

KEY RESULTS OF THE EXHIBITOR SURVEY 2021

sample: 97 exhibitors, paper pencil (on Friday, Saturday and Sunday)

Completely achieved objectives of trade fair participation (multiple choice):

- 64% Representation, PR, image building
- 58% Sales negotiations
- 56% Increasing level of awareness
- 56% Presenting innovations and further developments
- 54% Tapping new markets

68% (32%) exhibitors used sales invitation to attract visitors.

54% (37%) exhibitors used Wechat QR code invitation letter.

55% exhibitors are satisfied with the number of visitors at their stand.

51% exhibitors are satisfied with the expertise of visitors at the stand.

50% exhibitors think the prospects for post-show business are very good.

Exhibitors have an average of 56 (50) qualified leads/contacts per day at CMT China 2021.

51% exhibitors offer caravans,

RV parts and equipment at the booth.

28% exhibitors offer travel packages.

28% exhibitors are tourism organizations.

27% exhibitors are travel destinations.

21% exhibitors offer hotels and leisure agricultural park.

16% exhibitors offer tourism commodities.

15% exhibitors offer outdoor and camping gears.

The overall assessment of CMT China 2021 by exhibitors is good with 2.0 (2.0). The present market situation in general is rated good 1.7 (2.1) by 79% (74%) of the exhibitors.

59% (63%) exhibitors rate the participation more or equally successful than 2020.

59% (56%) exhibitors intend to exhibit 2022 version.

60% (41%) exhibitors want to enlarge size of their booth for CMT China 2022.

78% (86%) exhibitors will recommend CMT China.