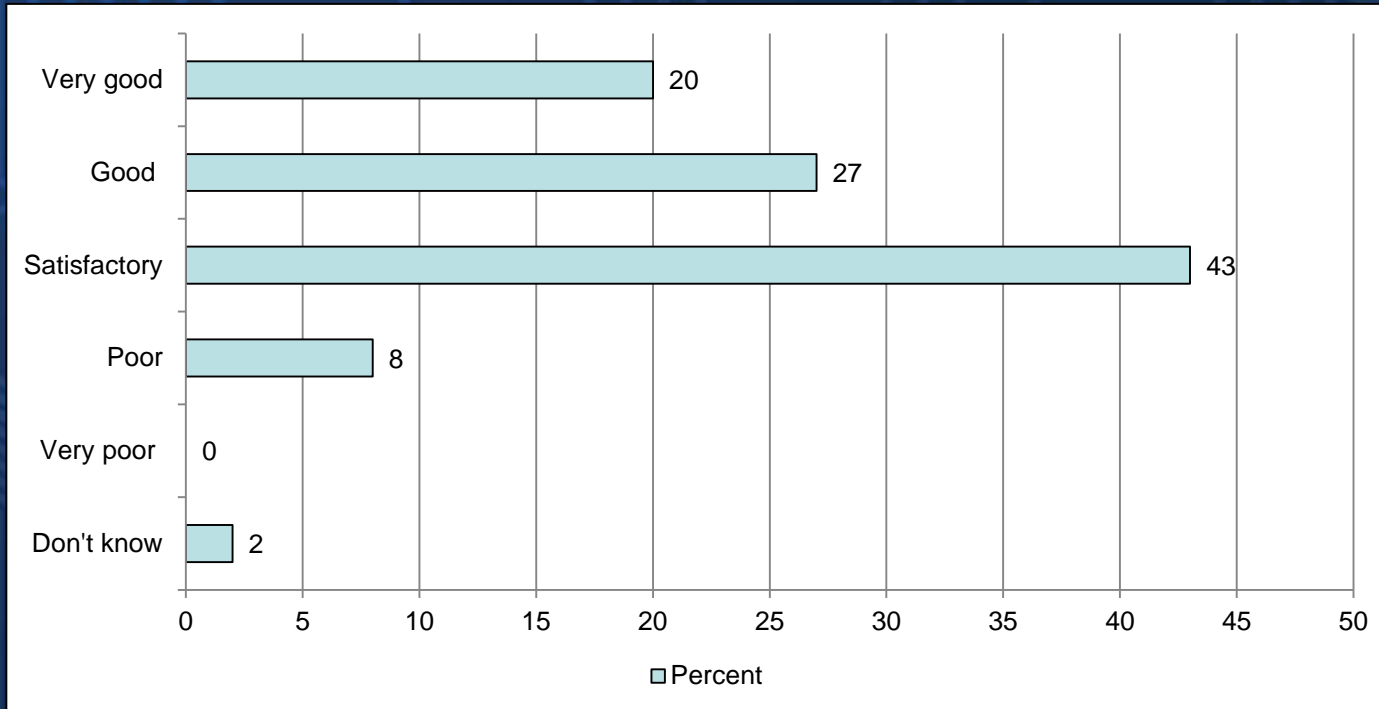
Remark: Scale 1-5.

# 4. Overall impression



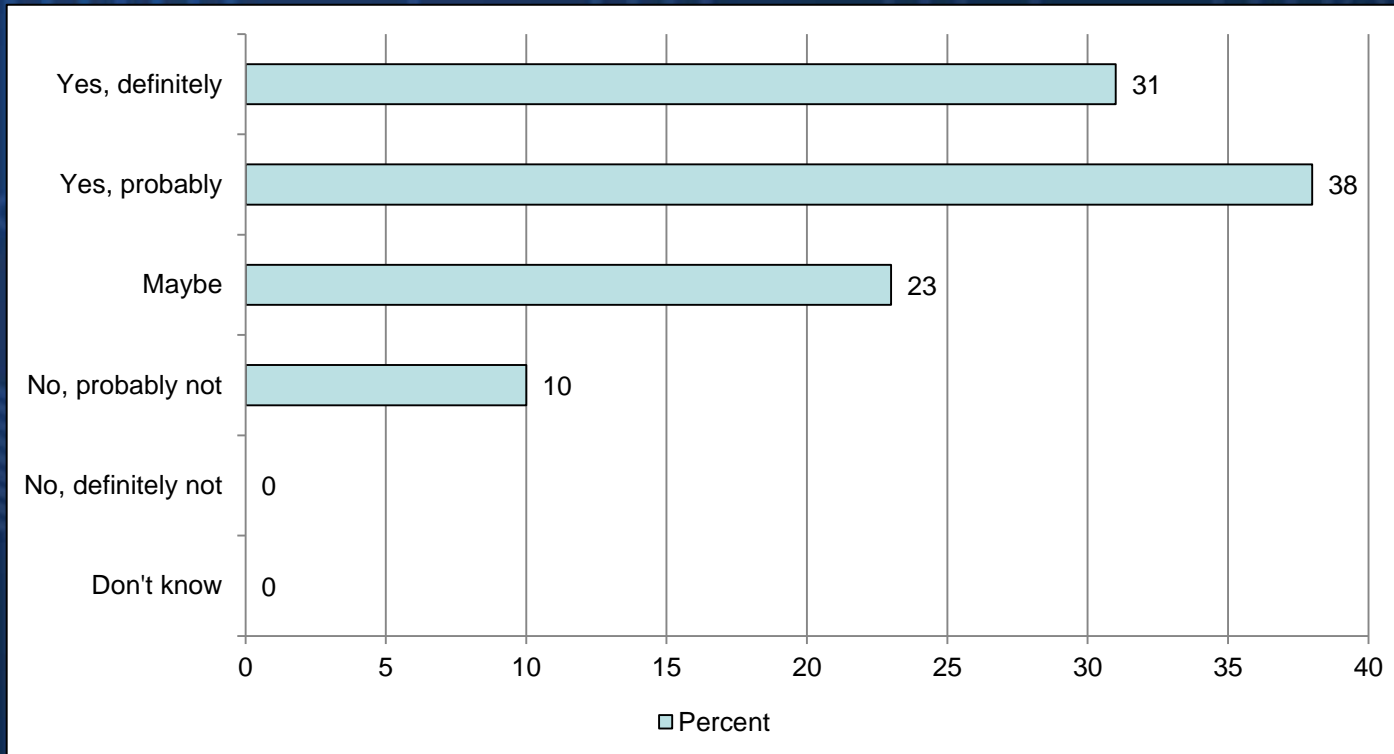
Remark: Good merits, average value 3,9 on a scale 1-5, the highest grade since 2008.

# 5. Results



Remark: 9 out of 10 exhibitors believe their result will be satisfactory or better. Average value 3,6 on a scale 1-5.

# 6. Exhibit next time



Remark: 9 out of 10 exhibitors are positive to exhibiting next time, in 2018.



**Thanks to all exhibitors who contributed to  
this year's show!**

**The largest security trade show for the Nordic  
countries will next time be organized  
October 23-25, 2018**

**Welcome to exhibit!**

**SKYDD** 

**Security / Fire & Rescue / Personal Safety**