

28th MidEast WATCH & JEWELLERY SHOW 2010

(30 March to 3rd April 2010)

GENERAL VISITOR REPORT SUMMARY – COMPARISON WITH 26TH & 27TH

EDITIONS

| <i>Day/Date</i> | <i>28th WJ Show (Mar-April 2010)</i> | <i>26th WJ Show (April 2009)</i> | | <i>27th WJ Show (October 2009)</i> | |
|---|---|---|----------------|---|--------------------|
| | | Count | Count | Difference in % | Difference in % |
| Day 1 – Tuesday, 30 th March 2010 | 8,551 | 6,286 | +36% | 9,195 | -7.53% |
| Day 2 – Wednesday 31 st March 2010 | 9,070 | 7,958 | +14% | 10,324 | -12.15% |
| Day 3 – Thursday, 1 st April 2010 | 10,455 | 4,637 | +125.46% | 10,974 | -4.72% |
| Day 4 – Friday, 2 nd April 2010 | 8,851 | 5,168 | +71.26% | 10,108 | -12.44% |
| Day 5 – Saturday, 3 rd April 2010 | 13,540 | 10,792 | +25.46% | 13,276 | +2% |
| Total (All Days) | 50,467 | 34,841 | +44.85% | 53,877 | -6.32% |