

FOODEXPO.DK

Foodexpo 2018 Analysis



Analysis 2018

Analysis design

The analysis has been conducted as a survey of visitors and exhibitors at Foodexpo 2018.

Number of respondents

The calculations are based on responses from 1,820 visitors and 204 exhibitors at Foodexpo 2018. There were a total of 26,178 visitors and 571 exhibitors.

The course of the analysis

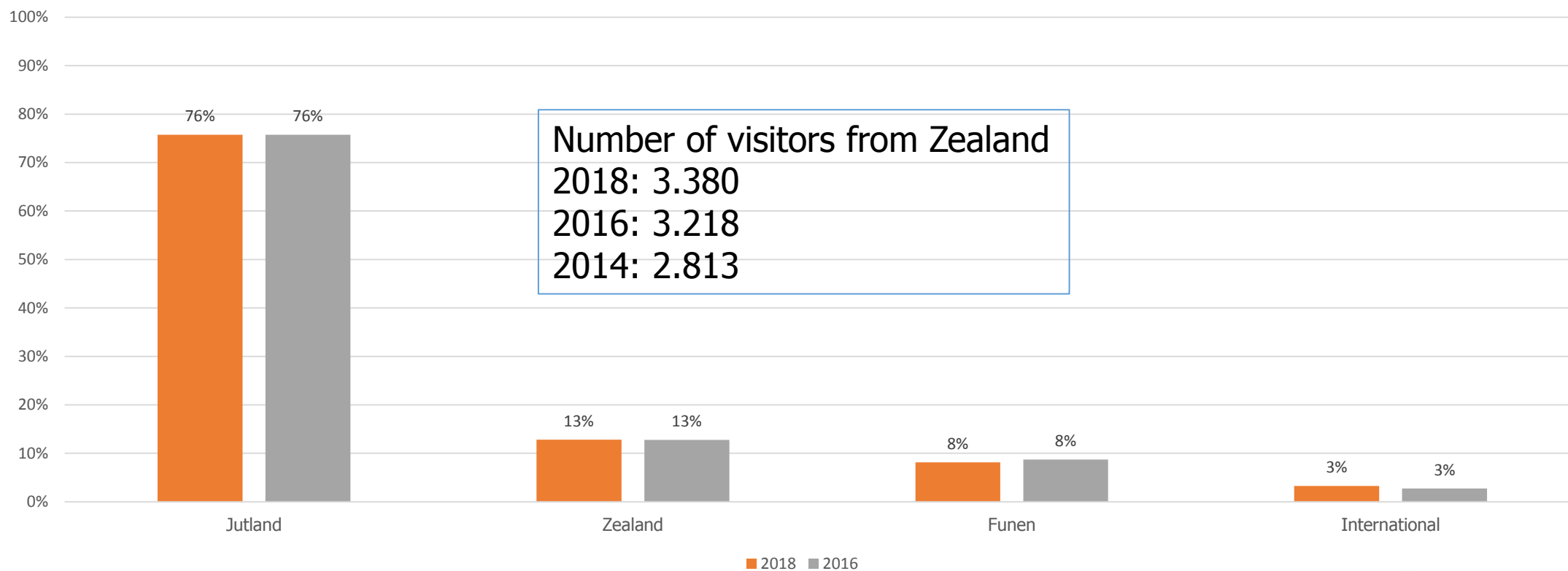
The data collection took place in continuation of the fair, which was held March 18th-20th 2018. MCH Messecenter Herning has carried out the analytical work, which ended May 1st, 2018.



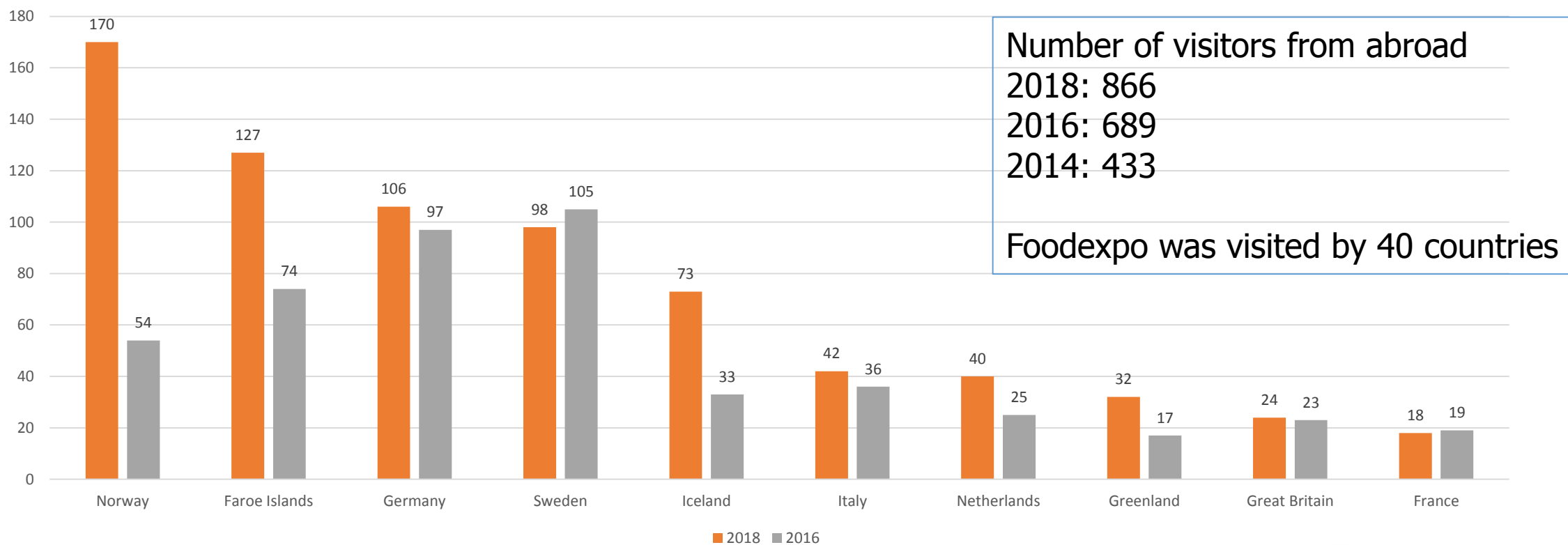
In general

	2018	2016	2014
Number of visitors	26.178	25.822	24.243
Unigue visitors	24.300	24.513	22.613
Pre registration	35.660	40.000	38.575
Press	93	123	114
Number of exhibitors	571	498	420

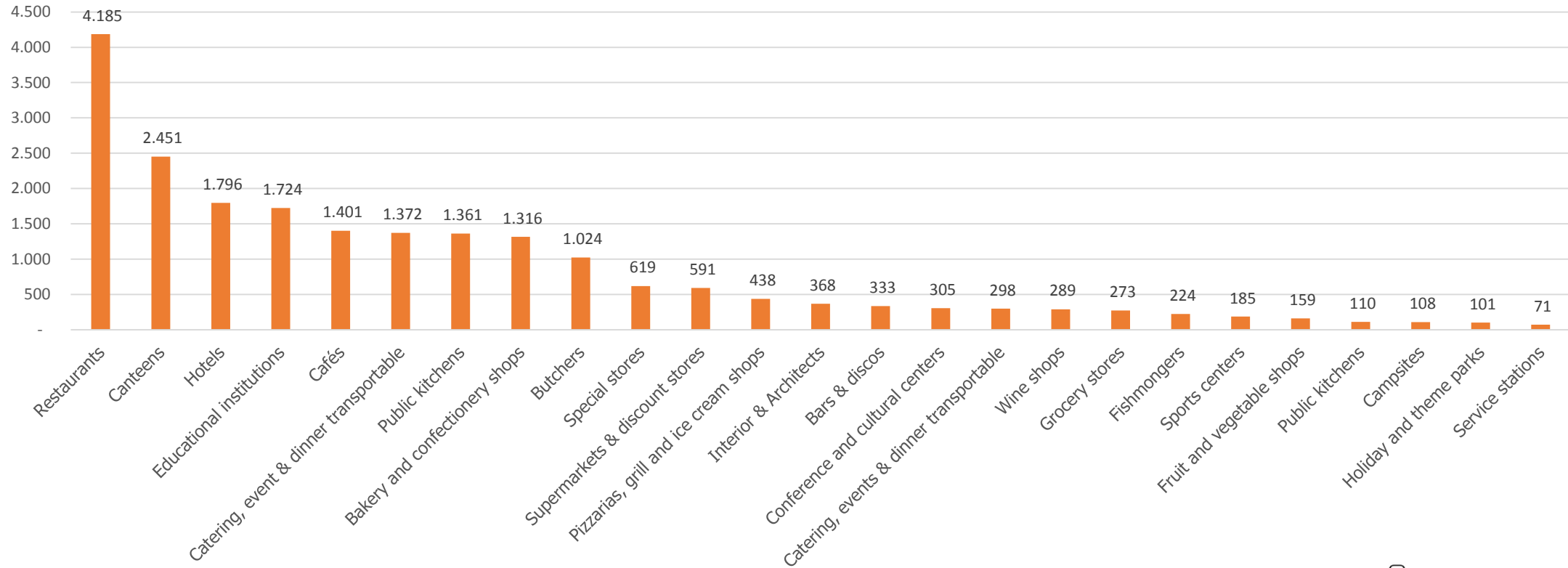
Pattern of visitors - geographical



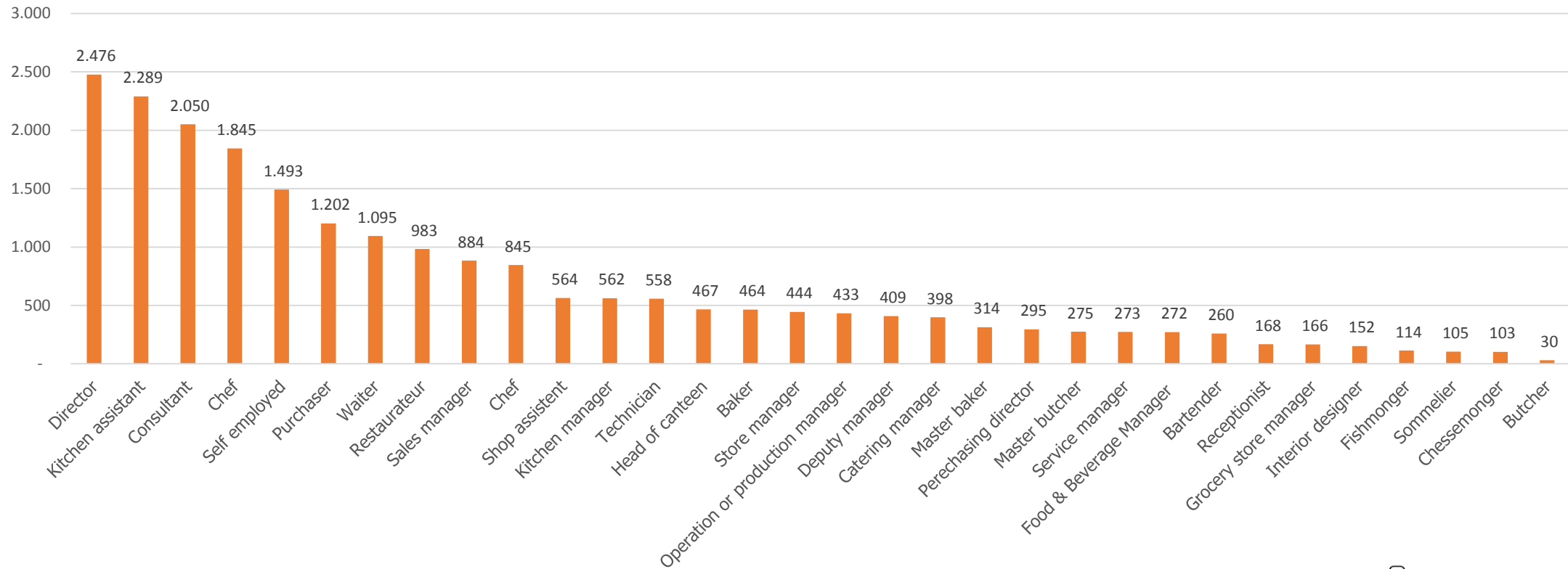
Pattern of visitors – countries



Visitors – Top 25 industries

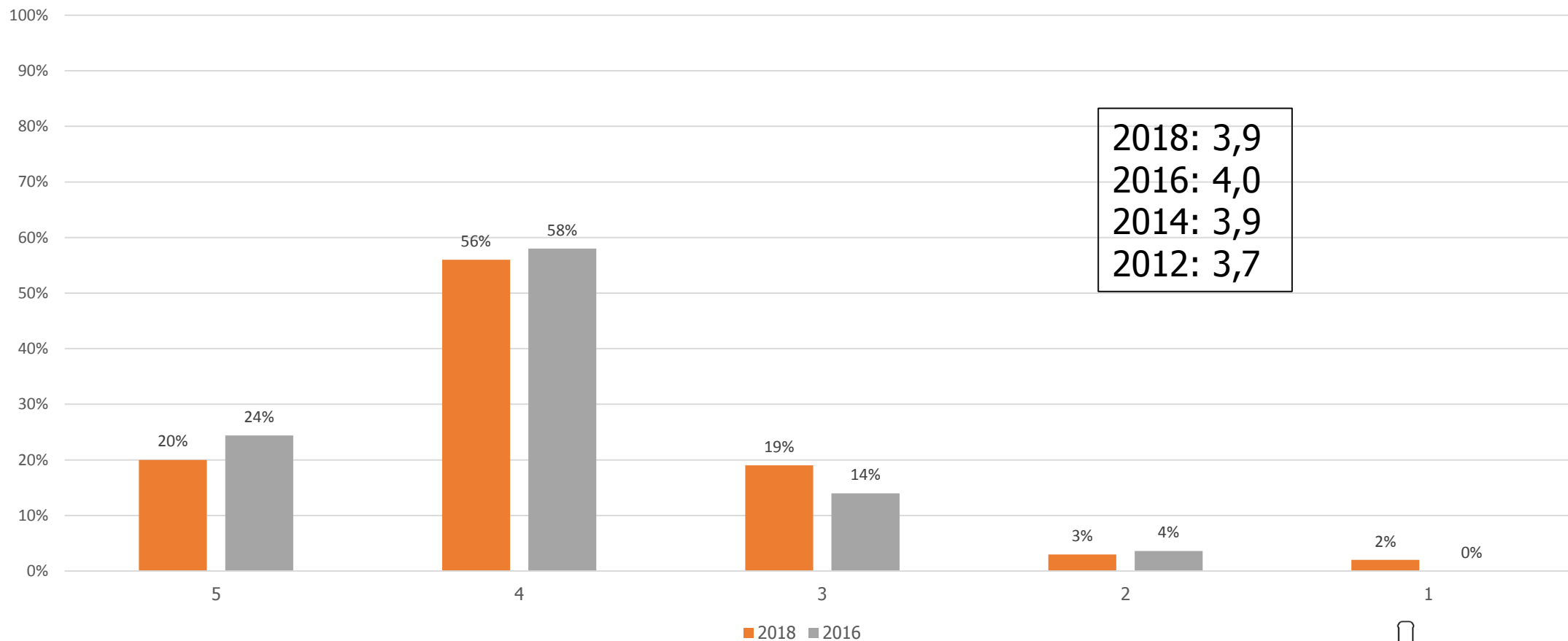


Visitors – Positions

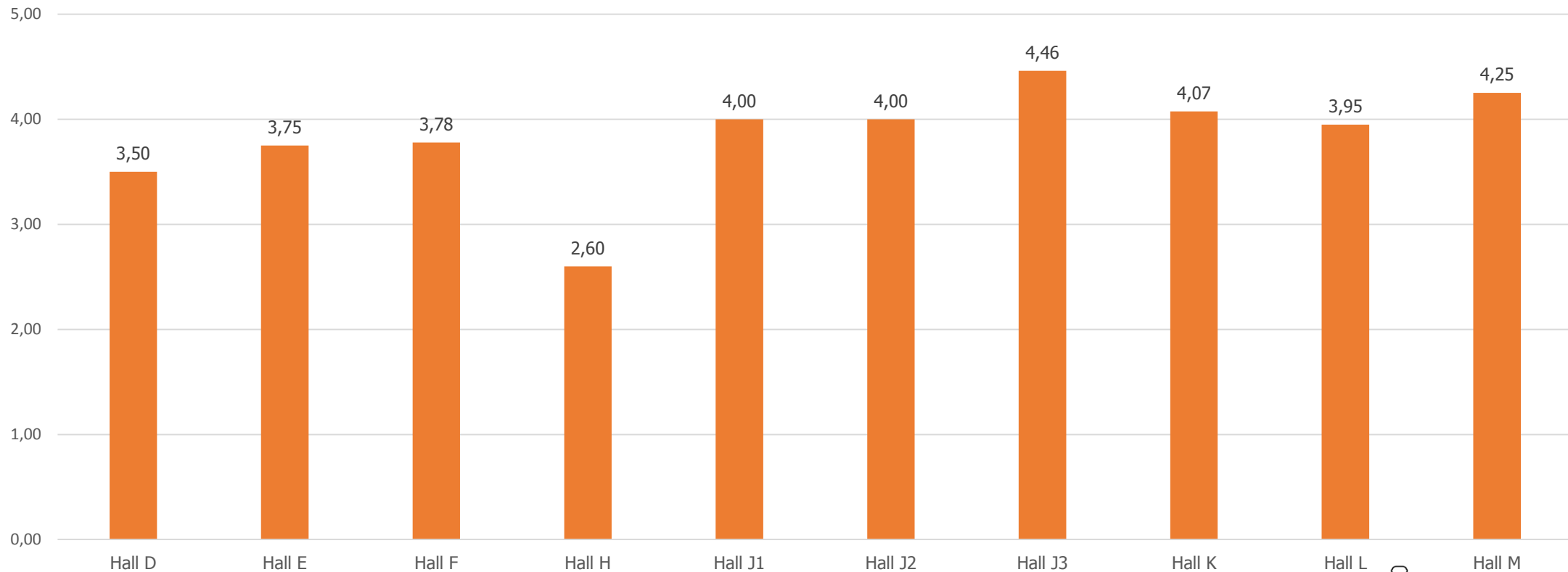


Exhibitor analysis

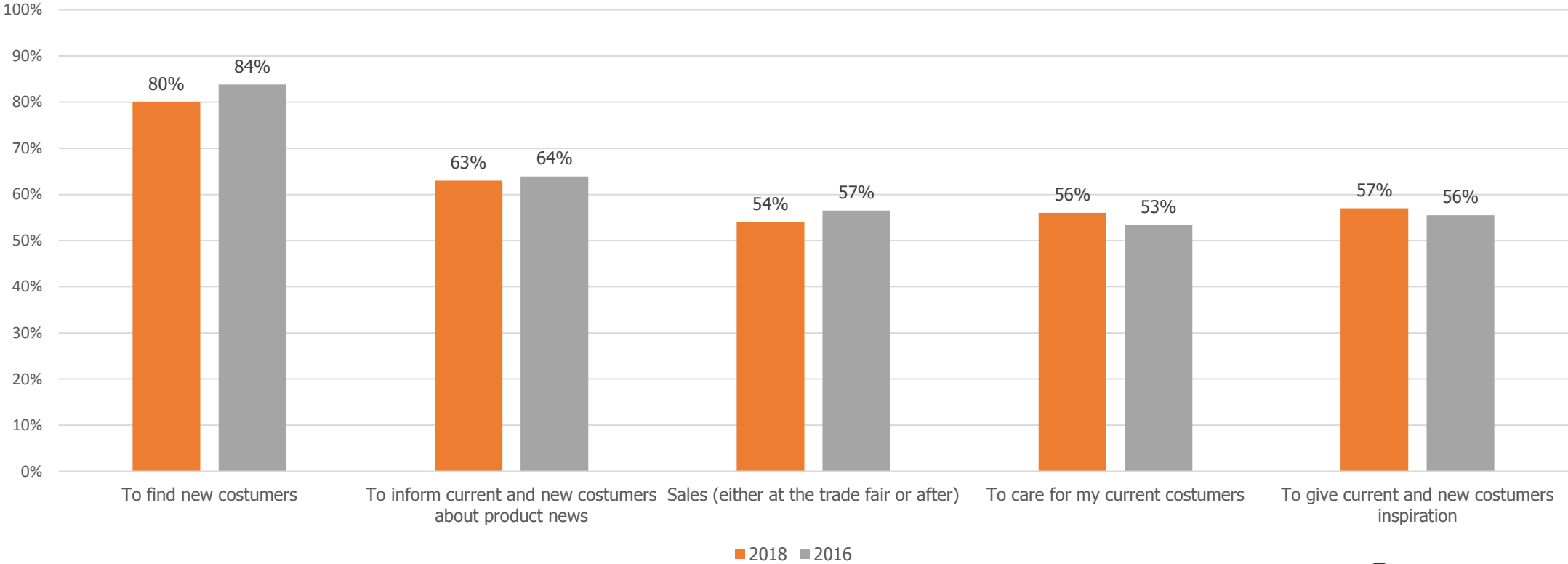
Evaluation of Foodexpo – exhibitors



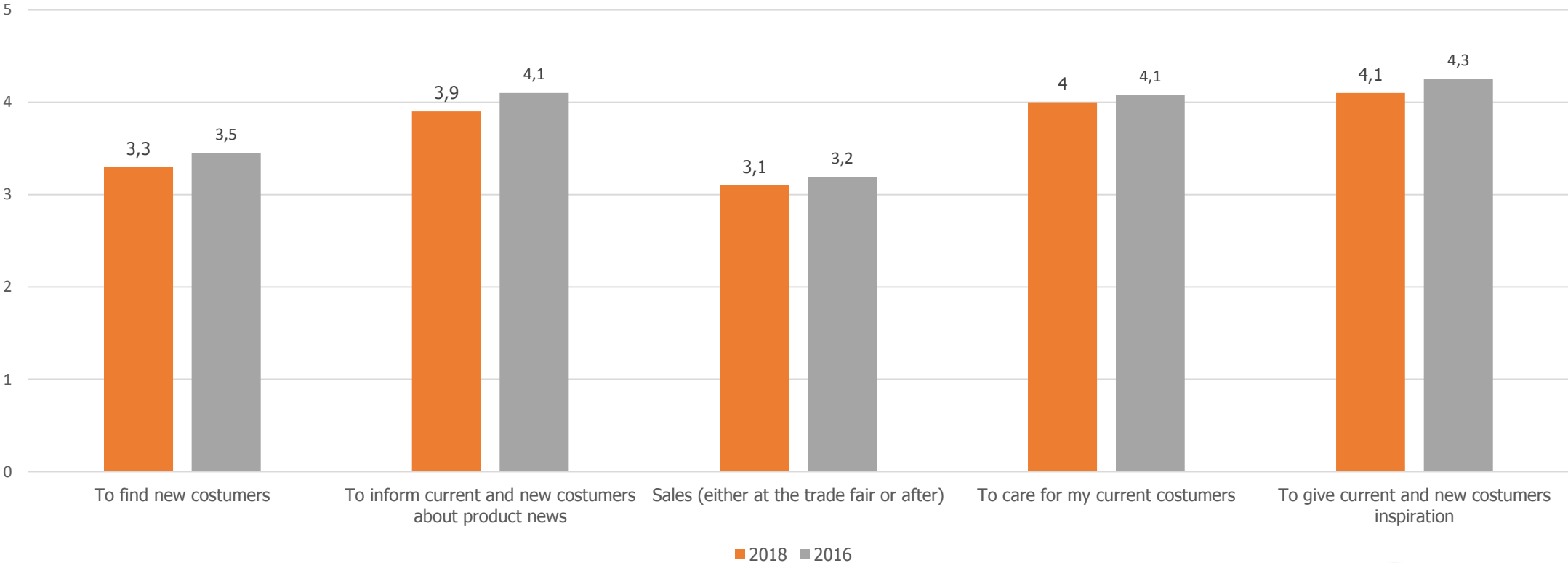
Evaluation of Foodexpo – exhibitors split in halls



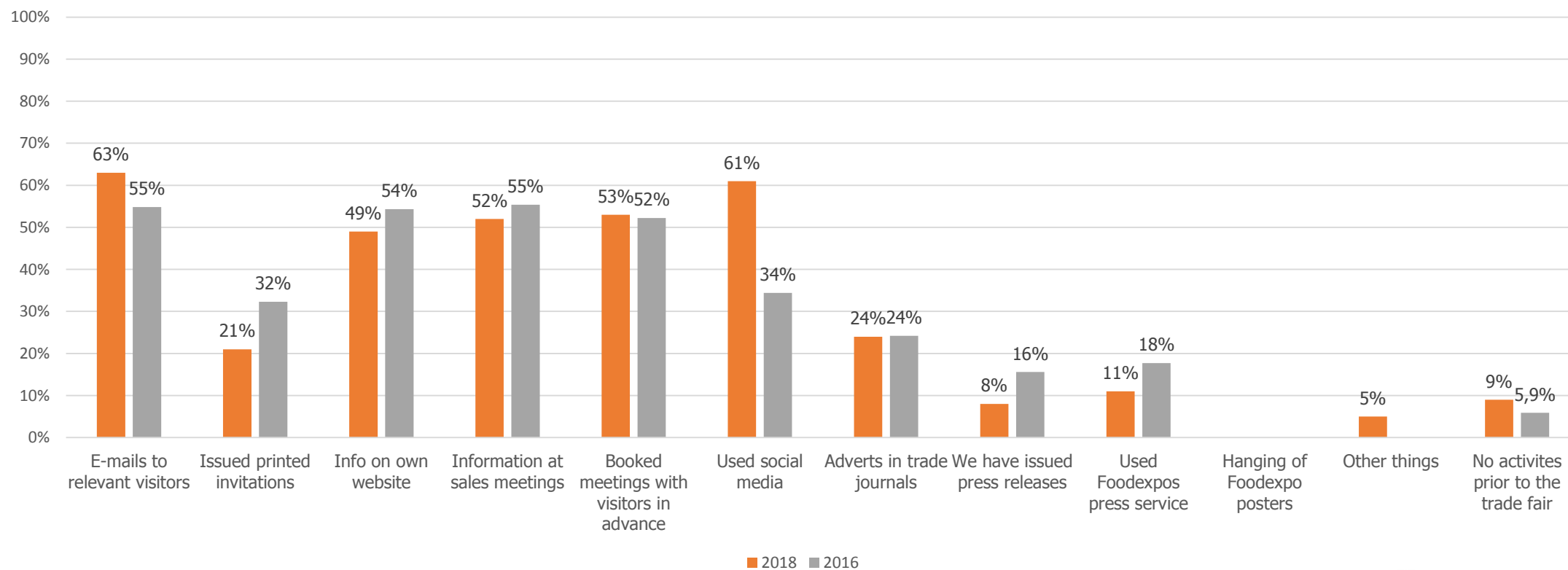
Aim for exhibiting



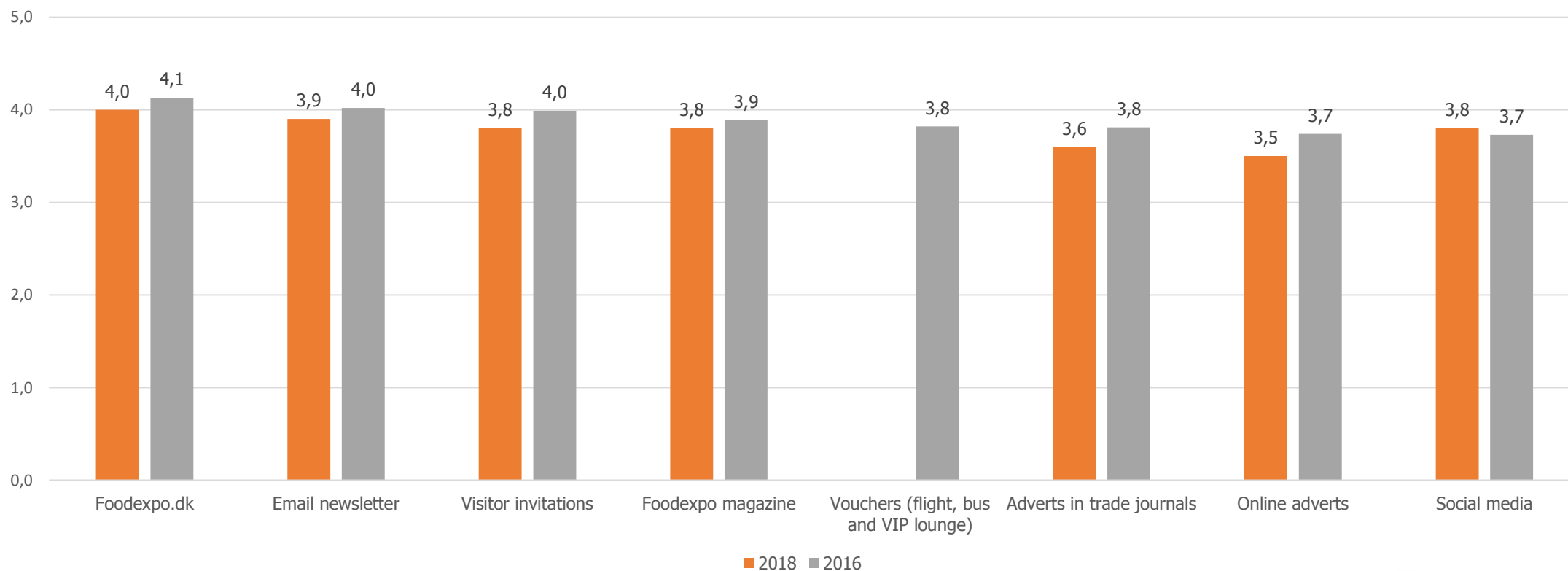
Satisfaction – Aim for exhibiting



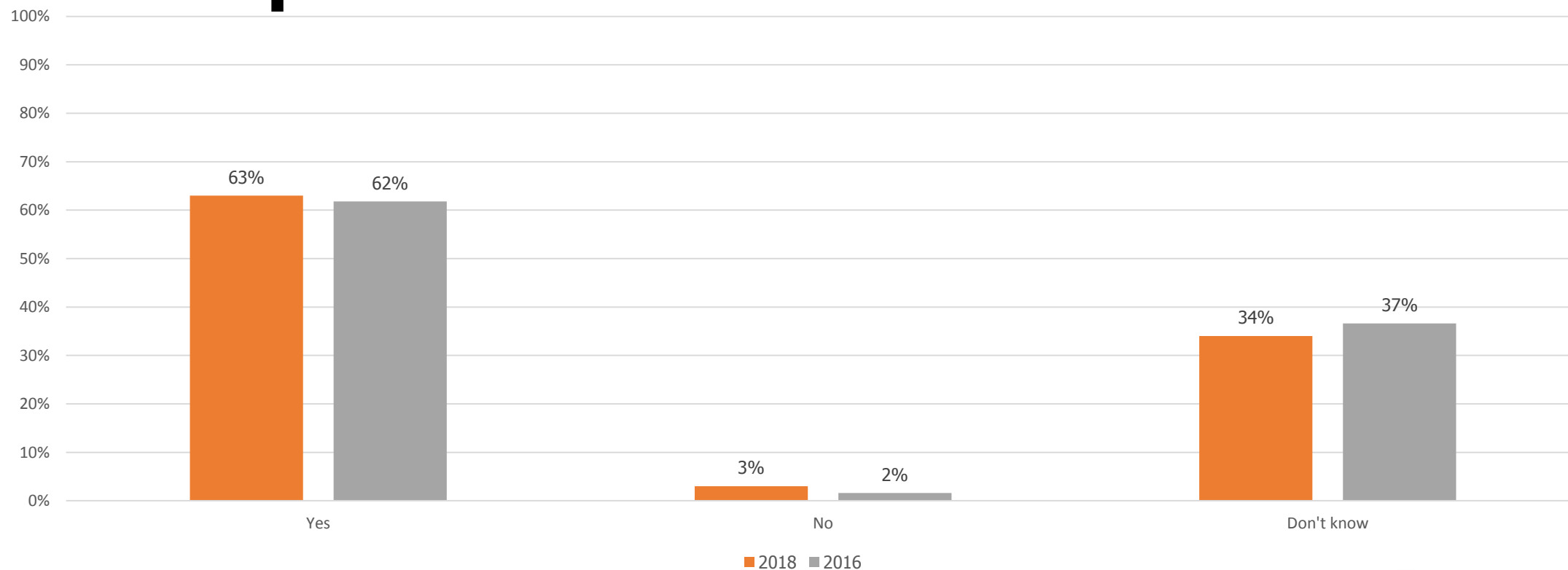
The marketing activities by the exhibitors



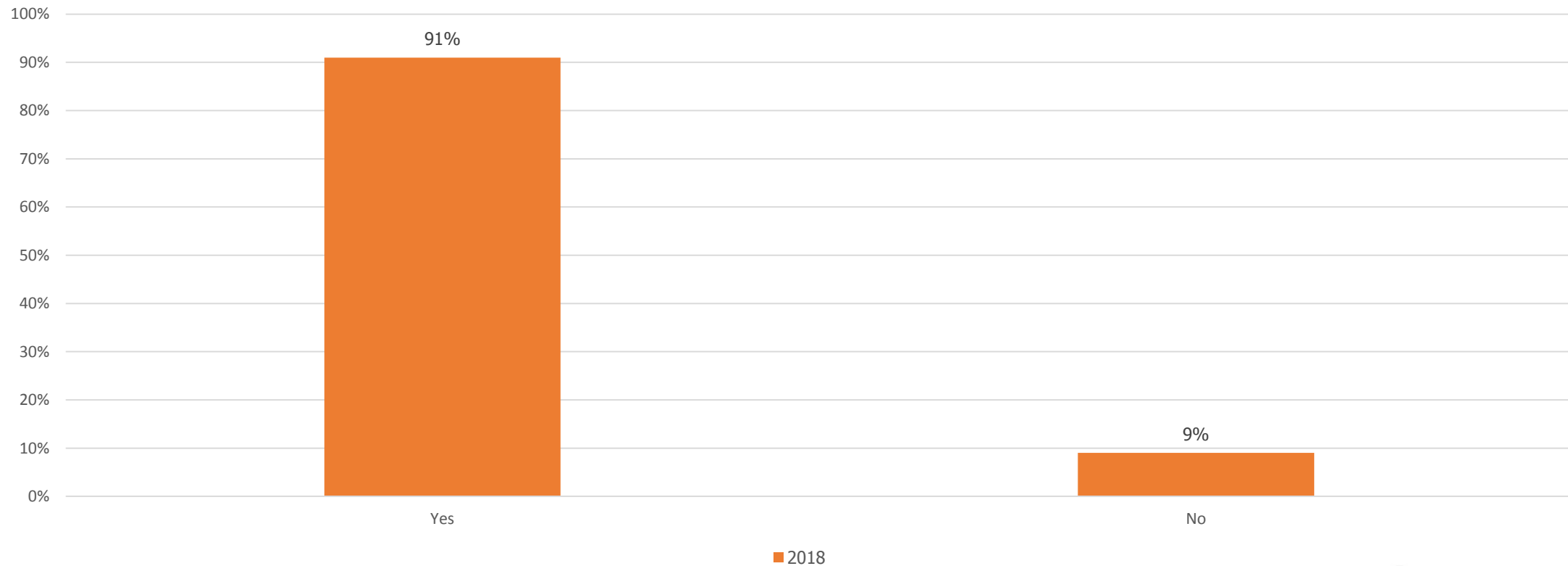
Satisfaction – MCH marketing



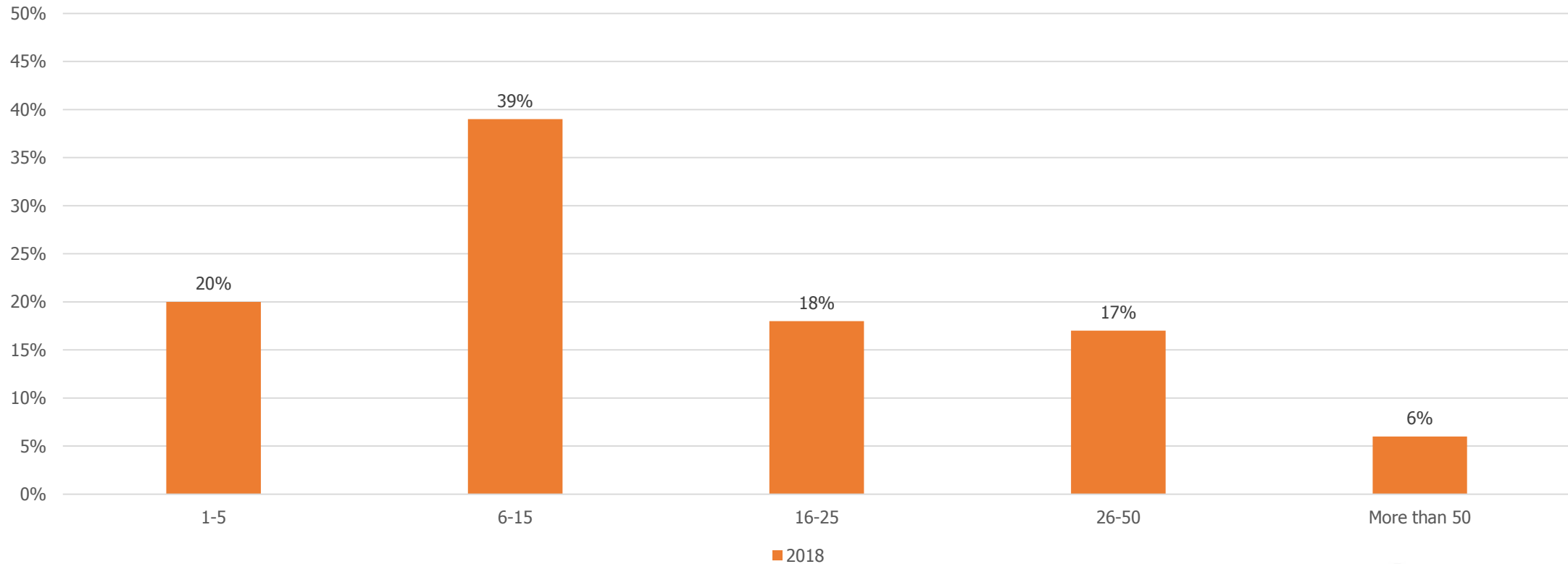
Do you want to exhibit at the next Foodexpo?



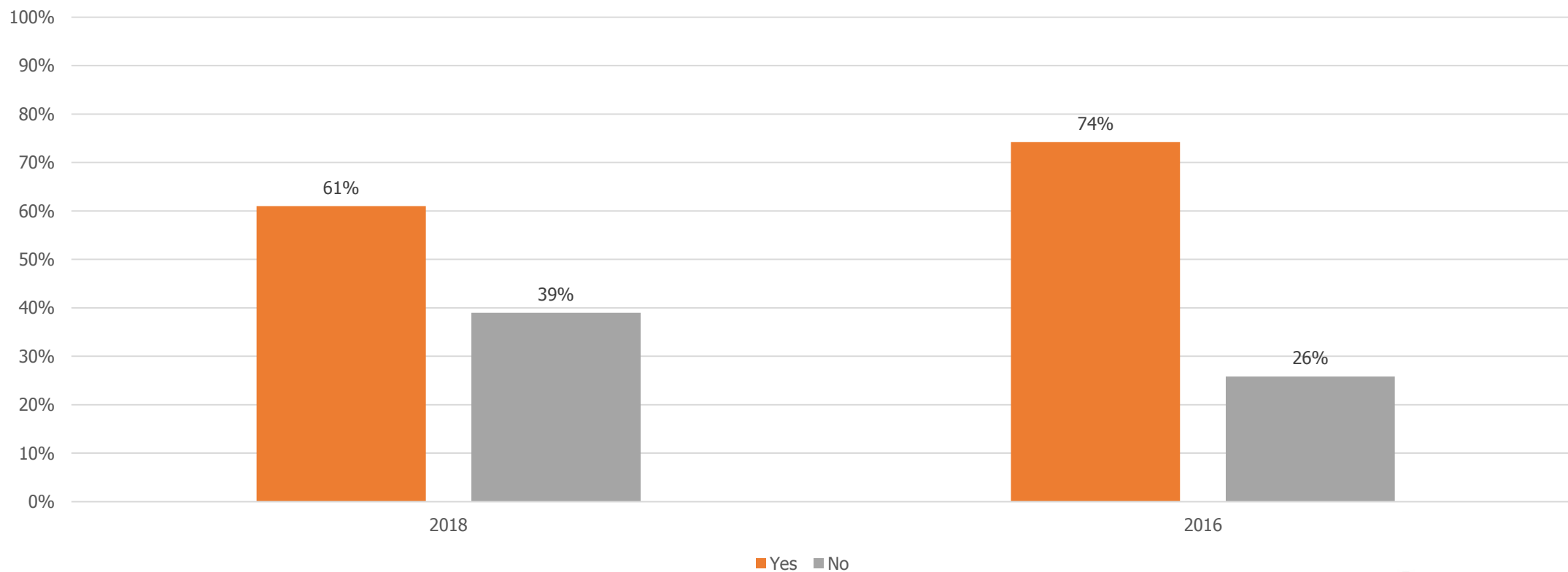
Did you get new sales leads?



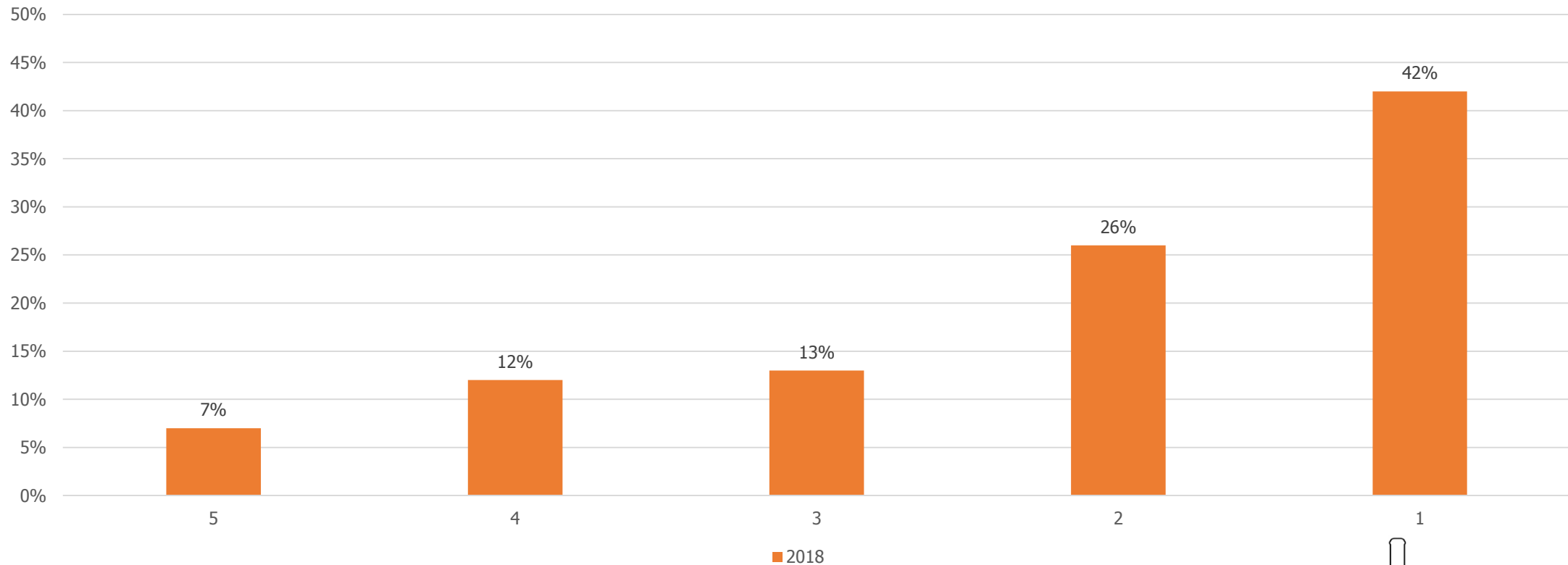
How many new sales leads?



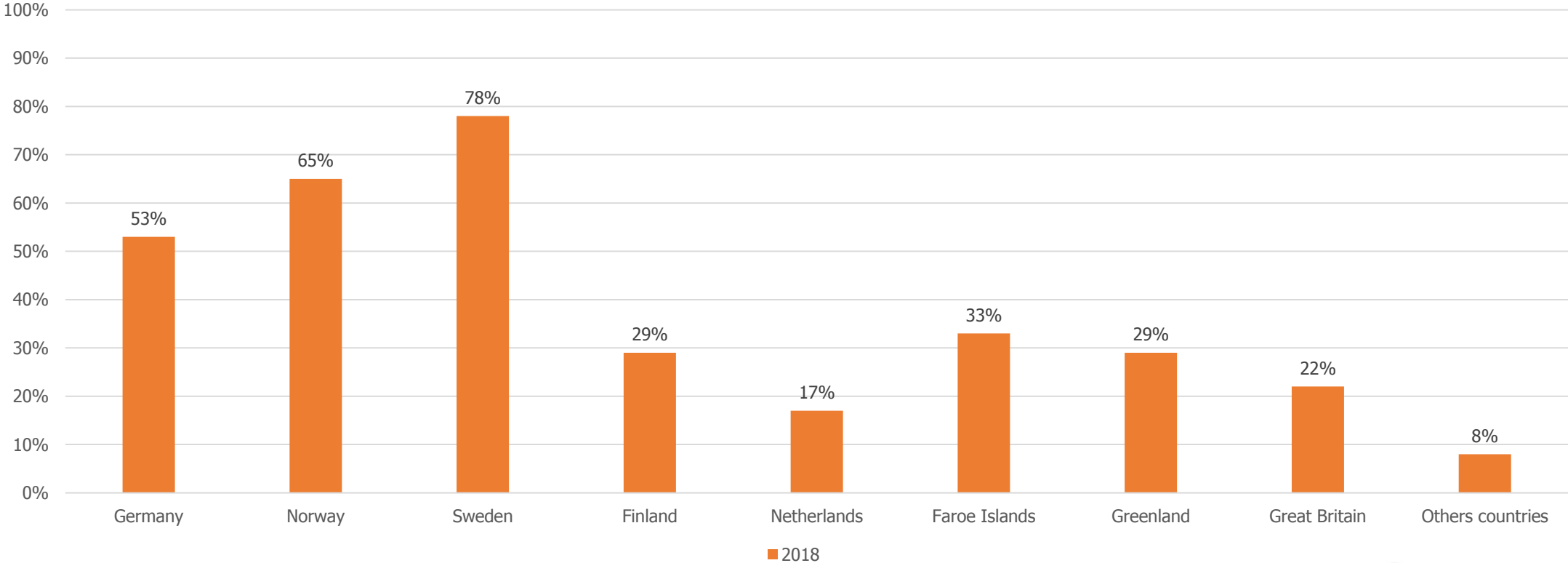
Did you get sales at Foodexpo?



How important are international visitors for you?

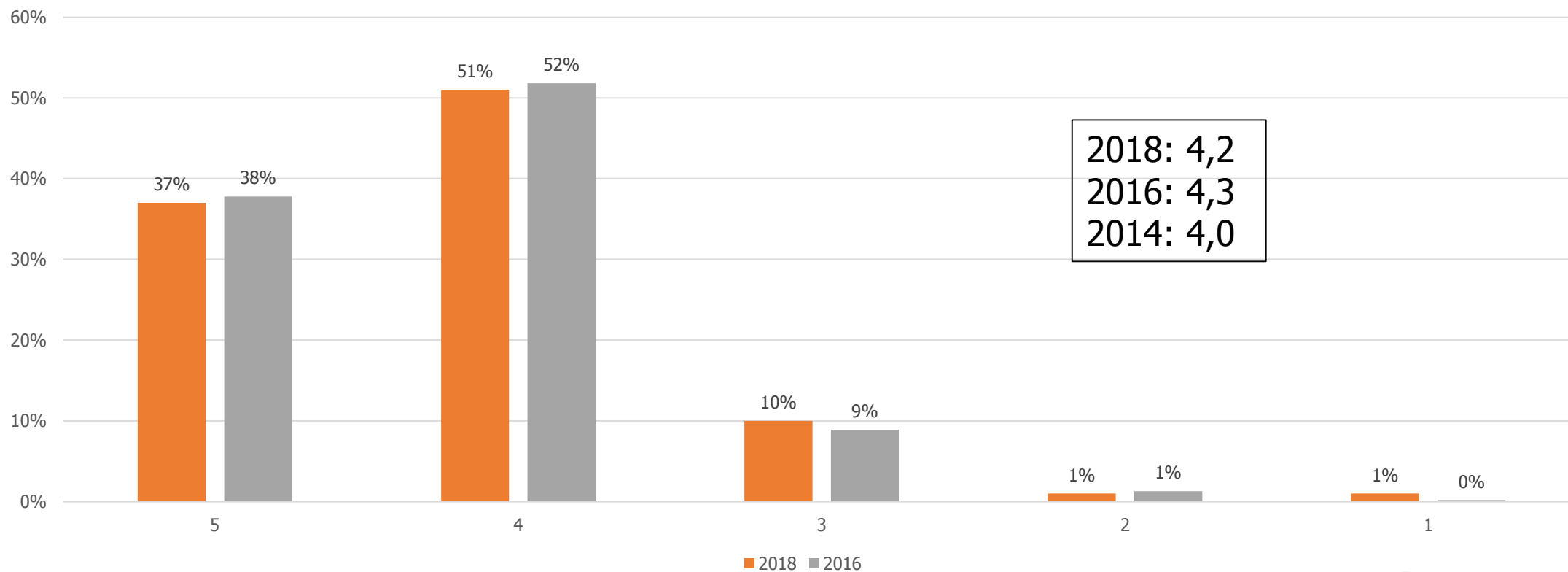


Which countries do you wish to meet visitors from?

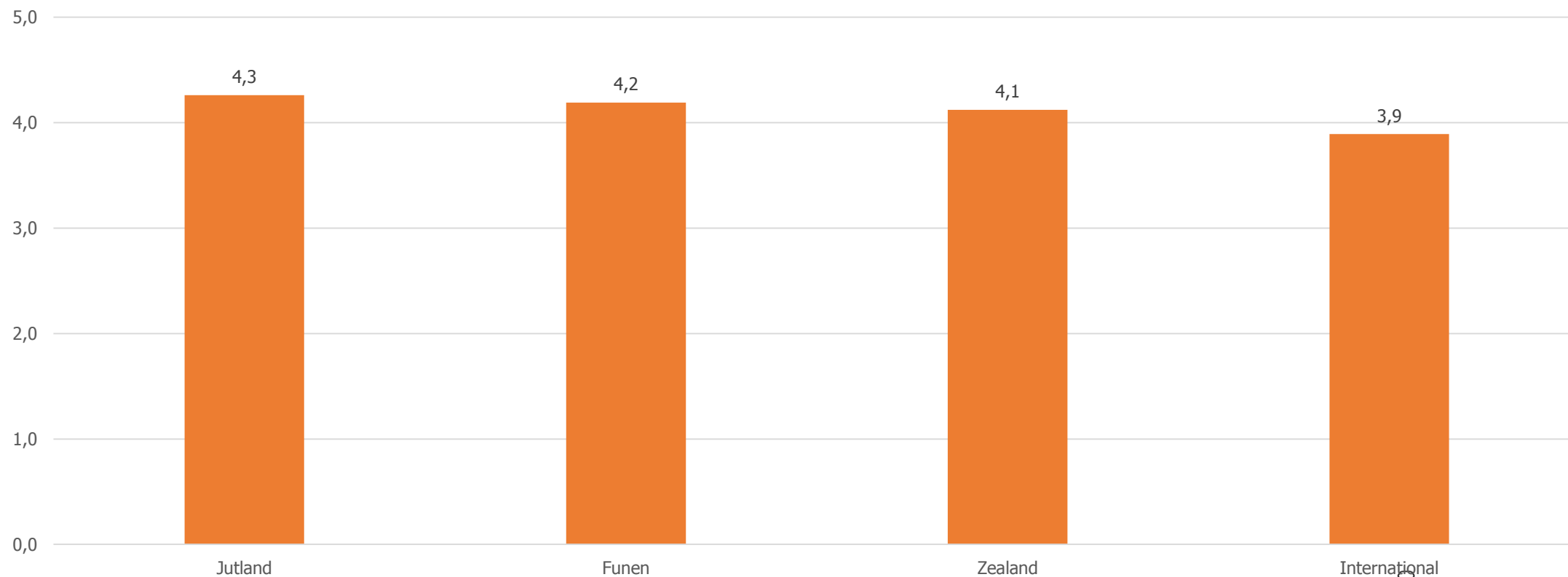


Visitor analysis

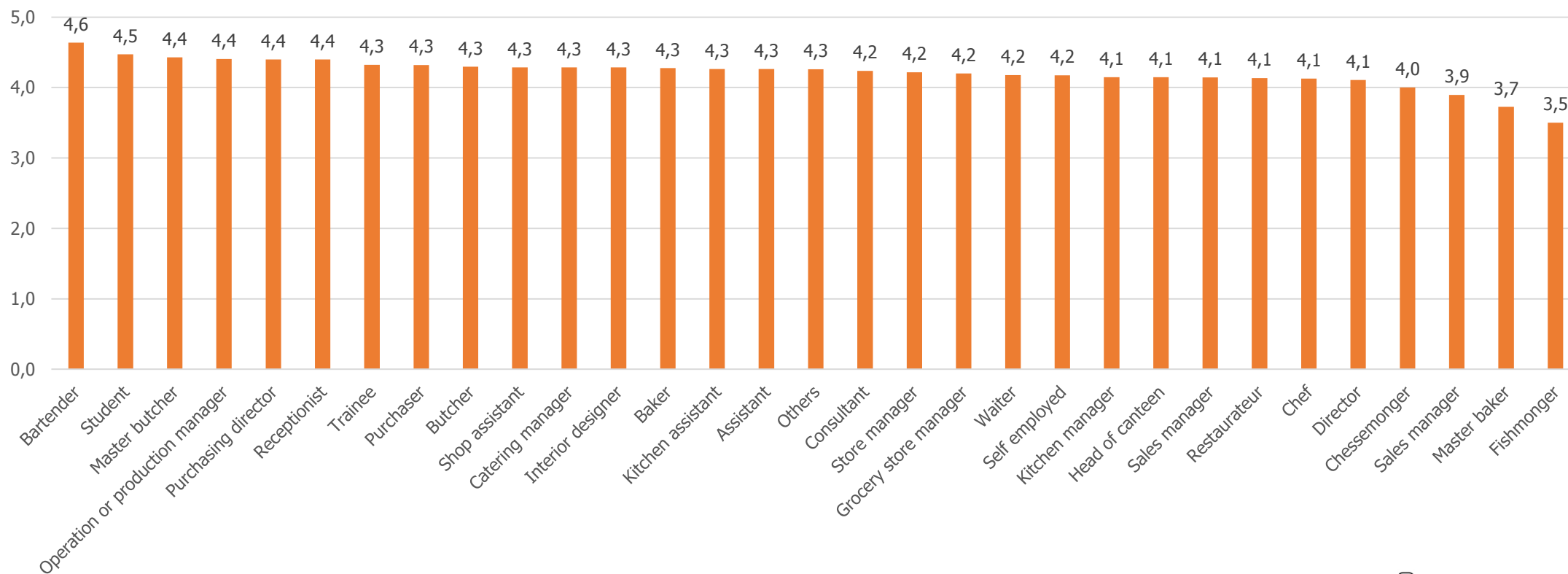
Evaluation of Foodexpo - visitors



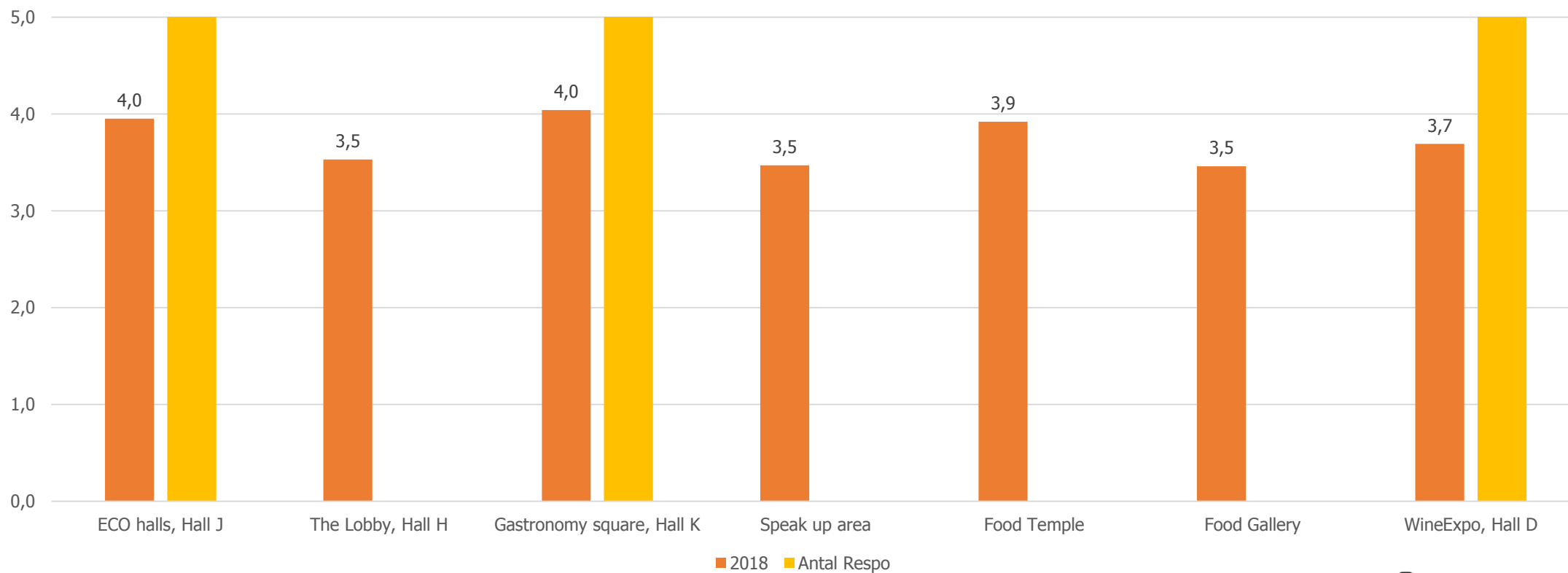
Evaluation of Foodexpo - visitors



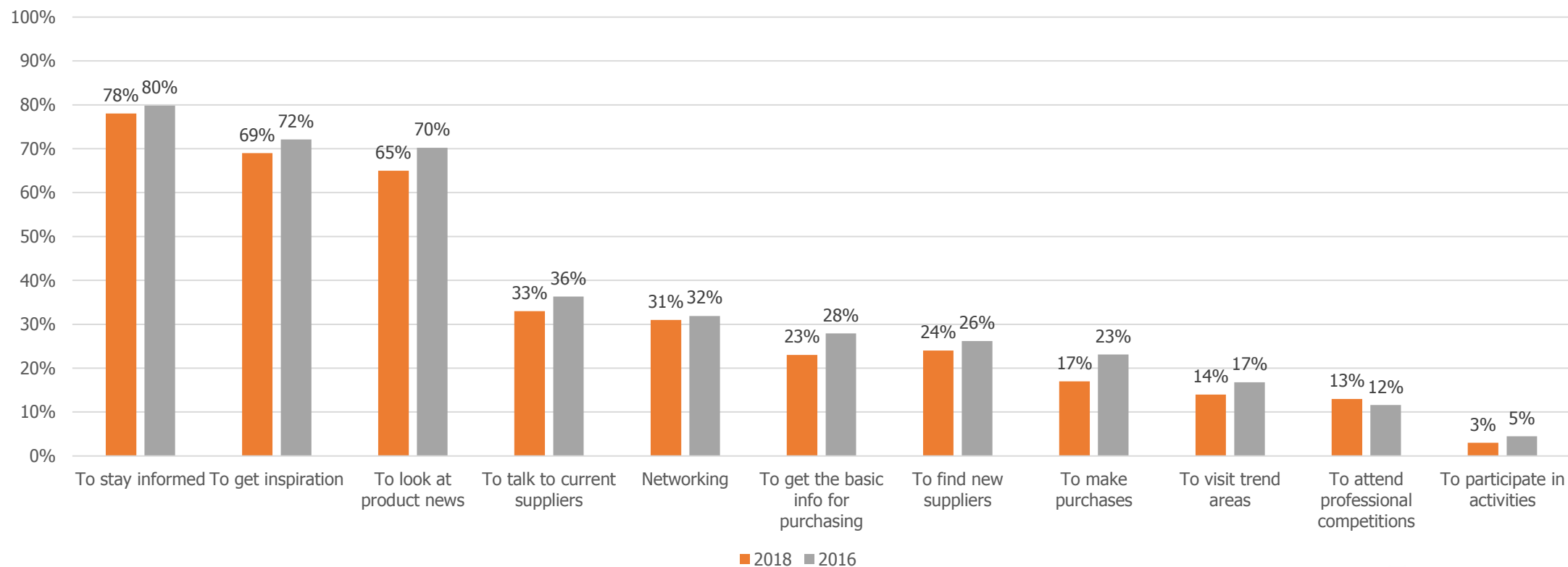
Evaluation of Foodexpo - position



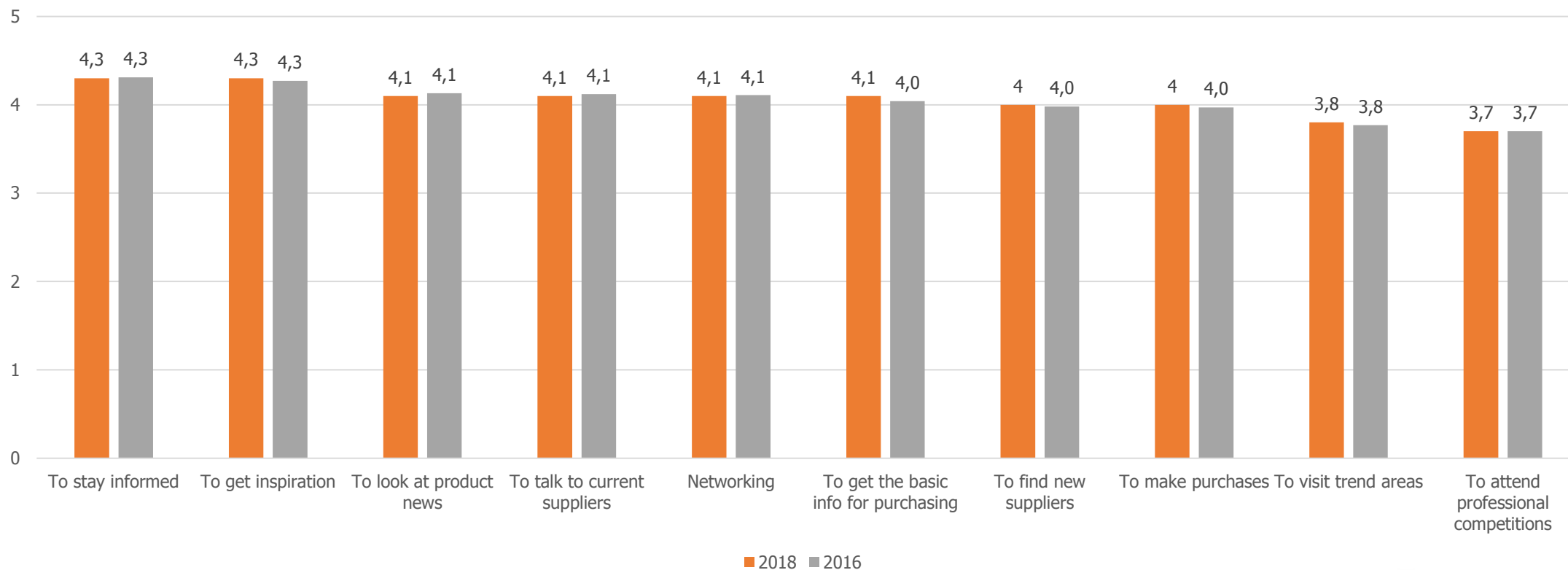
Evaluation of trend areas



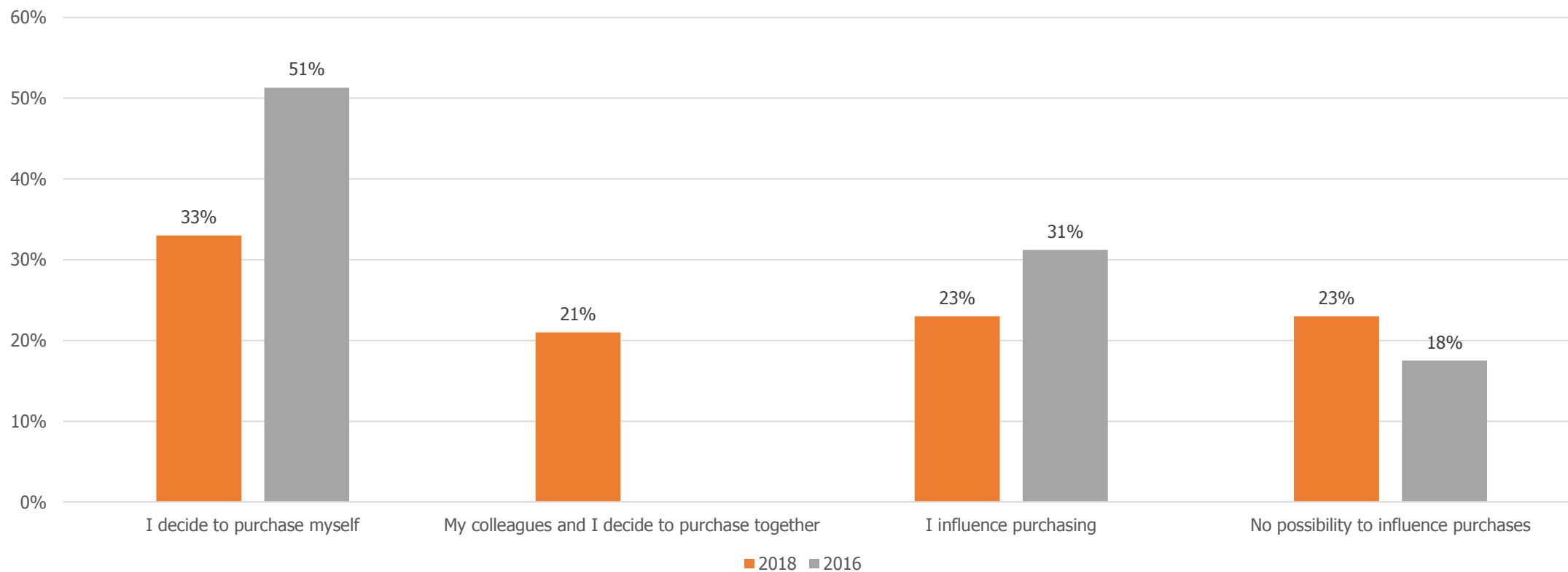
Aim for visiting



Satisfaction – aim for visiting



Influence on purchase



How did you know about the trade fair?

