



didacta
die Bildungsmesse

Show report 2017



Statistics

This year 860 exhibitors presented products and services on an area of 75.000 square metres to the 84.396 interested visitors.

Visitors



Exhibitors



Gross exhibition area in sqm



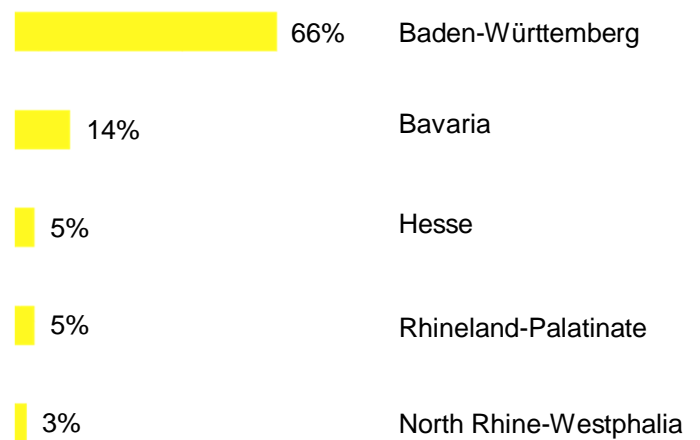
Net exhibition area in sqm



Visitor survey – Catchment area

Most visitors came from Baden-Württemberg, Bavaria and Hesse, followed by Rhineland-Palatinate and North Rhine-Westphalia.

Federal state TOP 5





Visitor survey - Economic sector TOP 5 *

Most of the visitors came from the general education sector.

General education

40%

Preschool, day care center

22%

Vocational school

15%

Authority, public institution

9%

Adult education

8%

*multiple choice

Visitor survey – Position in company

37 % of the trade visitors are work as lecturer or teacher.

Lecturer / Teacher

37%

Other salaried staff, civil servant, skilled worker

18%

Department head, group head, team leader

14%

Pupil / Student

10%

Entrepreneur, co-owner, freelancer

6%

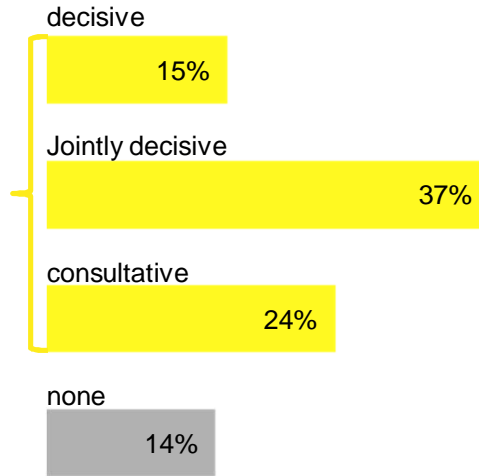
Trainee

6%



Visitor survey – Decision-making competency*

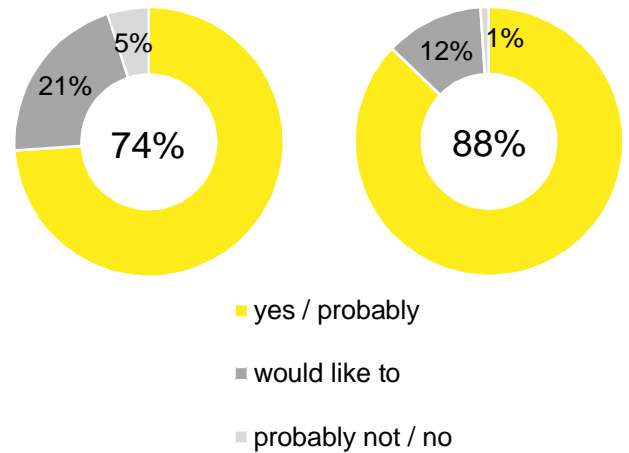
76% of the didacta visitors are directly involved in investment decisions.



* difference to 100% = pupil / student / not working

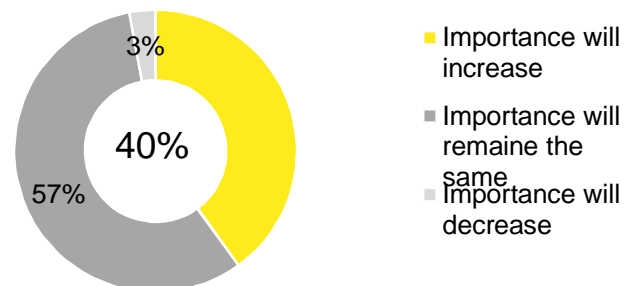
Visitor survey – Intention of revisitation & Intention of recommendation

This event is a firm feature in the calender: 74% intend to return to didacta and 88% will recommend the event to others.



Visitor survey – Importance of trade fair

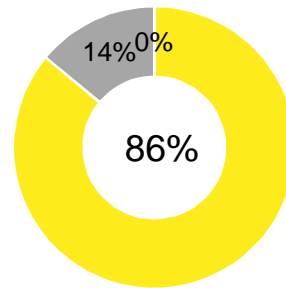
40% of the trade visitors see an increasing importance of didacta for the future.





Visitor survey – General assessment

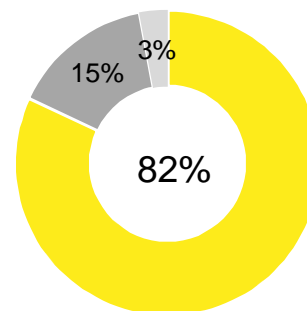
The trade visitors have once again given the trade fair excellent marks. Average rating of 1.9.



- very good / good
- moderate
- poor / very poor

Visitor survey – Completeness of range products

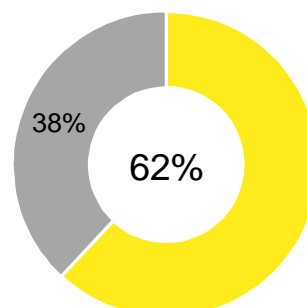
82% of the visitors assess the range of products as complete.



- yes / rather yes
- neither nor
- rather no / no

Visitor survey – Visit of other trade fairs

Almost two thirds of all visitors do not visit other similar trade fairs besides didacta.

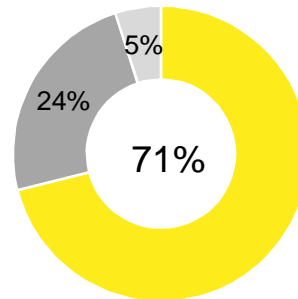


- no other trade fairs
- other



Exhibitor survey – General assesment

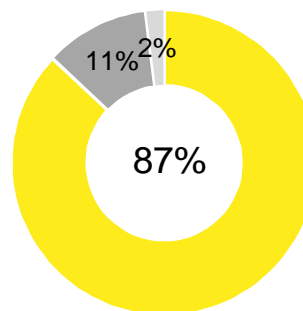
The exhibitors have given the trade fair a good overall mark, rating it with 2.2.



- very good / good
- moderate
- poor / very poor

Exhibitor survey – Intention of recommendation

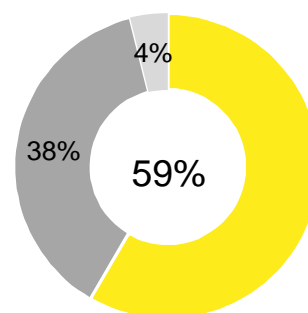
87% of the exhibitors are willing to recommend didacta to others.



- yes / probably
- would like to
- probably not / no

Exhibitor survey – Intention to participate again

More than half of the exhibitors intend to participate again.

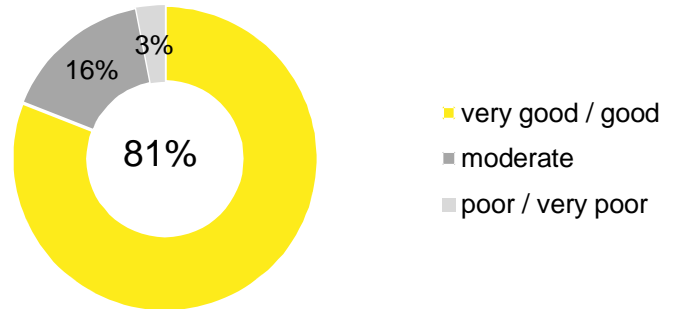


- yes
- not yet decided
- no



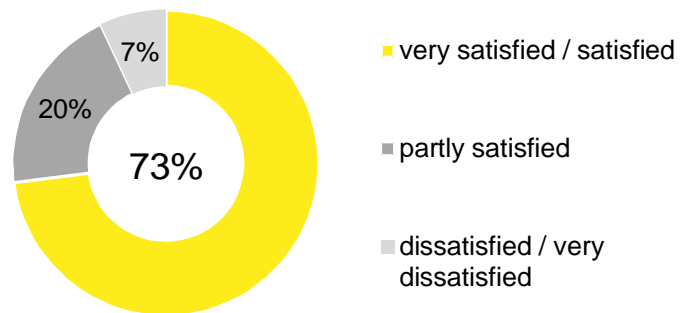
Exhibitor survey – Importance of trade fair location

81% of the exhibitors assess the importance of the trade fair location as very good / good.



Exhibitor survey – Satisfaction with trade fair objectives

Nearly three quarters are very satisfied with the achievement of their trade fair objectives.



Exhibitor survey – Business success assessment

The business success at didacta 2017 was well assessed by the exhibitors.

