



# Show report 2016

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## Statistics

	Gesamt	Deutschland	International
<b>Exhibitor</b>	412	271	141
<b>Visitor</b>	25.458	20.366	5.092
<b>Net exhibition area in sqm</b>	20.115	14.482	5.633



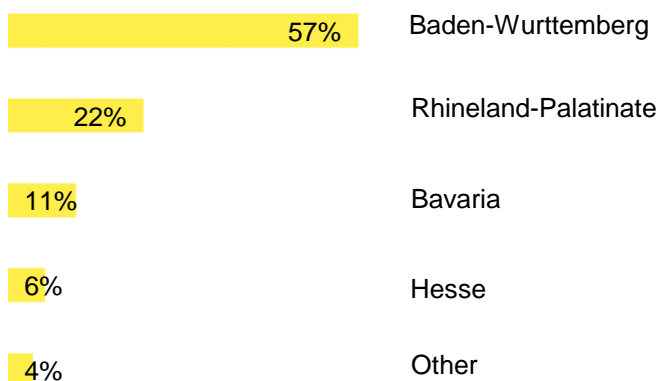
## Visitor survey – Catchment area

### Germany/ Foreign Countries

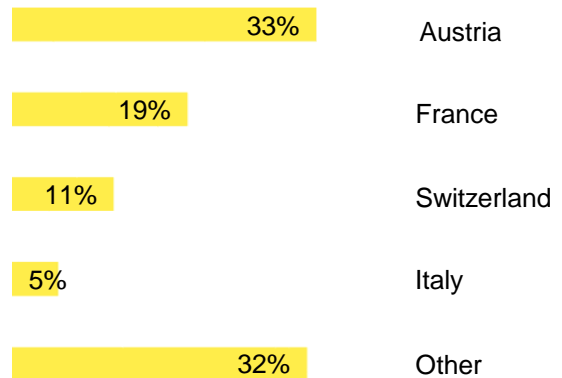


The visitors of INTERVITIS INTERFRUCTA HORTITECHNICA came from 57 countries to Stuttgart.

### Germany - Federal states



### Foreign countries

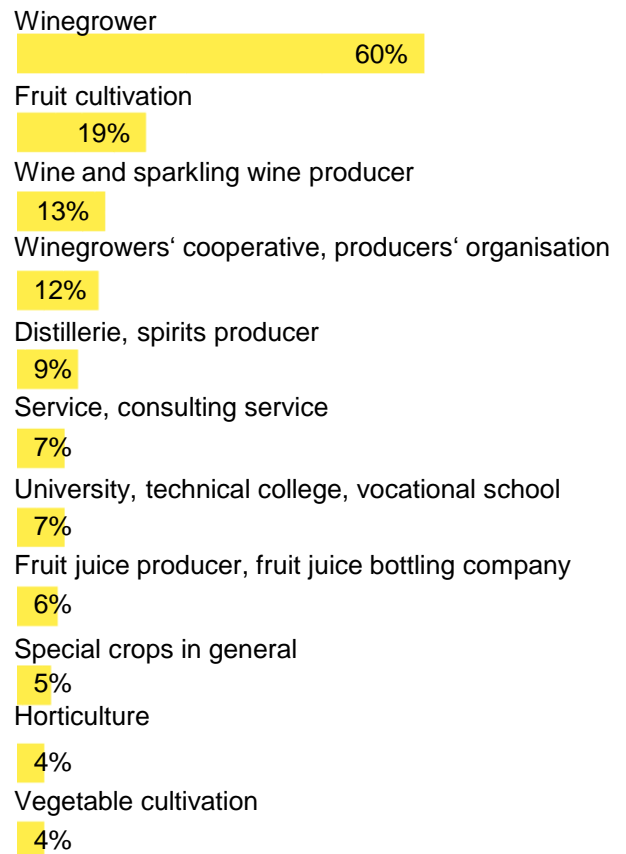


The representative survey covers a sample of 1.068 asked people.



## Visitor survey - Economic sector

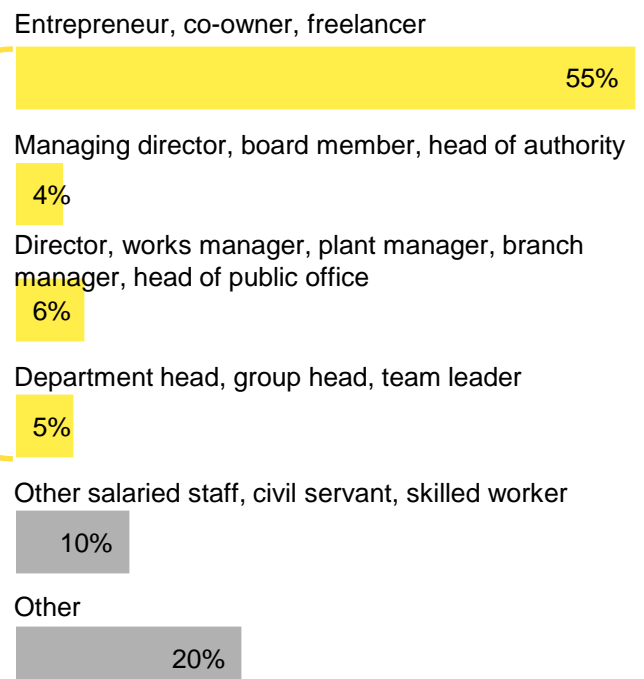
More than 50% of the visitors are winegrowers.



\*Multiple choice

## Visitor survey – Position in company

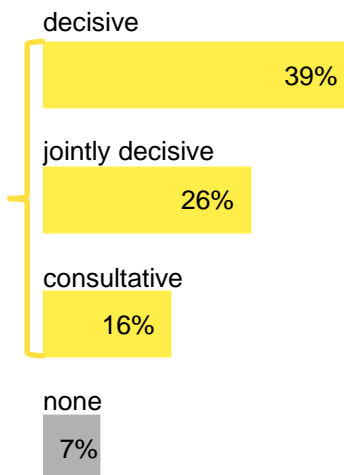
70% of the trade fair visitors hold a managerial position.





## Visitor survey – Decision-making authority\*

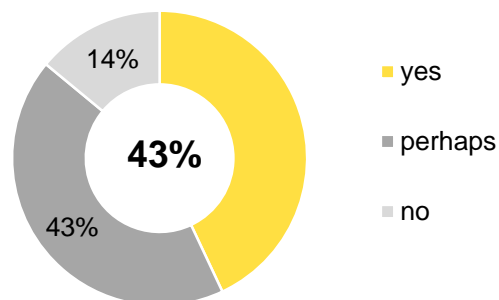
81% of INTERVITIS INTERFRUCTA visitors are directly involved in investment decisions.



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

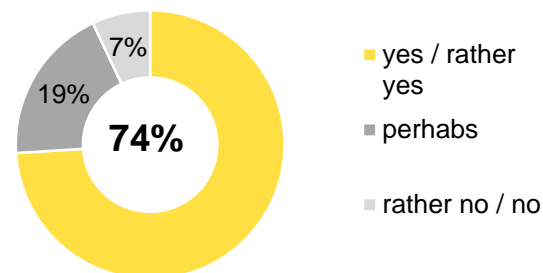
## Visitor survey – Intention to place orders or to invest

43% of the visitors intend to place orders or to invest.



## Visitor survey – Intention of recommendation

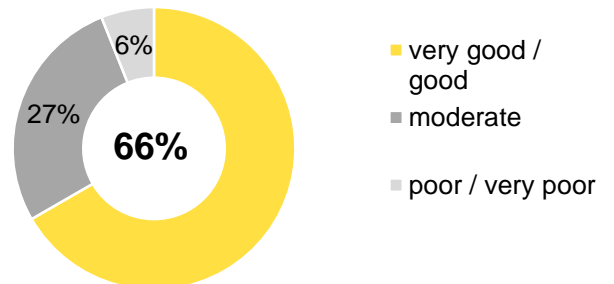
Three of four visitors will recommend the industry event to others.





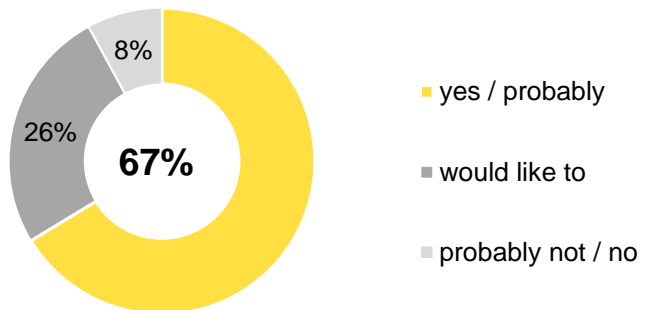
## Visitor survey – General assesment

The visitors have given the trade fair a good overall mark, rating it with 2.3.



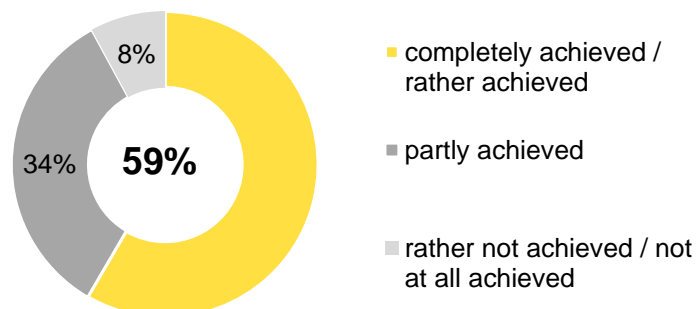
## Exhibitor survey – Intention of recommendation

67% of the exhibitors are willing to recommend INTERVITIS INTERFRUCTA HORTITECHNICA to others.



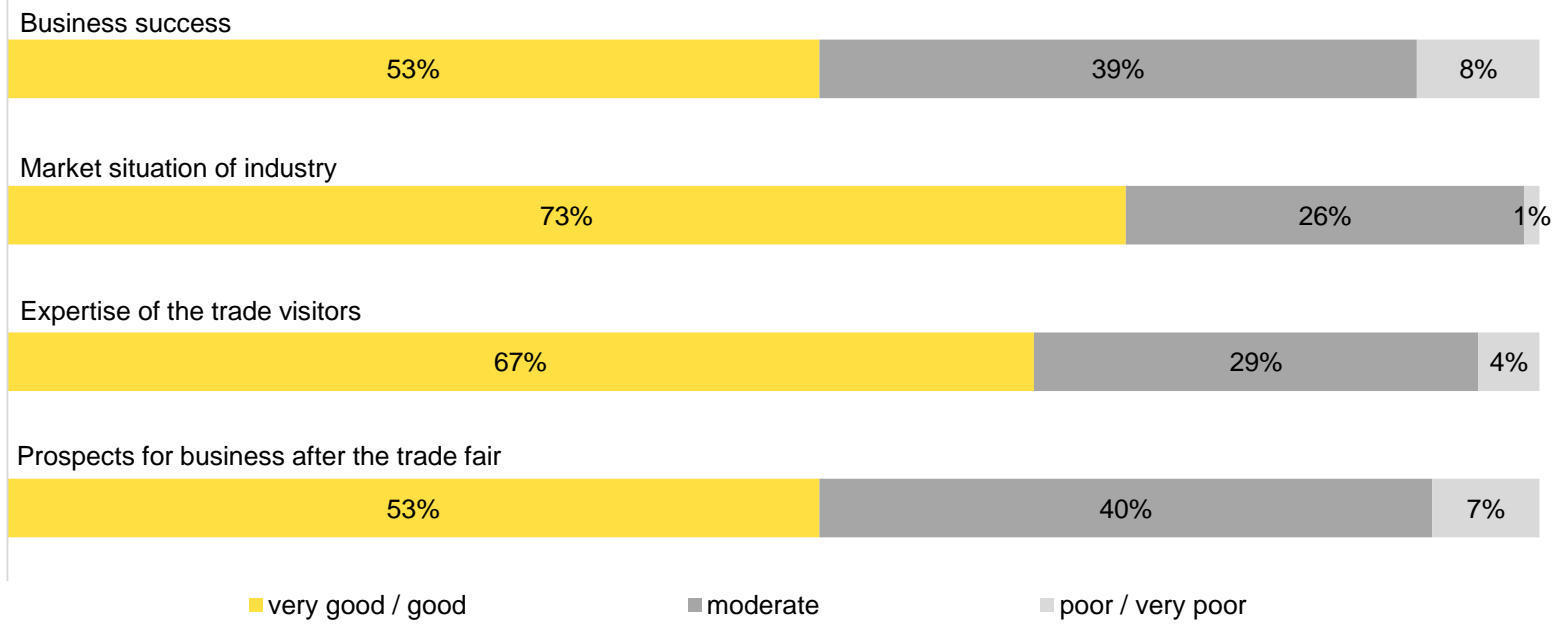
## Exhibitor survey – Achievement of objectives

Over 50% of the exhibitors completely achieved their objectives at INTERVITIS INTERFRUCTA HORTITECHNICA.





## Exhibitor survey – Business success assesment



## Exhibitor survey – General assesment

The exhibitors have given the trade fair a good overall mark, rating it with 2.3.

