

Nuremberg, Germany
14–17.9.2016



GaLaBau 2016

gardening. landscaping.
greendesign.

SHOW REPORT

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,320 (1,320)	984 (1,013)	336 (307)
Visitors	64,138 (66,563)	57,665 (59,967)	6,473 (6,596)
Total exhibition space (in m ²)	121,500 (118,500)	— (—)	— (—)
Exhibitor stand space (in m ²)	62,956 (61,436)	49,827 (49,340)	13,129 (12,096)
Special shows (in m ²)	3,233 (3,092)	3,233 (3,092)	— (—)

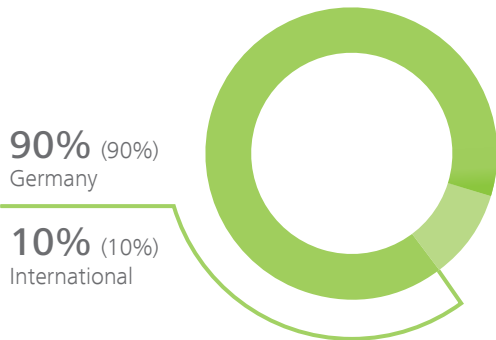
2. MEDIA

336 — accredited journalists from **13** countries (e.g. from France, The Netherlands, Austria, Italy, Czech Republic).

295,859 — visits and **2,144,882** page impressions from **97** countries at www.galabau-messe.com from 18.09.2015 to 17.09.2016.

3. VISITOR REGISTRATION

3.1 ORIGIN OF VISITORS



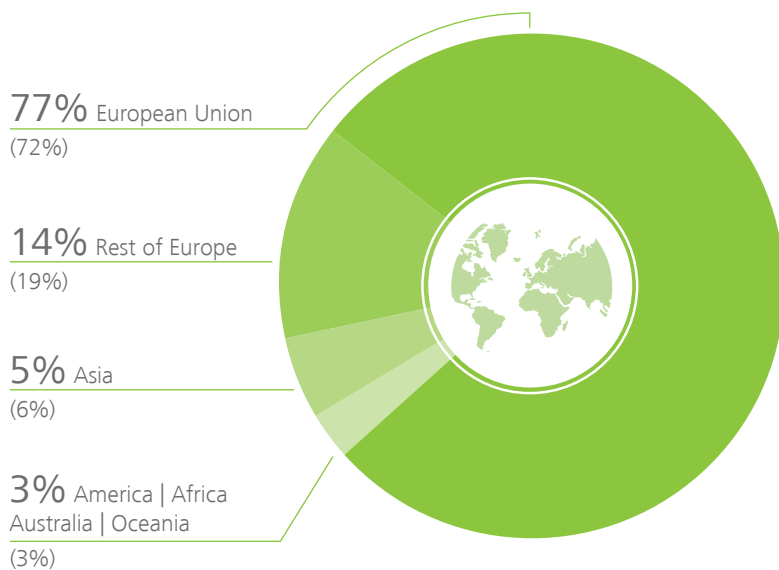
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS

1	Austria	1,243
2	Italy	624
3	Czech Republic	457
4	Switzerland	377
5	Poland	367
6	The Netherlands	310
7	France	265
8	Norway	249
9	Belgium	178
10	Denmark	176

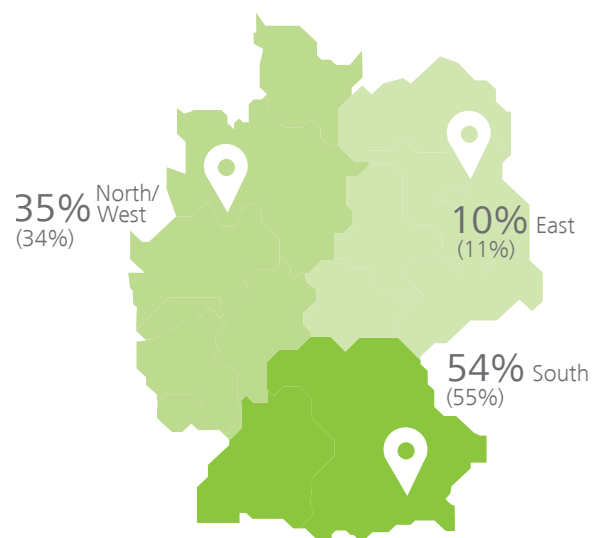
NUMBER OF COUNTRIES:

72
(74)

STRUCTURE OF INTERNATIONAL VISITORS

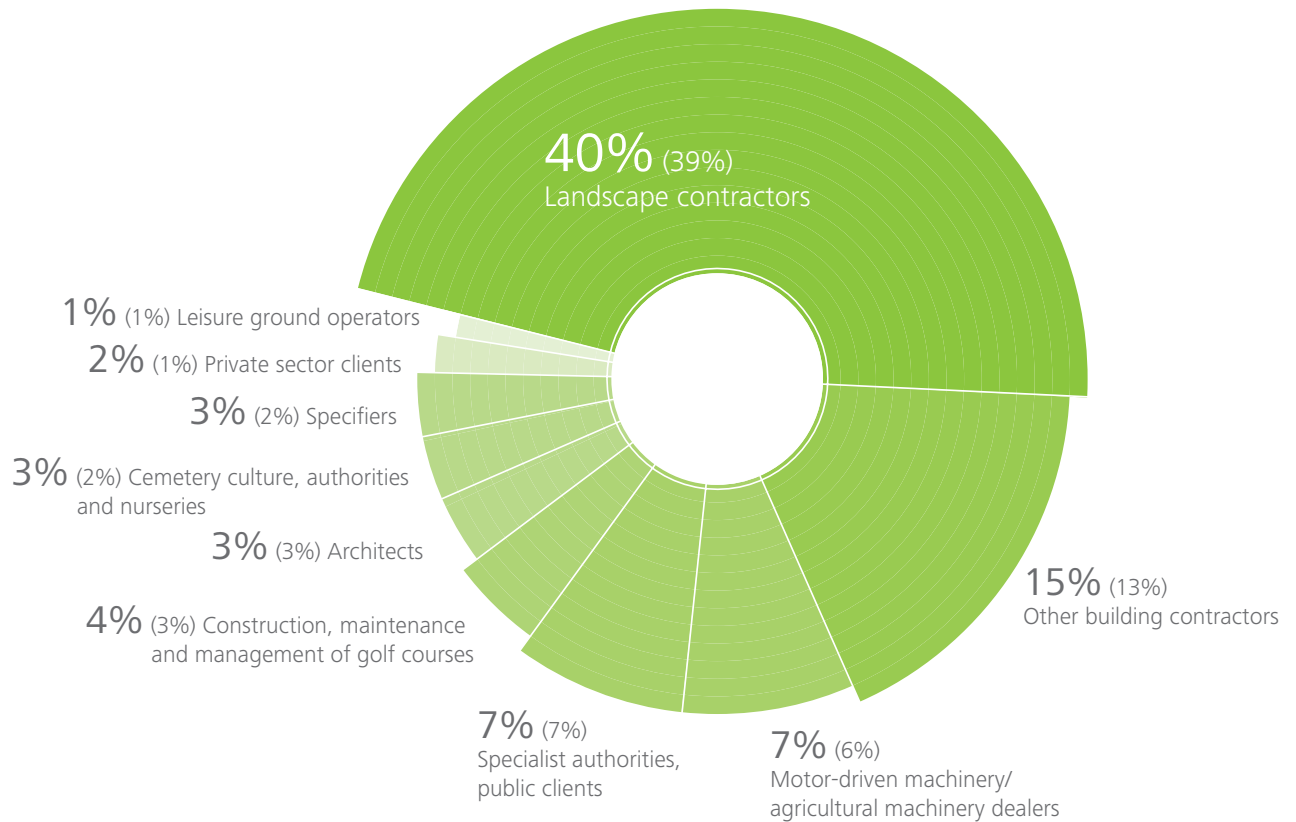


STRUCTURE OF GERMAN VISITORS

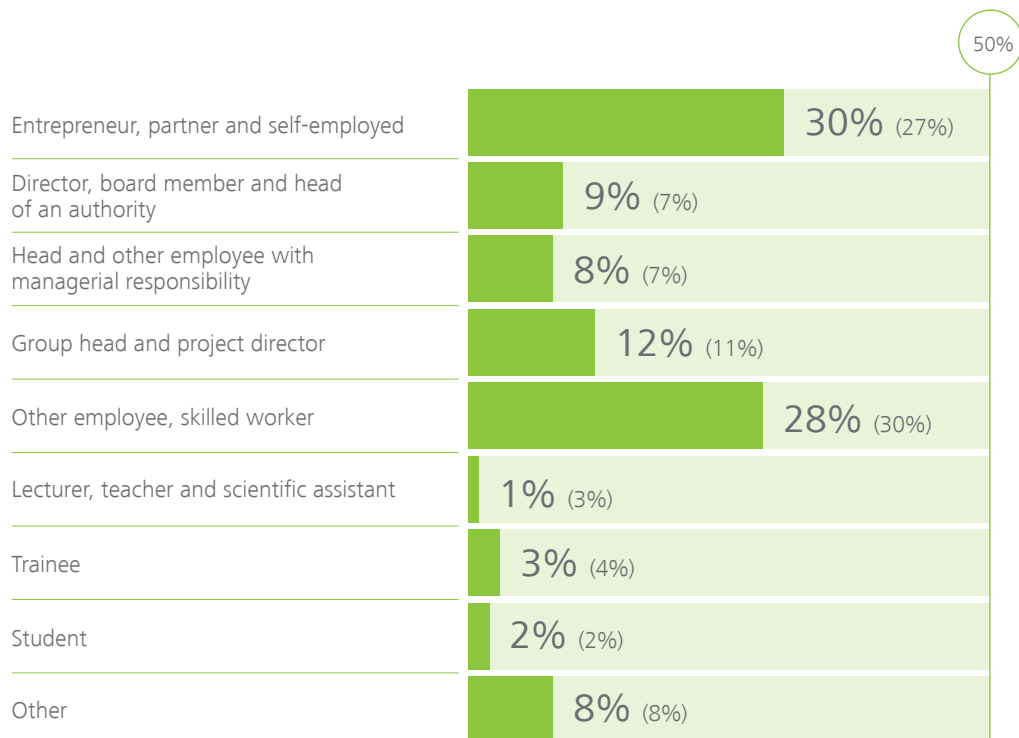


3.2 VISITORS' BRANCHES

(Multiple answers, extract)



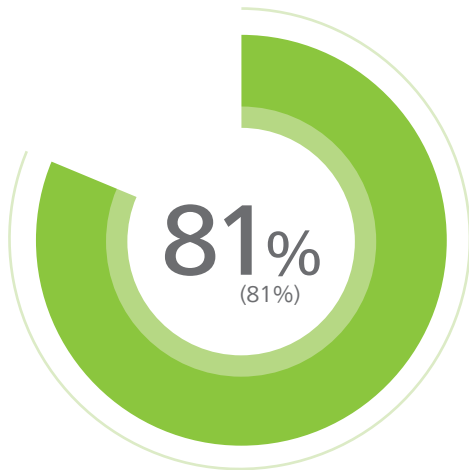
3.3 PROFESSIONAL STATUS OF VISITORS



4. VISITOR SURVEY

4.1 DECISION-MAKERS

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

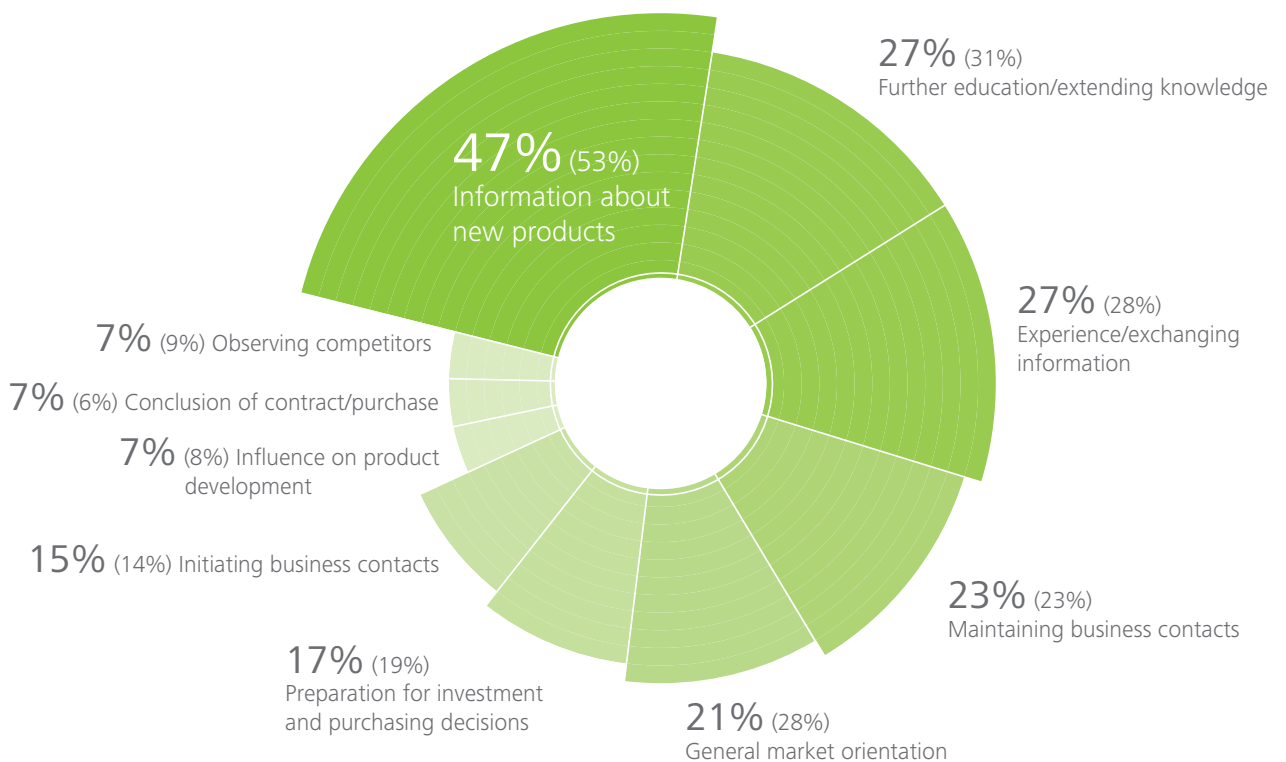


of the visitors are ...

involved in purchasing decisions in their company.

4.2 MAIN REASONS FOR VISIT

What are the main reasons for your visit to GaLaBau 2016? (Multiple answers, extract)



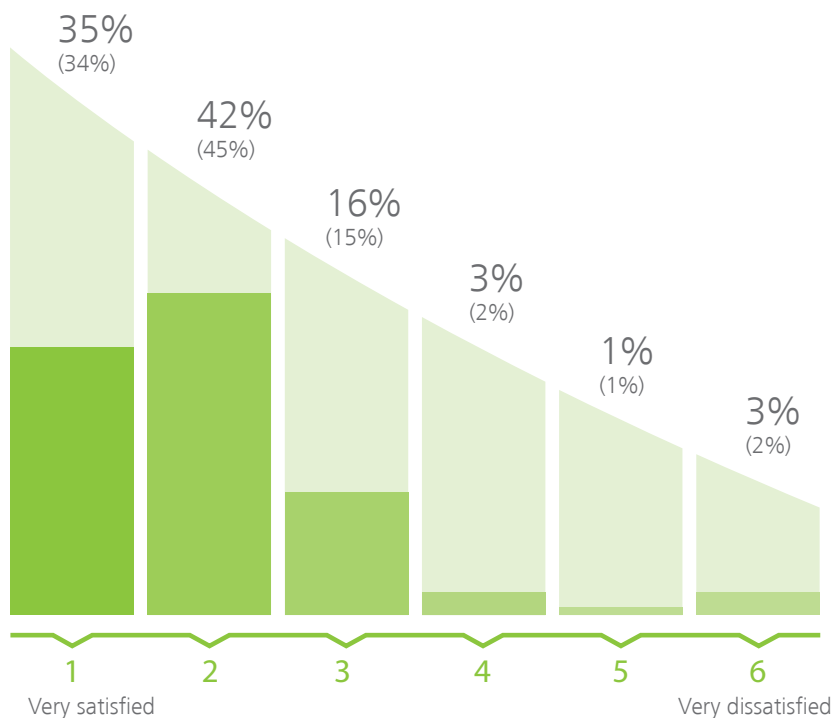
4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at GaLaBau 2016? (Multiple answers)

Construction machinery and equipment	44% (52%)
Maintenance machinery and equipment	34% (39%)
Plants, seeds	28% (31%)
Materials and components for construction and maintenance	28% (30%)
Building sites, depots	18% (22%)
Transport	17% (20%)
Playgrounds, leisure grounds, sports grounds	16% (18%)
Urban design	15% (13%)
Specialist sectors	13% (12%)
Construction, maintenance and management of golf courses	11% (9%)
Organization, administration, services	7% (9%)
Associations, organizations	7% (6%)
Recycling, disposal, environmental protection for workshops and building sites	7% (8%)

4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at GaLaBau 2016?

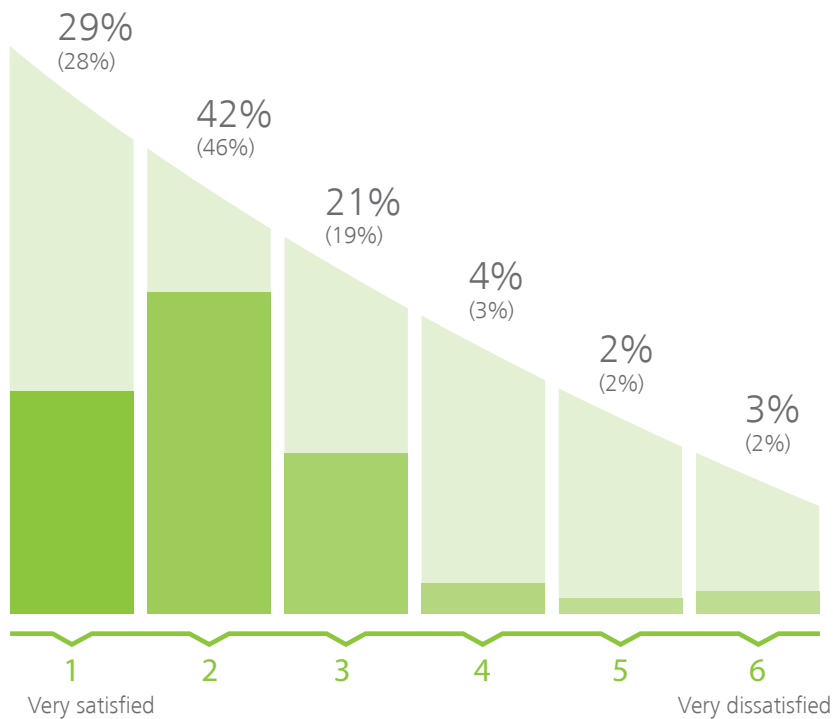


96 %

96% (96%) of the visitors were satisfied with the range of products and services presented at GaLaBau 2016.

4.5 OPPORTUNITIES FOR INFORMATION AND CONTACT

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



96 %

96% (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

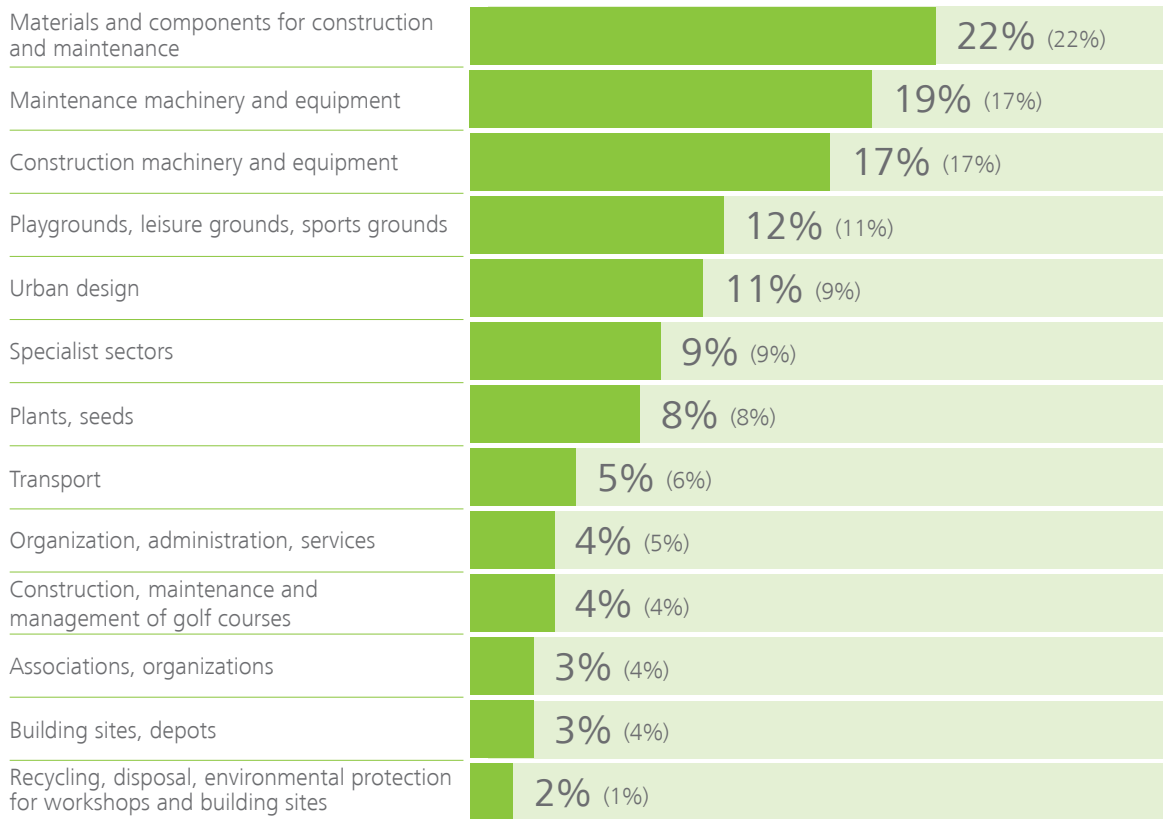
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

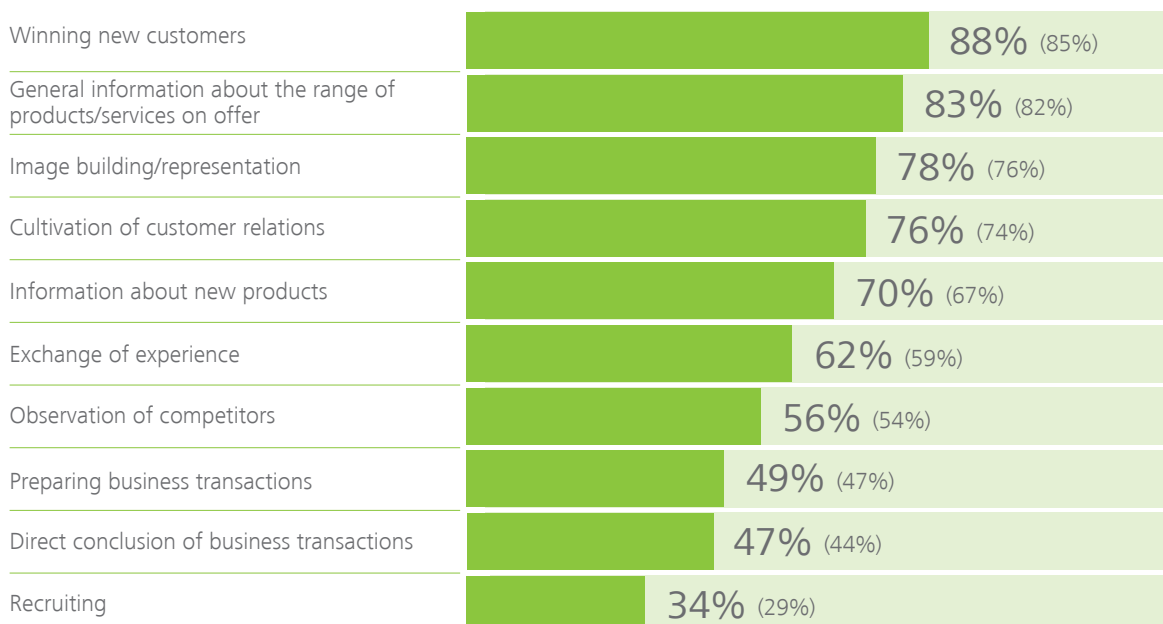
5.1 PRODUCT GROUPS (of exhibitors)

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



5.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at GaLaBau 2016? (Multiple answers, extract)



5.3 TARGET GROUP ACCURACY

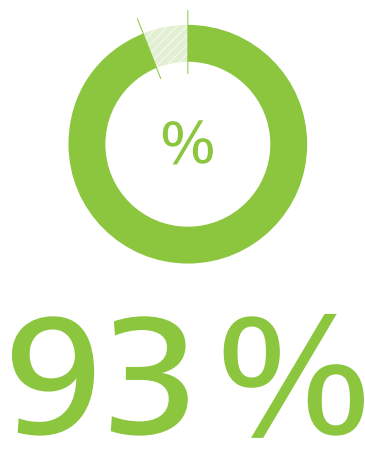
Did you reach your most important target groups at this trade fair?



96% (96%) of the exhibitors reached their most important target groups during GaLaBau 2016.

5.4 NEW BUSINESS RELATIONS

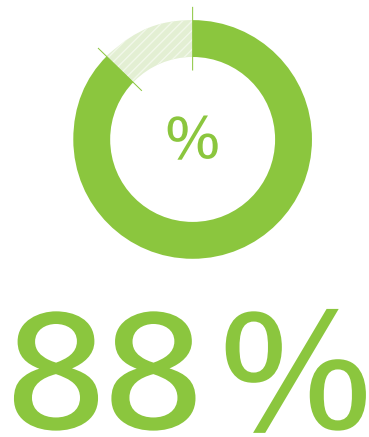
To what extent did your company make new business connections in the course of the fair?



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

5.5 FOLLOW-UP BUSINESS

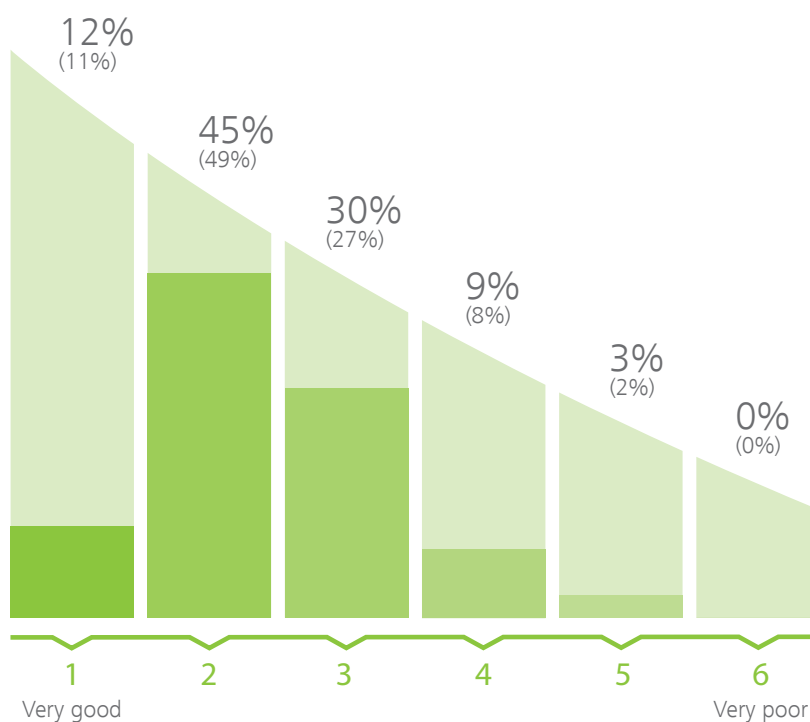
Do you expect follow-up business after making contacts and paving the way during the fair?



88% (89%) 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?



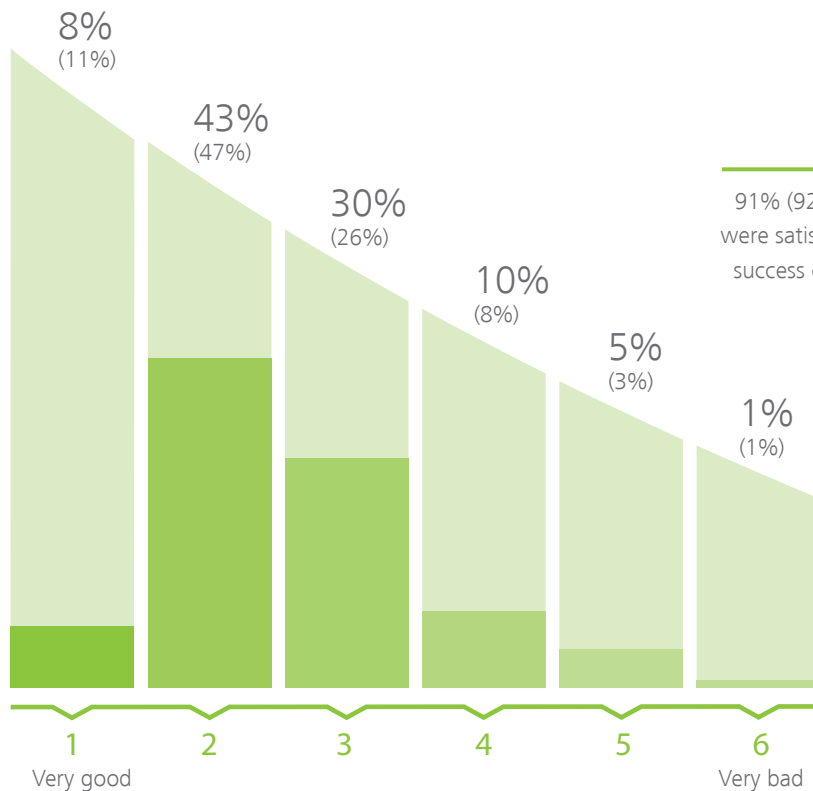
96 %

96% (95%) of the exhibitors were satisfied with the quality of the visitors at their stands.

No answer: 1% (3%)

5.7 OVERALL SUCCESS

How successful do you think taking part in GaLaBau 2016 was for your company overall?



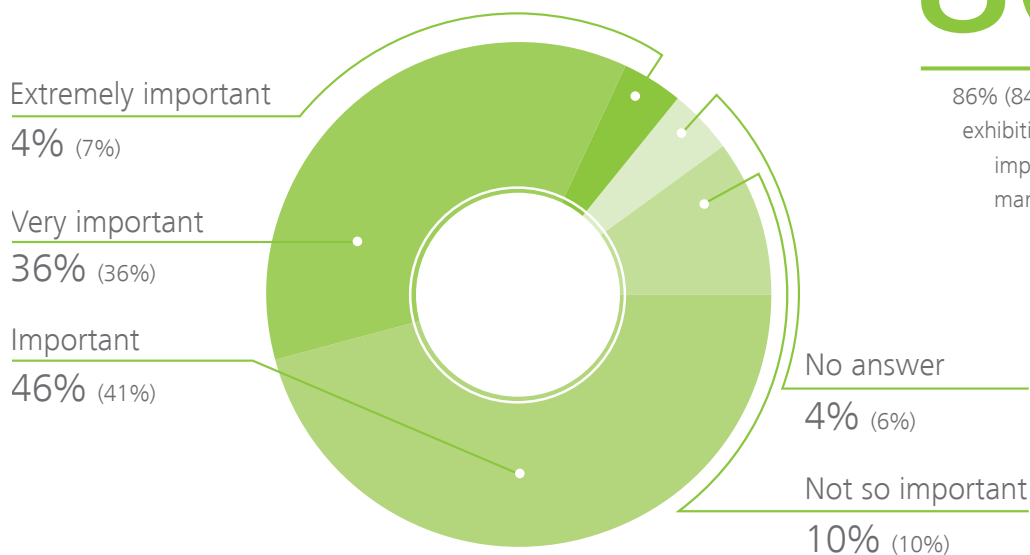
No answer: 3% (3%)



91% (92%) of the exhibitors were satisfied with the overall success of their participation in GaLaBau 2016.

5.8 IMPORTANCE OF TRADE FAIR

How important is exhibiting at this trade fair as part of your company's overall marketing and sales activities?



86 %

86% (84%) of the exhibitors think exhibiting at GaLaBau 2016 is an important part of their overall marketing and sales activities.

5.9 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.

February 2017
NürnbergMesse GmbH
- Market Research -