



GELATISSIMO

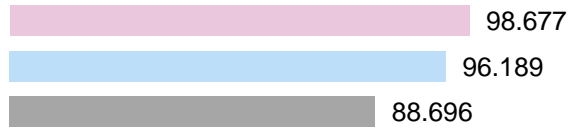
Show report 2018



Statistics

This year 1,422 exhibitors present products and services on an area of 117,100 square metres to the 98,677 interested visitors.

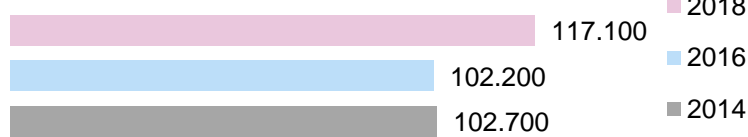
Visitors*



Exhibitors*



Gross exhibition area in sqm*



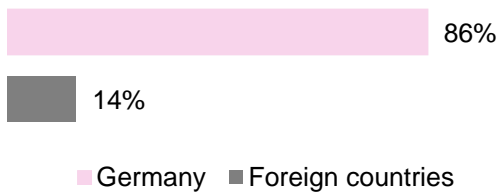
Net exhibition area in sqm*



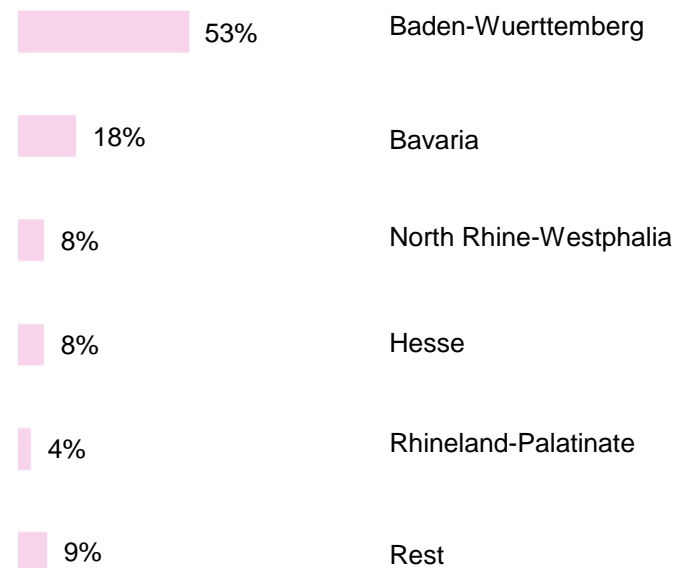
*Incl. INTERGASTRA

Visitor survey – Catchment area

Germany/ Foreign countries



Federal states



The survey covers a sample of 235 asked persons at GELATISSIMO.



Visitor survey - Economic sector*

All the important occupational groups from the ice cream business were represented in Stuttgart by experts.

Ice-cream parlour

44%

Gastronomy, restaurant

26%

Backery, confectionery, patisserie

15%

Café, coffee shop

14%

Hotels and guesthouses

8%

*Multiple choice

Visitor survey – Position in company*

69% of the visitors hold a managerial position.

Entrepreneur, co-owner, freelancer

48%

Managing director, board member, head of authority

9%

Director, works manager, plant manager, branch manager, head of public office

3%

Department head, group head, team leader

9%

Other salaried staff, civil servant, skilled worker

13%

Other position

13%

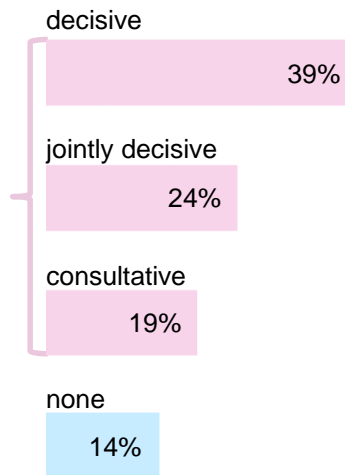
*difference to 100% = pupil / student / not working

The survey covers a sample of 235 asked persons at GELATISSIMO.



Visitor survey – Decision-making authority*

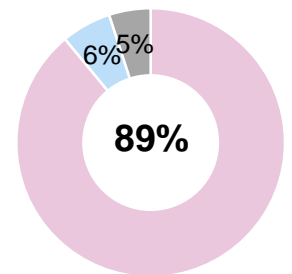
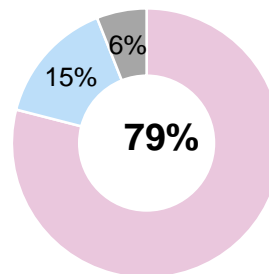
82% of GELATISSIMO visitors are directly involved in investment and purchasing decisions.



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

Visitor survey – Intention of revisitation & Intention of recommendation

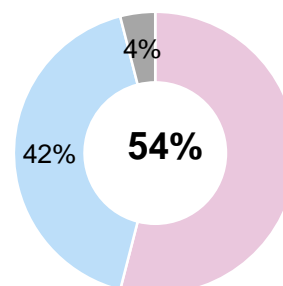
79% of the visitors intend to return to GELATISSIMO and 89% will recommend the fair to others.



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

Visitor survey – Importance of GELATISSIMO

54% of the visitors see the importance of GELATISSIMO increasing in the future.

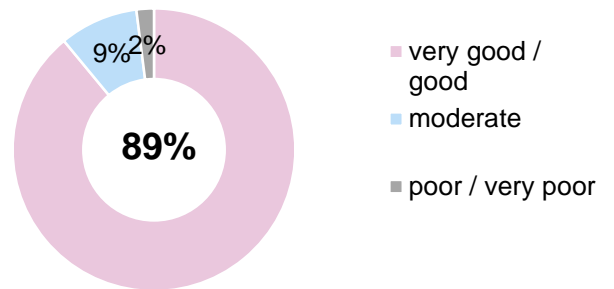


- Importance will increase
- Importance will remain stable
- Importance will decrease



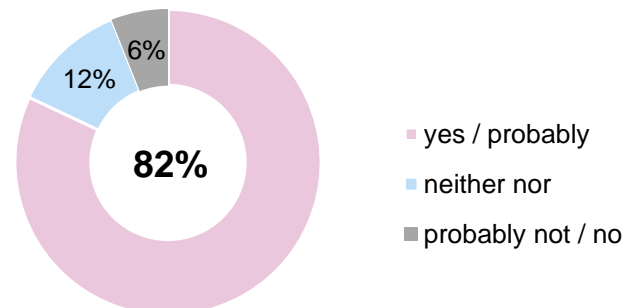
Visitor survey – General assessment

The trade visitors have once again the trade fair excellent marks: average rating of 1.7



Visitor survey – Completeness of range of products

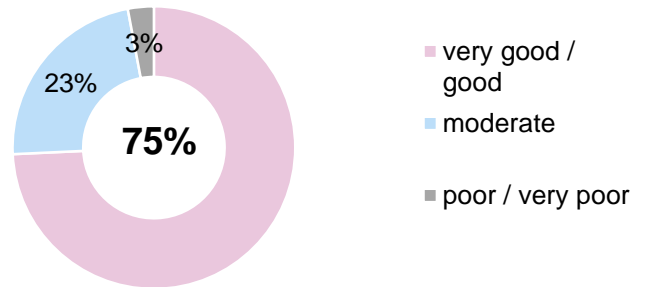
82% of visitors consider the range of products as complete.





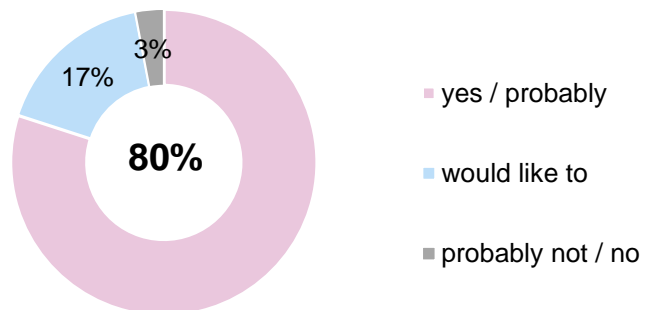
Exhibitor survey – General assessment

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



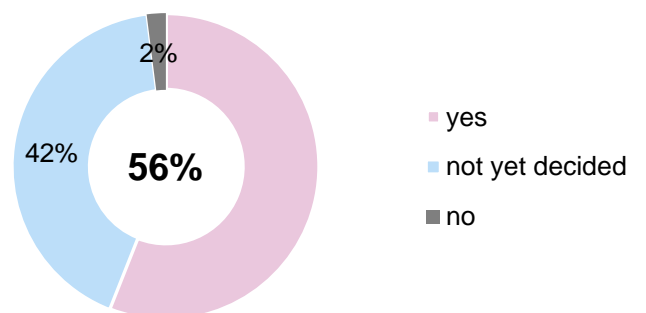
Exhibitor survey – Intention of recommendation

80% of the exhibitors intend to recommend GELATISSIMO to others.



Exhibitor survey – Intention to exhibit again

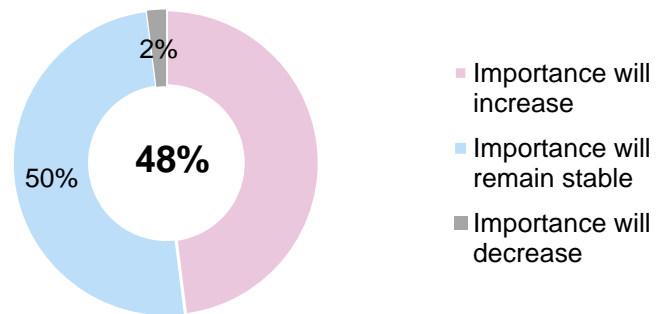
56% of the exhibitors intend to exhibit again at GELATISSIMO 2020.





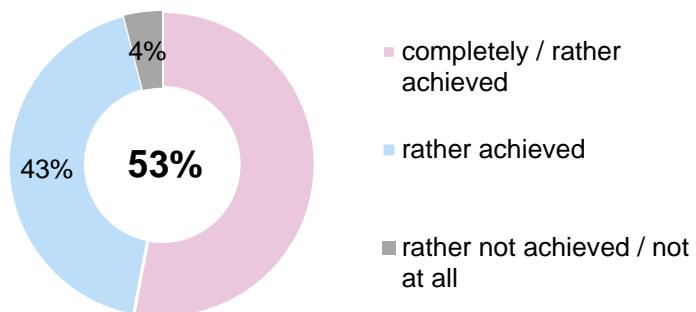
Exhibitor survey – Importance for the industry

48% of exhibitors see importance of GELATISSIMO increasing in the future.



Exhibitor survey – Achievement of objectives

53% of exhibitors achieved their exhibition objectives at GELTATISSIMO very well.



Exhibitor survey – Assessment of trade fair success

The business success at the trade fair was also assessed as good by the exhibitors.

