



Exhibition analysis 2016



Statistics

	Total	Germany	International
Exhibitors	1.469	1.061	408
Visitors	86.166	72.379	13.787
Net exhibition space in m ²	70.377	53.090	17.287
Gross exhibiton space in m ²	110.590		

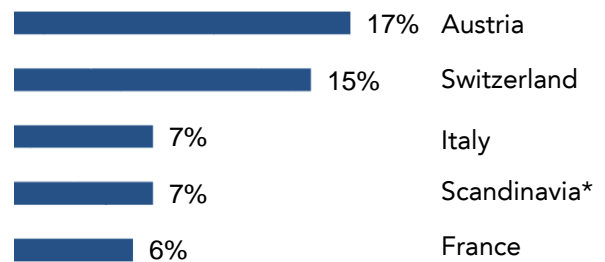


Visitor survey– catchment area

Germany / ROW



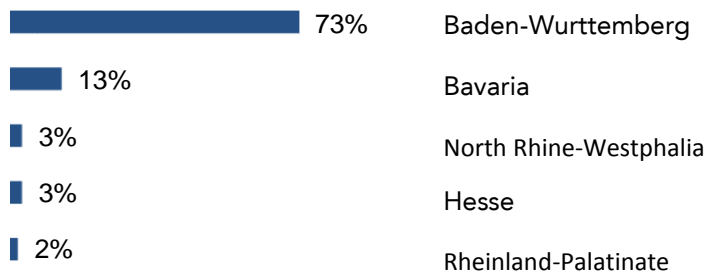
Origin of international visitors – TOP 5



* Finland, Norway, Sweden, Denmark

Visitor survey – TOP 5 federal states

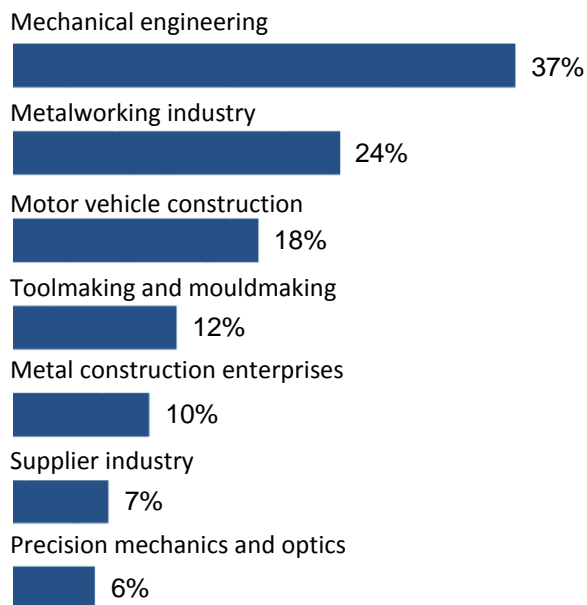
Origin of visitors as per federal state – TOP 5





Visitor survey – TOP 7 industry branches

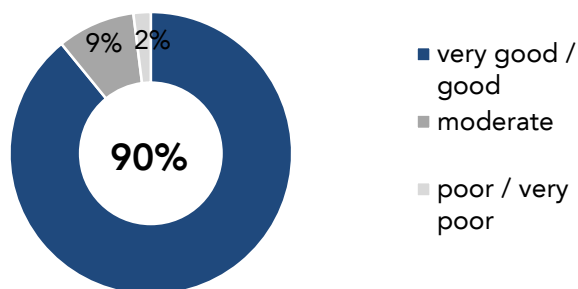
More than one third of AMB visitors is employed in the mechanical engineering sector.



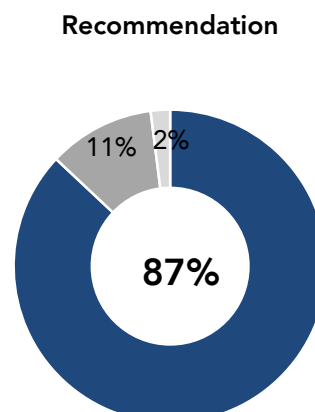
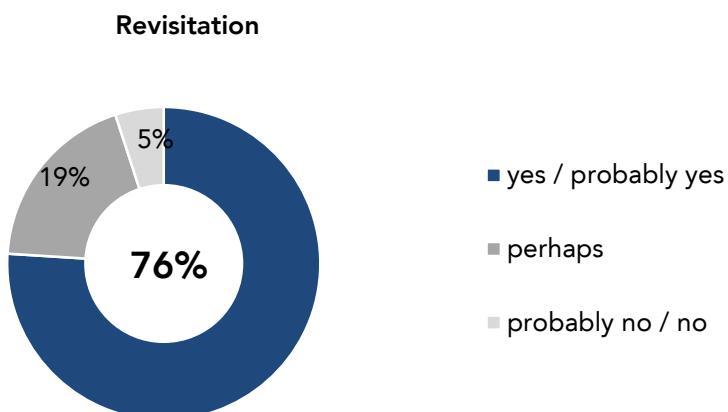
*Multiple choice

Visitor survey – general assessment

Visitors are rating AMB with a very good grade of 1.9.
More than one third of all visitors solely visits AMB and no other trade fair.

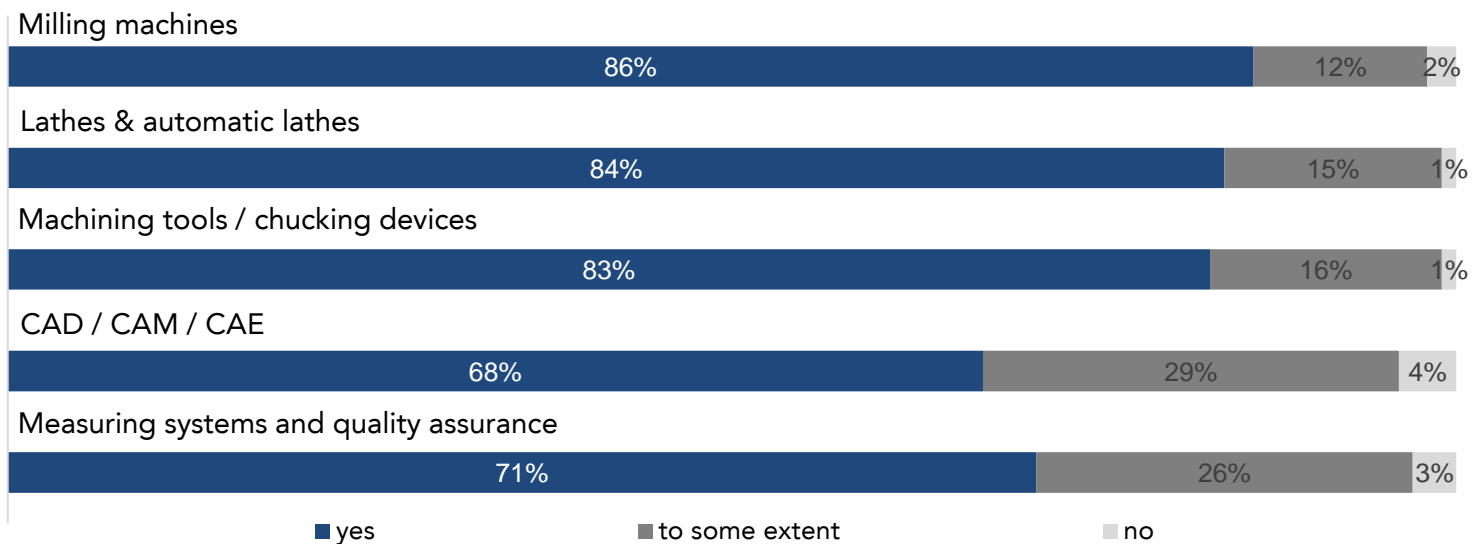


Visitor survey – Intention of revisitation and recommendation





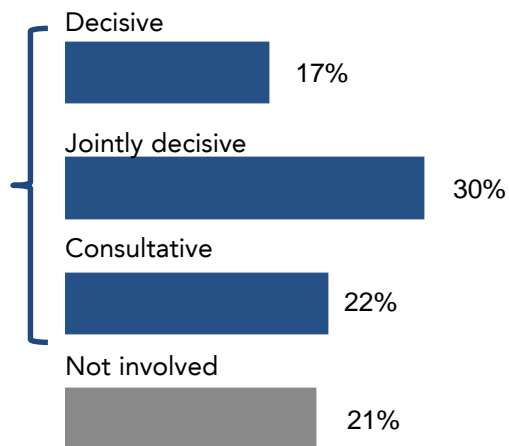
Visitor survey – Completeness of the offer*



*TOP 5 offers according to relevance

Visitor survey– decision making competency*

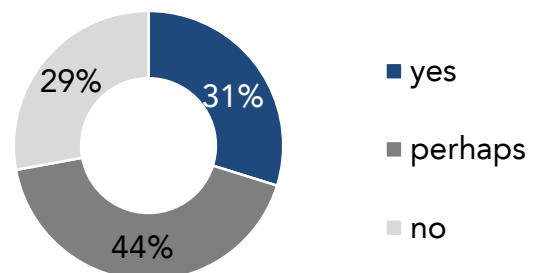
More than two thirds of visitors are involved in purchasing and procurement processes.



*Difference to 100% = pupil, student, other not working

Visitor survey– investment and / or purchase intentions

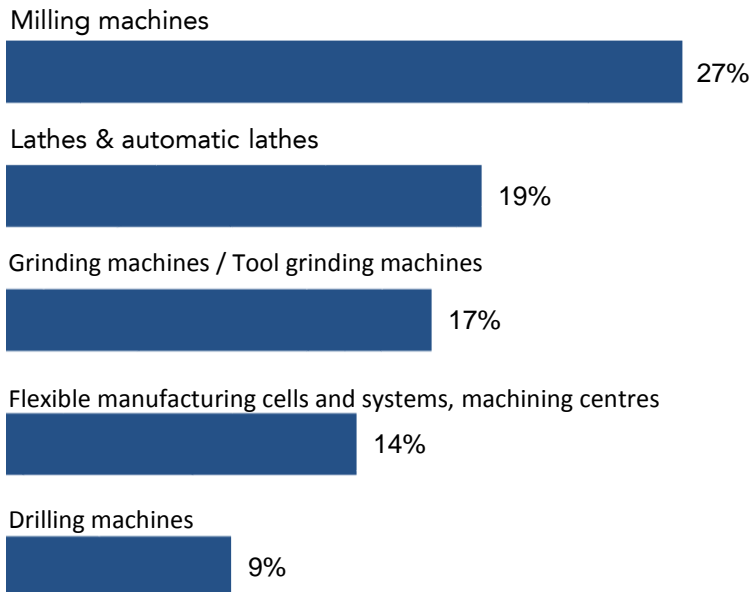
Three out of four AMB visitors come with investment and / or purchase intentions.



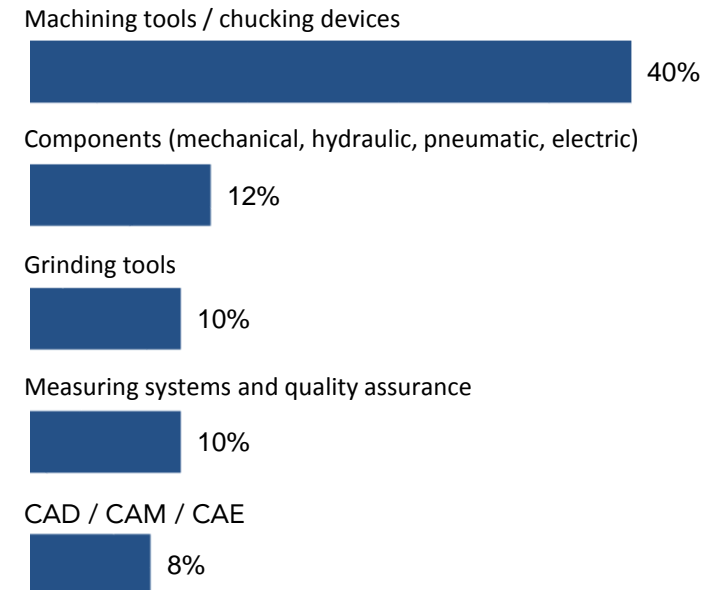


Exhibitor survey – TOP 5 product offerings*

Machines



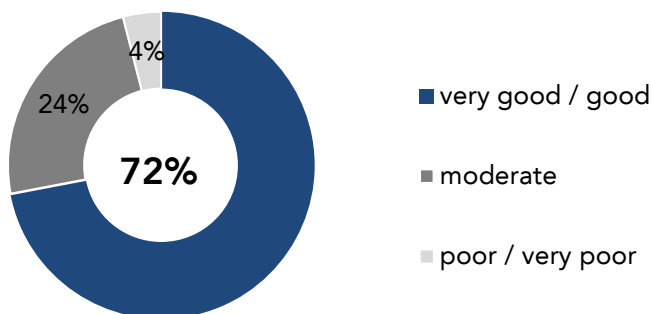
Products / Services



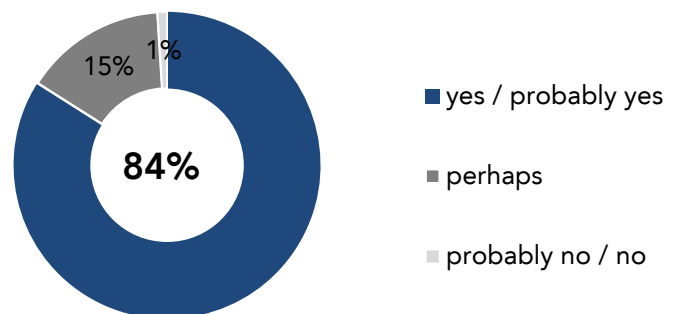
*multiple choice

Exhibitor survey – general assessment & intention to exhibit again

General assessment



Intention to exhibit again



Ausstellerbefragung – Quality of visitors and location

Quality of trade visitors



Baden-Württemberg as trade fair location

