



IF YOU ♥ FOOD, DRINK & MUSIC, YOU'LL ♥ TASTE OF DUBAI

Taste of Dubai 2011 Post Show Report



Taste of Dubai had record breaking 17,220 visitors in 2011!

Visitor Statistics

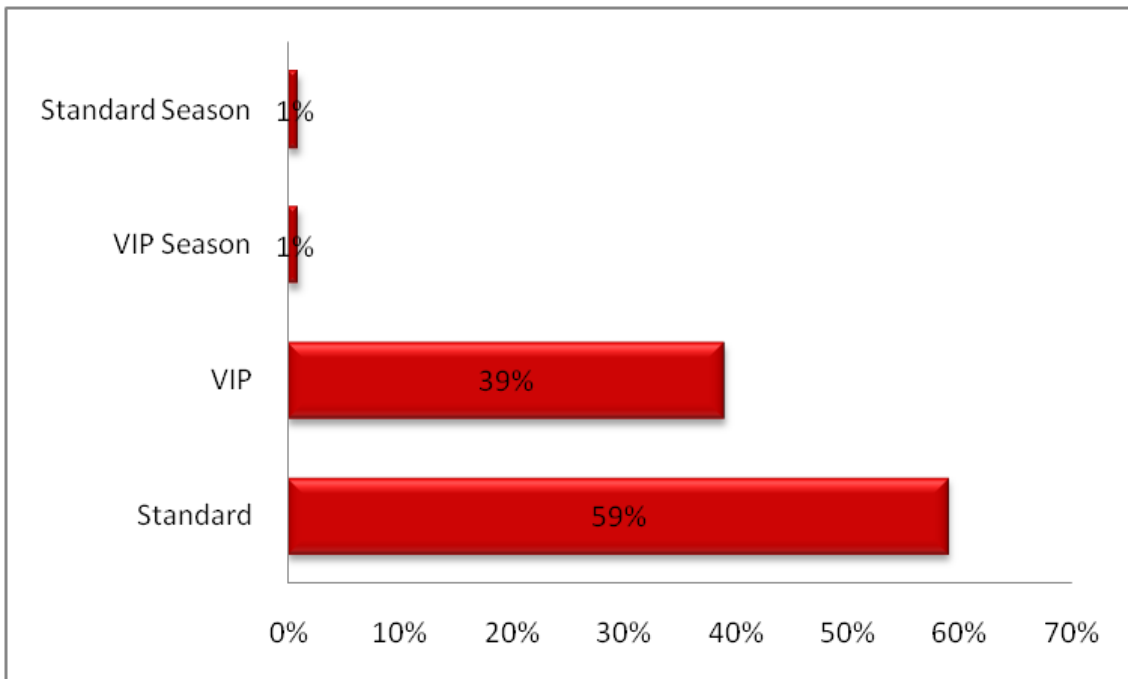
- 19,621 people visited the Taste of Dubai website

FEATURE FEEDBACK

When visitors were asked to rate their favourite feature, Miele Cookery school came out on top as the highest rated attraction of the show :

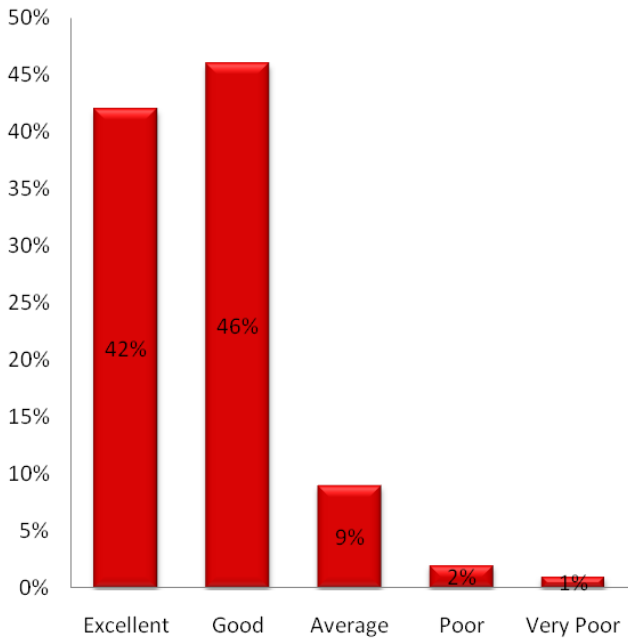
- Philips Chefs Theatre – **82%** of visitors rated Good to Excellent
- MMI Beverage Theatre – **51%** of visitors rated Good to Excellent
- Miele Cookery School – **87%** of visitors rated Good to Excellent.
- Land Rover Entertainment Stage – **73%** of visitors rated Good to Excellent
- Play Nation Kids Zone – **66%** of visitors rated Good to Excellent
- Exhibitors area – **86%** of visitors rated Good to Excellent

Tickets spilt



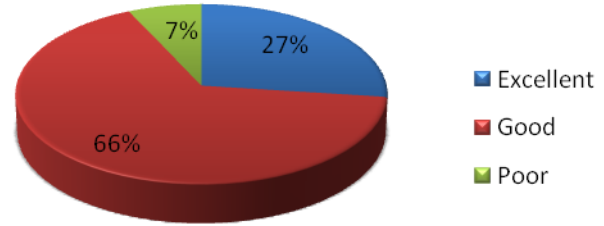
Visitors that came to the event, 59% bought standard tickets and 39% bought VIP tickets

Taste of Dubai Experience



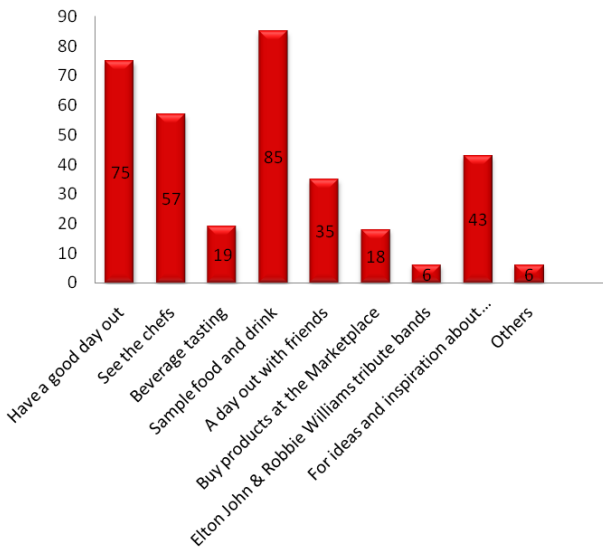
88% of visitors rated the event good or excellent

Value for money



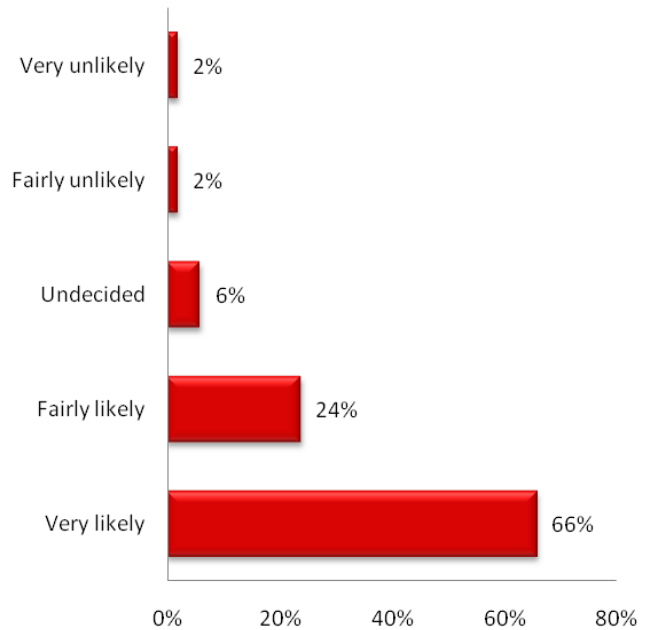
93% of visitors thought the event was good or excellent value

Reasons for attending Taste of Dubai



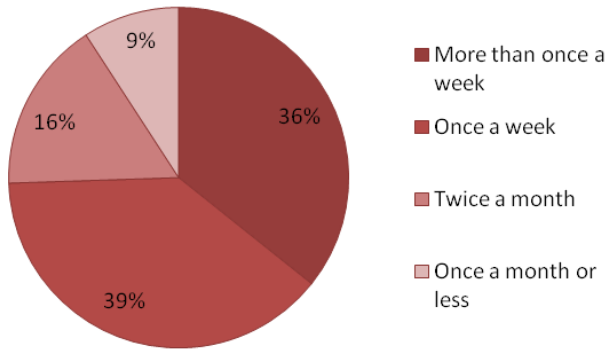
85% of visitors were there to sample food and drink

Likelihood of recommending Taste of Dubai



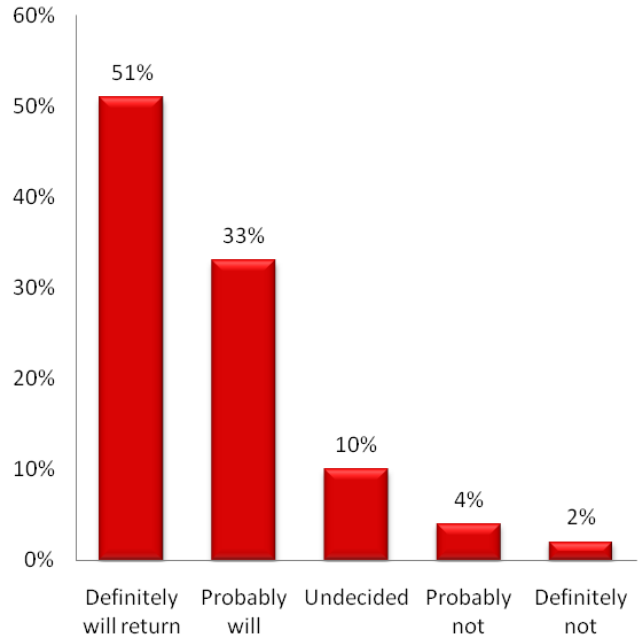
90% of visitors were fairly likely or very likely to recommend the show

Eating Out



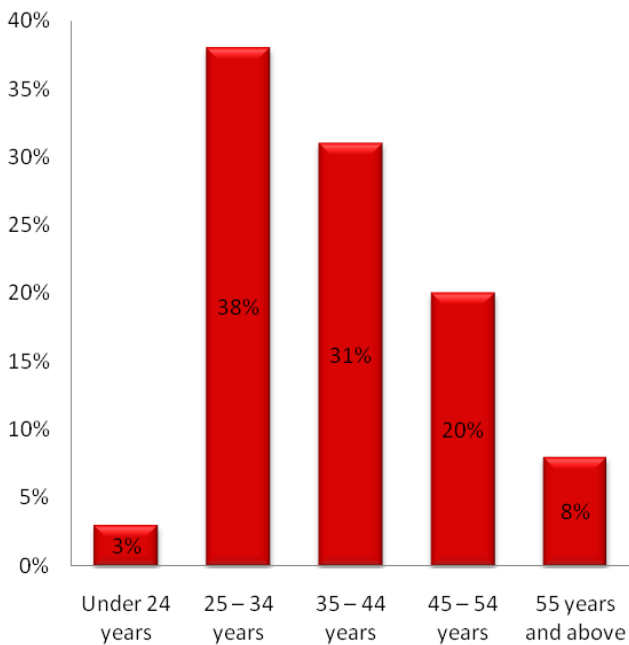
75% of Taste visitors eat out more than once or once a week

Likelihood of return



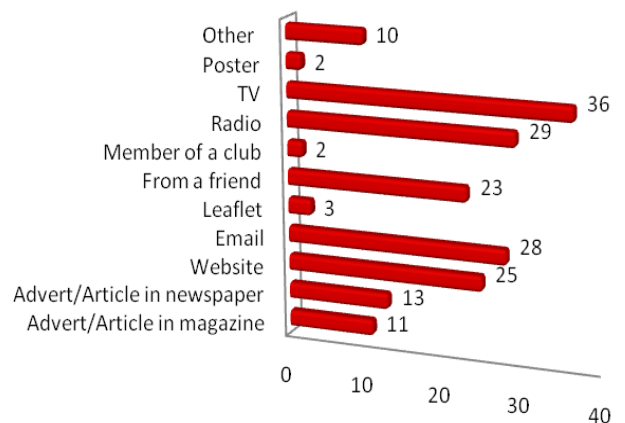
84% of visitors will definitely or probably visit Taste again

Visitor profile at Taste of Dubai



69% of visitors were 25-44 years old at Taste of Dubai

How did you hear about Taste of Dubai?



Most visitors heard about the event from a Advert/Article in magazine and email