

TONG TONG FAIR

Visitors' profile 52nd Tong Tong Fair

Source: Public survey 2010. Number of respondents: 777.

The 52nd Tong Tong Fair took place from May 19th through May 30th 2010.

General information about the 52nd Tong Tong Fair

Number of visitors	92,000
Visitors' appreciation mark	8.3
Number of stands	197
Total surface area of the event	20,000 sq. m.

Gender

Female/Male	61/39%
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Age groups

Children under 12	4%
Students, youth cultural passport holders	8%
Adults	68%
Senior citizens (65 and above)	20%

Highest level of education

Upper secondary vocational level	27%
Higher professional level	29%
University level	12%

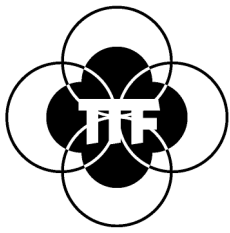
Place of residence

The Hague	13%
The Hague region ('Haaglanden', incl. The Hague)	32%

Provinces

South Holland	47%
North Holland	15%
North Brabant	9%
Gelderland	8%
Utrecht	7%
Overijssel	3%
Flevoland	2%
Limburg	2%
Drenthe	1%
Friesland	1%
Groningen	1%
Zeeland	1%

International	3%
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Behaviour

Average time spent at Tong Tong Fair per day	6 hours
Average amount spent at the fair	€ 73.00

Main reason to visit the Tong Tong Fair

Nice, special atmosphere	51%
Nostalgia	14%
Curiosity	11%
Asian cuisine	9%
Tong Tong Festival	8%
Other reason	8%

Second reason to visit the Tong Tong Fair

Asian cuisine	34%
Tong Tong Festival	18%
Nostalgia	12%
Other reason	10%
Nice, special atmosphere	9%
Curiosity	5%
No answer	2%

Transportation

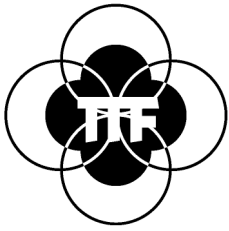
Car	38%
Train	36%
Tram and/or bus	14%
Other	12%

Holiday destinations in the past twelve months, by continent

Europe	53%
Asia	18%
North America	6%
Africa	2%
Latin America	3%
Oceania/Australia	0,3%

Holiday destinations in the past twelve months, by country (top 10)

Indonesia	11%
Spain	11%
France	7%
The Netherlands	6%
Italy	5%
Germany	5%
United States of America	3%
Belgium	3%
Thailand	3%
Surinam	2%



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Holiday plans for coming year, by continent

No holiday	21%
Destination not yet known	19%
Europe	40%
Asia (of which 11% to Indonesia)	15%
North America	4%
Africa	3%

The Hague, 15 September 2010