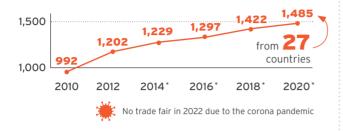
# **Event overview**



Leading trade fair for the hotel & gastronomy business

3.-7.2.2024 | Messe Stuttgart (DE)

# **Exhibitor development**



## Top exhibiting countries\*

1 Germany **2** Italy

3 Austria

Switzerland

4 Netherlands

24% Foreign **76%** Domestic

## Topical hall planning



#### Gross exhibition area\*







# **Messe Stuttgart**











In 30 min to Stuttgart city centre and main station by suburban & underground trains



Ground-level halls with generous logistics areas



Truck access to all halls

# Cornerstones of 2024 planning



End of March '23 Early bird deadline

April '23 Start of hall planning

July '23 Dispatch of stand confir-

mations

End of October '23 Dispatch of stand rental invoices

#### Register and secure your stand position now!

Stand area prices (Price guarantee until 30.06.2023) Row stand ......

Corner stand ..... .....249 €/m<sup>2</sup> End stand ......259 €/m<sup>2</sup> Island stand .....

www.intergastra.com/registration

Contact the trade fair team +49 711 18560-2777

info@intergastra.com www.intergastra.com/contact

#### Foreign representations

www.messe-stuttgart.de/foreignrepresentation

**Questions?** Talk to us!

Landesmesse Stuttgart GmbH, Messepiazza 1, 70629 Stuttgart (Germany)

**Promotional supporters** 



LANDESINNUNGSVERBAND DES KONDITORENHANDWERKS BADEN-WÜRTTEMBERG



## www.intergastra.com/registration #intergastra2024













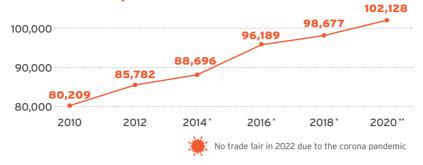
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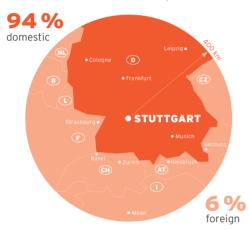
#### 3.-7.2.2024 | Messe Stuttgart (DE)

## Visitor development



#### Catchment area visitors

(Source: Representative Visitor survey of 2020)



## **Host of** the IKA/ **Culinary Olympics**







#### **Visitor structure**

(Source: Representative Visitor survey of 2020. Multiple answers possible.)



44% Gastronomy, restaurant, hotel restaurant



**19**% Hotel industry, guest house



11% Cafés, coffee shops



9% Community catering, catering, home and hospital catering



Food and beverage retail, retail chain, wholesale



7% Bakery, confectionery, café

# Visitor feedback (Source: Representative Visitor survey of 2020)



will recommend INTERGASTRA



are involved in investment decisions in their companies



INTERGASTRA for the first time



work in specialist and management positions



visit only INTERGASTRA and no further trade fair



The visitors give INTERGASTRA a rating of

#### Our media presence\*

(Source: Communication analysis 2020)



media cooperations in Germany, Austria, Italy and Switzerland and

**692** accredited media representatives on-site

Placements in **241** 

advertising carriers with

a reach of **3.31** million



million page views of 223,000 users in the first

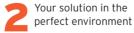
quarter 2020



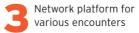
# All the ingredients for successful business!

Deciders ready to invest and a competent specialist public

Easy travel and short ways to your success



All-round service for your à la carte performance



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<sup>\*</sup> incl. GELATISSIMO \*\* incl. GELATISSIMO and IKA