



**EXPERIENCE**

**DISCOVER**

**DO**

Nuremberg, Germany

**21.–24.3.2018**



# **HOLZ-HANDWERK 2018**

European Trade Fair for Machine  
Technology, Equipment and Supplies  
for the Wood Crafts

## **SHOW REPORT**

[holz-handwerk.de](http://holz-handwerk.de)

parallel zur

**FENSTERBAU  
FRONTALE**

**NÜRNBERG MESSE**

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	515 (494)	367 (362)	148 (132)
Visitors (incl. FENSTERBAU FRONTALE)	111,021 (110,581)	75,065 (75,692)	35,956 (34,889)
Total exhibition space (in m <sup>2</sup> )	52,300 (52,300)	— (—)	— (—)
Exhibitor stand space (in m <sup>2</sup> )	33,023 (32,683)	23,772 (23,425)	9,251 (9,258)

## 2. WEBSITE

236,892

Visits and 1,454,821 page impressions from **99** countries at [www.holz-handwerk.de](http://www.holz-handwerk.de) from 24.03.2017 to 24.03.2018

### 3. VISITOR REGISTRATION OF HOLZ-HANDWERK

#### 3.1 ORIGIN OF VISITORS

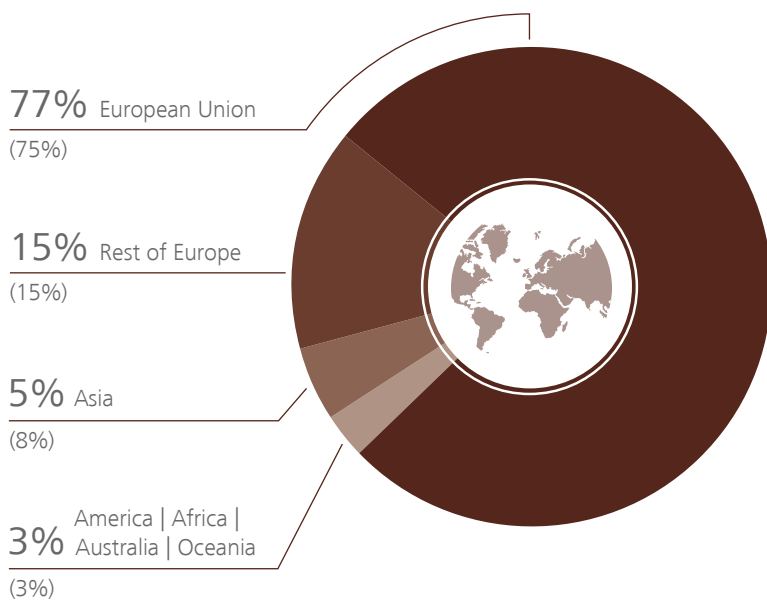
##### NUMBER OF COUNTRIES

**80**  
(85)

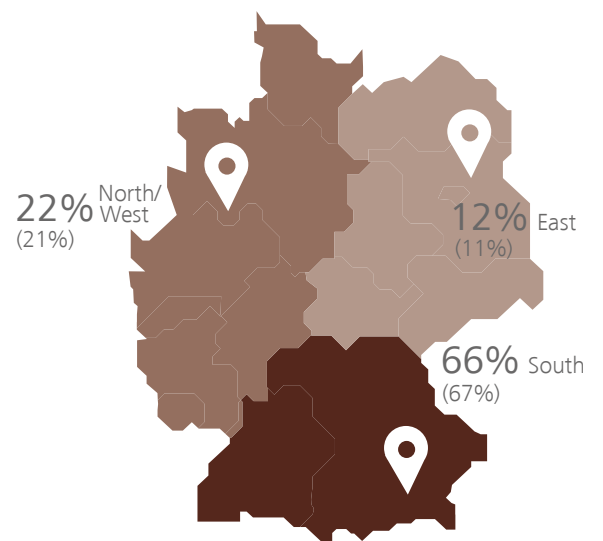
##### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



##### STRUCTURE OF INTERNATIONAL VISITORS

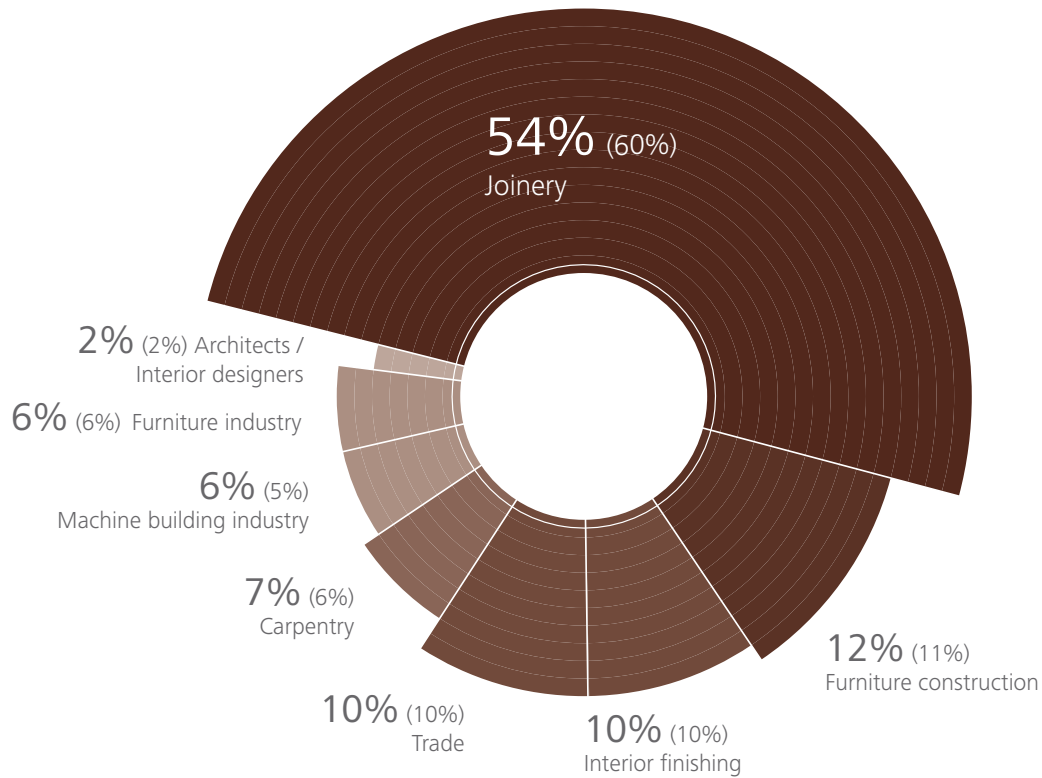


##### STRUCTURE OF GERMAN VISITORS

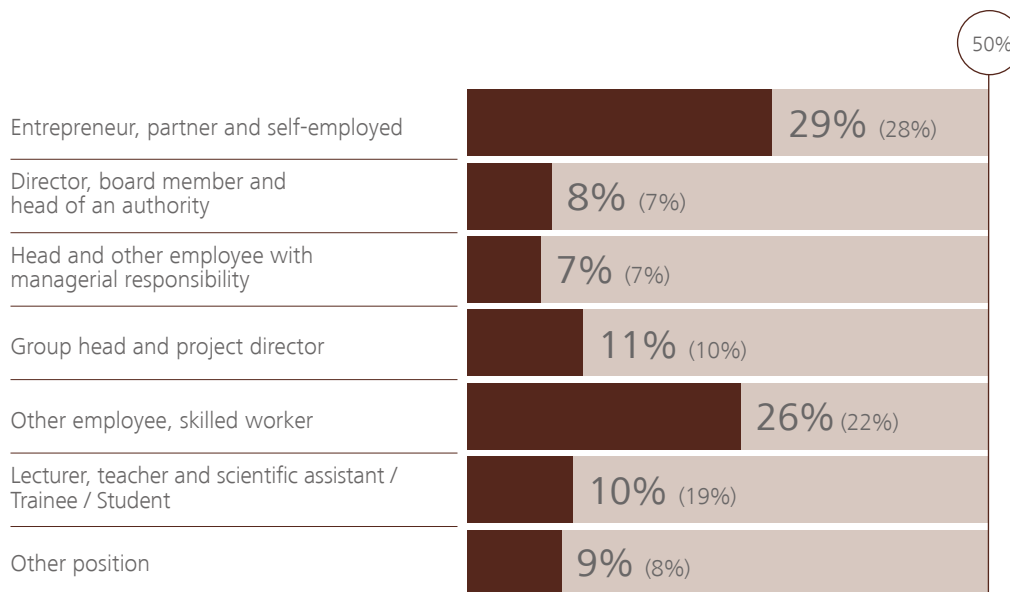


### 3.2 VISITORS' BRANCHES

(Multiple answers, extract)



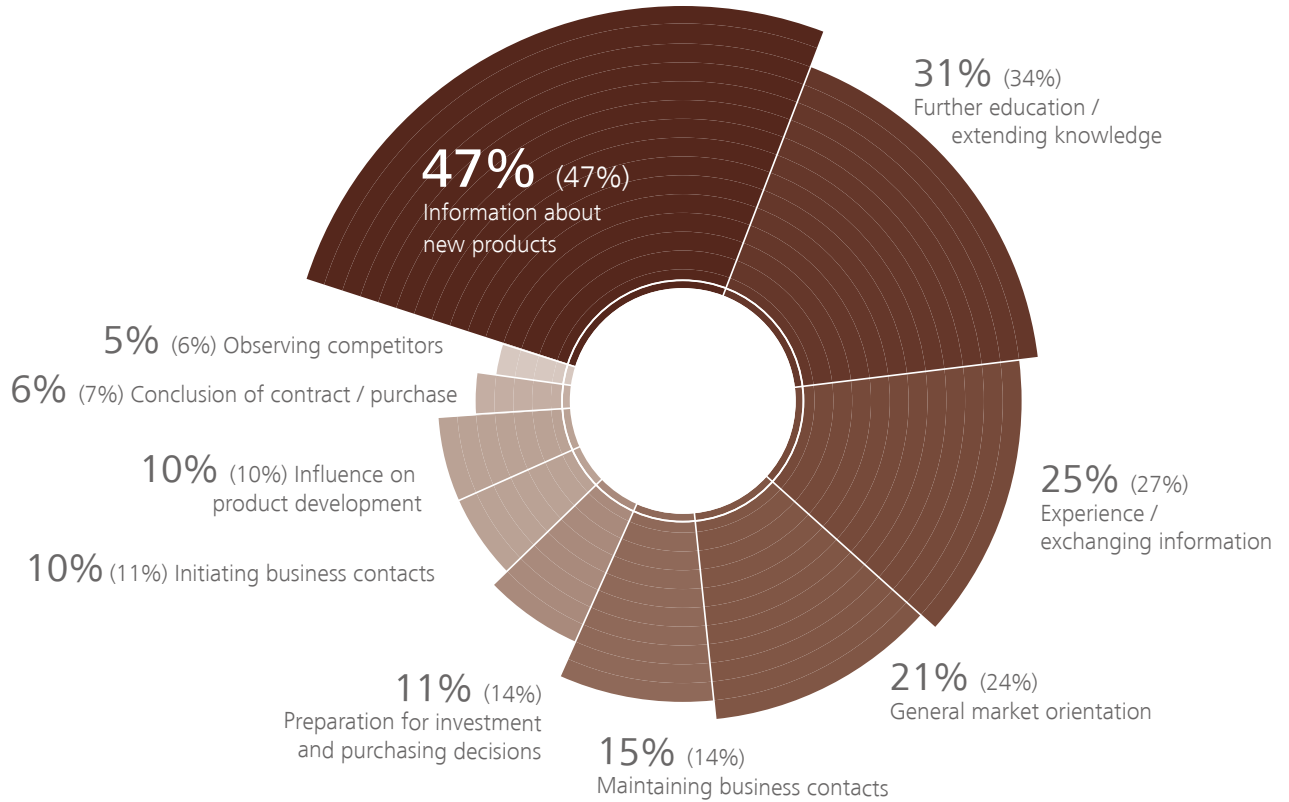
### 3.3 PROFESSIONAL STATUS OF VISITORS



## 4. VISITOR SURVEY

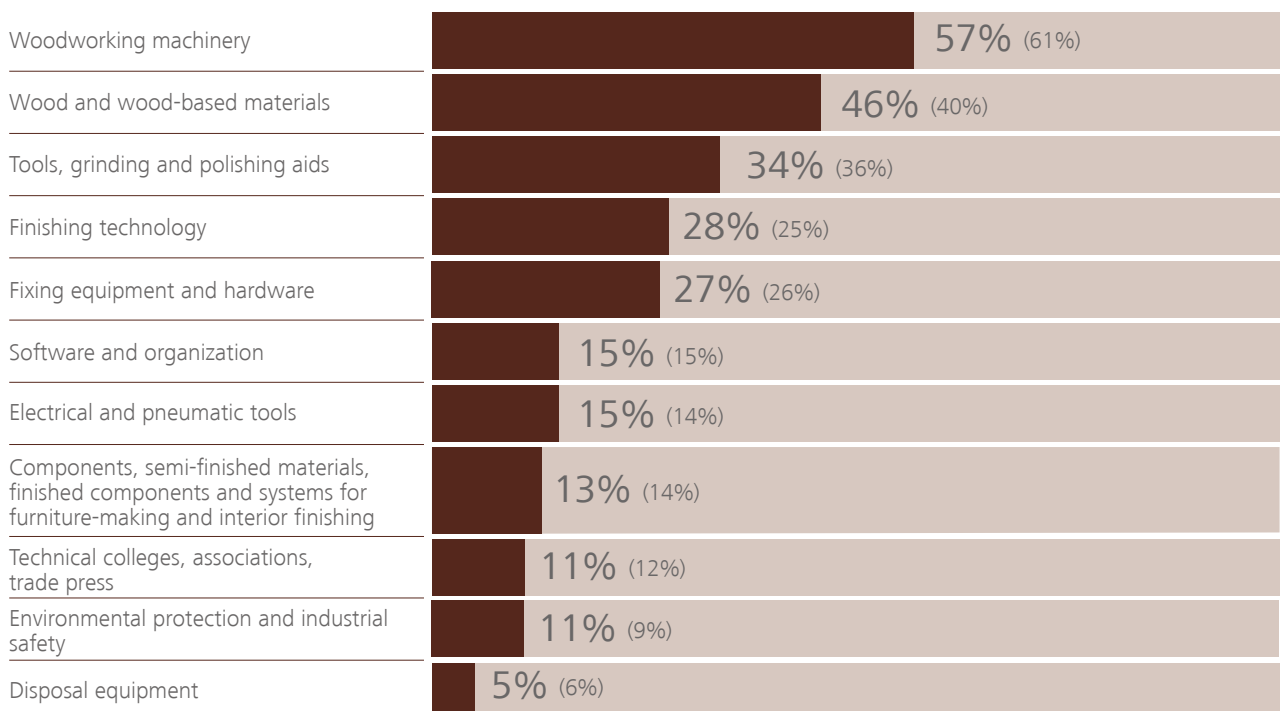
### 4.1 MAIN REASONS FOR VISIT

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



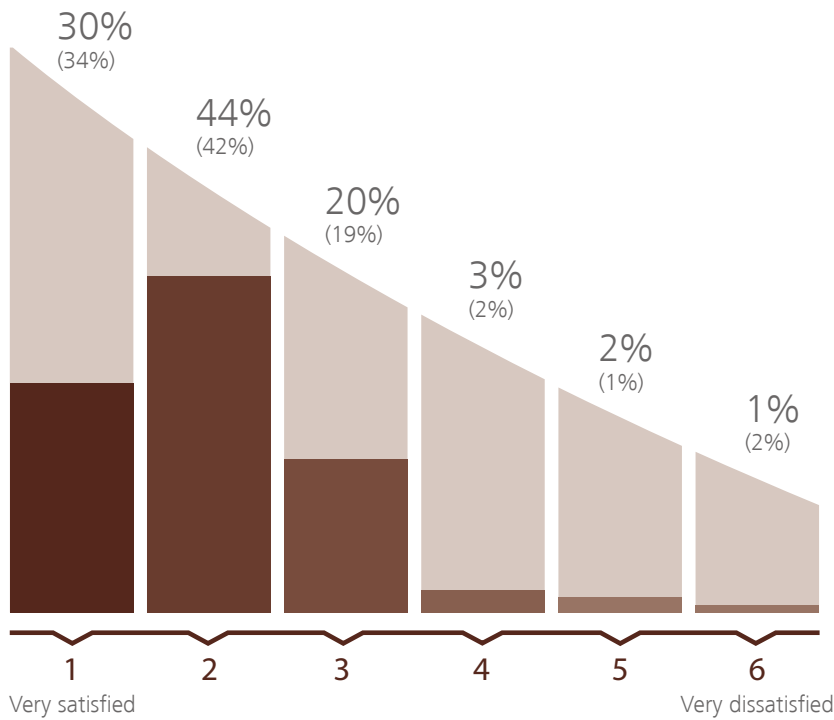
### 4.2 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at HOLZ-HANDWERK 2018? (Multiple answers)



### 4.3 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at HOLZ-HANDWERK 2018?

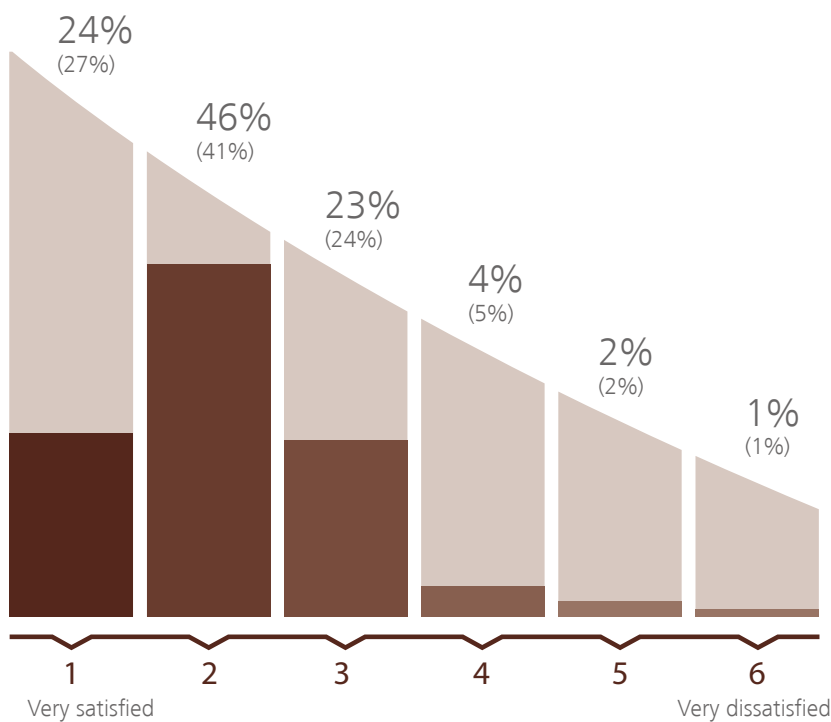


# 97 %

97% (97%) of the visitors were satisfied with the range of products and services presented at HOLZ-HANDWERK 2018.

### 4.4 OPPORTUNITIES FOR INFORMATION AND CONTACT

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

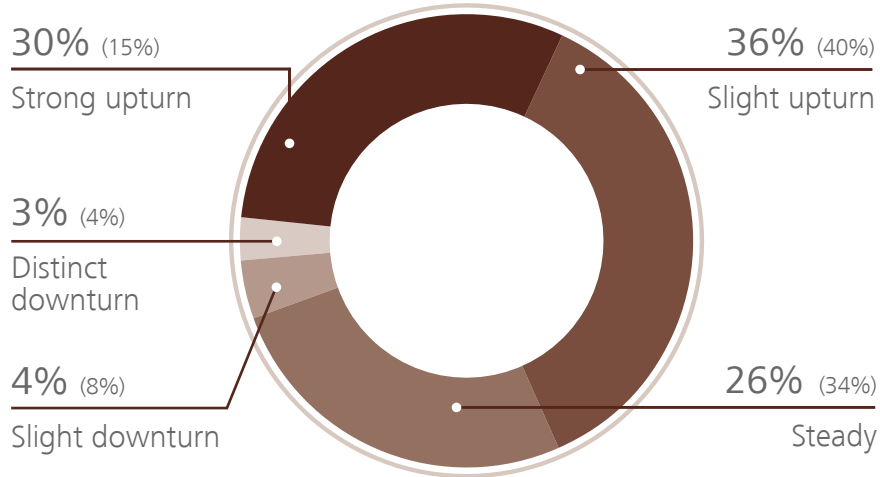


# 97 %

97% (97%) of the visitors were satisfied with the opportunities for obtaining information and establishing contacts at the exhibitors' stands.

## 4.5 ECONOMIC SITUATION IN SECTOR

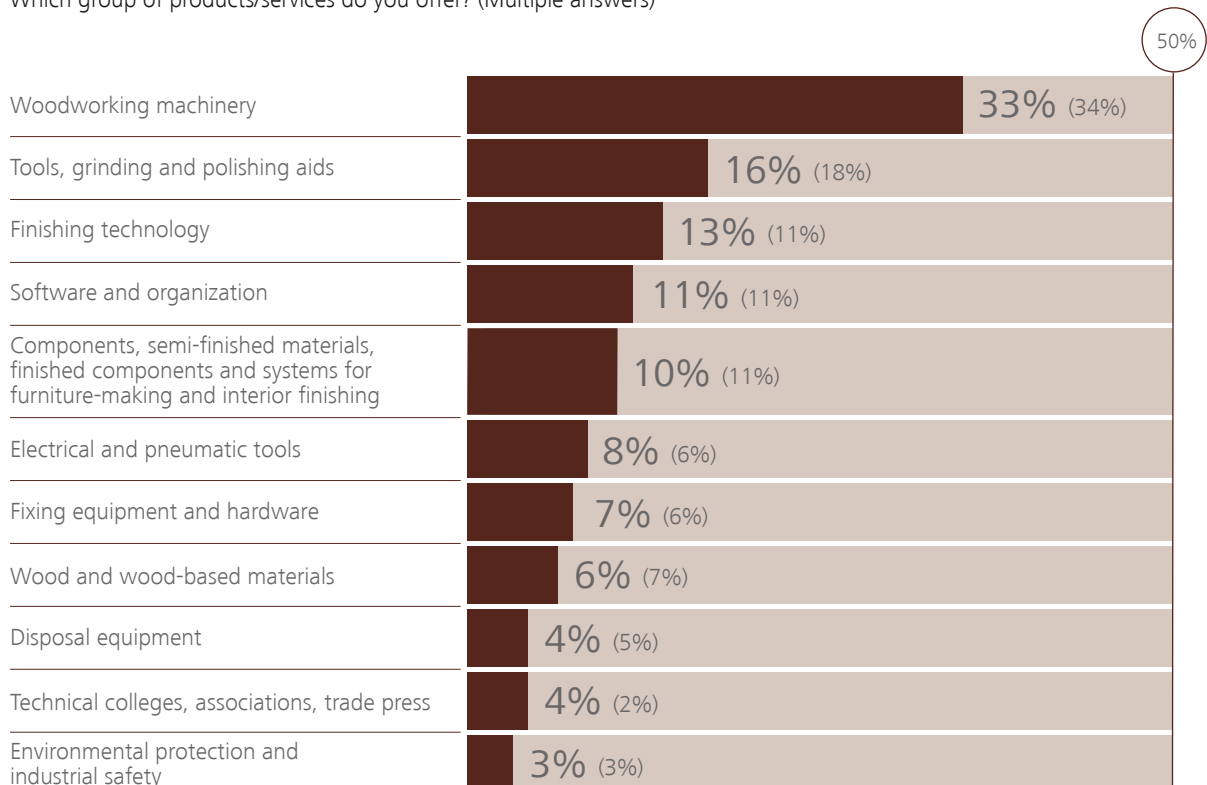
How do you rate the current economic situation in your sector?



## 5. EXHIBITOR SURVEY

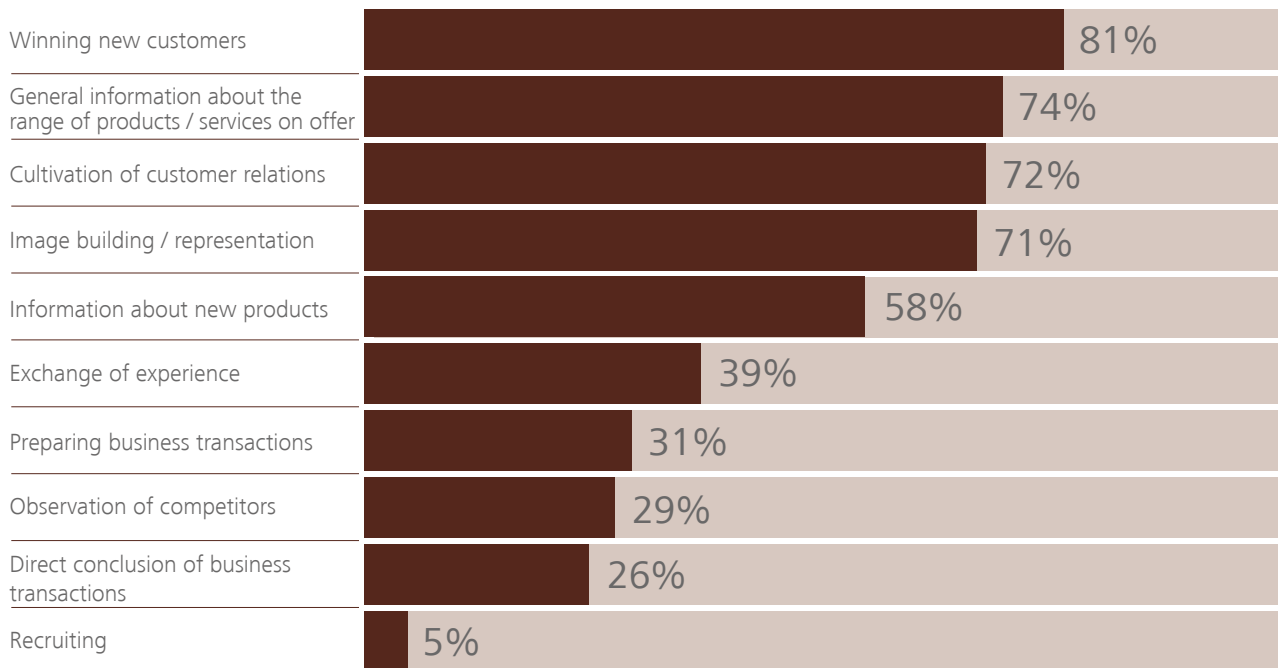
### 5.1 PRODUCT GROUPS (of exhibitors)

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



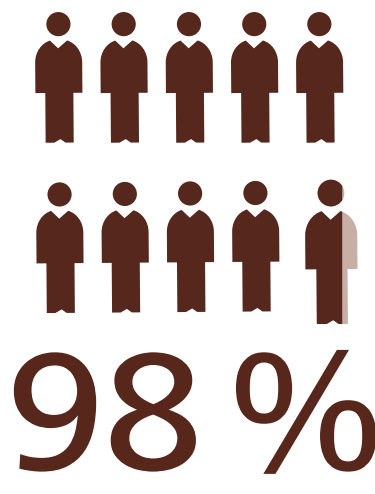
## 5.2 EXHIBITORS' OBJECTIVES\*

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



## 5.3 TARGET GROUP ACCURACY

Did you reach your most important target groups at HOLZ-HANDWERK 2018?

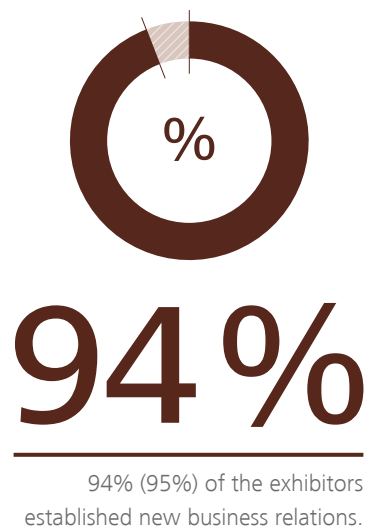


98% (96%) of the exhibitors reached their most important target groups during HOLZ-HANDWERK 2018.



## 5.4 NEW BUSINESS RELATIONS

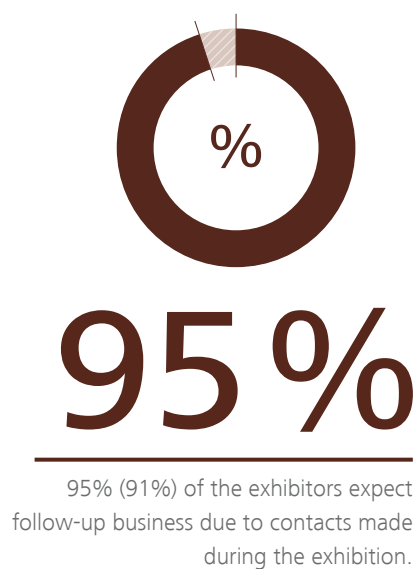
To what extent did your company make new business connections in the course of the fair?



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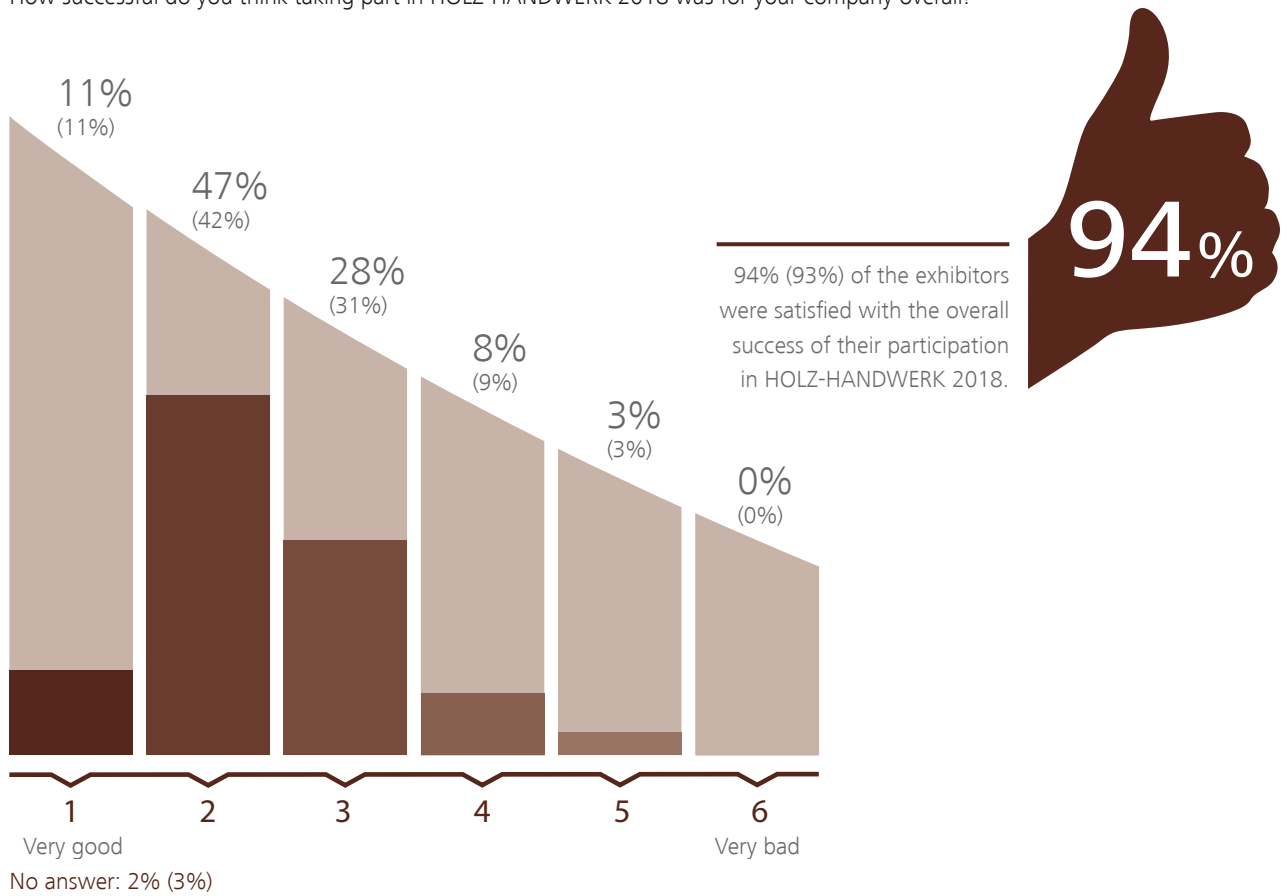
## 5.5 FOLLOW-UP BUSINESS

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



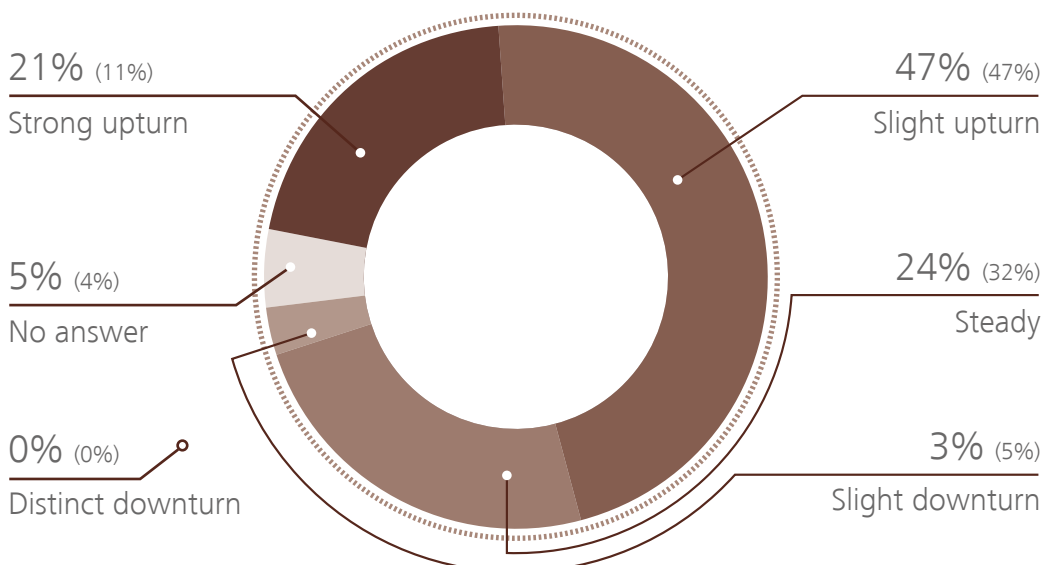
## 5.6 OVERALL SUCCESS

How successful do you think taking part in HOLZ-HANDWERK 2018 was for your company overall?



## 5.7 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](http://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 86 06-0, F +49 9 11 86 06-82 28, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de).

May 2018  
NürnbergMesse GmbH  
- Market Research -

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