

# SATISFACTION TOWARDS OTM EVENT 2023 ORGANIZED IN MUMBAI AMONG EXHIBITORS, BUYERS AND VISITORS/VIPS.

Job number: 23-012909-02

Job Name: Fairfest OTM 2023

Date: 1<sup>st</sup> May 2023

Version: 1

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Fairfest Media Ltd.



**GAME CHANGERS**



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# OBJECTIVE OF THE STUDY



Key Objective

To measure satisfaction towards OTM event 2023 organized in Mumbai among exhibitors, buyers and visitors/VIPs.

# SCOPE OF THE STUDY

## METHODOLOGY

- ❑ Quantitative Research survey using a structured questionnaire
- ❑ Online interviews were conducted with target respondents.
- ❑ Self-administered survey
- ❑ Questionnaire were shared by client. Further fine-tuned was made by Ipsos team. Client approved questionnaire was used.
- ❑ Length of interview: approx. 5-7 minutes
- ❑ Device agnostic survey

## TARGET RESPONDENT

- ❑ Those who has attended OTM 2023 organized by Fairfest Media in Mumbai
- ❑ Target respondent were Exhibitors, buyers and Visitors/VIPs

## CITIES COVERED

- ❑ PAN India

## SAMPLE DETAILS

- ❑ **Total sample achieved – 475**
- ❑ **Sampling:** Sample collected from the database provided by client. Emails were sent to the respondents by Ipsos team where survey link was provided. Respondent had to click on the link and fill the survey.

Field work dates: 13<sup>th</sup> March 2023 to 18<sup>th</sup> April 2023

# KEY FINDINGS

**GAME CHANGERS**

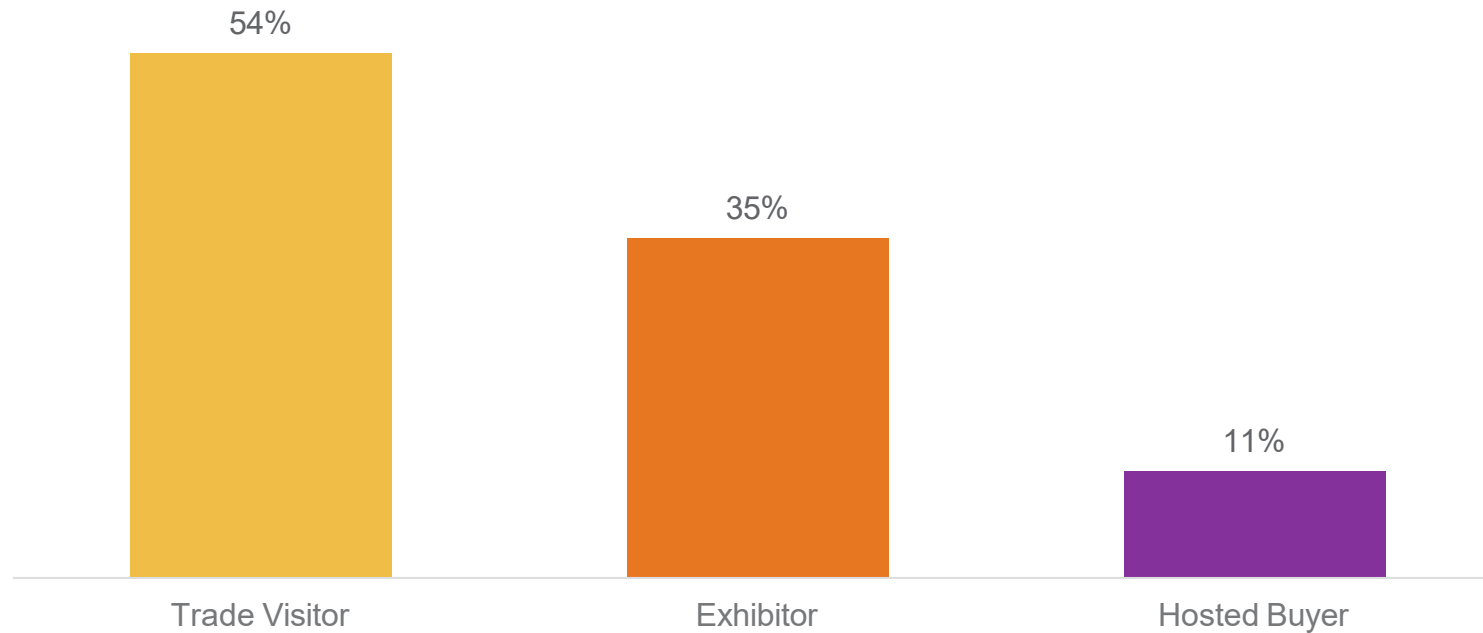


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# % OF RESPONDENT, THOSE WHO ATTENDED/ VISITED OTM '23 HELD AT JIO WORLD CONVENTION CENTRE, MUMBAI

Participated in OTM'23 as... (N=475)

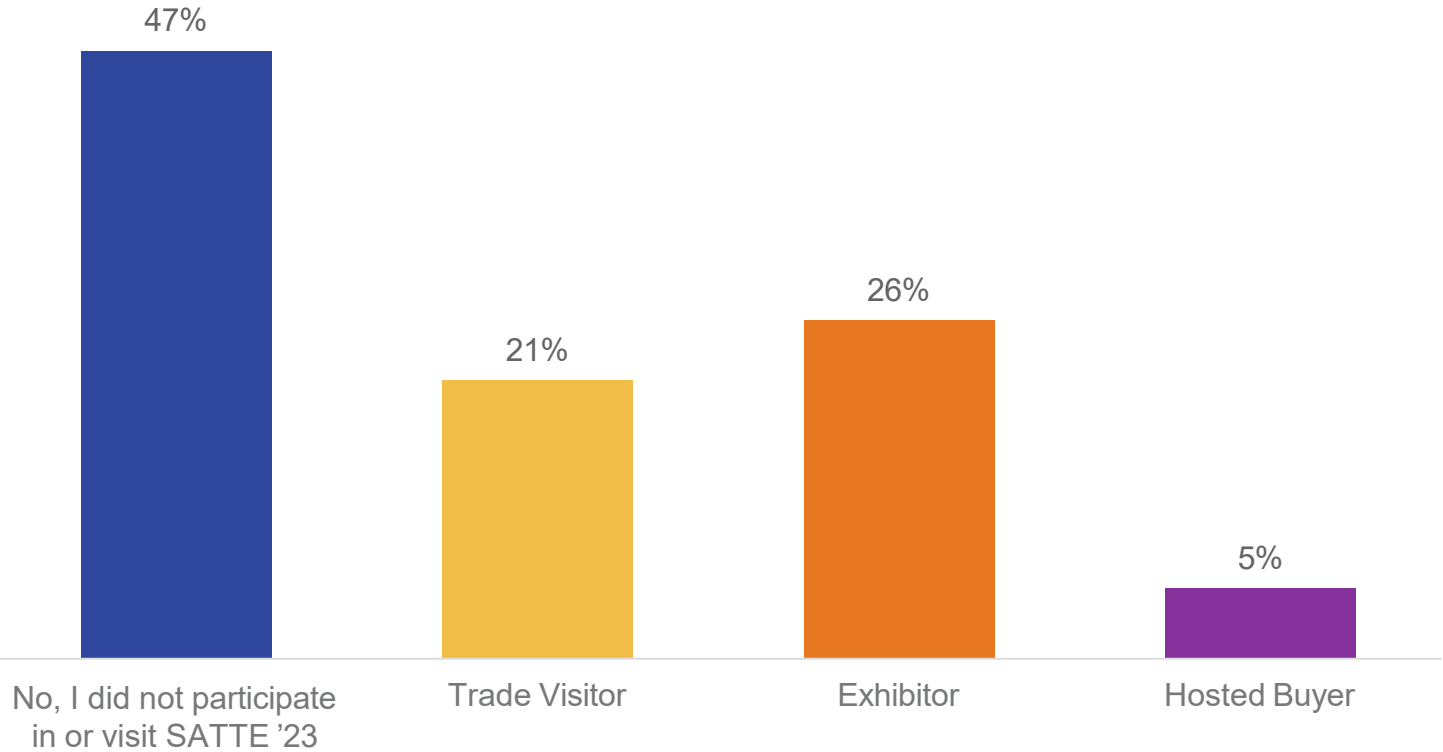


Majority of respondents who participated in OTM' 23, participated as Trade visitors followed by Exhibitor and Hosted Buyer.

1. Did you participate in or visit OTM '23 held at Jio World Convention Centre, Mumbai from 2 to 4 Feb '23?

# % OF RESPONDENT, THOSE WHO ATTENDED/ VISITED SATTE '23 HELD AT THE INDIA EXPO CENTRE IN GREATER NOIDA

Participated in SATTE '23 (N=475)



54% of the respondents have attended both SATTE'23 and OTM'23

47% of the respondents did not participate in SATTE.

Out of the remaining who attended SATTE'23 , majority were Exhibitors, followed by Trade Visitors and Hosted Buyers

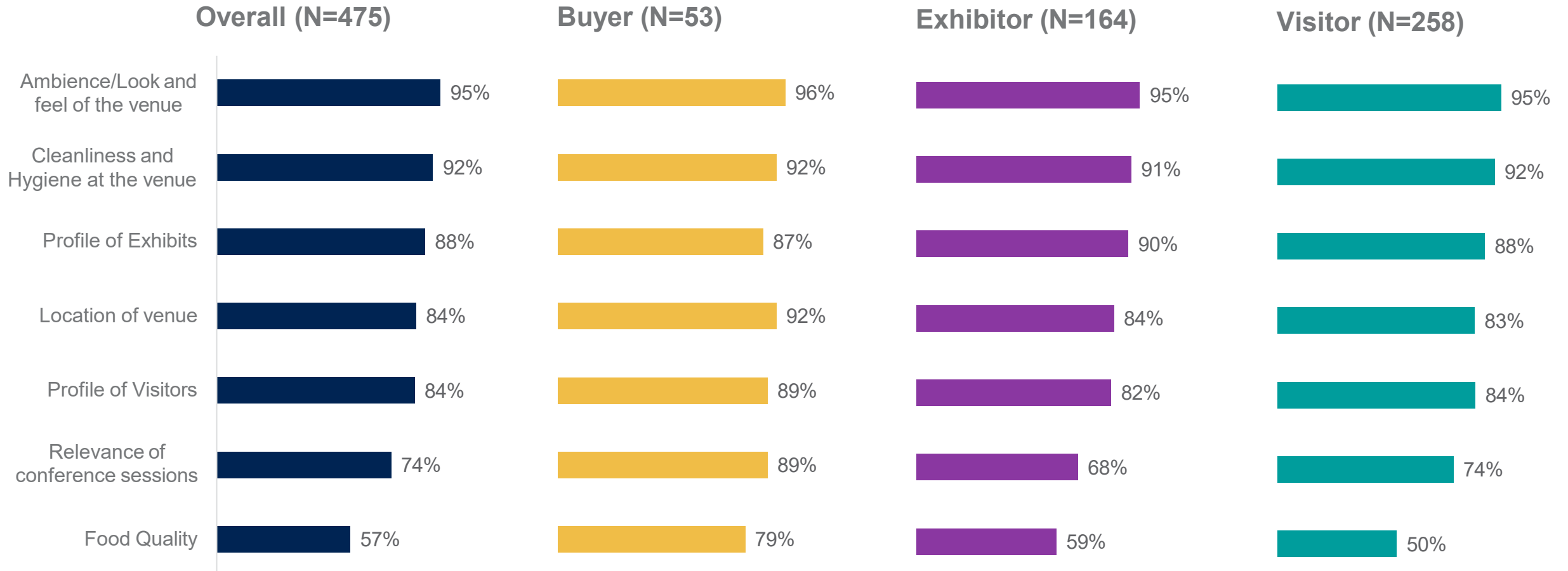
3. Did you participate in or visit SATTE '23 held at the India Expo Centre in Greater Noida from 9 to 11 Feb 2023?



# RATING AMONG THOSE WHO ATTENDED OTM'23 EVENT

Majority have rated 'Good + Very Good' for Ambience, Cleanliness and Profile and Location whereas, food quality was rated relatively lower.

Top 2 Box (Very Good + Good)



2. On a scale of 1 to 5 (5 being very good and 1 being very bad), how would you rate OTM '23 held at the Jio World Convention Centre on the following factors?

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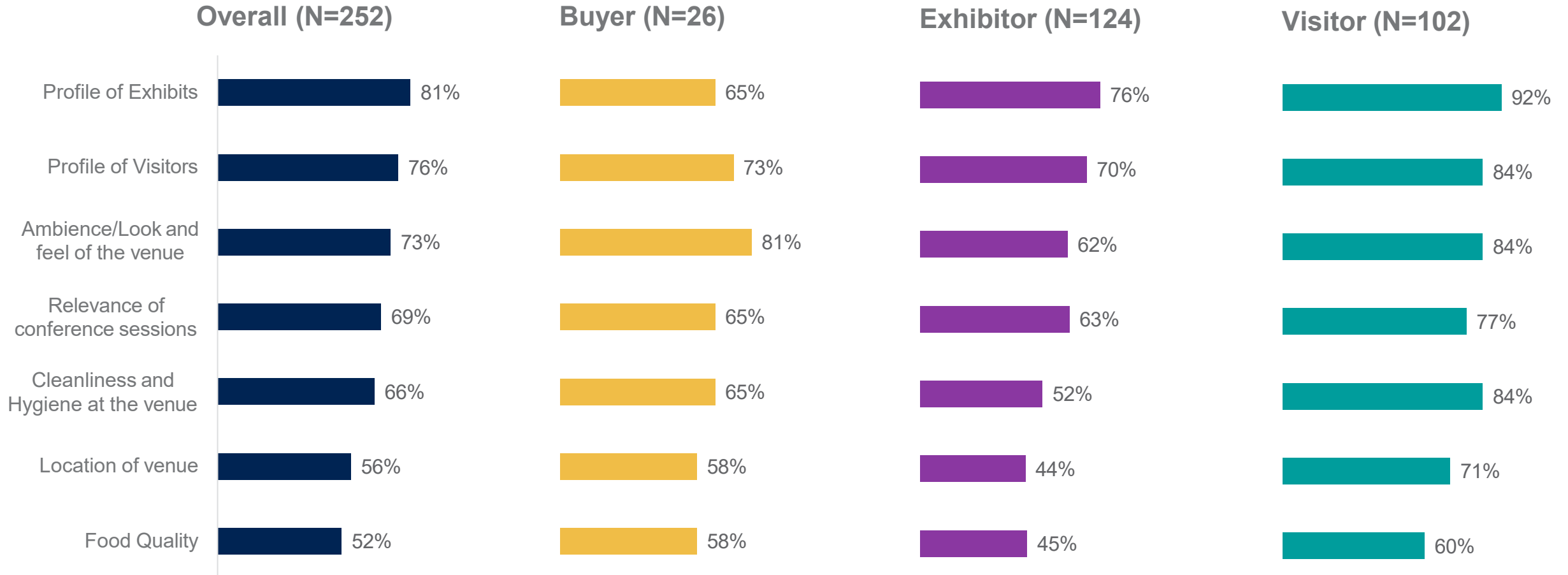




# RATING AMONG THOSE WHO ATTENDED SATTE'23 EVENT

Overall, majority rated Profile of Exhibits as 'Very Good + Good' and the same was reflected among Exhibitors and Visitors. The buyers rated Ambience the highest among all attributes.

Top 2 Box (Very Good + Good)



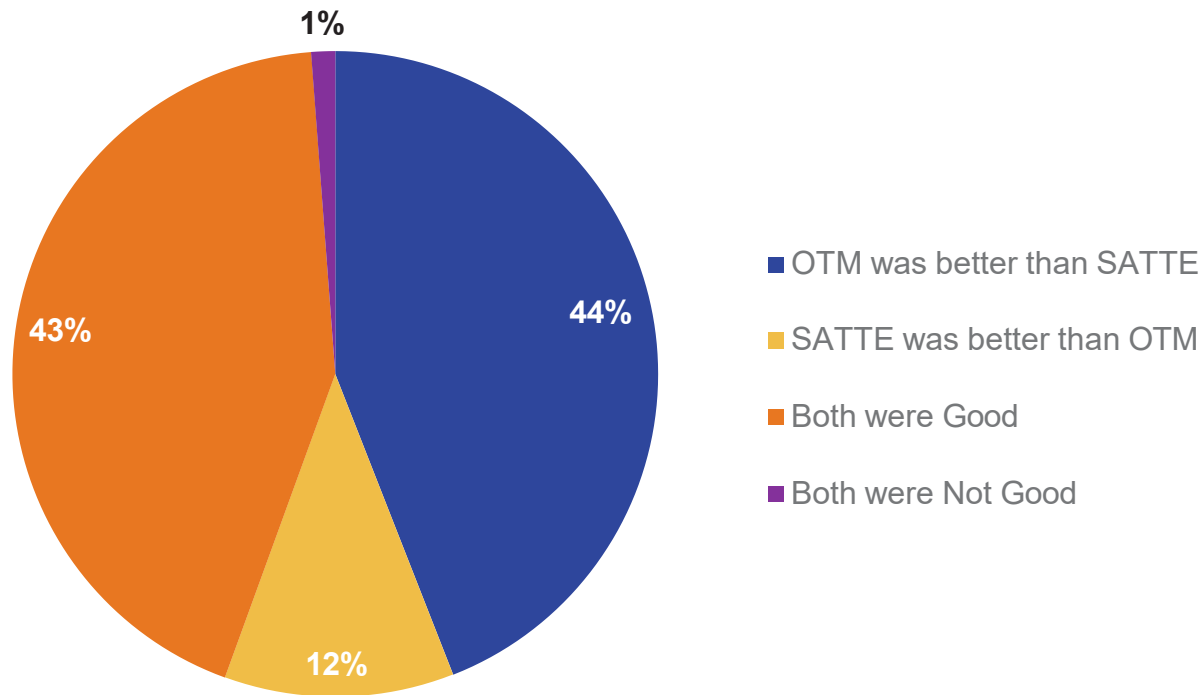
4. On a scale of 1 to 5 (5 being Very good and 1 being Very bad), how would you rate SATTE'23 held at the India Expo Centre in Greater Noida on the following factors



# OTM'23 VS SATTE'23 - OVERALL

AMONG THOSE ATTENDED BOTH OTM'23 AND SATTE'23

Which one was better SATTE'23 or OTM'23?  
(N=252)



OTM was considered better than SATTE by 44% of the respondents who visited both the events but only 12% thought SATTE was better than OTM. 43% considered both to be good.

5. Taking all things into consideration, which of the following statements do you agree with?

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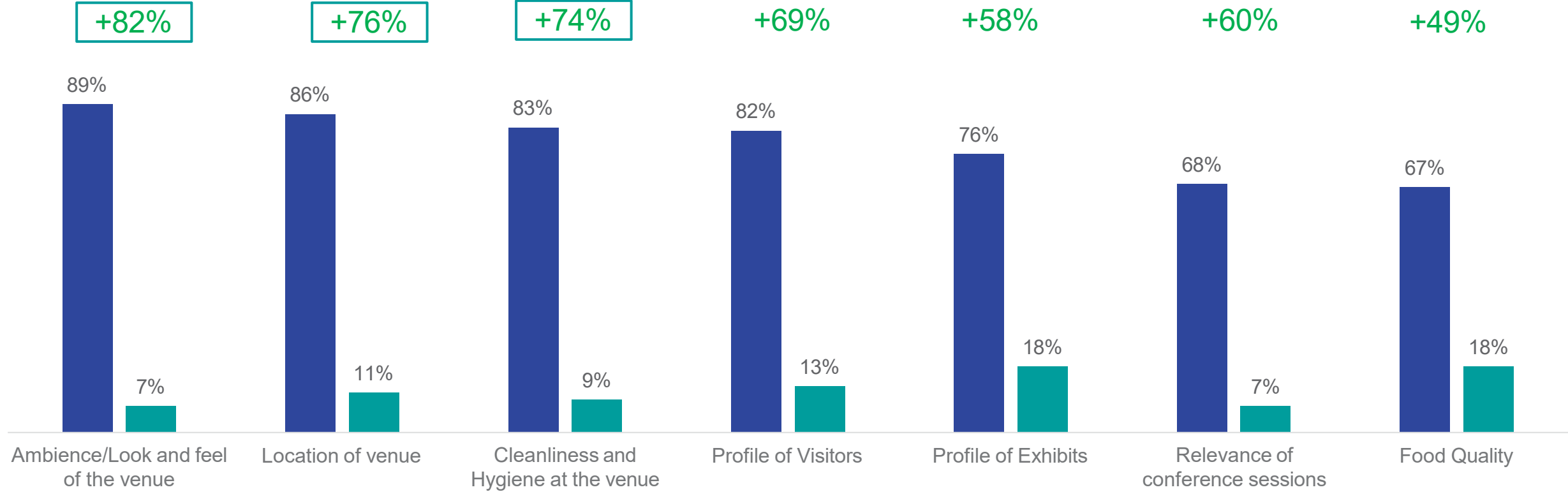
# COMPARISON BETWEEN OTM'23 AND SATTE'23 EVENT- ATTRIBUTE WISE AMONG THOSE WHO SAID OTM'23 IS BETTER THAN SATTE'23

Individually both events have scored higher scores in the attributes, however when compared among those who said OTM'23 is better than SATTE'23, majority rated OTM as better than SATTE in all attributes.

In terms of ambience, location and cleanliness OTM was rated higher than SATTE by a huge margin.

Among those who said OTM'23 is better than SATTE'23 (N=111)

- OTM 2023
- SATTE 2023

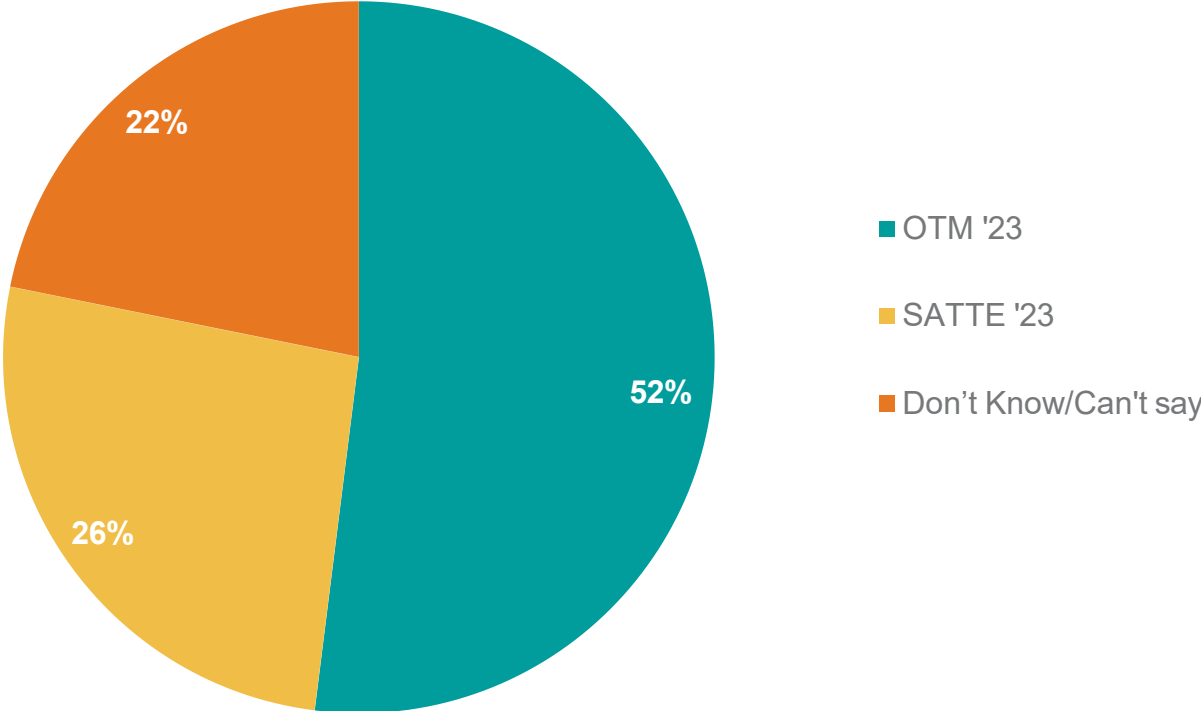


6. You said [ \_\_\_\_\_ CODE FROM Q5], could you please tell us which event scored better in the following areas?



# OTM'23 VS SATTE'23 – RETURN ON INVESTMENT (MONEY OR TIME) AMONG THOSE ATTENDED BOTH OTM'23 AND SATTE'23

Which show gave you a better Return on Investment  
(N=252)



Majority of the respondents feel that OTM'23 show gave a better ROI (money or time) as compared SATTE'23

9. If you exhibited or otherwise invested your money or time on the following two shows, which one gave you the better Return on Investment (ROI)?

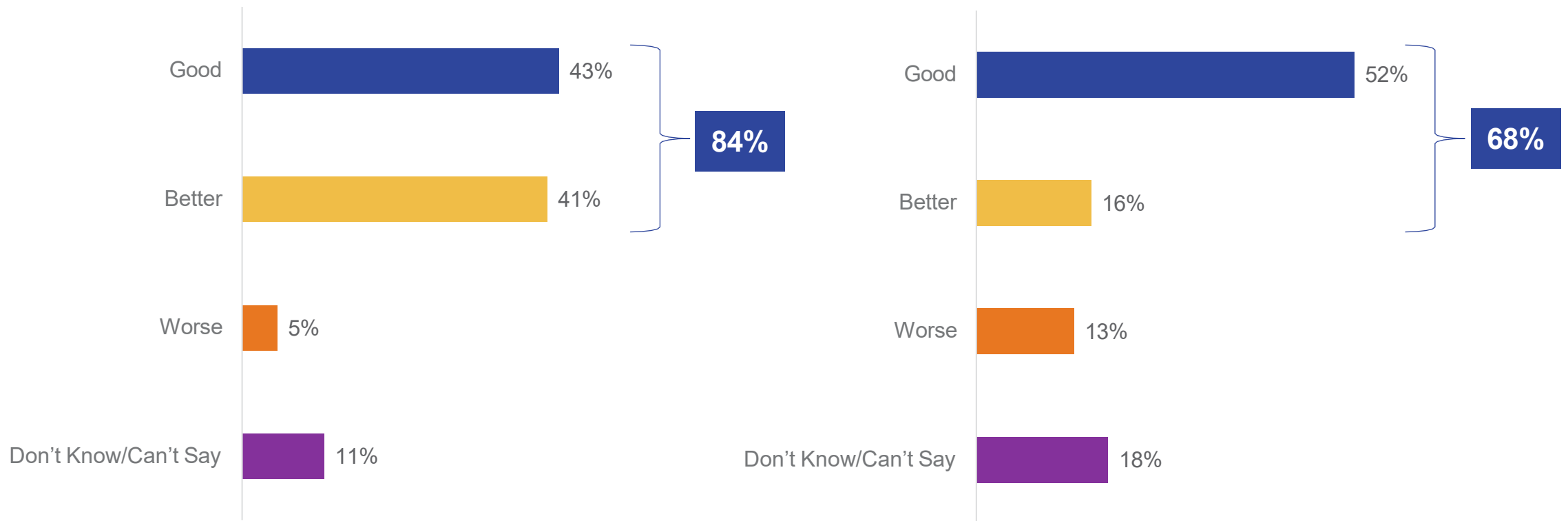


# COMPARISON OF OTM'23 AND SATTE'23 WITH INTERNATIONAL SHOWS REGIONALLY SUCH AS ITB ASIA

AMONG THOSE ATTENDED BOTH OTM'23 AND SATTE'23

OTM '23 at Jio world convention Center was (N=252)

SATTE '23 at India Expocentre was (N=252)



7. Compared to other international shows in the region, e.g., ITB Asia Please rate the following? - OTM '23 at Jio world convention Center was  
 7. Compared to other international shows in the region, e.g., ITB Asia Please rate the following? - SATTE '23 at India Expocentre was

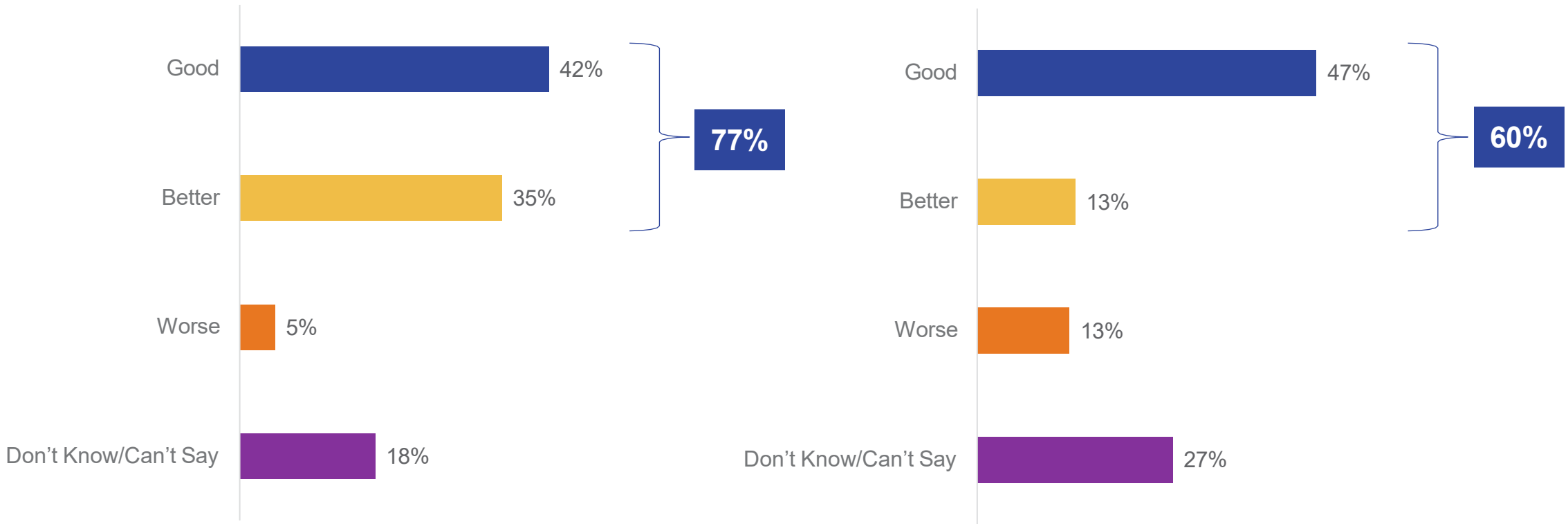


# COMPARISON OF OTM'23 AND SATTE'23 WITH INTERNATIONAL SHOWS GLOBALLY SUCH AS WTM LONDON

AMONG THOSE ATTENDED BOTH OTM'23 AND SATTE'23

OTM '23 at Jio world convention Center was (N=252)

SATTE '23 at India Expocentre was (N=252)



8. Compared to other international shows globally, e.g., ITB Asia/WTM London Please rate the following? - OTM '23 at Jio world convention Center was

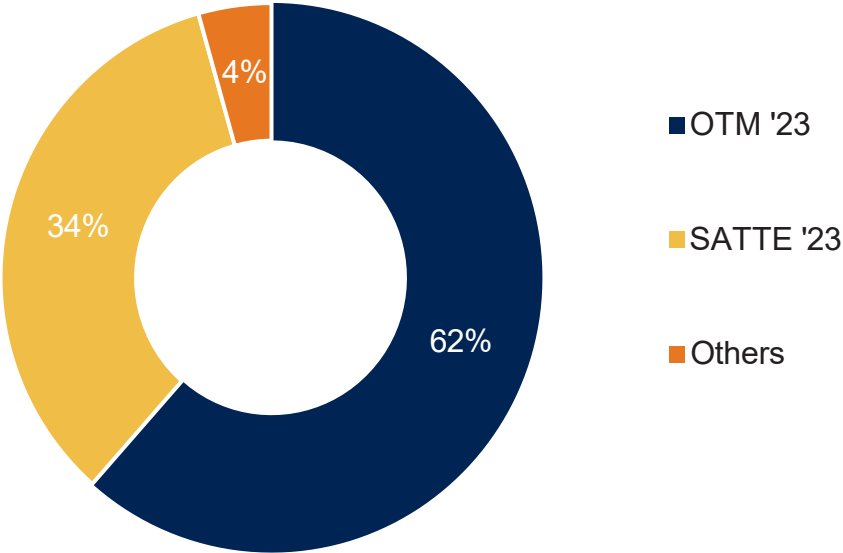


# OTM EMERGES OUT TO BE THE LEADING TRAVEL TRADE SHOW IN INDIA AS WELL AS ASIA

AMONG THOSE ATTENDED BOTH OTM '23 AND SATTE '23

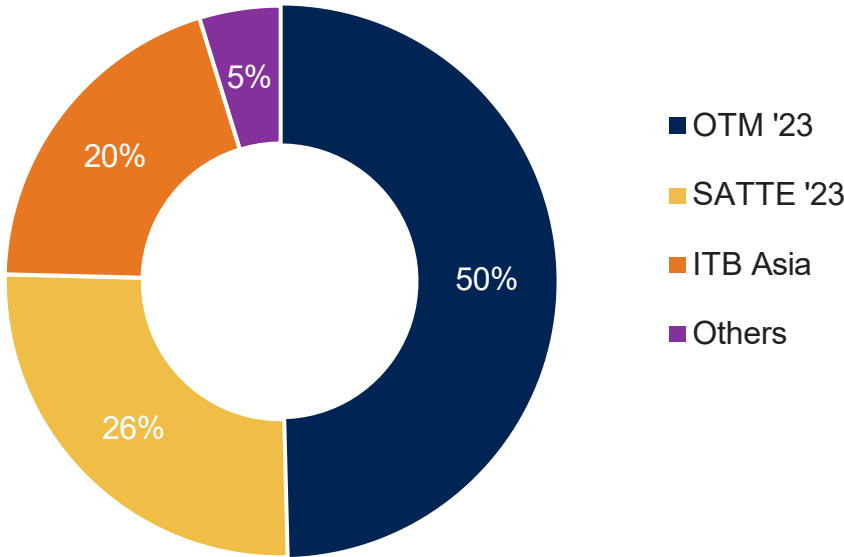
As per majority of the respondents, the leading travel trade show in India and in Asia is OTM '23.

**Leading Travel Trade Show in India (N=252)**



Others include TTF, SWC, ITB India

**Leading Travel Trade Show in Asia (N=252)**



Others include Arabian Travel Market (ATM Dubai), ITB Berlin, WTM Event

10. Which in your opinion is the leading (#1) travel trade show in India this year?

11. Which in your opinion is the leading (#1) travel trade show in Asia this year?



# KEY FINDINGS



- OTM was considered better than SATTE by 44% of the respondents who visited both the events but only 12% thought SATTE was better than OTM. 43% considered both to be good.
- Majority of the respondents (52%) also feel that OTM show gave a better ROI as compared SATTE, among those who attended both the events.
- Among those attended both the events, majority rated OTM as better than SATTE in all attributes.
- OTM was rated as good or better by majority of respondents, as compared to both local and global travel trade shows, among those who attended both the events.





# CONFORMITY TO ISO STANDARD SLIDE

- ✓ This work was undertaken in accordance with the standards laid out in ISO 20252:2019, ensuring a consistent quality of work to the highest standards in the industry. Ipsos's processes are annually audited by external certified to external accredited quality assessors.
- ✓ Ipsos has over 18,000+ employees across 90 markets and works with 5000+ clients
- ✓ Ipsos is member of most key market research bodies and we abide by their quality standards.



ISO 20252:2012



# MATERIALS USED – PLEASE REFERENCE THE (FINAL VERSIONS\* ONLY) SHARED WITH THE CLIENT

Proposal Fairfest OTM 2023\_23-012909\_Proposal (For Client and Internal Use)\_V2

Questionnaire (RQ and MQ) – Fairfest OTM 2023\_23-012909-02\_Questionnaire (For Client & Internal Use)\_V1

Report Fairfest OTM 2023\_23-012909-02\_Report (For Internal and Client Use Only)\_V1

\*Please list the ISO defined documentation nomenclature and versioning for the above documents

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# GAME CHANGERS

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At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

**BE  
SURE.  
GO  
FURTHER.**

**GAME CHANGERS**



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# THANK

# YOU

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