

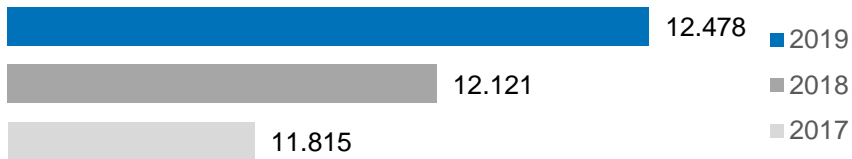


Show report 2019

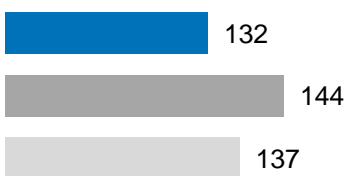


Statistics

Visitor



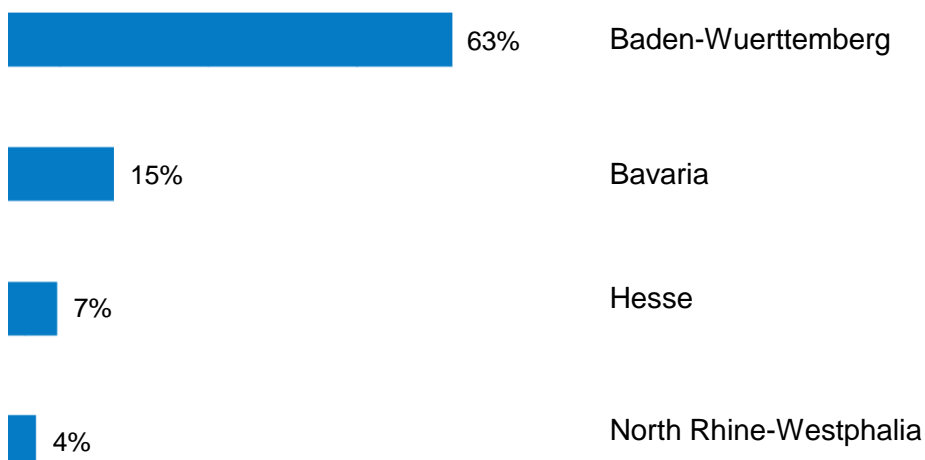
Exhibitor



Net exhibition area in sqm

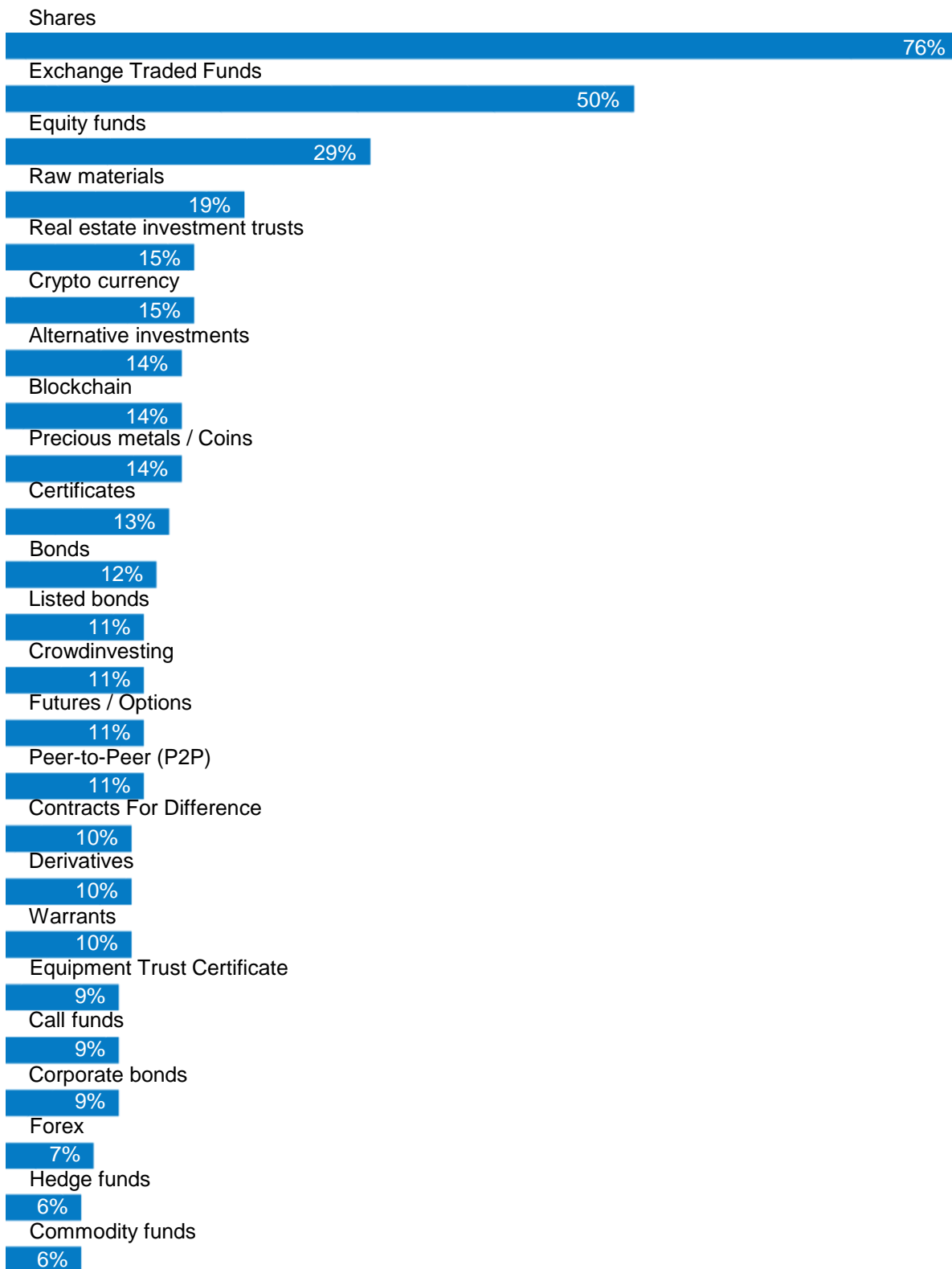


Visitor survey – Catchment area Top 4





Visitor survey – Interest in the Exhibition Offer*



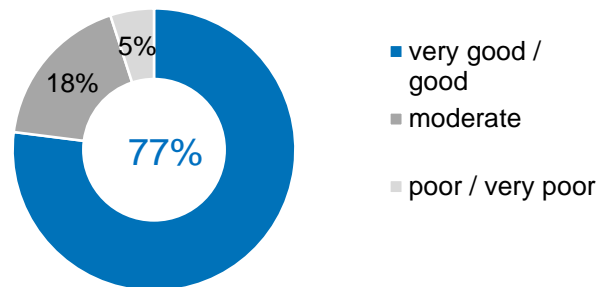
*multiple choice

The representative survey covers a sample of 701 asked persons



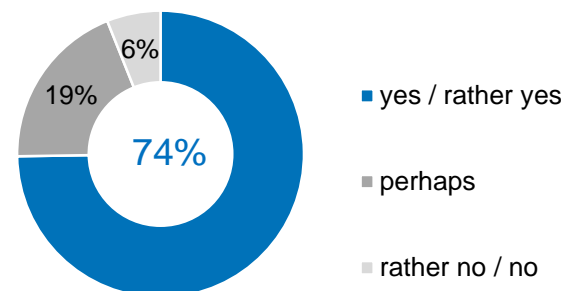
Visitor survey – General assessment

77% of visitors evaluate Invest with very good / good.

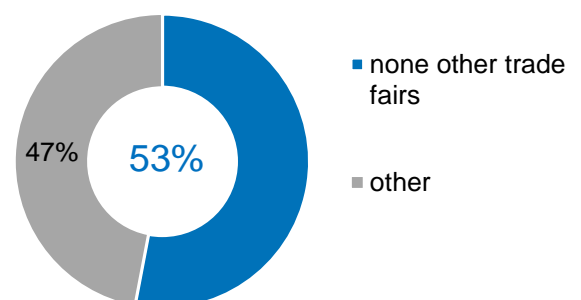


Visitor survey – Intention of recommendation & visit of other trade fairs

74% will recommend for sure / probably

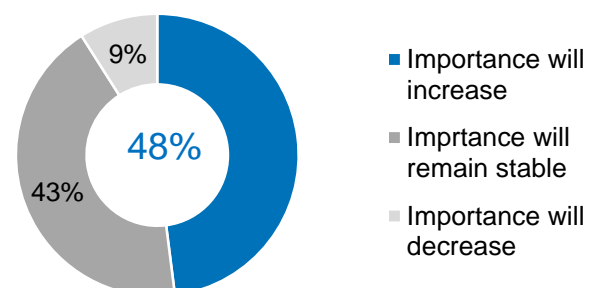


53% of visitors visit just Invest and none of other fairs.



Visitor survey – Importance of Invest

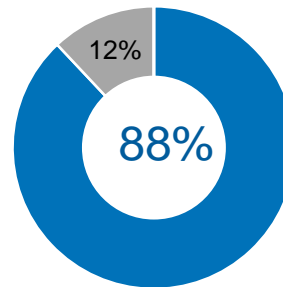
The importance of Invest will increase or remain stable for 91% of the visitors.





Exhibitor survey – General assessment

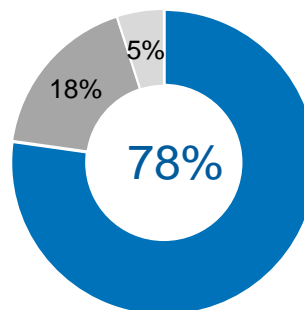
88% of exhibitors evaluate Invest very good / good



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

Exhibitor survey – Intention of recommendation

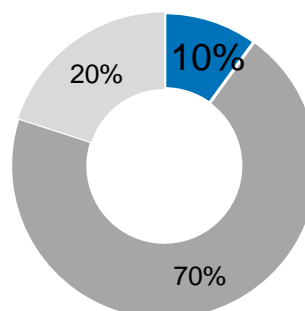
78% % of exhibitors will recommend Invest for sure / probably.



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

Exhibitor survey – Importance of branch of industry

The importance will increase or remain stable for 80% of the exhibitors.



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