



Show report

2022

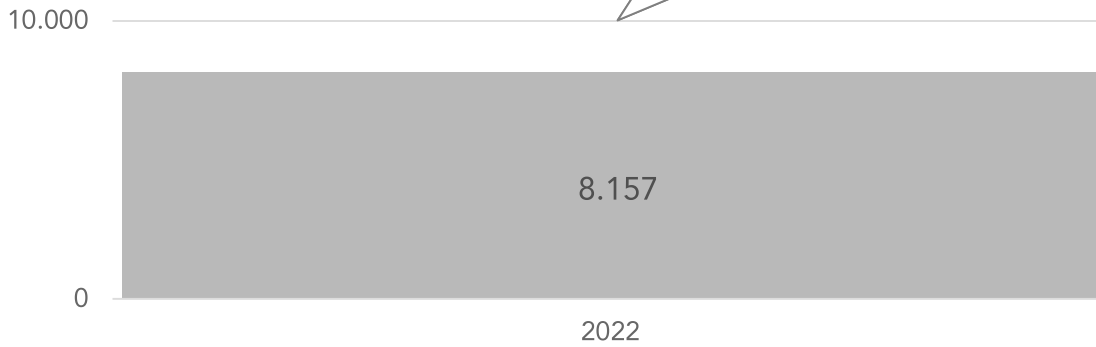




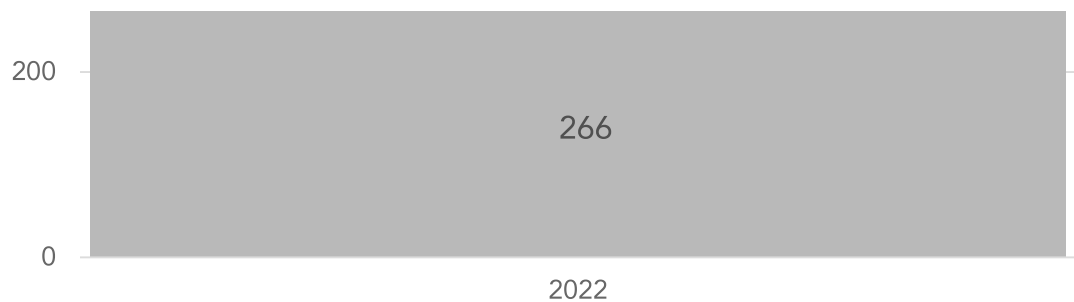
➤ Statistics ➤

266 exhibitors showed their products and services to 8,157 interested visitors on an area of 10,084 sqm.

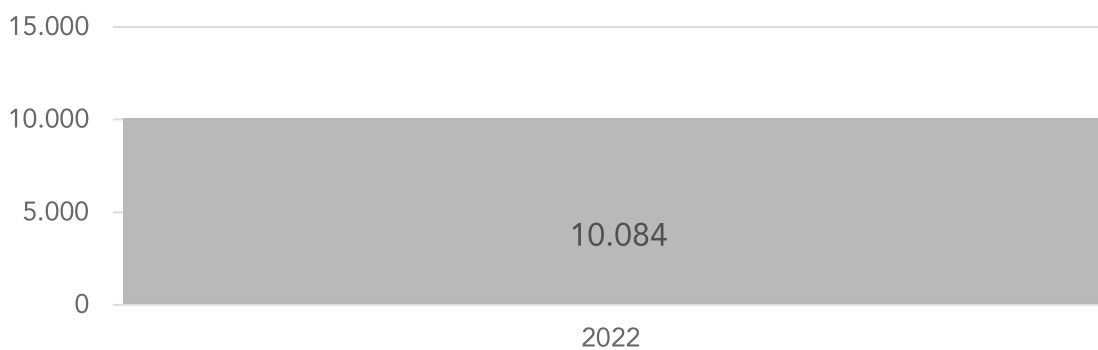
Visitors



Exhibitors



Net exhibition area in sqm

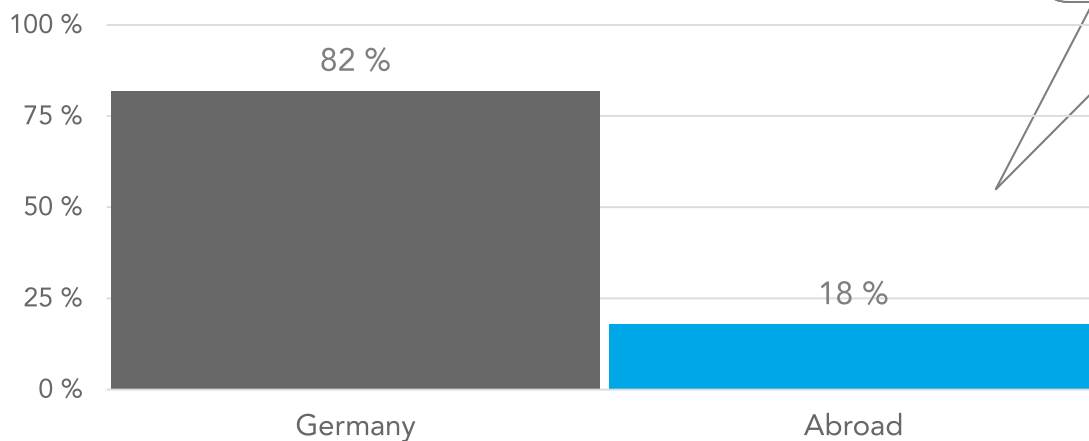




Results of the visitor survey

Visitors

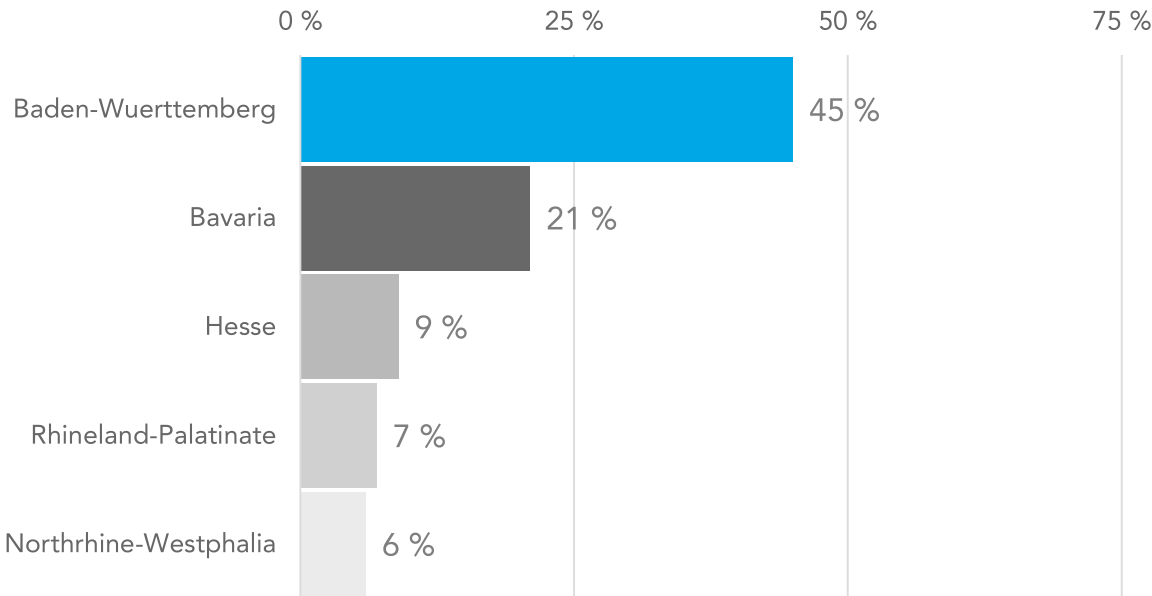
Foreign share



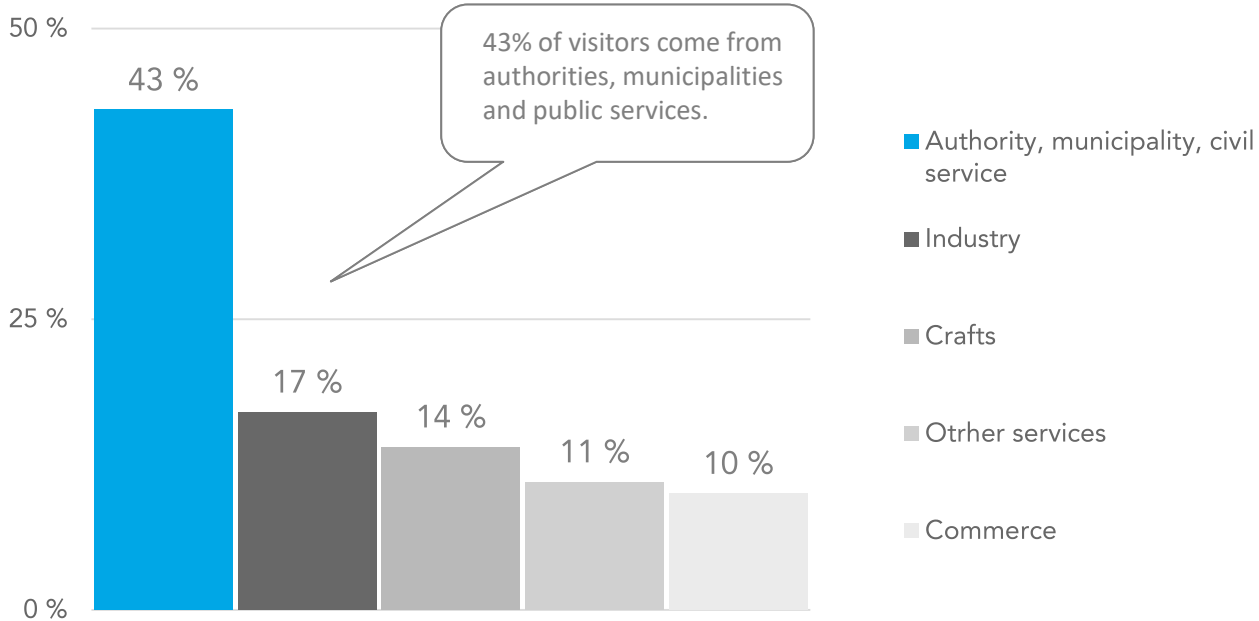
Interbad's foreign share is 18%. Most of the visitors come from Switzerland, Austria and Italy.



Visitors – Federal state TOP 5



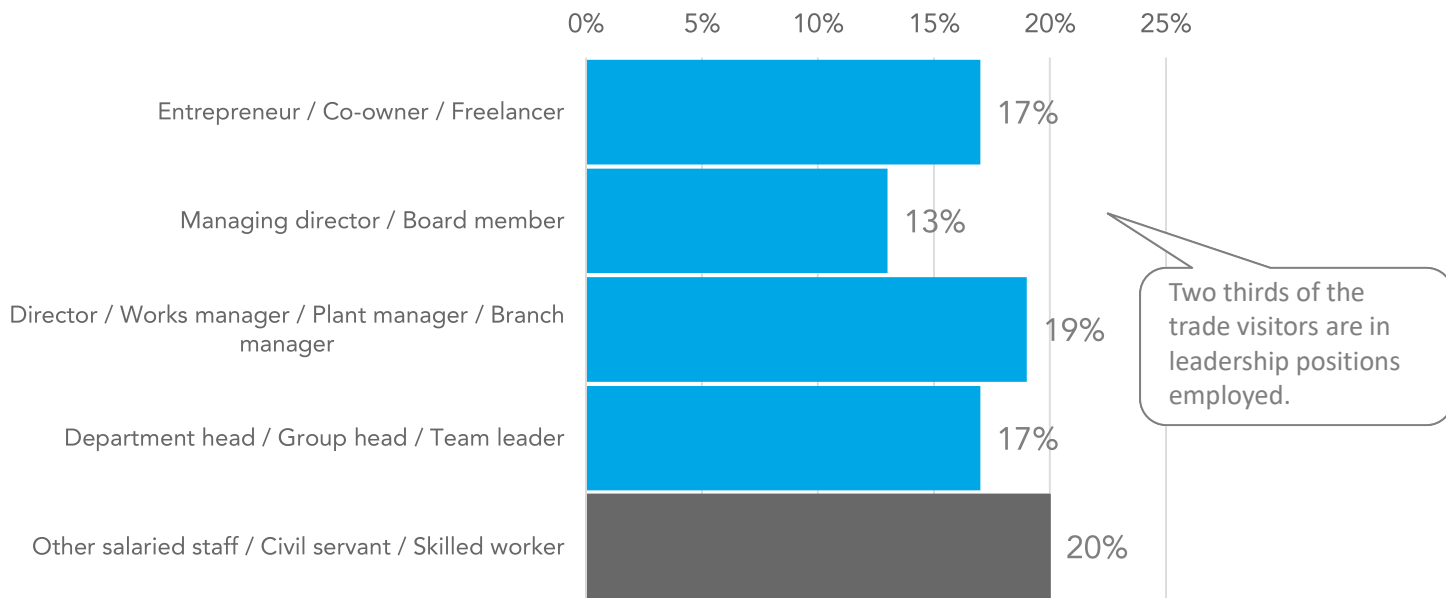
Visitors – Economic sector TOP 5*



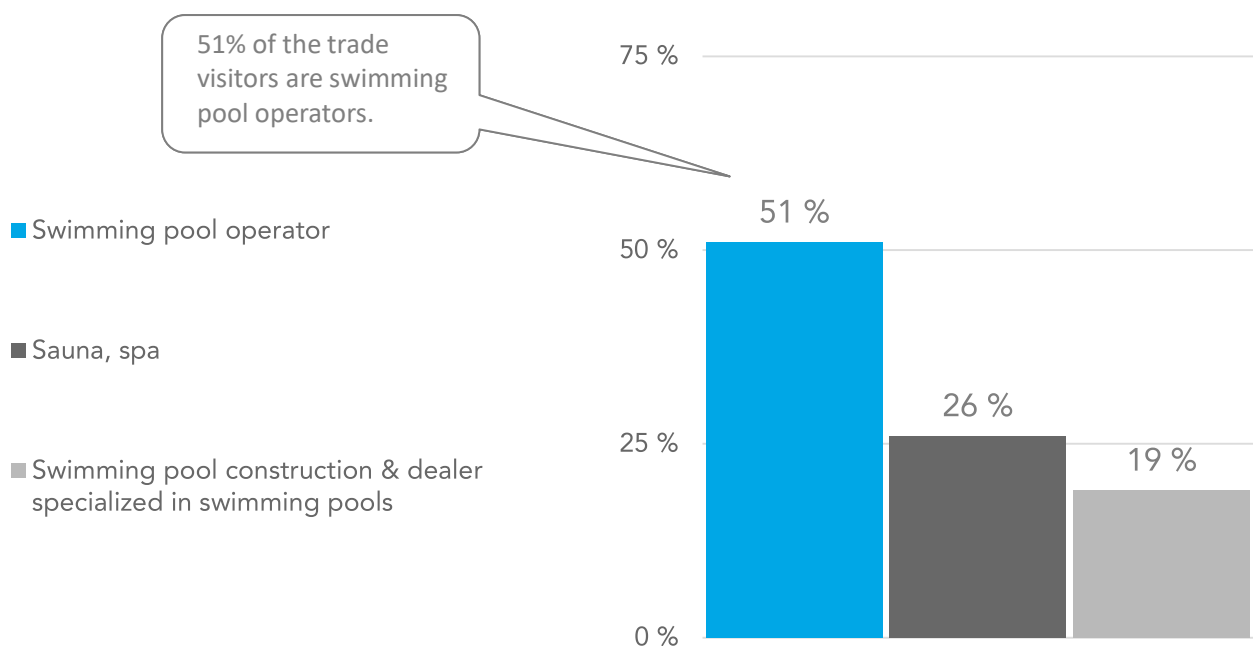
*multiple mention



Visitors – Position in company

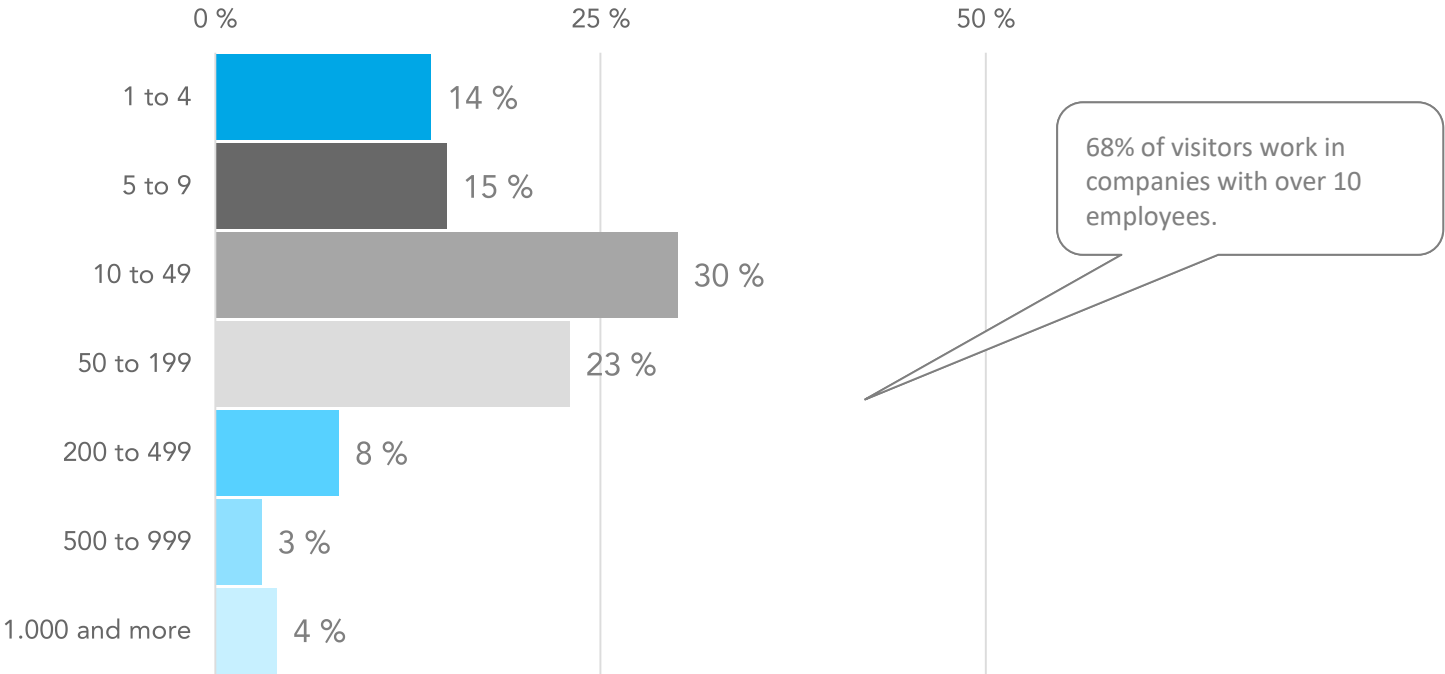


Visitors – Visitor group TOP 3

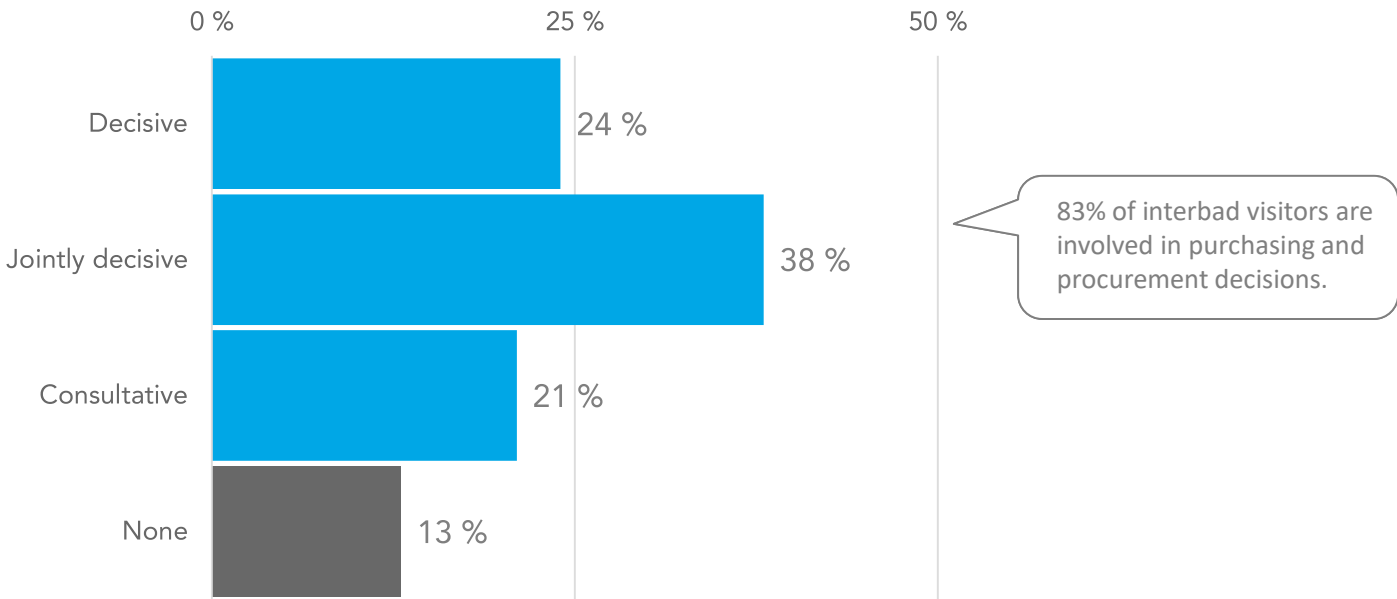




Visitors – Company size



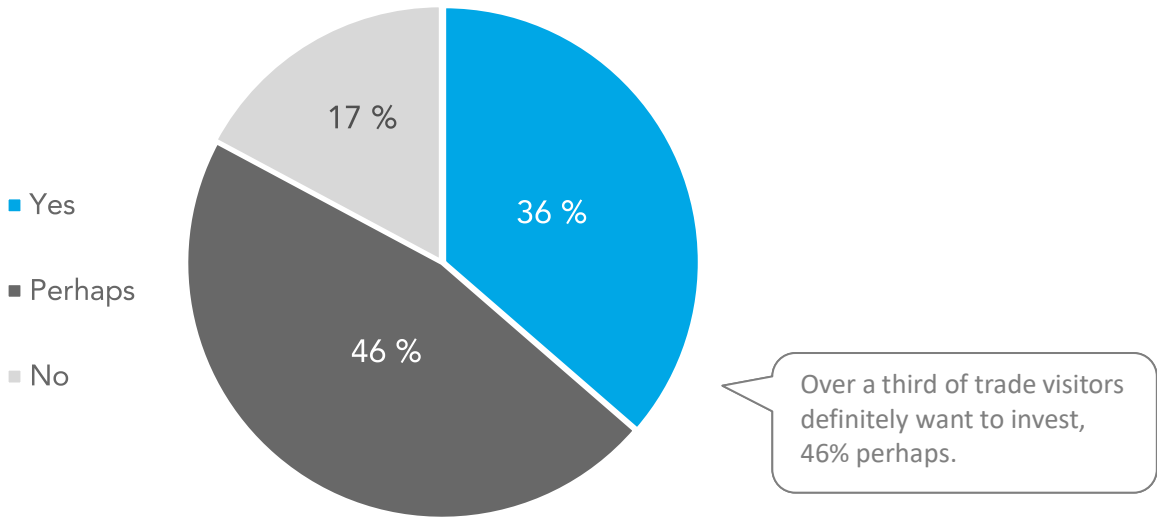
Visitors – Decision-making competency*



*difference to 100% = pupil / student / not working

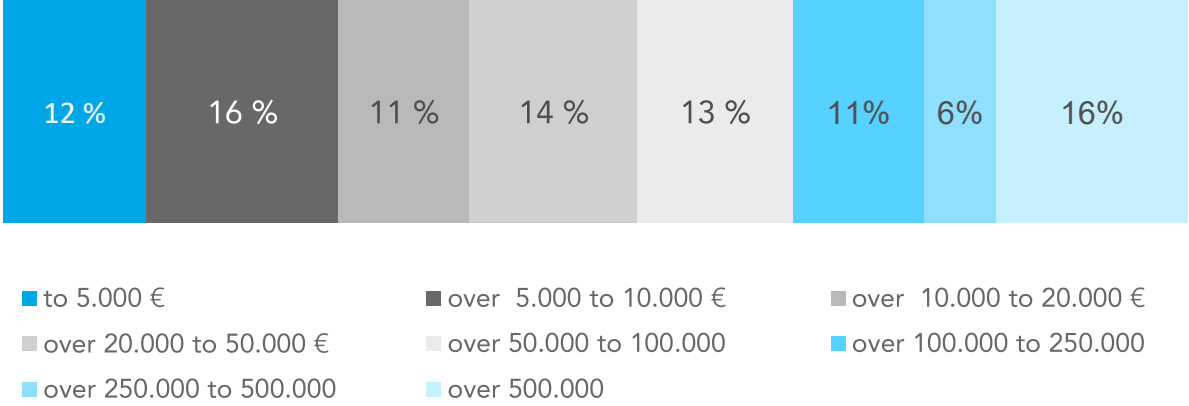


Visitors – Investment and/or purchase intention



Visitors – Investment and purchase volume

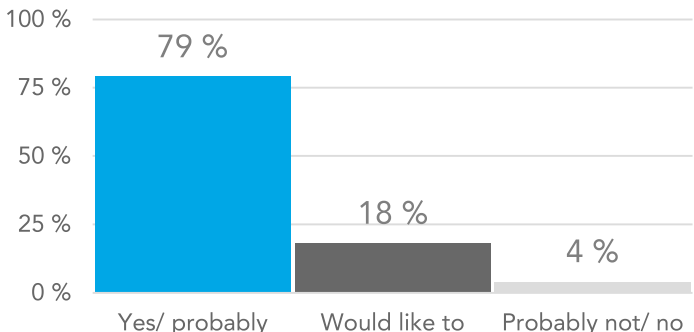
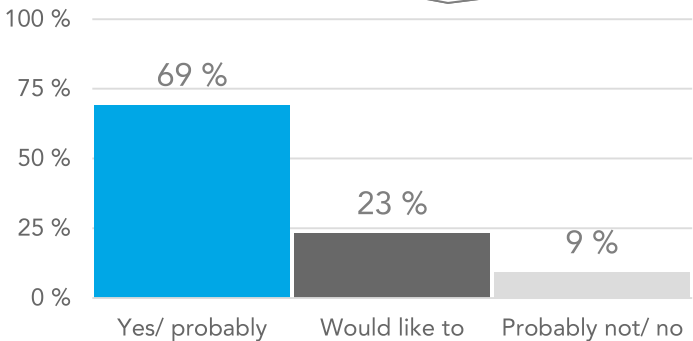
Almost half of the visitors want to invest up to €50,000 at interbad.





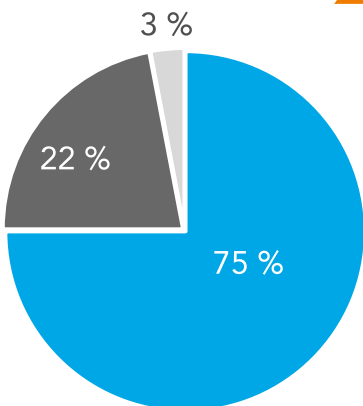
Visitors – Intention of revisitation and Intention of recommendation

69% of visitors would visit interbad again and 79% would recommend it to others.



Visitors – General assessment

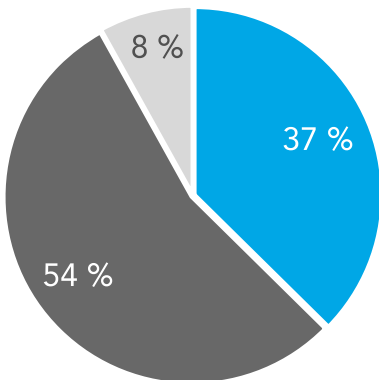
The visitors give interbad a school grade of 2.1.



- Very good/ good
- Moderate
- Poor/ very poor

Visitors – Importance

- Will increase
- Remain the same
- Will decrease

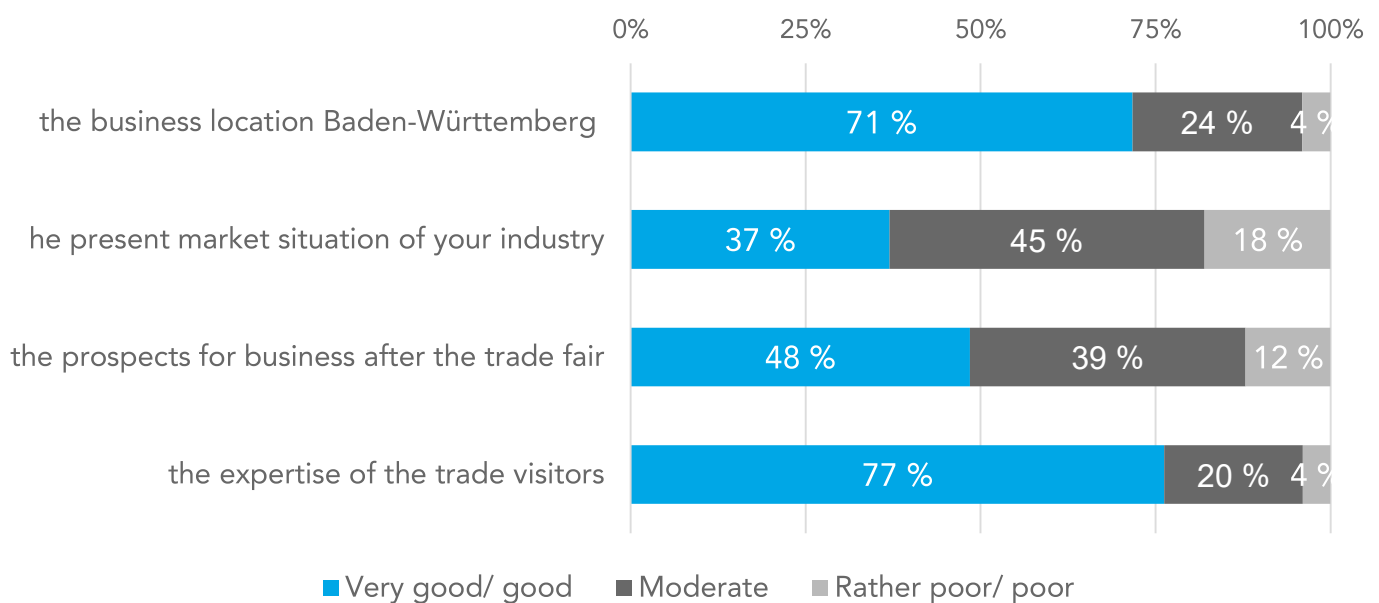


37% of visitors see the importance of interbad as continuing to increase in the future.



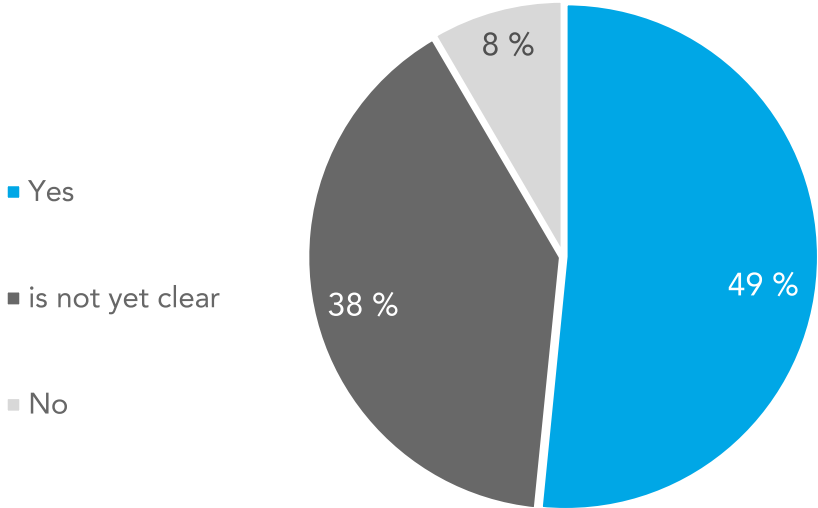
Results of the exhibitor survey

Exhibitors – Assessment of the success of the trade fair





Exhibitors – Intention to reissue *



*Difference to 100%: Someone else in the company decides

Exhibitors – Intention of recommendation

