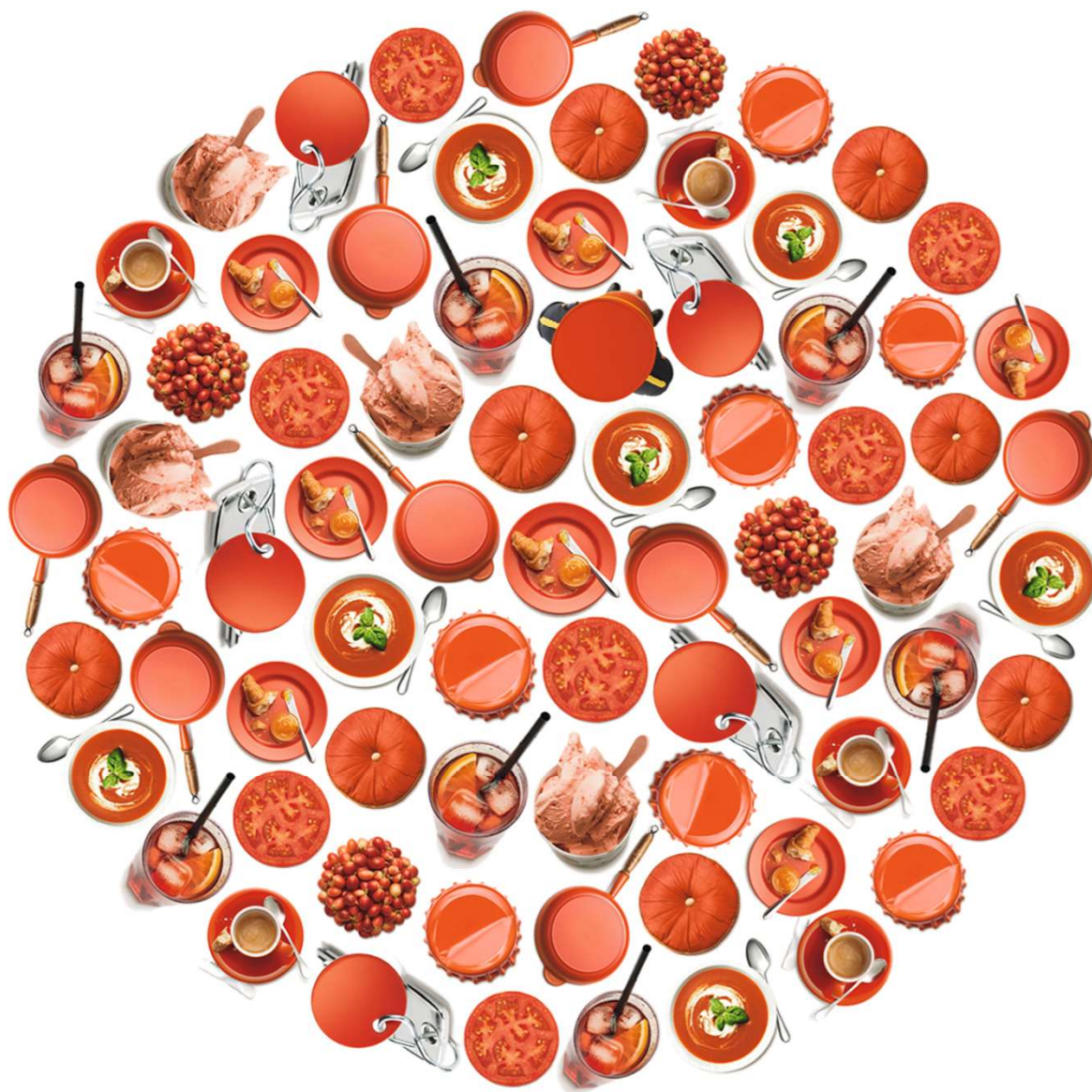




# INTERGASTRA

Leading trade fair for the hotel & gastronomy business



Show report 2024

Statistics



89,497 visitors



1,257 exhibitors

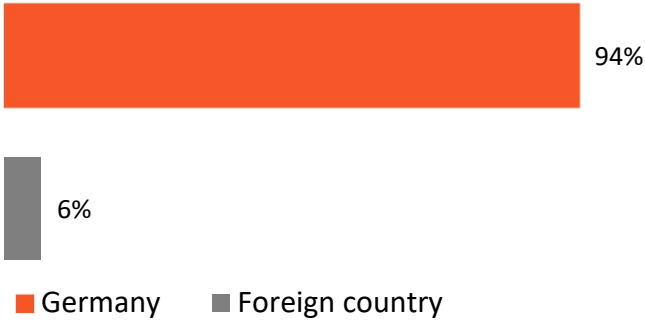


118,600 m<sup>2</sup> gross exhibition area

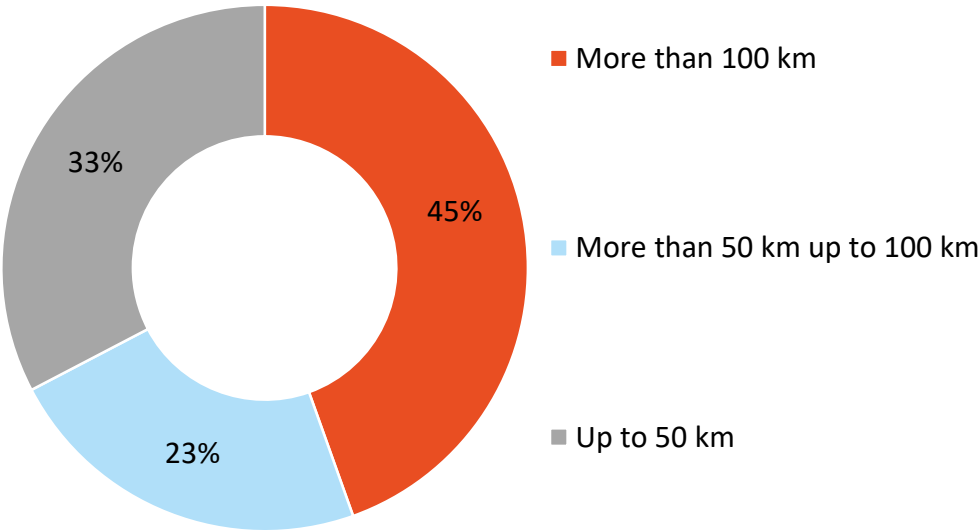
\*Incl. GELATISSIMO / IKA

Visitor survey – Origin

The foreign share is 6 %. Most of the visitors come from Switzerland, Austria, Italy and even from the USA.

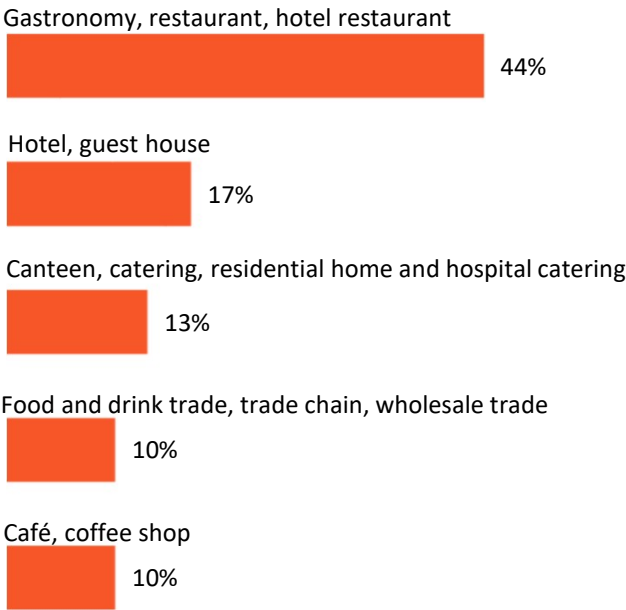


Visitor survey – Catchment area



Visitor survey – Economic sector TOP 5

44 % of the visitors come from the catering, restaurant and hotel restaurant sectors.



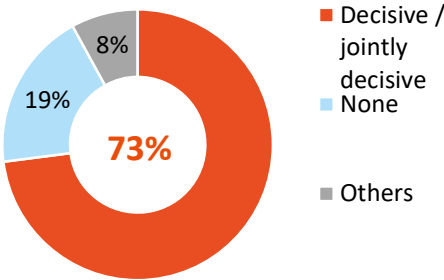
\* Multiple choice

Visitor survey – Position in company and decision-making competency

73 % of the trade visitors are involved or play a significant role in purchasing and procurement decisions.

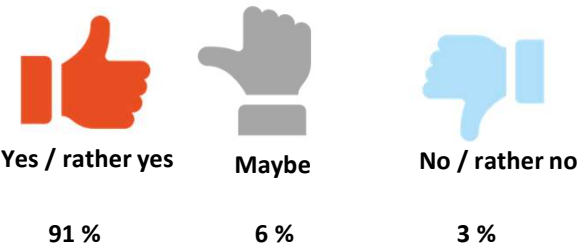


**Influence on purchasing and procurement decisions**

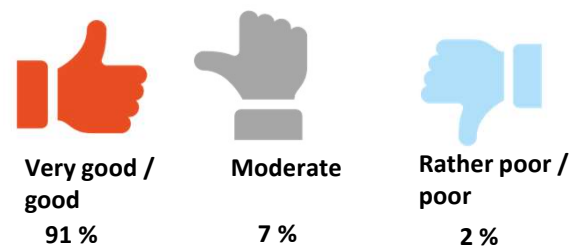


Visitor survey– Intention to recommend and general assessment

Recommendation



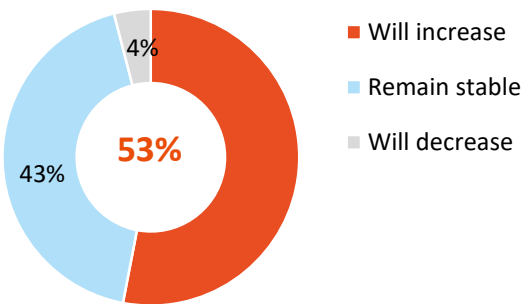
General assessment



91 % of the visitors want to recommend INTERGASTRA. The high level of satisfaction is also reflected in the overall grade **1.7**.

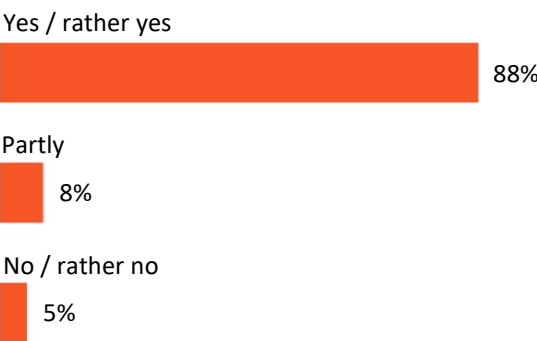
Visitor survey– Importance of INTERGASTRA for the industry

More than half of the visitors assume that INTERGASTRA will become even more important in the future.



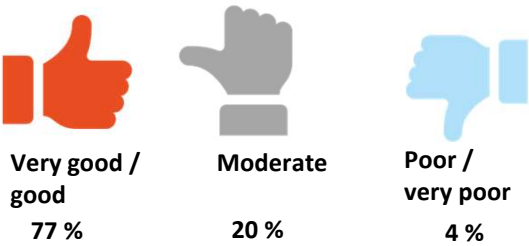
Visitor survey– Completeness of the offer

88 % of visitors rate the offer at INTERGASTRA as complete.



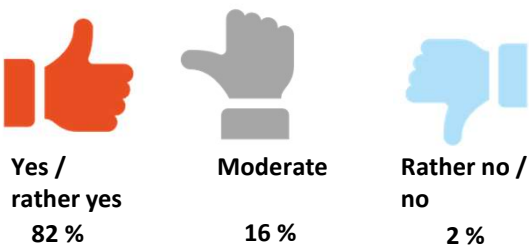
Exhibitor survey – General assessment

The exhibitors assess the trade fair with the overall grade of **2.1**.



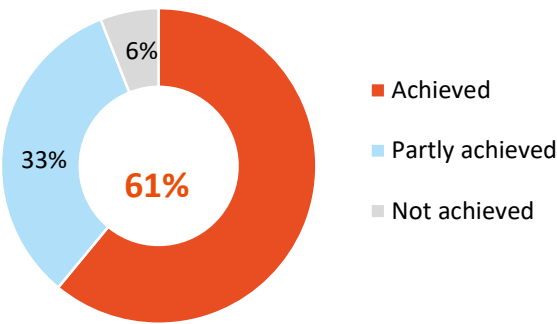
Exhibitor survey– Intention to recommend

**Four out of five** exhibitors want to recommend INTERGASTRA to others.



Exhibitor survey – Trade fair objectives

**Over 60 %** achieved their trade fair objectives. One third at least partly.



Exhibitor survey– Assessment of trade fair success

