

didacta



Show report

2025





➤ Statistics ➤

Visitors: 58.860

Exhibitors: 679

Net exhibition area: 24.850 m²

Gross space: 63.000 m²

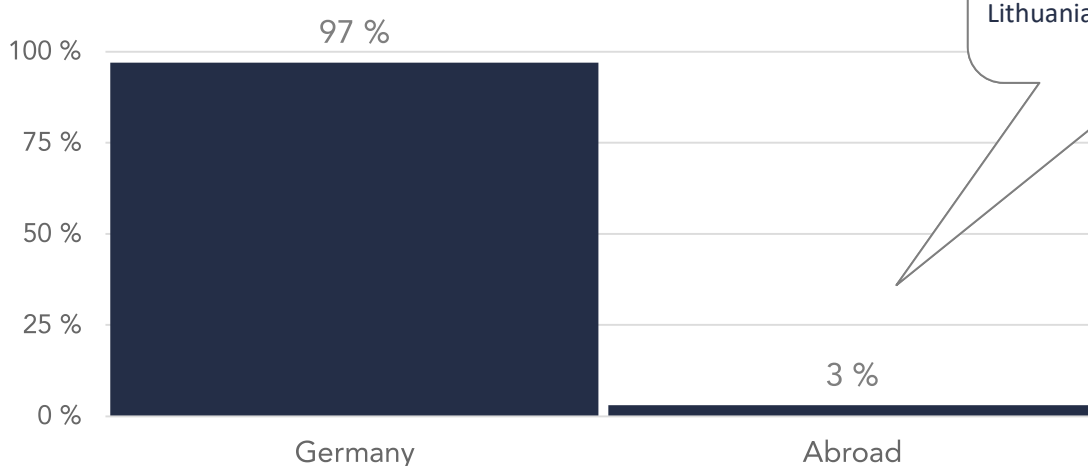
Numer of halls: 5

Special show spaces: 13



Results of the visitor survey

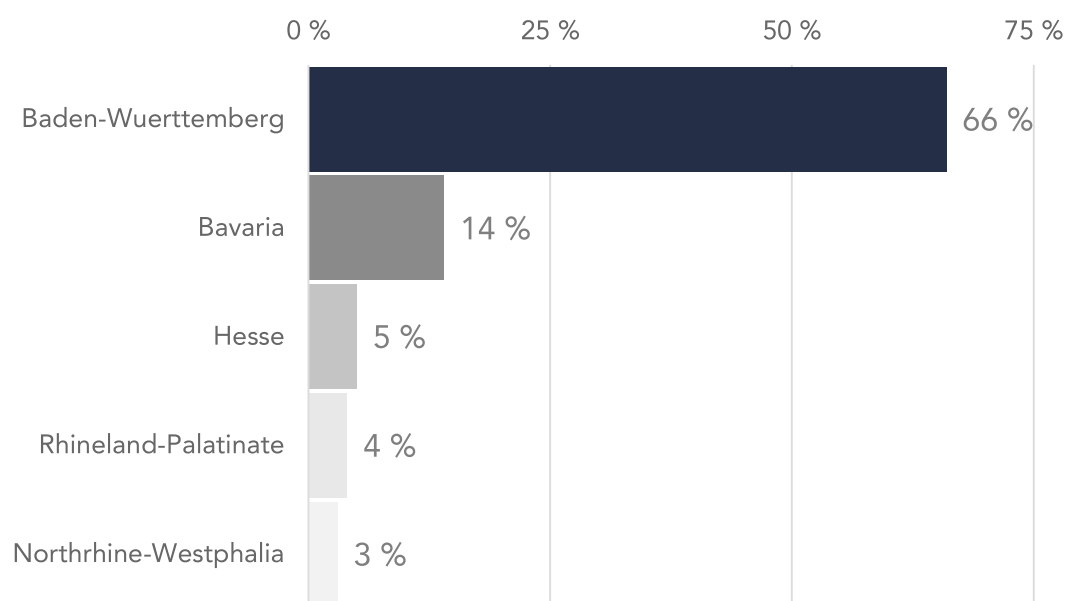
➤ Visitors – Foreign share ➤



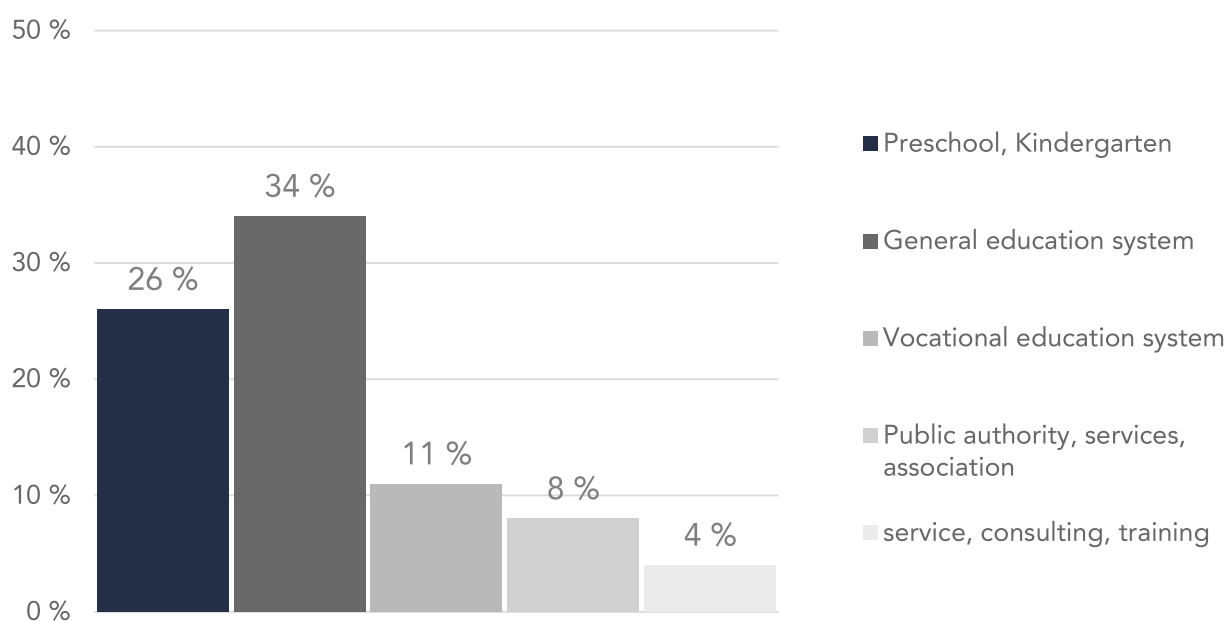
The foreign share of didacta is 3%. Most of the visitors come from Switzerland, Austria, Italy, Lithuania and Turkey.



Visitors – Federal State TOP 5



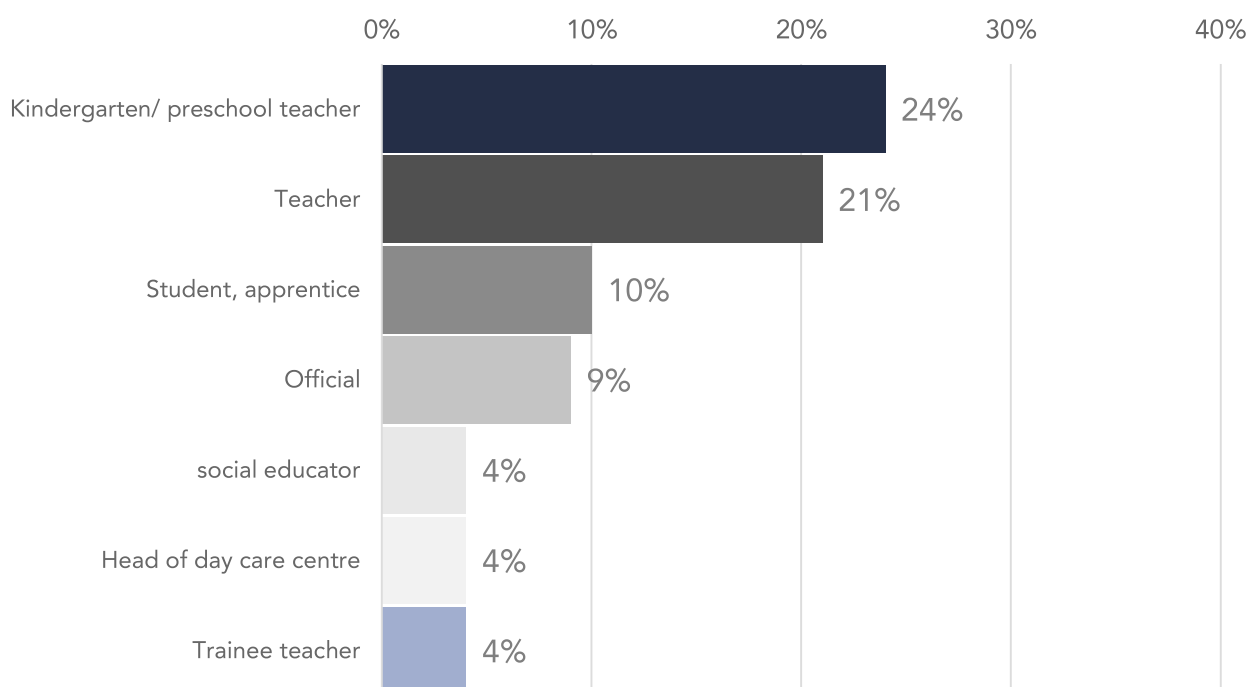
Visitors – Economic sector TOP 5*



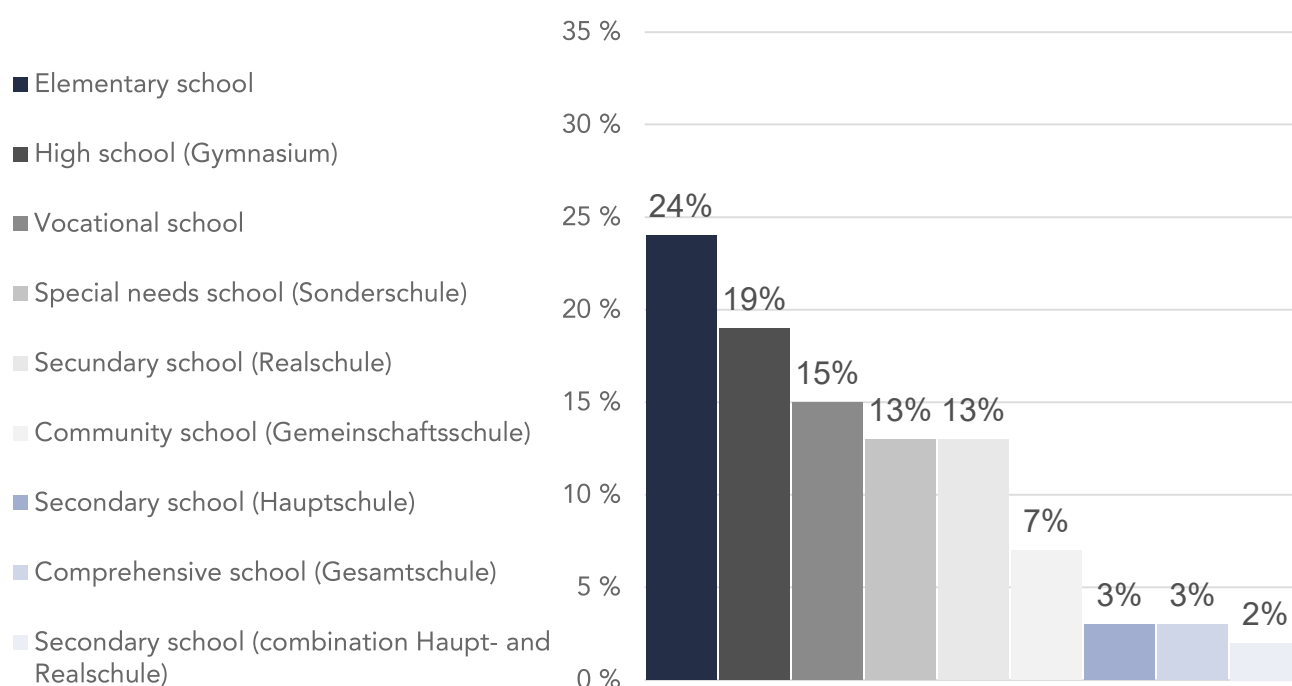
*multiple mention



Visitors – Visitor group TOP 7

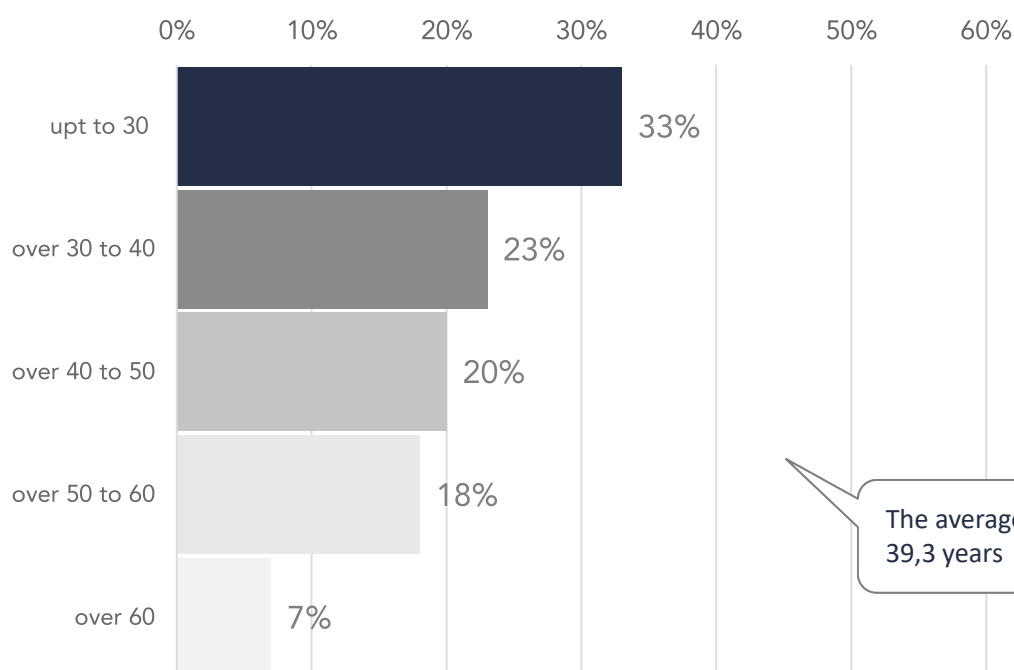


Visitors – Teacher: school type

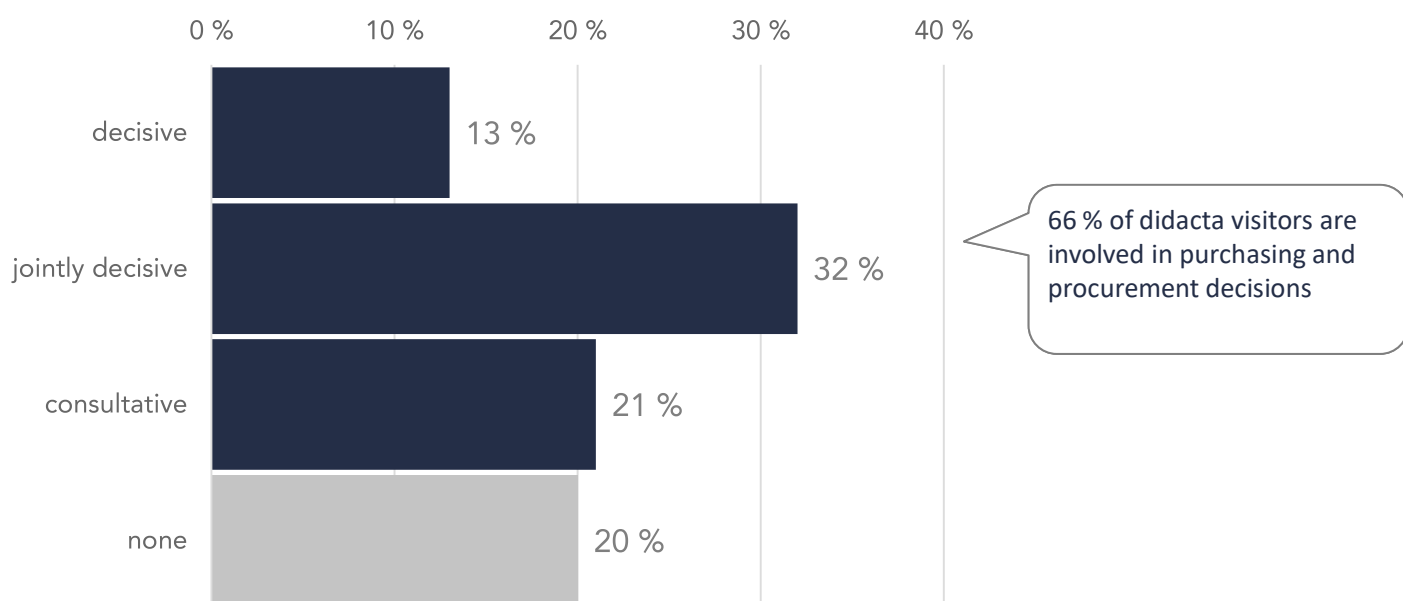




Visitors – Age



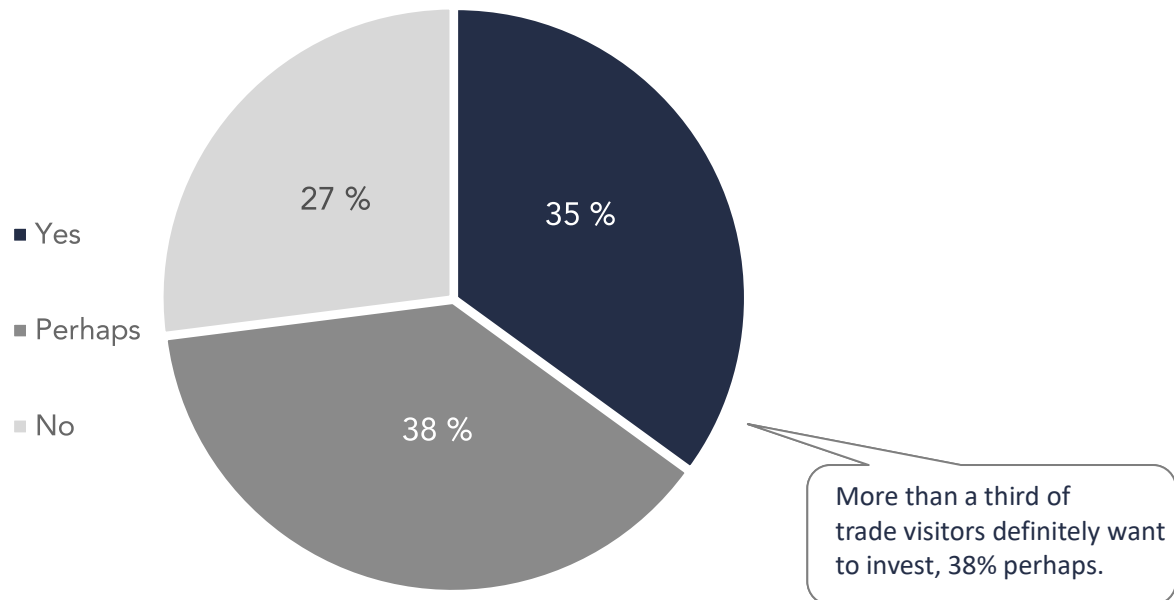
Visitors – Decision making competency*



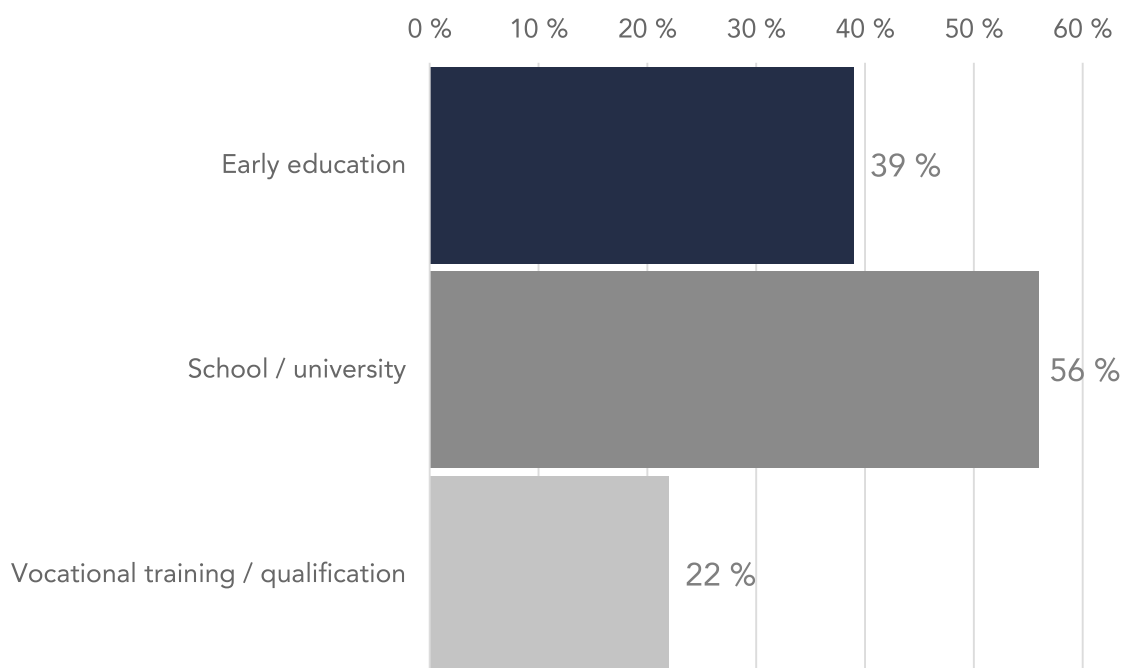
Difference to 100% = pupil/ student/ not working



Visitors – Investment and / or purchase intention

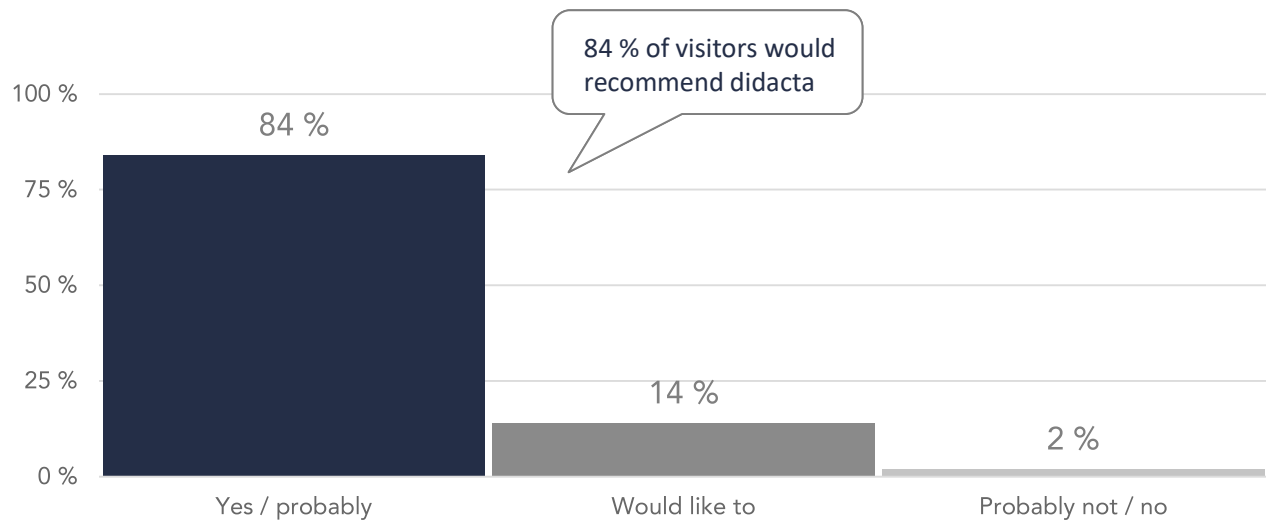


Visitors – Interest in exhibition area

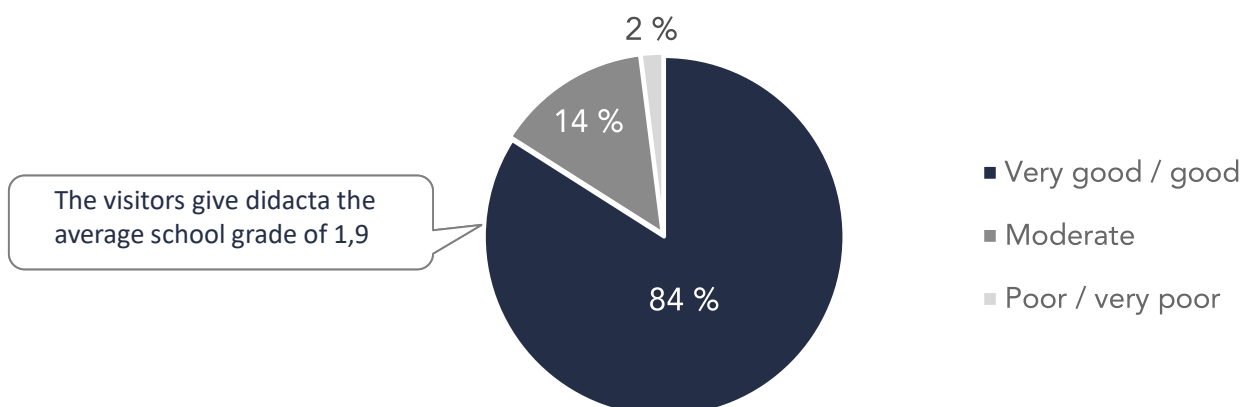




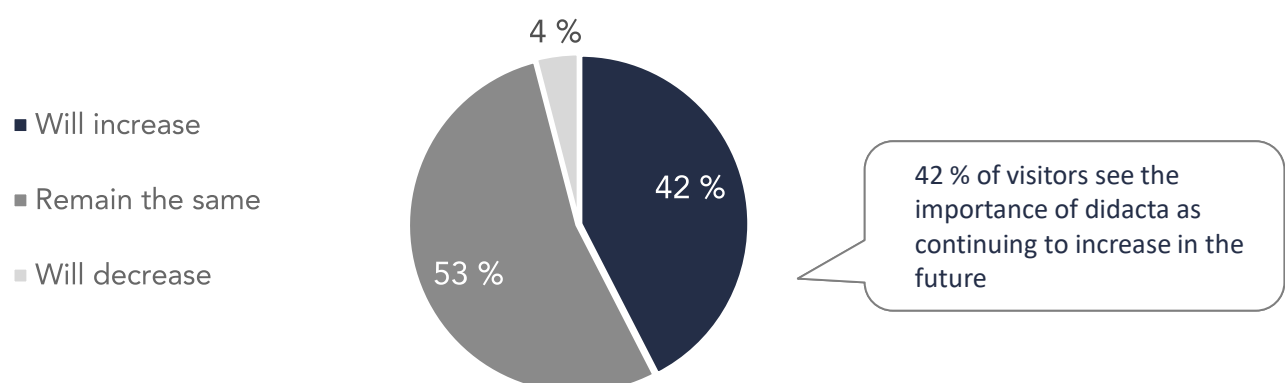
Visitors – Intention of recommendation



Visitors – General assessment



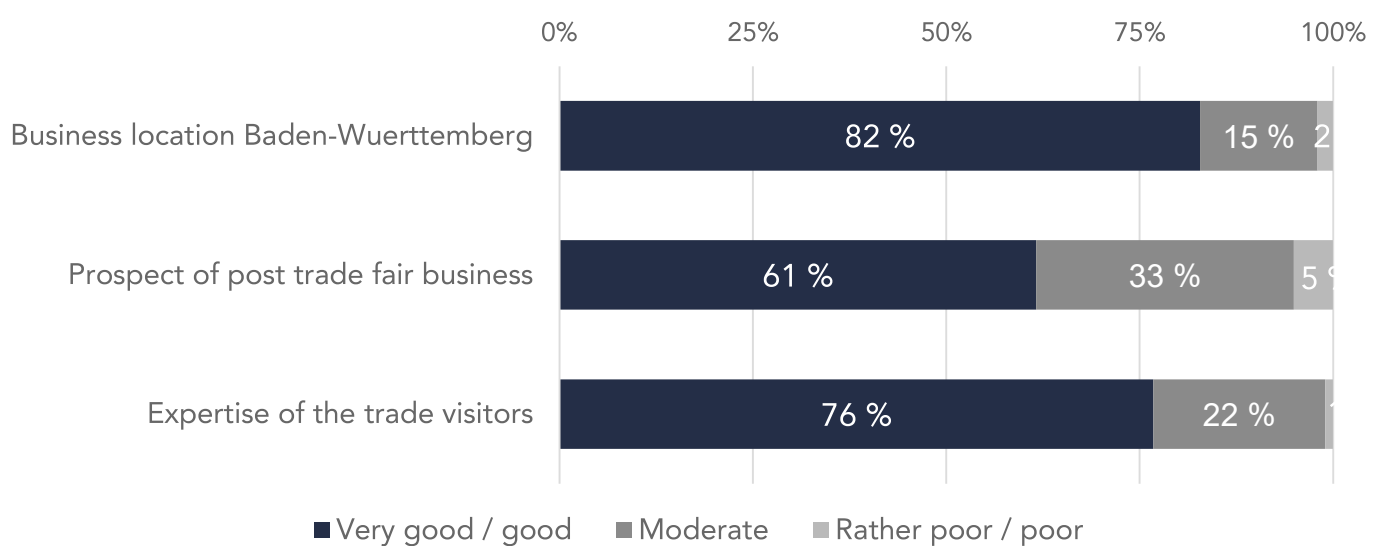
Visitors – Importance





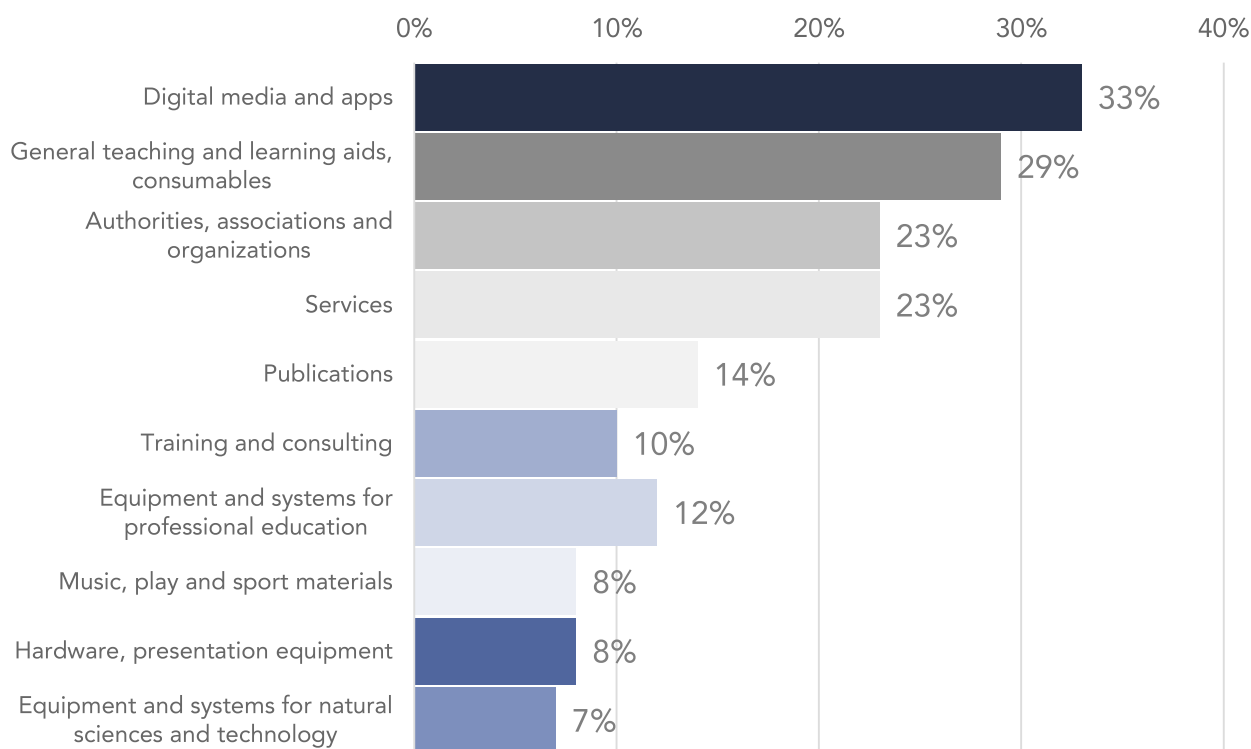
Results of the exhibitor survey

Exhibitors – Assessment of success of the trade fair

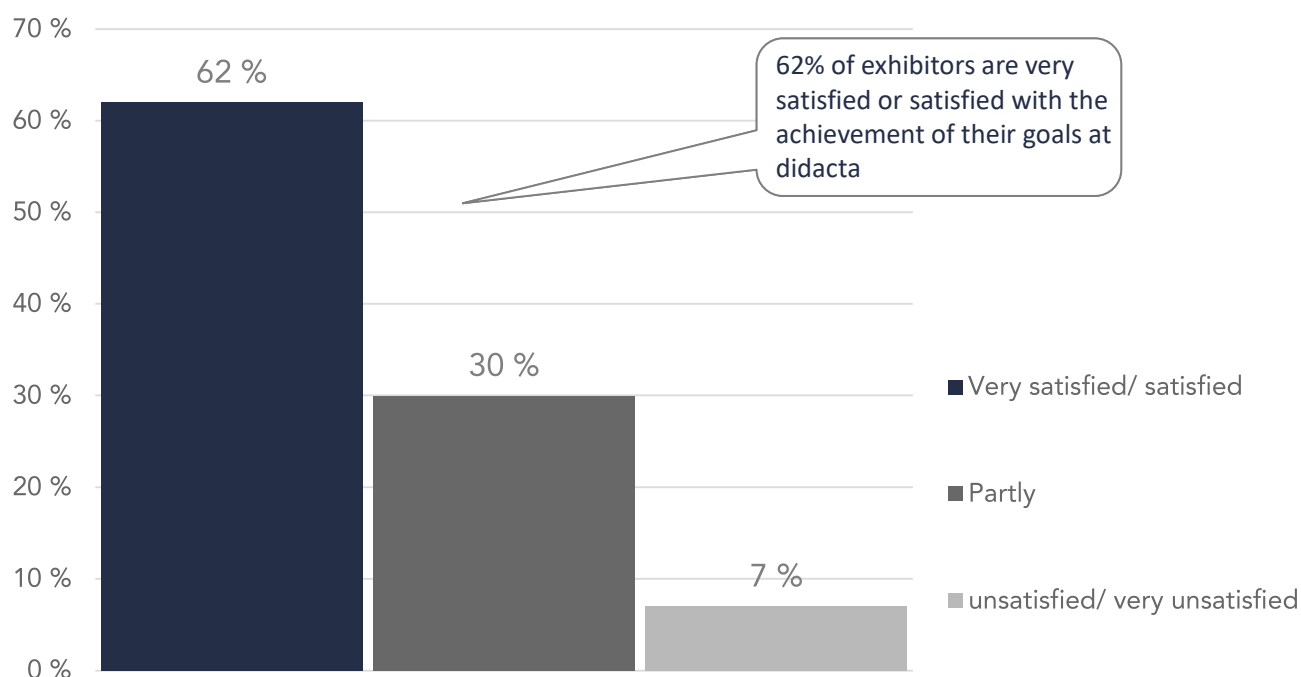




Exhibitors – Services and products offered

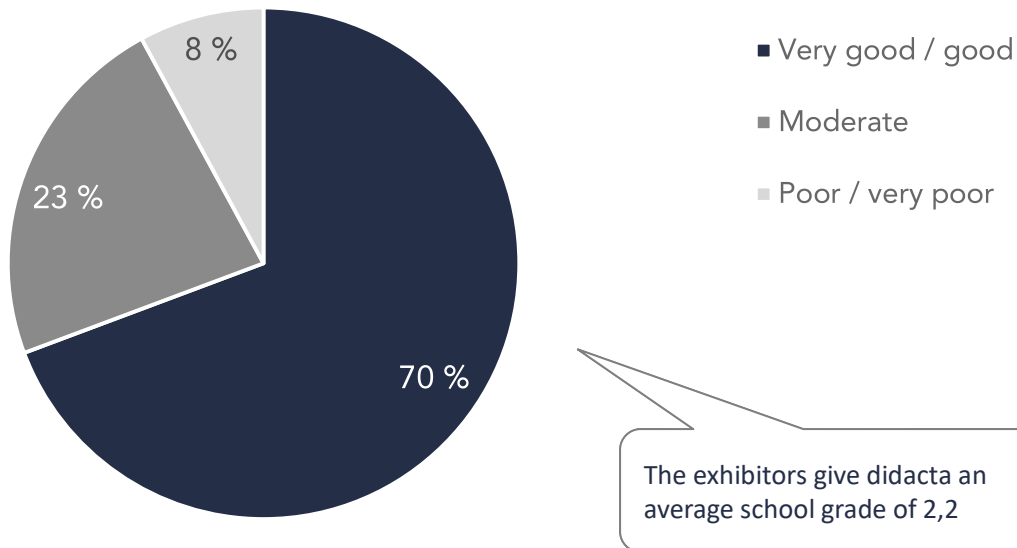


Exhibitors – Goal achievement





Exhibitors – General assessment



Exhibitors – Intention of recommendation

