



GELATISSIMO



Show report 2024

Statistics



89,497 visitors



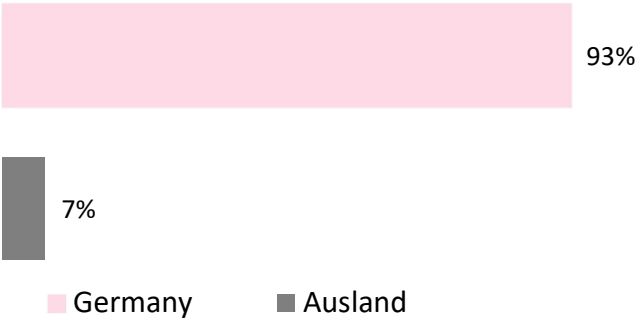
1,257 exhibitors



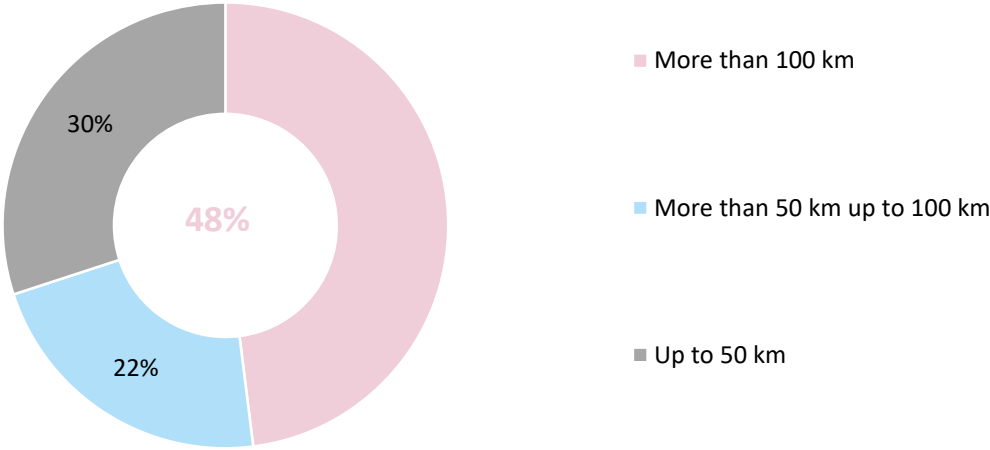
118,600 m² gross space

Visitor survey – Origin

The foreign share is **7 %**. Most of the visitors come from Italy, Switzerland and Austria.

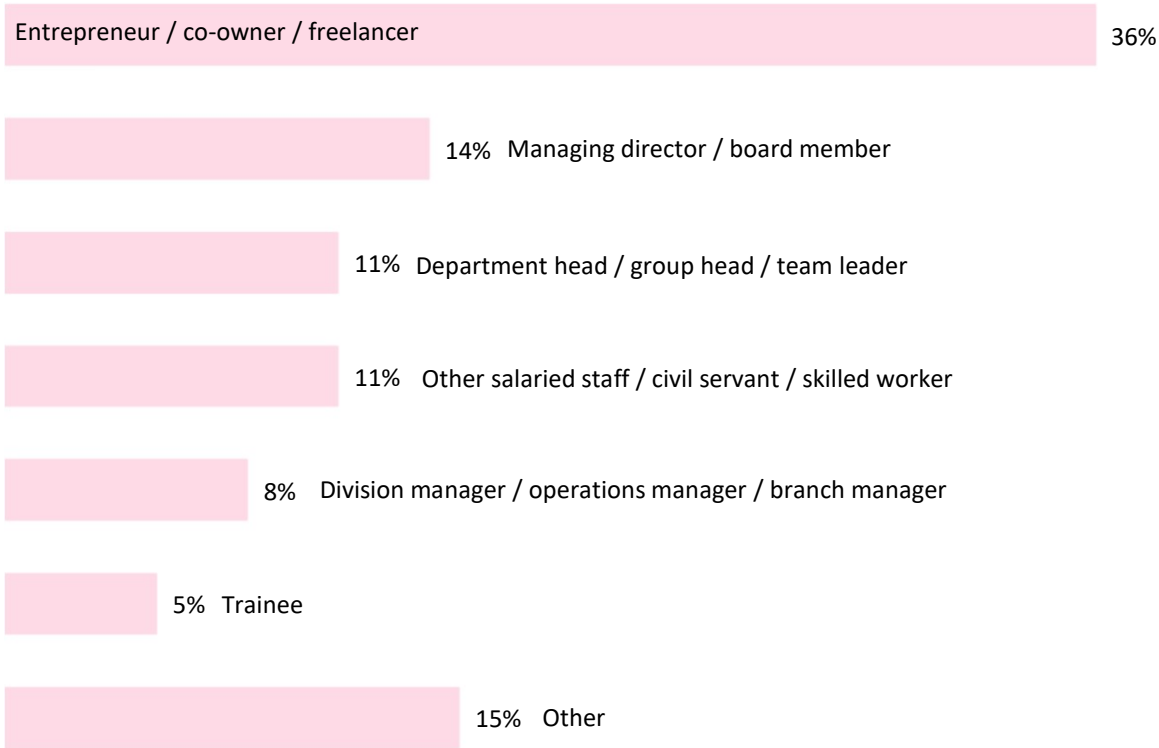


Visitor survey – Catchment area



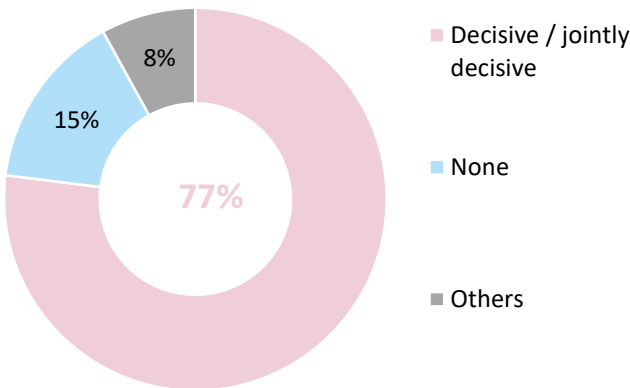
Visitor survey – Position in company and decision-making competency

Position in company



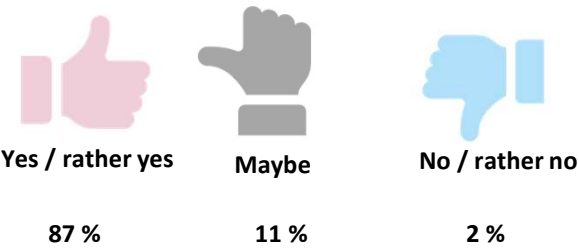
More than two thirds (69%) have management positions in their business.
77 % of the trade visitors are involved or play a significant role in purchasing and procurement decisions.

Influence on purchasing and procurement decisions

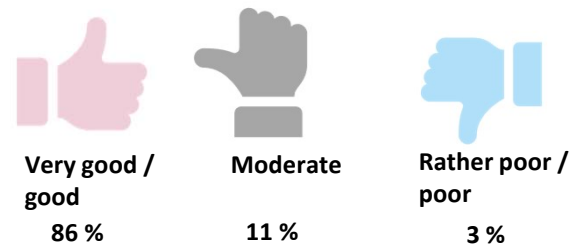


Visitor survey – Intention to recommend and general assessment

Recommendation



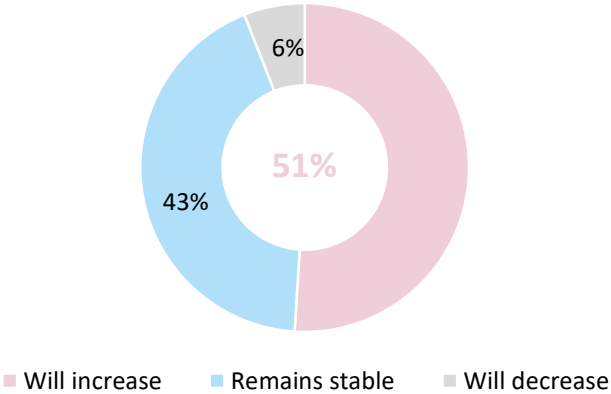
General assessment



Satisfied visitors– **87 %** of the visitors want to recommend GELATISSIMO to others.
The high level of satisfaction is also reflected in the overall grade of **1,8**.

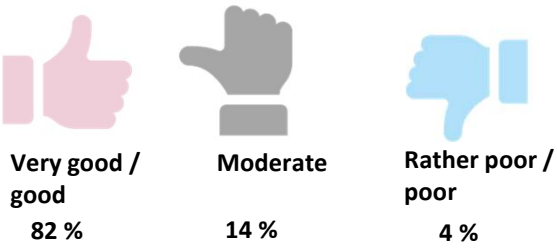
Visitor survey – Importance of GELATISSIMO for the industry

51 % of the visitors assume that GELATISSIMO will become even more important in the future.



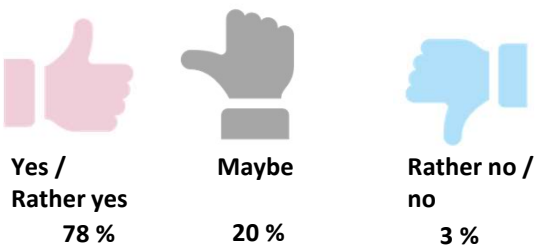
Exhibitor survey – General assessment

The exhibitors give GELATISSIMO a good overall grade of **2,0**.



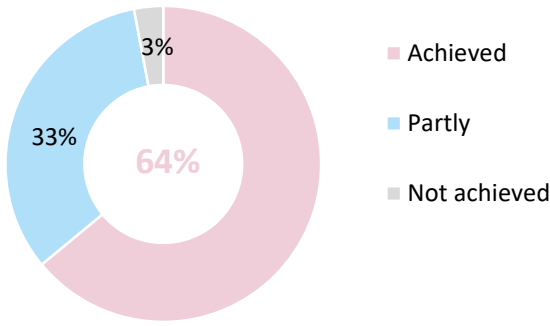
Exhibitor survey – Intention to recommend

Four out of five exhibitors want to recommend the trade fair to their colleagues.

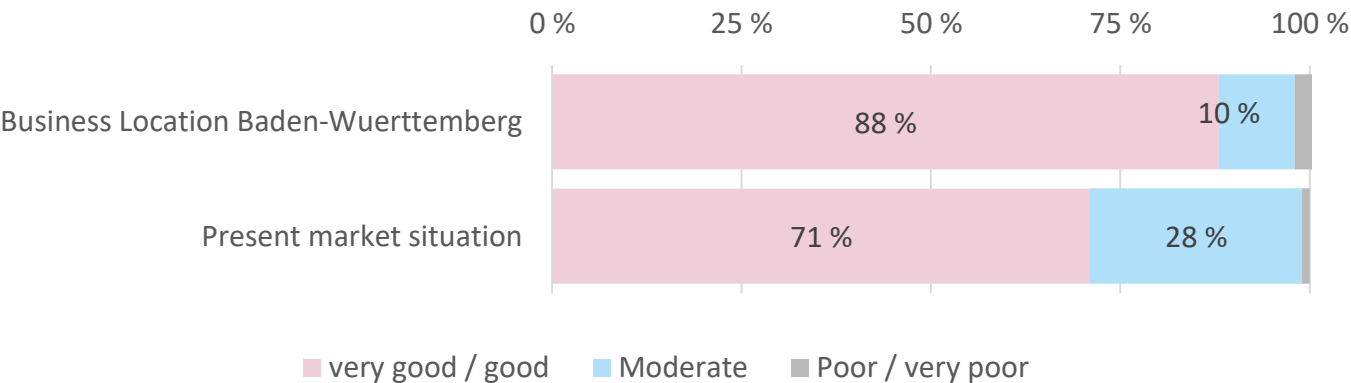


Exhibitor survey – Goal achievement

Two out of three exhibitors state they achieved their trade fair goals. Another third achieved their goals partly.



Exhibitor survey – Evaluation of location and market situation



The survey covers a sample of 83 companies.