

PATS

TELFORD 2024

visitor breakdown

	2023	2024
TOTAL NUMBER OF VISITORS	2332	3541
<i>Of which:</i>		
Day 1	n/a	1319
Day 2	n/a	1286
Day 3	n/a	936

MAIN COMPANY ACTIVITY		
Equestrian / Farm Shop	51	103
Garden Centre	152	207
Groomers / Kennel / Cattery	179	214
Mail Order / Online	137	159
Manufacturer	118	179
Pet Retailer	1613	2052
Vet Practice	29	36
Wholesaler	53	78
Aquatics/Reptile retailer	n/a	513

JOB TITLE		
Director / Partner / Owner	1667	2479
Buyer / Product Manager	345	552
Merchandiser	20	32
Sales / Marketing	121	196
Department Manager	123	153
Student	19	37
Other	37	92

PRODUCT INTEREST (MULTIPLE TICK BOX)		
Aquatic Products	615	943
Equestrian	271	312
Grooming	823	962
Pet Products	2278	3062
Retail Services	407	397
Veterinary Products	389	477

	2023	2024
OUTLETS YOU BUY FOR		
1 only	1797	2897
2-6 outlets	322	367
7-10 outlets	34	43
11-20 outlets	25	28
21+ outlets	154	206

HOW DID YOU HEAR ABOUT PATS?		
Trade Press	114	173
Colleague	634	812
Previous Visitor	842	1642
Direct Mail	262	287
Email	225	166
Link from Website	15	106
Social Media	119	198
Website Search	85	138
Other	36	19

GEOGRAPHICAL BREAKDOWN OF VISITORS		
London & South East	348	624
South West	172	296
East Anglia	169	197
Midlands	526	712
East Midlands	222	387
Wales	141	203
North West	331	443
Yorks & Humberside	187	268
North East	123	187
Scotland	57	87
Northern Ireland	5	19
Europe	29	82
Rest of World	22	36

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THE PET & AQUATICS TRADE SHOW

28-30 SEPTEMBER
NEC BIRMINGHAM