



## Show report 2018

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## Statistics

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

### Visitor\*



### Exhibitor\*



### Gross exhibition area in sqm\*



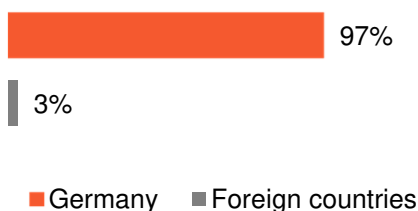
### Net exhibition area in sqm\*



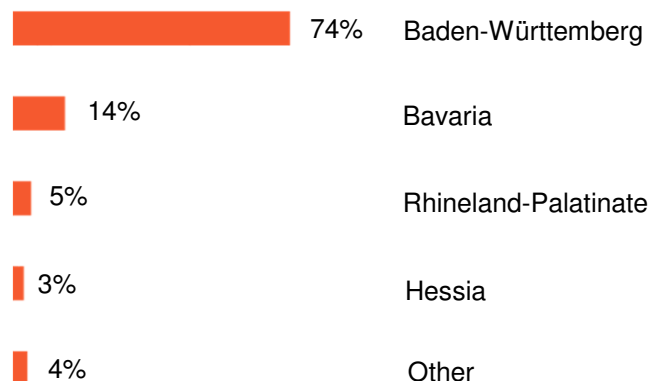
\*Incl. GELATISSIMO

## Visitor survey – Catchment area

### Germany / Foreign Countries



### Federal states – TOP 5





## Visitor survey - Economic sector TOP 5\*

All the important occupational groups from the gastronomy and hotel sectors were represented in Stuttgart by experts.

Gastronomy, restaurants

45%

Hotels and guesthouses

23%

Canteen, catering, residential home/hospital catering

12%

Food and beverages, trade chain

10%

Cafe, Coffeshops

10%

Services and consultancy

8%

\*Multiple choice

## Visitor survey – Position in company\*

61% of visitors hold a managerial position.

Independent contractor/ Co-owner/ Self-employed

33%

Managing Director/ Board Member/ Administrator

8%

Director,/ Works Manager/ Plant Manager/ Branch Manager/ Head of Public Office

7%

Department Head/ Group Leader/ Team Leader

13%

Other employee staff/ official/ skilled worker

17%

Other

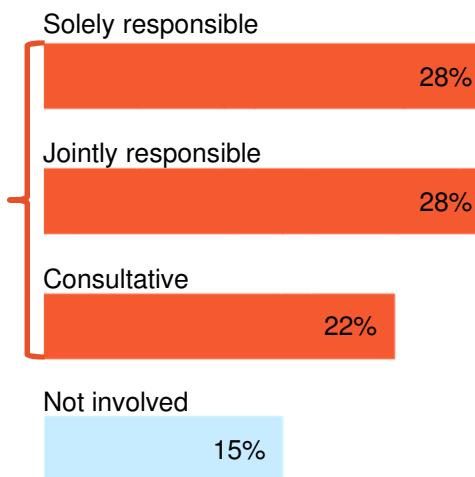
16%

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



## Visitor survey – Decision-making competency\*

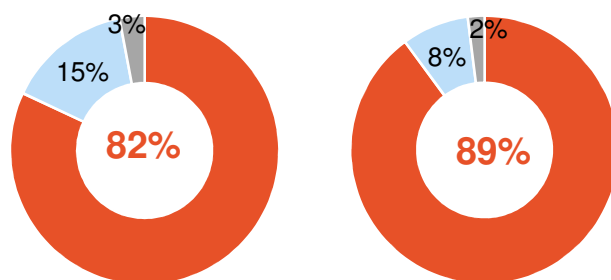
78% of INTERGASTRA visitors are directly involved in investment decisions.



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

## Visitor survey – Intention to return and recommend further

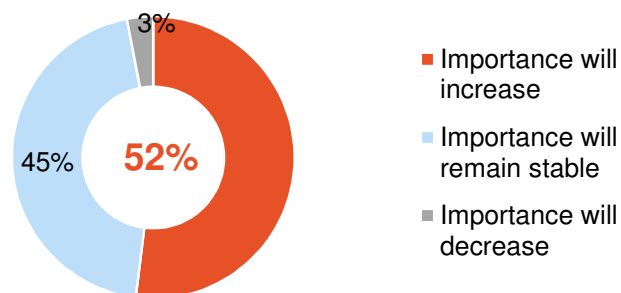
This event is a firm feature in the calendar: 82% intend to return to INTERGASTRA and 89% will be recommending it to others.



- Certainly/Probably
- Perhaps
- Perhaps not/Certainly not

## Visitor survey – Importance of INTERGASTRA

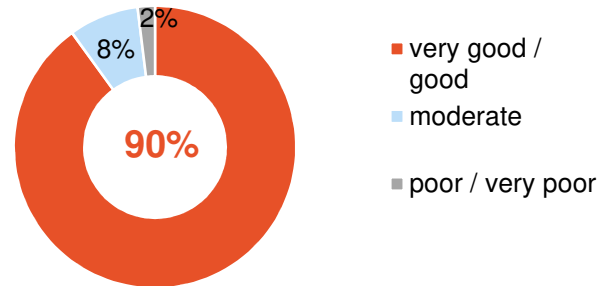
More than half of the trade visitors see the importance of INTERGASTRA increasing in the future.





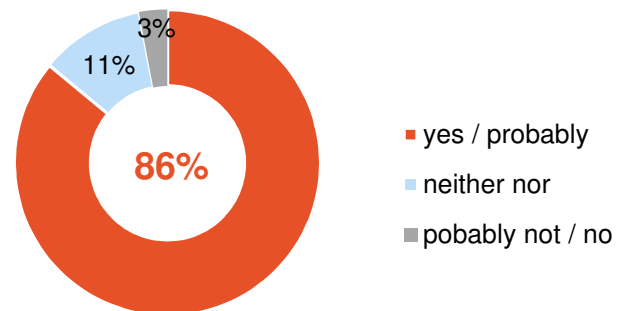
## Visitor survey – General assessment

The trade visitors have once again given the trade fair excellent marks. Average rating of 1,8.



## Visitor survey – Completeness of range of products

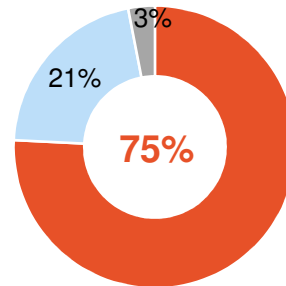
86% of visitors consider the range of offered products to be complete.





## Exhibitor survey – General assessment

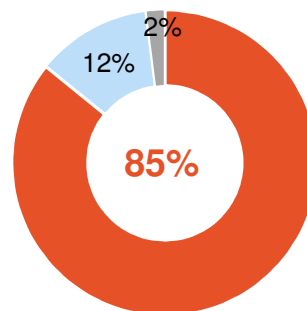
The exhibitors have given the trade fair a good overall mark, rating it with 2.1.



- very good / good
- moderate
- poor / very poor

## Exhibitor survey – Intention to recommend

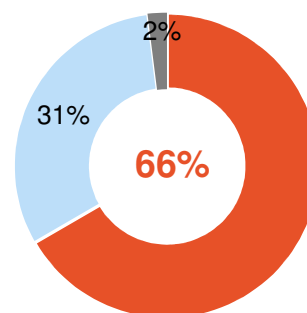
85% of the exhibitors are willing to recommend INTERGASTRA to others.



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

## Exhibitor survey – Intention to exhibit again

66% of the exhibitors intend to exhibit at INTERGASTRA in 2020 again.

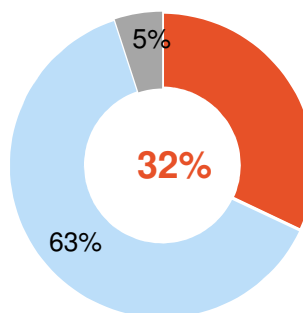


- yes
- not yet decided
- no



## Exhibitor survey – Importance for the industry

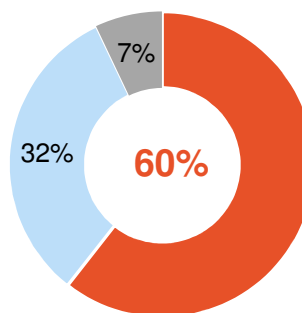
One of three exhibitors see the importance of INTERGASTRA increasing in the future.



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

## Exhibitor survey – Achievement of objectives

60% of exhibitors achieved their exhibition objectives at INTERGASTRA.



- completely / rather achieved
- partly achieved
- rather not achieved / not at all

## Exhibitor survey – Assessment of business success

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



- very good / good
- moderate
- poor / very poor