



Show report

2024

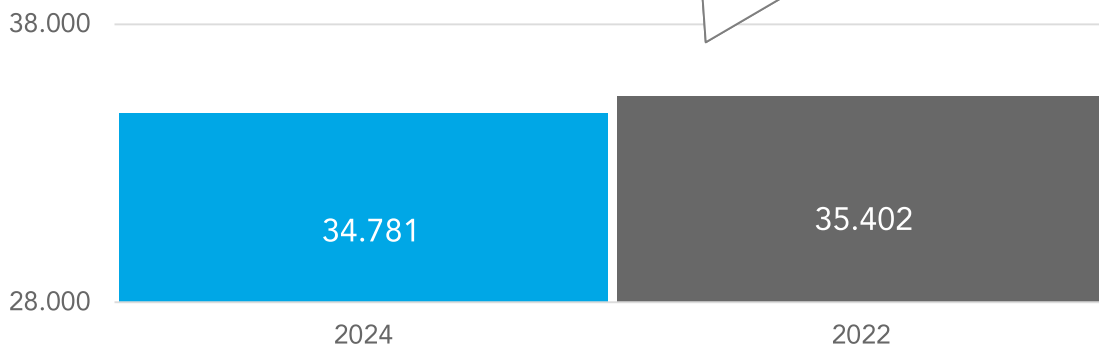




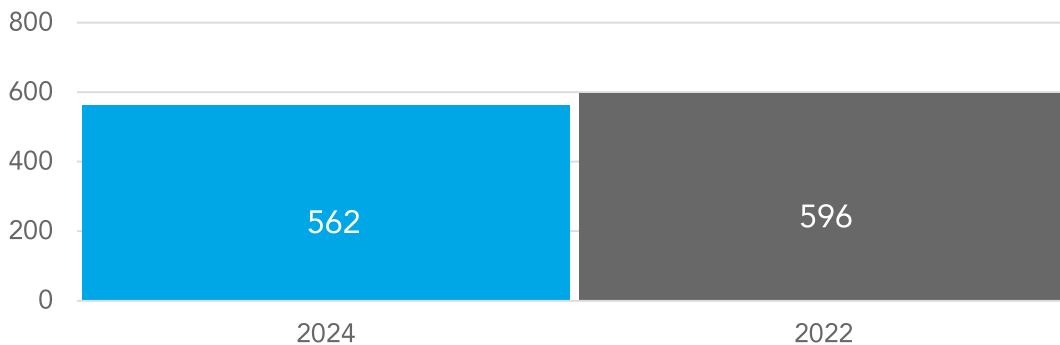
Statistics

This year, 562 exhibitors present their products and services on a net exhibition area of 27.237m² to 34.781 interested visitors.

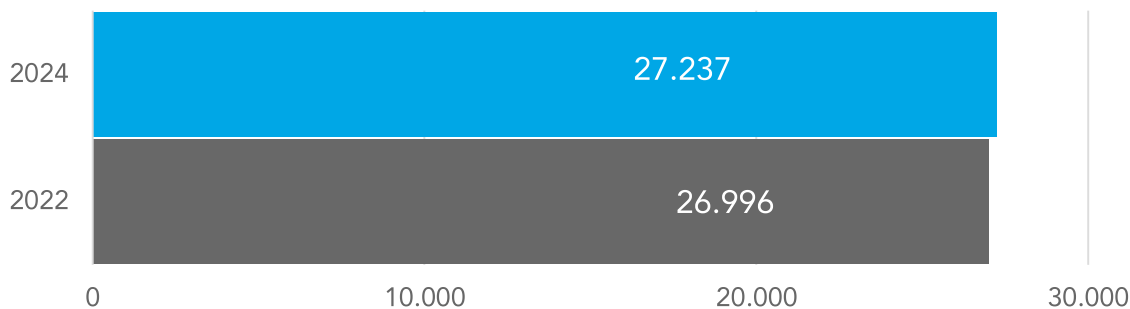
Visitors



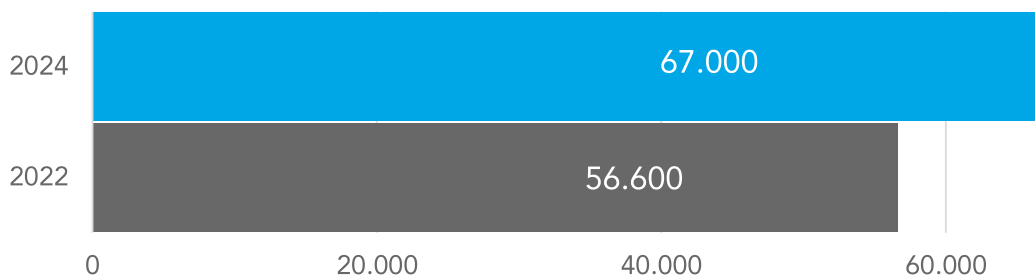
Exhibitors



Net exhibition area in m²



Gross exhibition area in m²

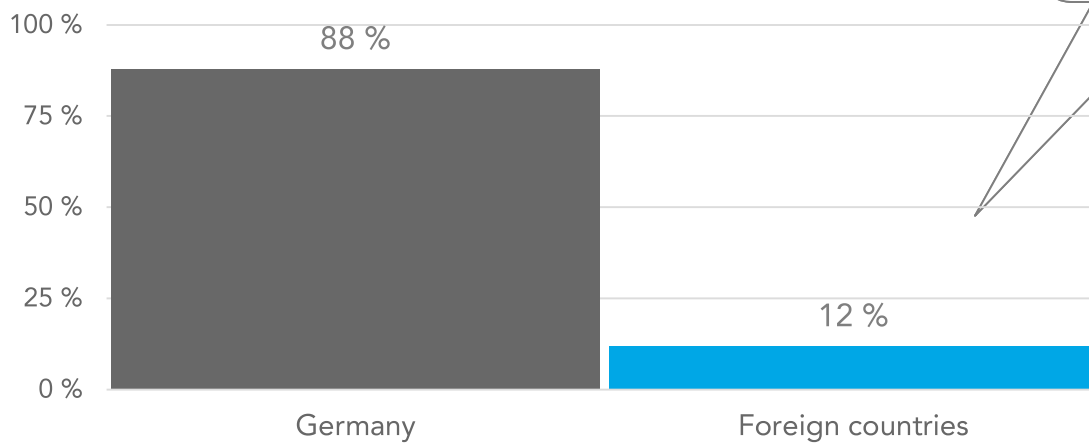




Visitor survey

Visitor survey – Catchment area

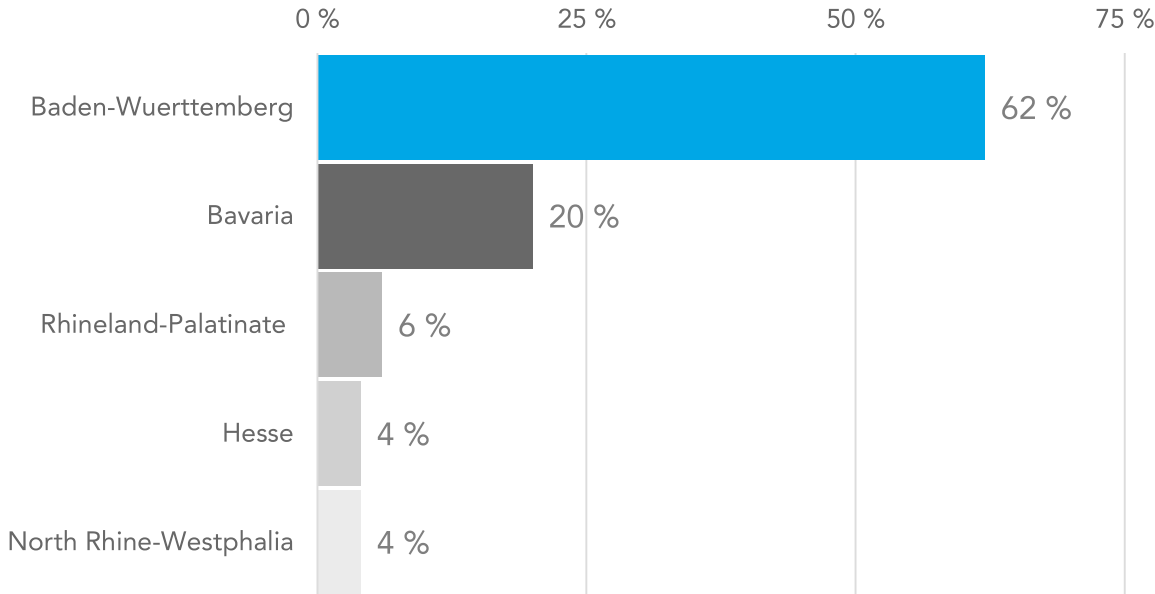
International Share



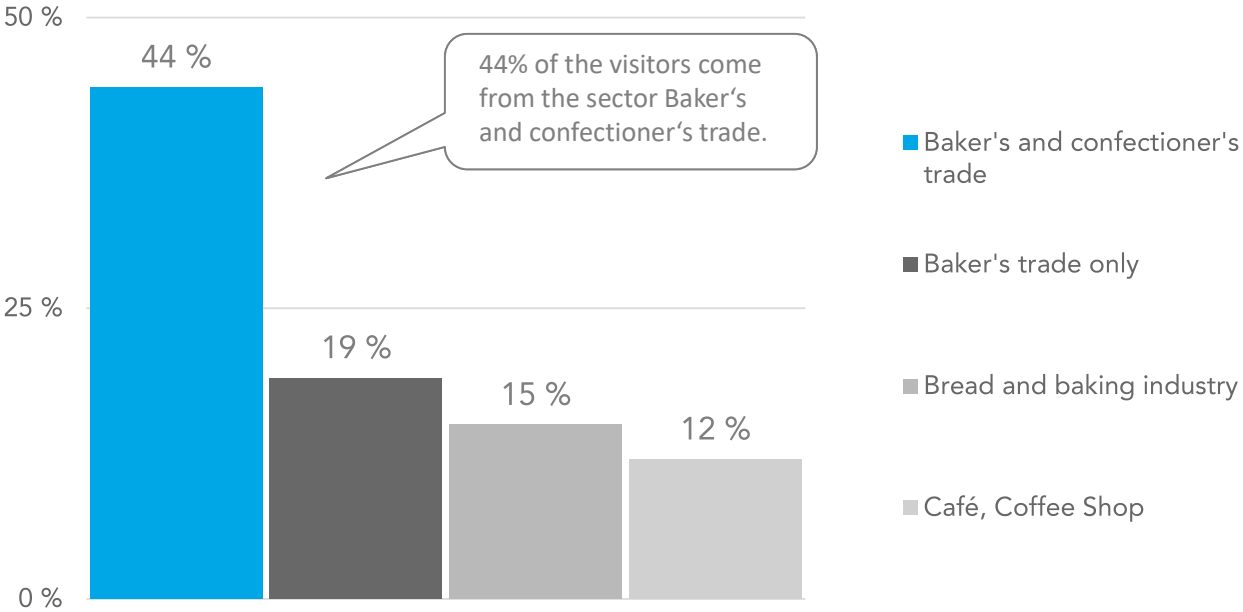
The foreign share of südback is 182%. Most visitors come from Austria, Switzerland, Poland, Italy and the Netherlands.



Visitor survey – TOP 5 Federal states



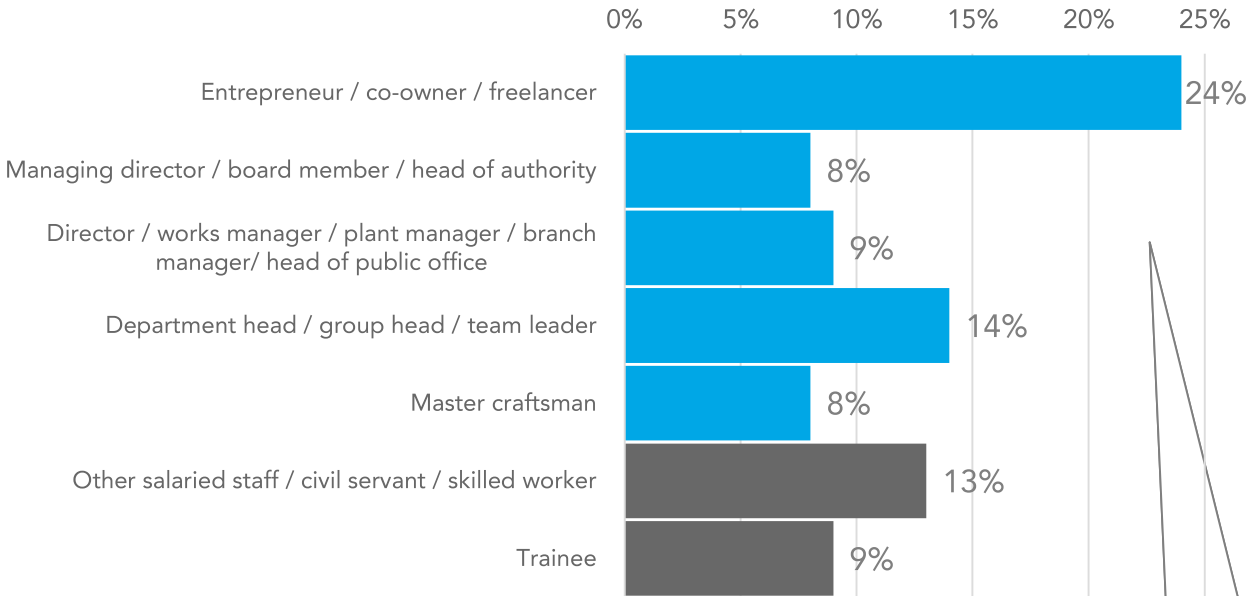
Visitor survey – Economic sector TOP 4*



*Multiple choice



Visitor survey – Position in company*

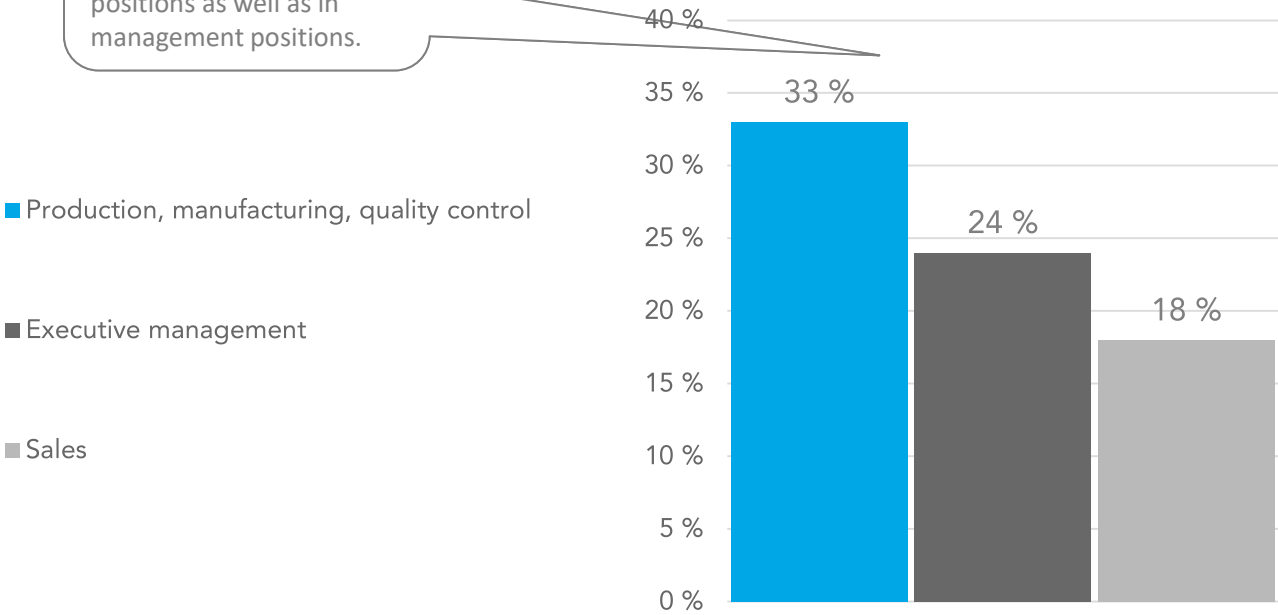


*Only figures from 5%

More than half of the visitors work in management positions.

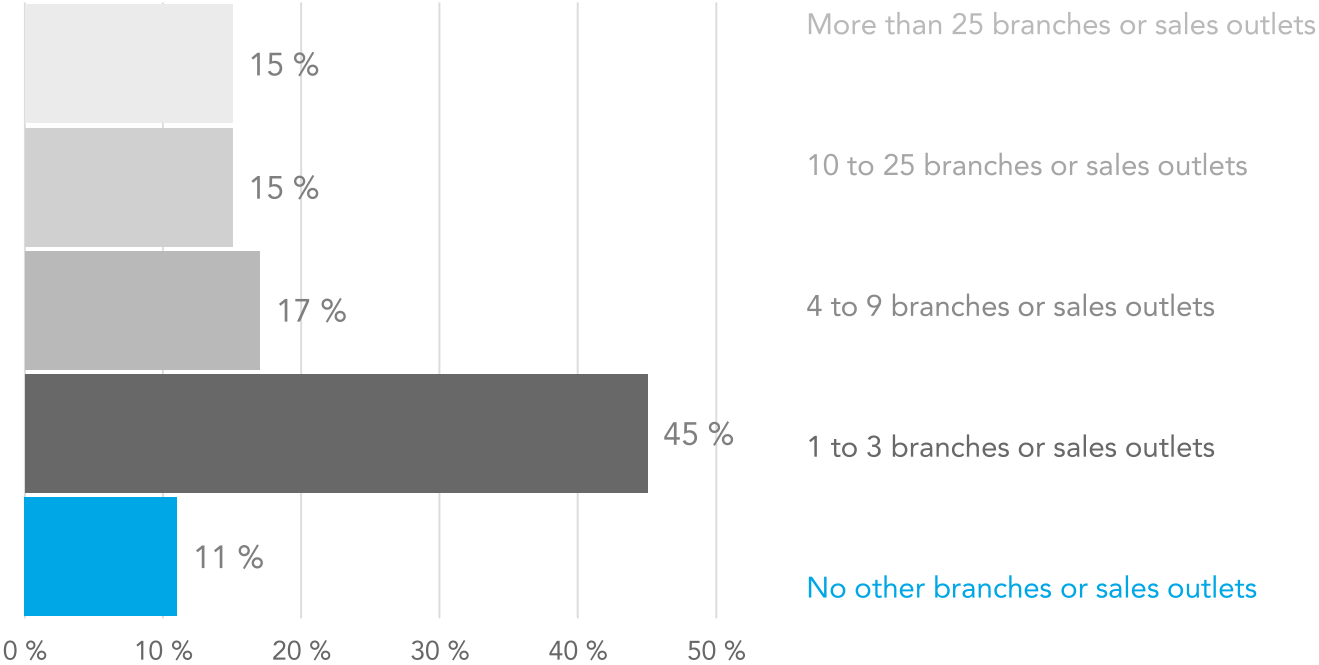
Visitor survey – Area of responsibility TOP 3

The visitors work mainly in production, manufacturing and quality control positions as well as in management positions.

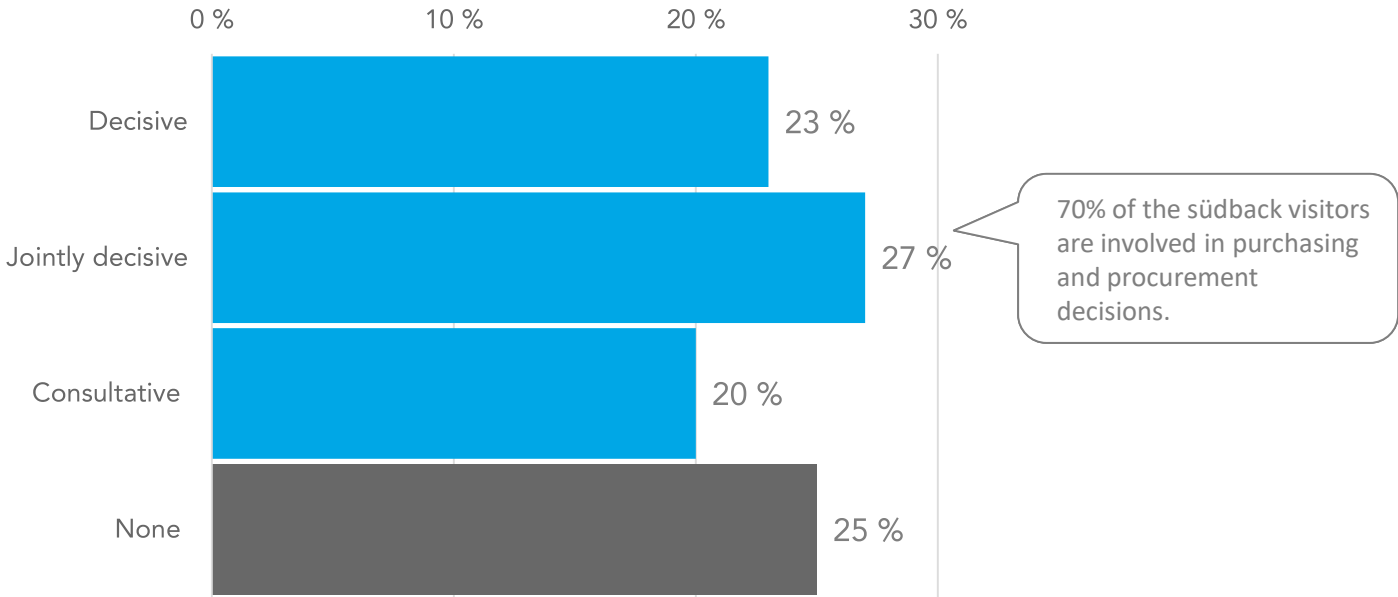




Visitor survey – Branches or sales outlets



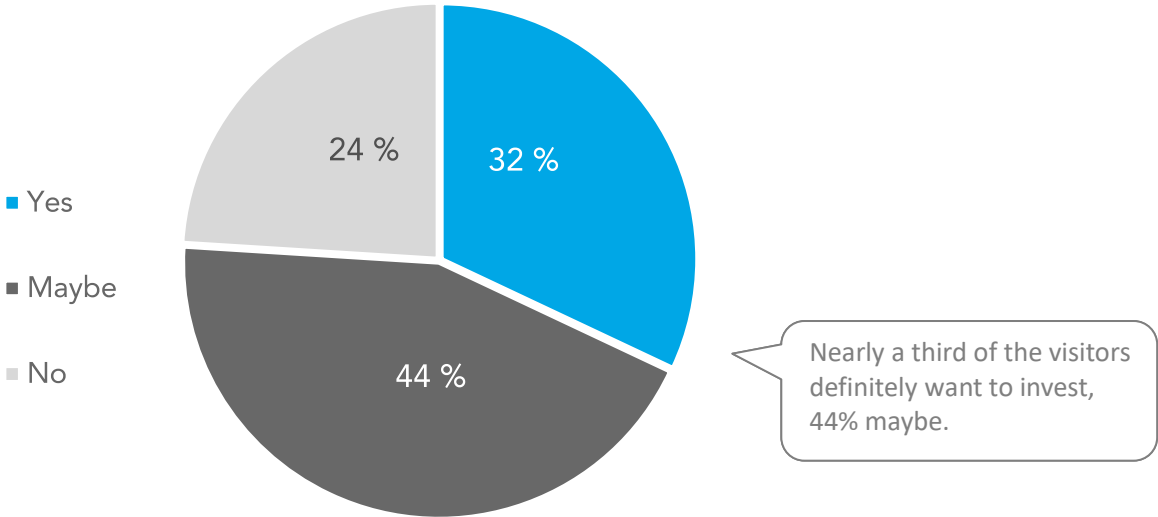
Visitor survey – Decision-making competency*



*Difference to 100% = Pupil / student / not working

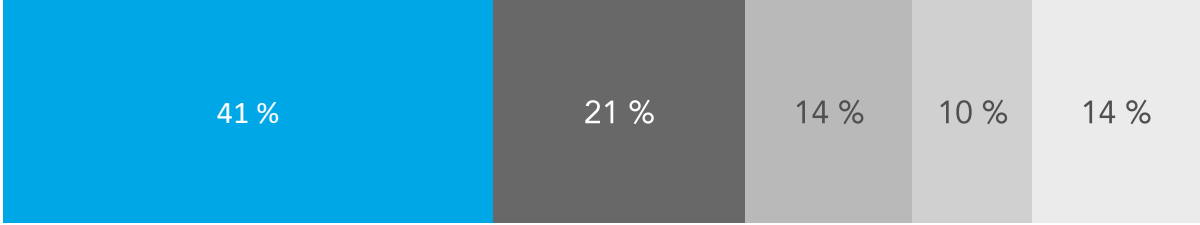


Visitor survey – Intention to invest / purchase



Visitor survey – Investment volume

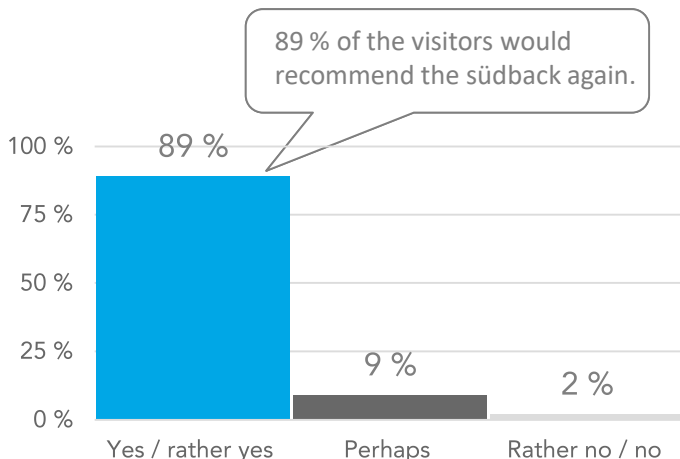
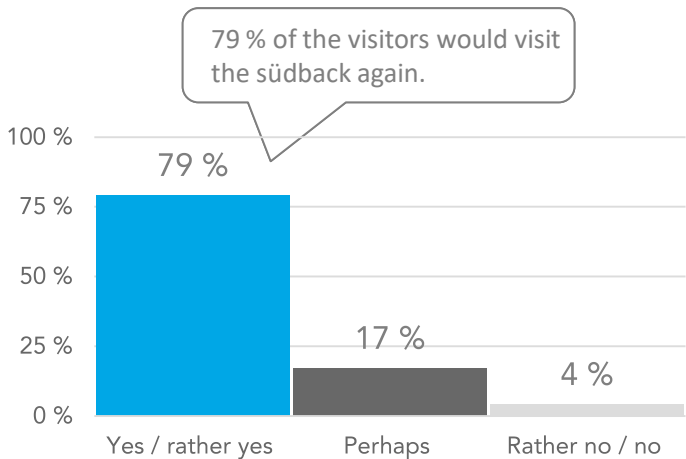
Well over half of the visitors want to invest up to € 20,000.



- Up to 10.000 €
- Between 10.000 to 20.000 €
- Between 20.000 to 50.000 €
- Between 50.000 to 100.000 €
- More than 100.000 €

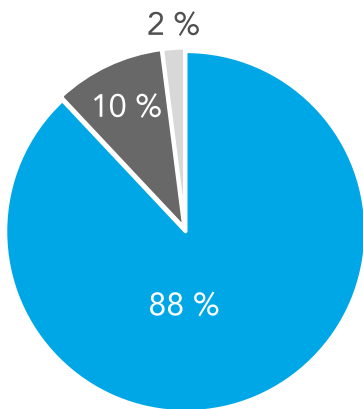


Visitor survey – Intention to re-visit and recommend



Visitor survey – General assessment

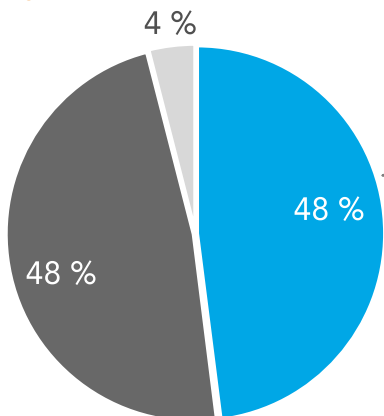
The visitors rate the südback with an 1.8.



- Very good / good
- Moderate
- Rather poor / poor

Visitor survey – Importance of südback

- Importance will increase
- Importance will remain the same
- Importance will decrease

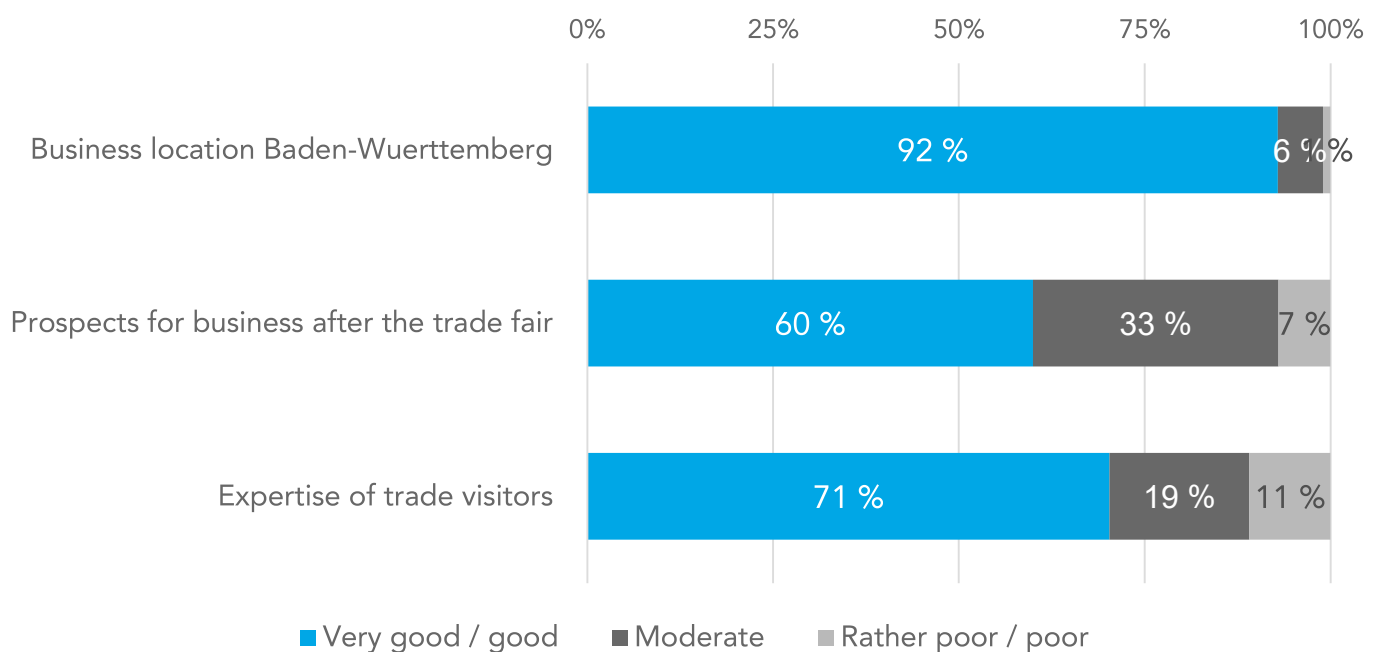


48% of the visitors see the importance of südback increase also in the future.



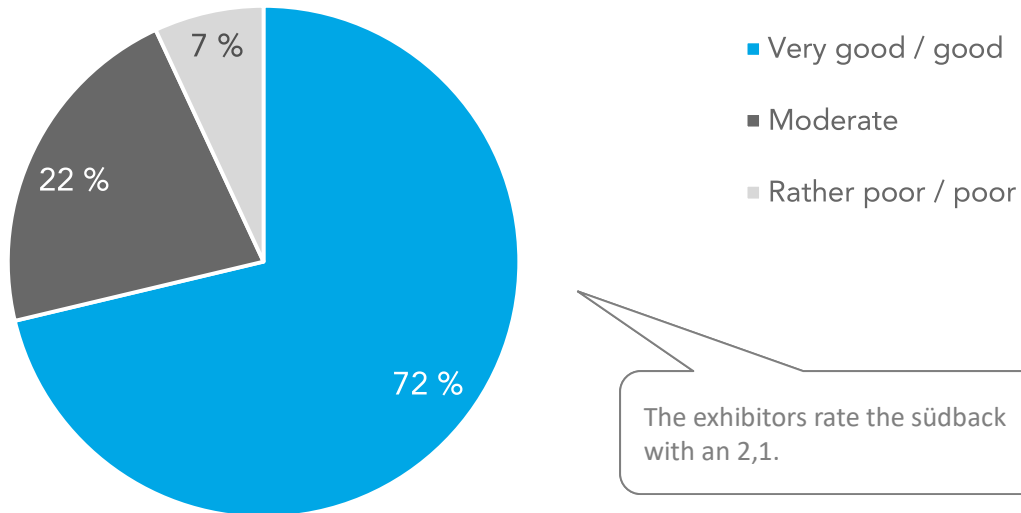
Exhibitor survey

Exhibitor survey – Assessment of business success





Exhibitor survey – General assessment



Exhibitor survey – Intention of recommendation

