

Nuremberg, Germany
12 – 15.9.2018



GaLaBau 2018

gardening. landscaping.
greendesign.

SHOW REPORT

1. STRUCTURAL DATA

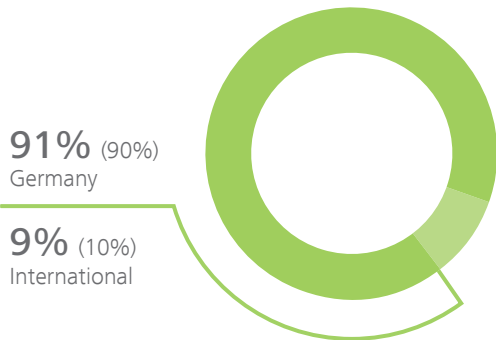
	TOTAL	GERMANY	INTERNATIONAL
Visitors	72,005 (64,138)	65,315 (57,665)	6,690 (6,473)
Exhibitors	1,253 (1,320)	945 (984)	308 (336)
Total exhibition space (in m²)	126,800 (121,500)	— (—)	— (—)
Exhibitor stand space (in m²)	66,242 (62,956)	51,558 (49,827)	14,684 (13,129)
Special shows (in m²)	3,233 (3,233)	3,233 (3,233)	— (—)

2. MEDIA



3. VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS



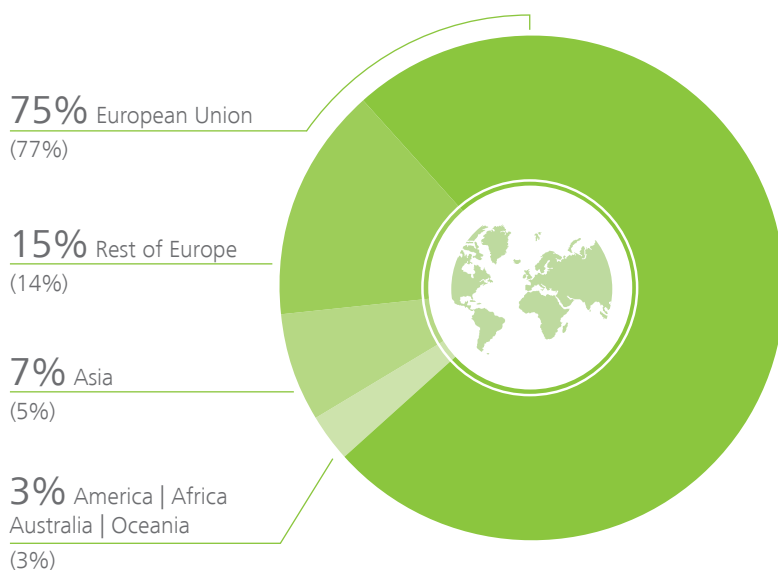
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

1	Austria	1,385
2	Italy	560
3	Czechia	515
4	France	352
5	Switzerland	332
6	The Netherlands	273
7	Poland	270
8	Norway	211
9	Belgium	199
10	Russian Federation	194

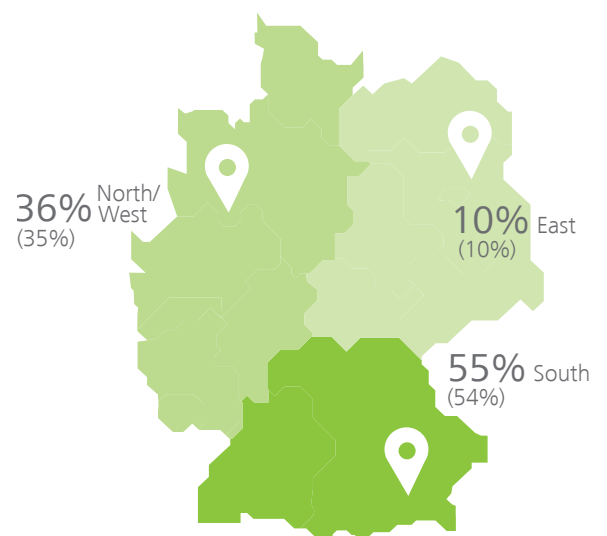
NUMBER OF COUNTRIES:

75
(72)

STRUCTURE OF INTERNATIONAL VISITORS

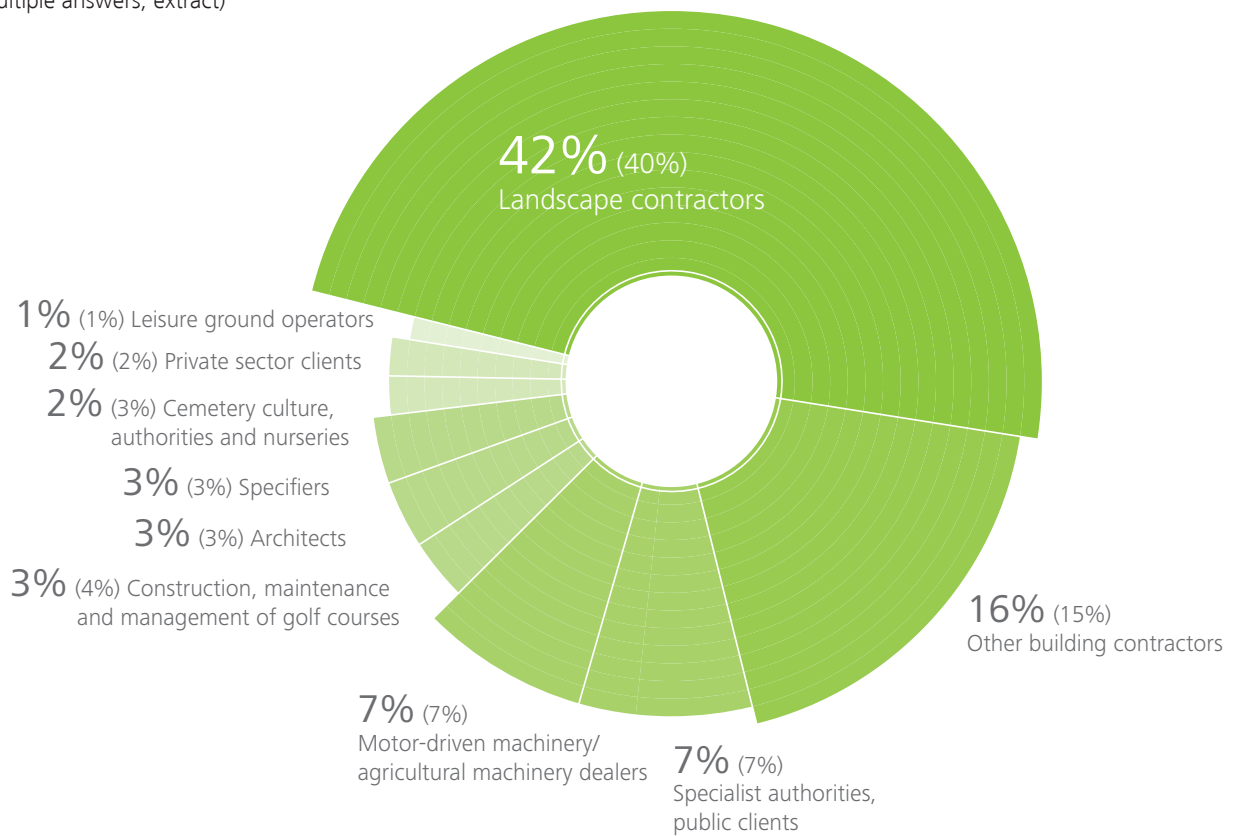


STRUCTURE OF GERMAN VISITORS

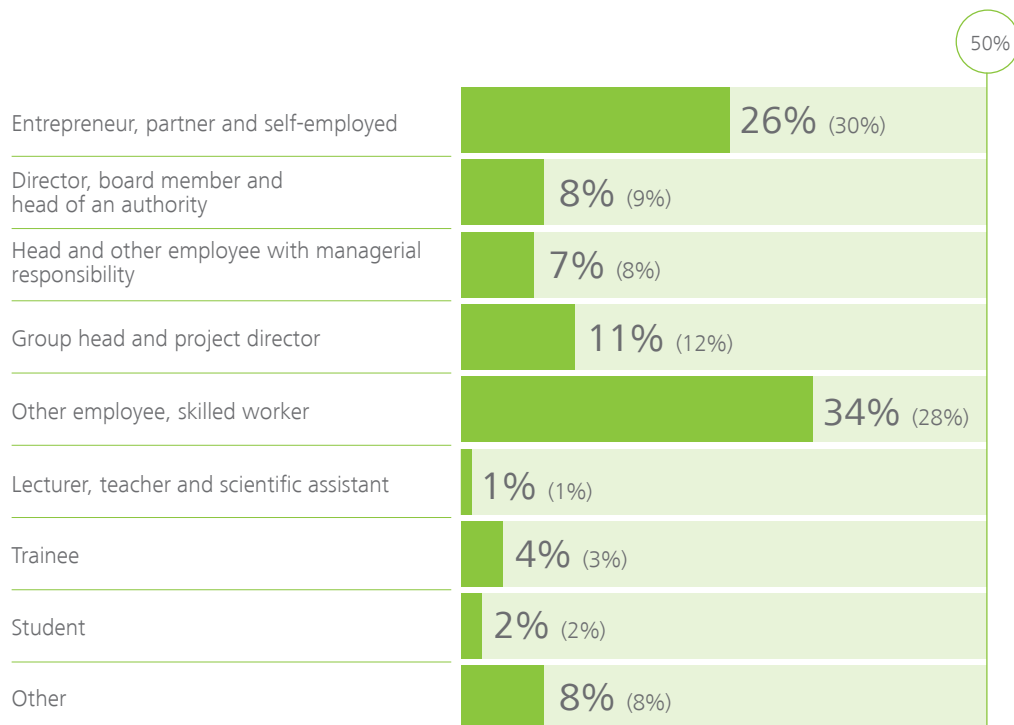


3.2 VISITORS' BRANCHES

(Multiple answers, extract)



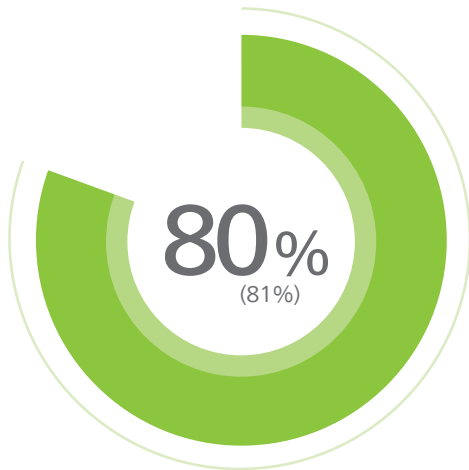
3.3 PROFESSIONAL STATUS OF VISITORS



4. VISITOR SURVEY

4.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

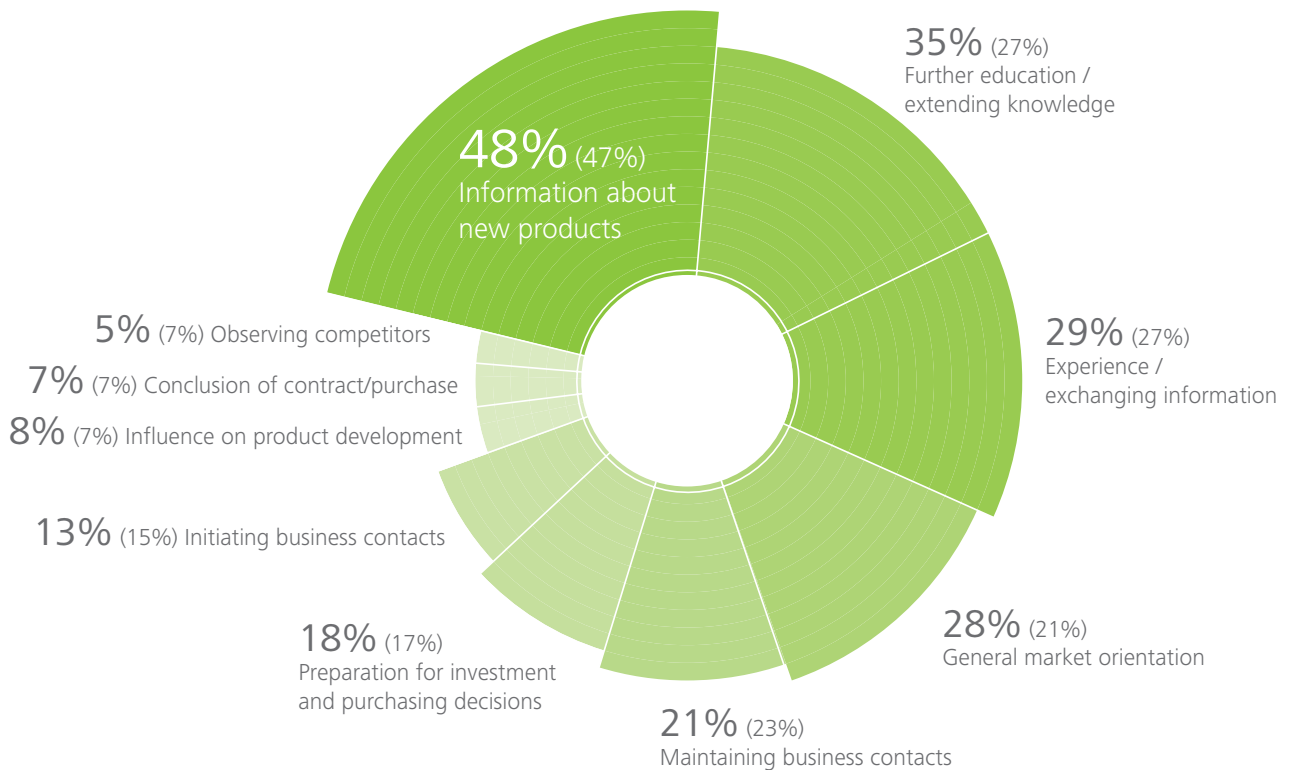


of the visitors are ...

involved in **purchasing decisions** in their company.

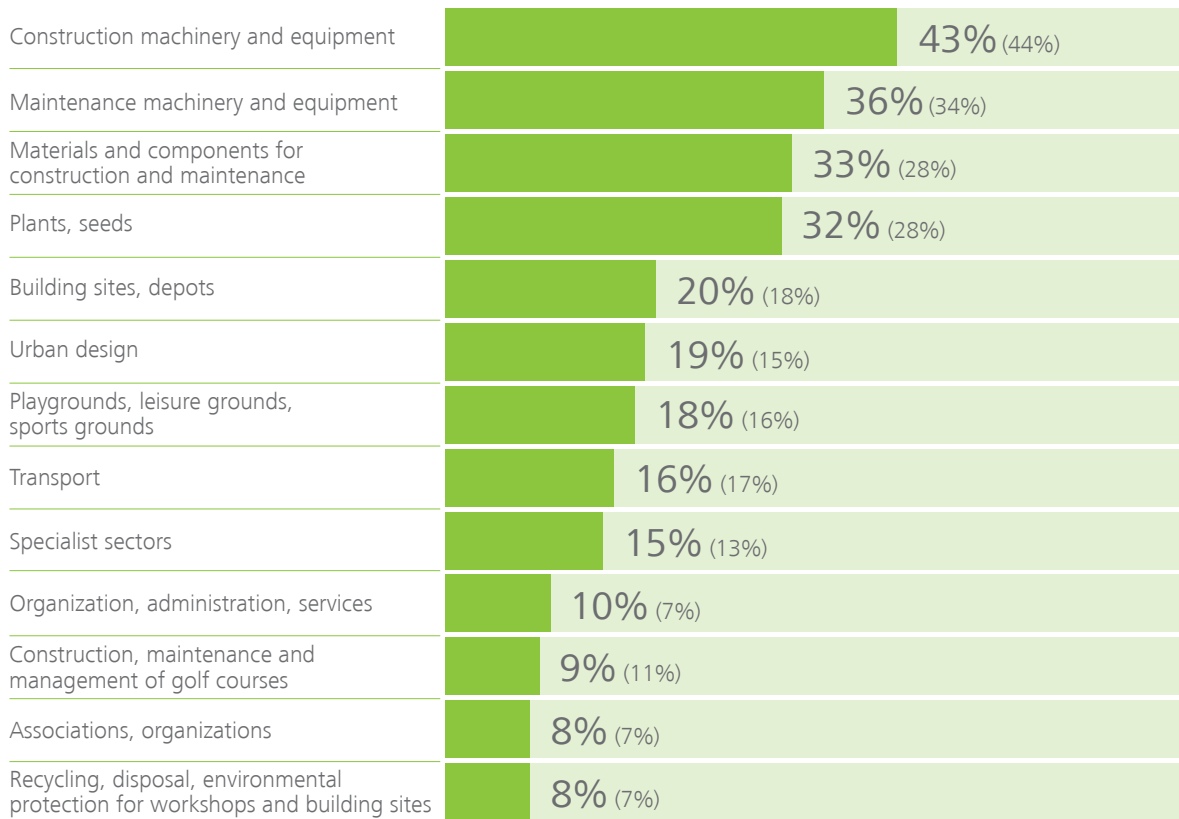
4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to GaLaBau 2018? (Multiple answers, extract)



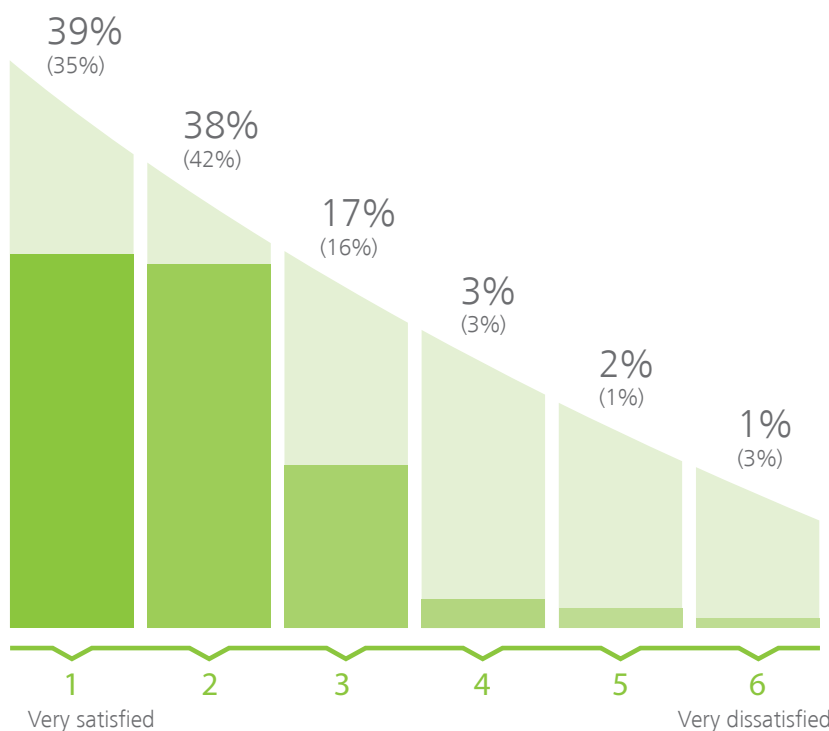
4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at GaLaBau 2018? (Multiple answers)



4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at GaLaBau 2018?

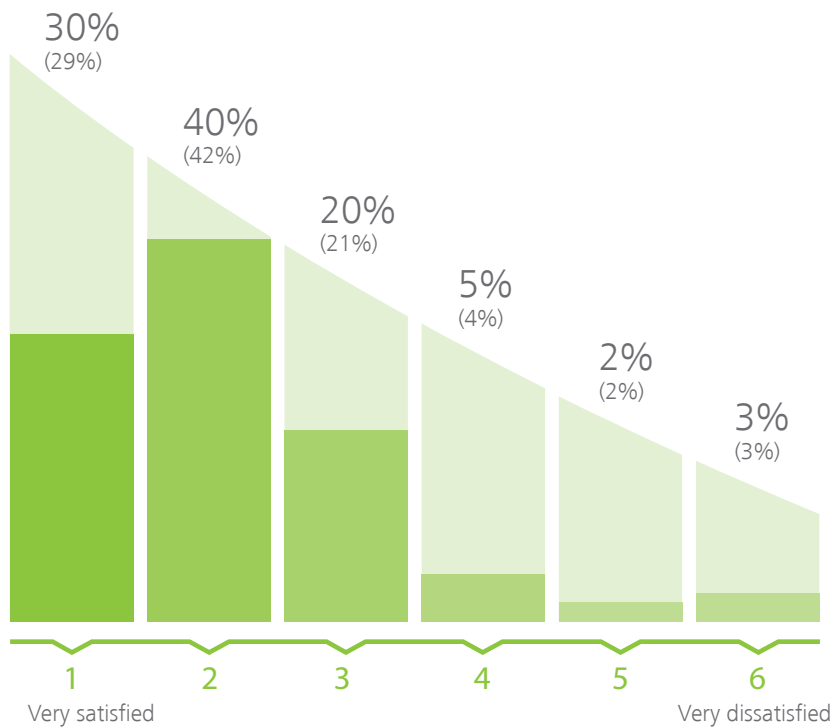


97%

97% (96%) of the visitors were satisfied with the range of products and services presented at GaLaBau 2018.

4.5 OPPORTUNITIES FOR INFORMATION AND CONTACT

How satisfied are you with the opportunities for obtaining information and establishing contacts at the exhibitors' stands?

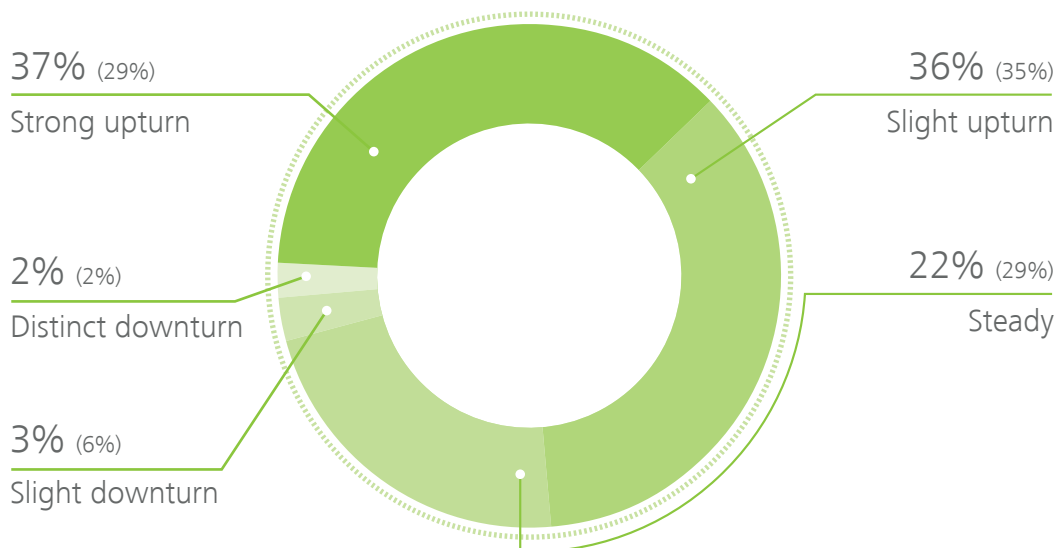


95 %

95% (96%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

4.6 ECONOMIC SITUATION IN SECTOR

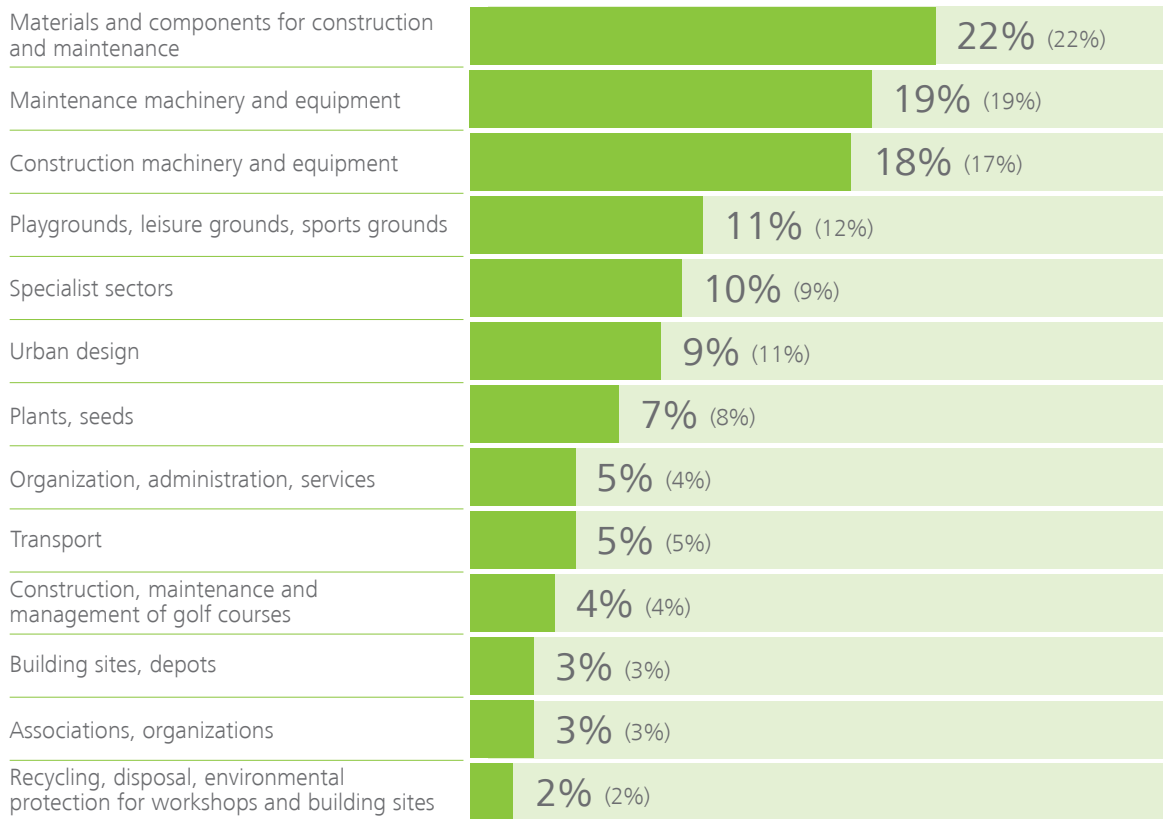
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

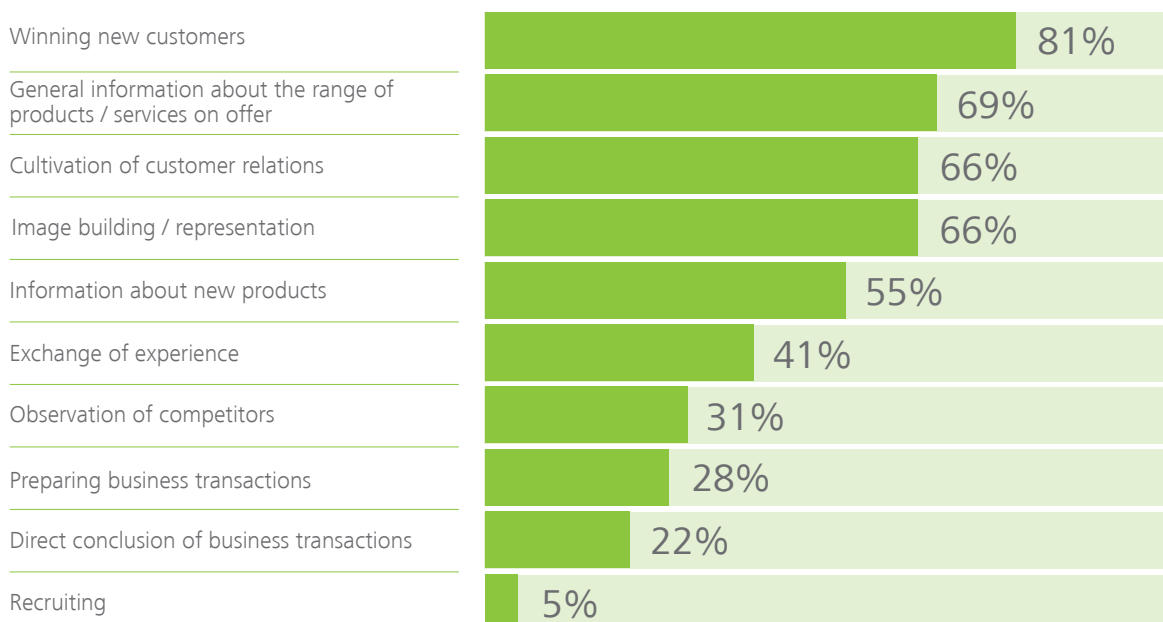
5.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



5.2 EXHIBITORS' OBJECTIVES*

What were your company's objectives for exhibiting at GaLaBau 2018? (Multiple answers, extract)



5.3 TARGET GROUP ACCURACY

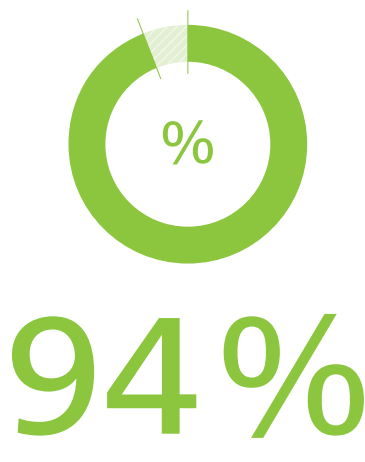
Did you reach your most important target groups at this trade fair?



97% (96%) of the exhibitors reached their most important target groups during GaLaBau 2018.

5.4 NEW BUSINESS RELATIONS

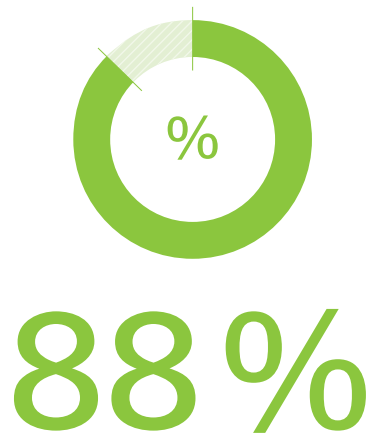
To what extent did your company make new business connections in the course of the fair?



94% (93%) of the exhibitors established new business relations.

5.5 FOLLOW-UP BUSINESS

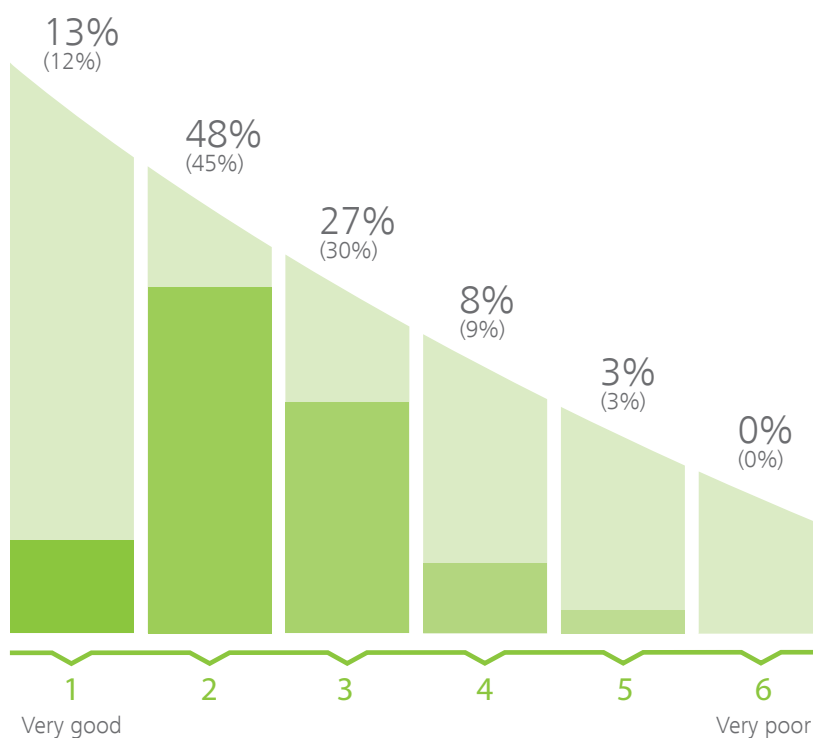
Do you expect follow-up business after making contacts and paving the way during the fair?



88% (88%) of the exhibitors expect follow-up business due to contacts made during the exhibition.

5.6 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



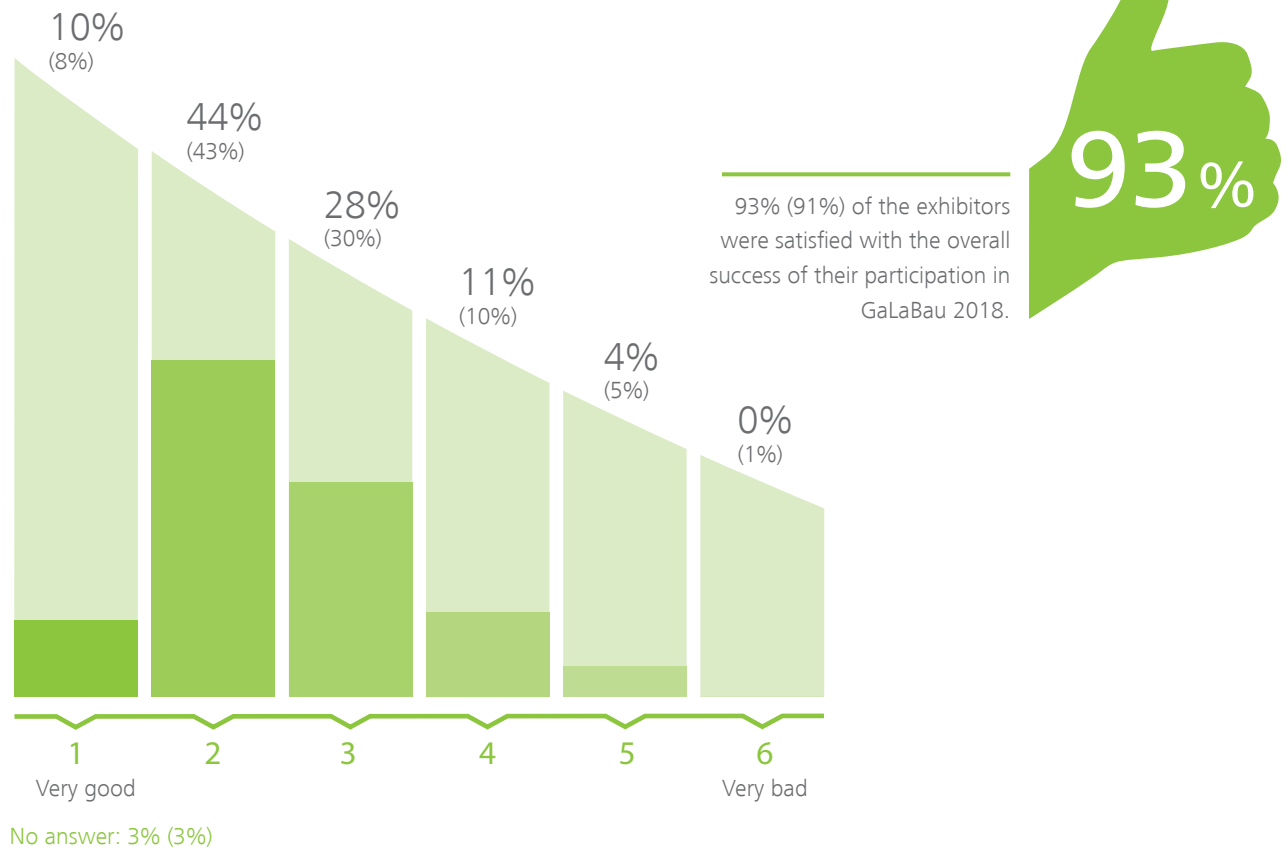
96 %

96% (96%) of the exhibitors were satisfied with the quality of the visitors at their stands.

No answer: 2% (1%)

5.7 OVERALL SUCCESS

How successful do you think taking part in GaLaBau 2018 was for your company overall?



5.8 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Market Research, T +49 9 11 8606-0, F +49 9 11 8606-82 28, info@nuernbergmesse.de.

October 2018
NürnbergMesse GmbH
- Market Research -