

# Show report 2018

International trade fair for swimming pools, saunas and spas with a congress for bath trade



## 1. Statistics

	Total	Germany	International
Exhibitors	416	170	246
Visitors	14.065	10.408	3.657
Net exhibition area in sqm	15.936	10.241	5.695
Gross exhibition area in sqm	32.970		

## 2. Results of the visitor survey

Germany	77%
Foreign country	23% (Visitors from 64 (Survey 40) countries)

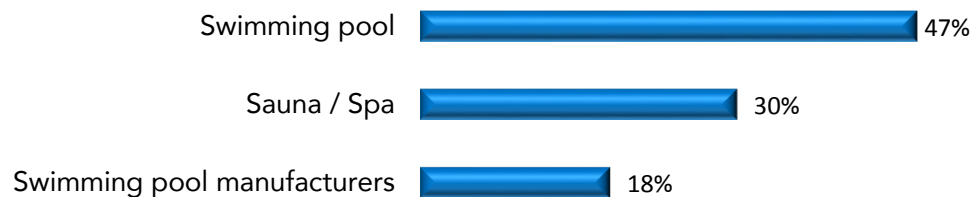
### 2.1 Federal state TOP 5

Baden-Wuerttemberg	49%
Bavaria	18%
Hesse	7%
Northrhine-Westphalia	7%
Rhineland-Palatinate	7%

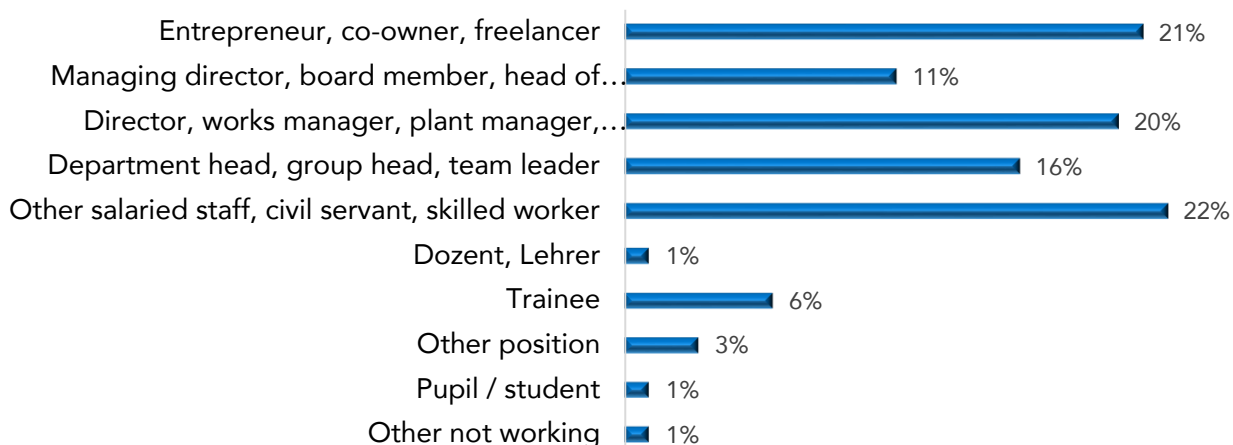
### 2.2 Foreign countries TOP 5

Switzerland	11%
France	8%
Austria	7%
Italy	7%
IGB / Sweden	6%

### 2.3 Economic sector TOP 3 (multiple choice)

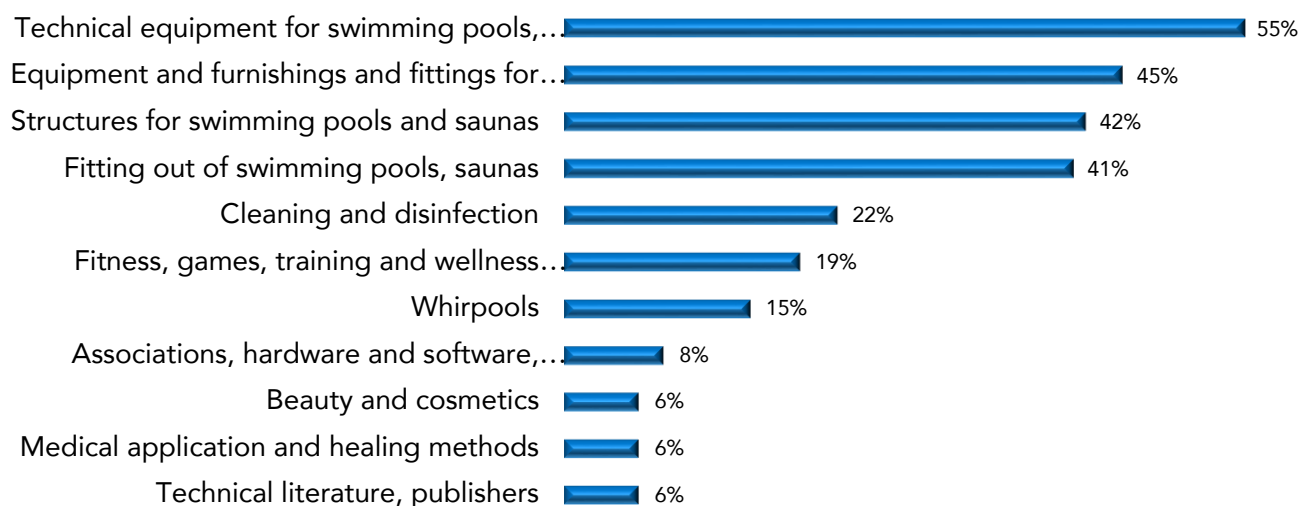


### 2.4 Position in company



## 2.5 Interest in the offer (multiple choice)

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## 2.6 Decision-making competency\*

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Decisive	29%
Jointly decisive	35%
Consultative	23%
None	11%

## 2.7 Intention of recommendation

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Yes / probably	86%
Would like to	10%
Probably not / no	4%

## 2.8 Intention of revisitation

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Yes / probably	73%
Would like to	20%
Probably not / no	7%

## 2.9 Importance

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Importance will increase / remain the same	95%
Importance will decrease	5%

## 2.10 General assessment

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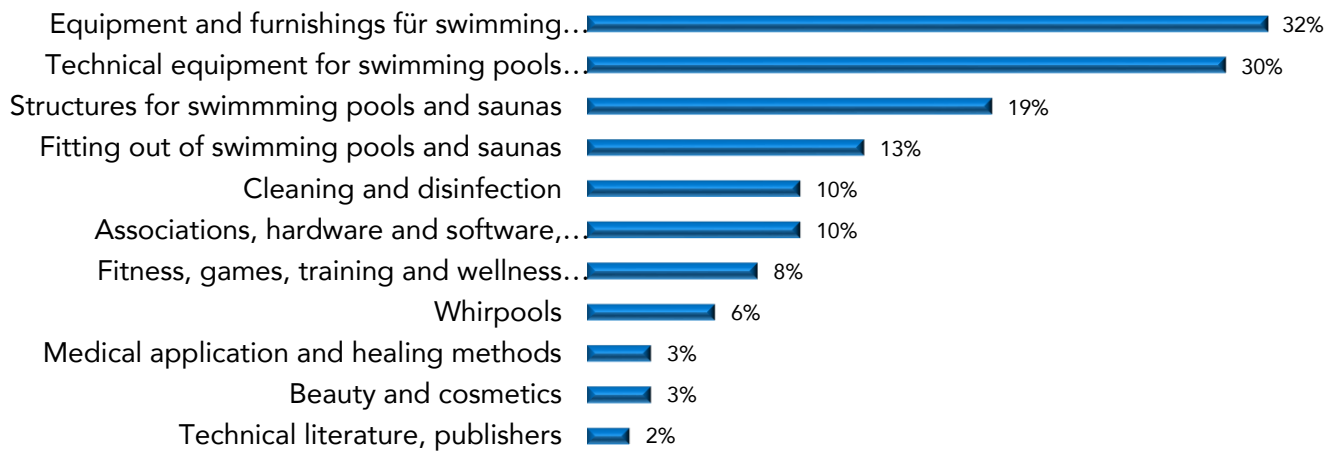
Very good / good	84%
Moderate	14%
Poor / very poor	2%

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

### 3. Results of the exhibitor survey

#### 3.1 Range of exhibits (multiple choice)

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#### 3.2 Assessment of the expertise of trade visitors

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Very good / good	73%
Moderate	23%
Poor / very poor	4%

#### 3.3 Assessment of the business location Baden-Württemberg for this trade fair

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Very good / good	87%
Moderate	12%
Poor / very poor	1%

#### 3.4 Prospects for business after the trade fair

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Very good / good	60%
Moderate	26%
Poor / Very poor	4%

#### 3.5 Intention of recommendation

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Yes / probably	81%
Would like to	15%
Probably not / no	4%