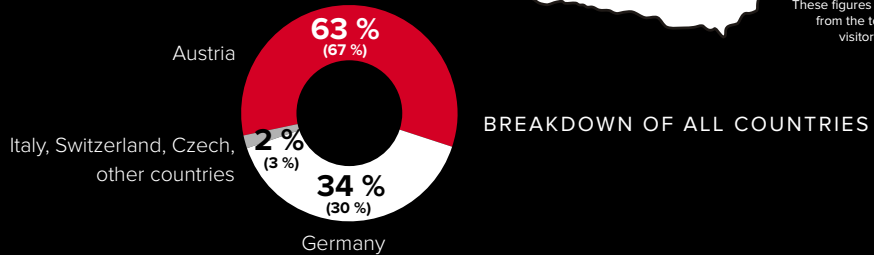# FACTSHEET

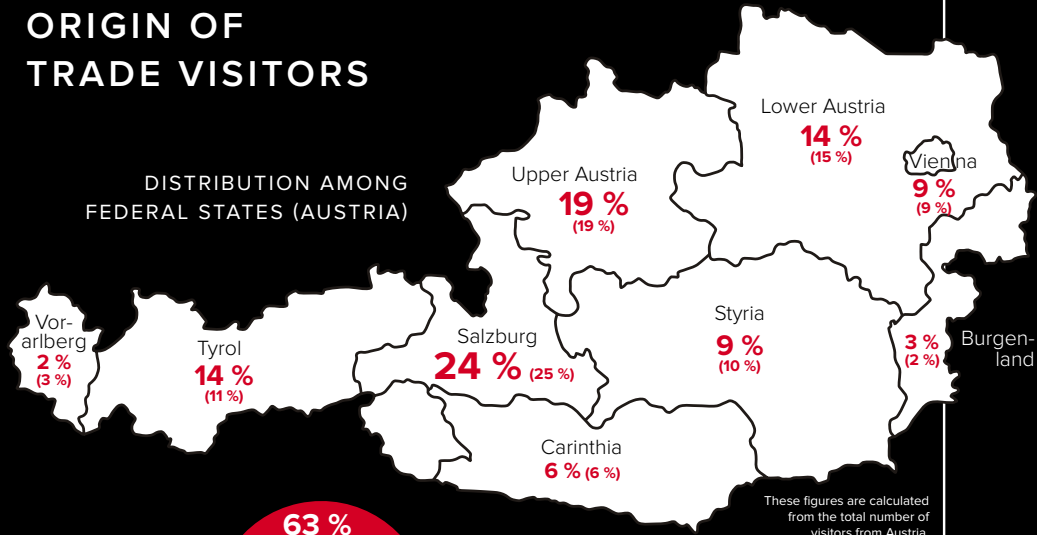## ORIGIN OF TRADE VISITORS

DISTRIBUTION AMONG
FEDERAL STATES (AUSTRIA)

Lower Austria
14 %
(15 %)

Vienna
9 %
(9 %)

Upper Austria
19 %
(19 %)

Vor-arlberg
2 %
(3 %)

Tyrol
14 %
(11 %)

Salzburg
24 % (25 %)

Styria
9 %
(10 %)

3 %
(2 %)
Burgen-land

Carinthia
6 % (6 %)

These figures are calculated from the total number of visitors from Austria.

Austria
63 %
(67 %)

Italy, Switzerland, Czech, other countries
2 %
(3 %)

Germany
34 %
(30 %)

BREAKDOWN OF ALL COUNTRIES

TRADE VISITOR ATTENDANCE MOTIVES

■ Main reason for visiting
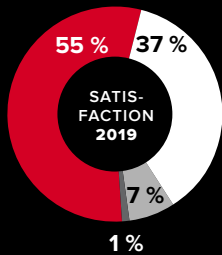■ Satisfaction level

TARGETING
Targeted meetings with selected exhibitors aimed at doing business
12 %
(12 %)
71 %
(65 %)

FISHING
Speak to as many exhibitors as possible to achieve specific business goals
4 %
(4 %)
58 %
(49 %)

BUILDING
Mingle, meet new people and create new corporate business opportunities
19 %
(16 %)
58 %
(57 %)

RECONNECTING
Meet existing contacts to discuss joint projects and deals
8 %
(6 %)
79 %
(71 %)

LEARNING
Improve industry-based knowledge at lectures and presentations
2 %
(2 %)
62 %
(51 %)

SOCIALISING
Socialise with existing contacts to consolidate networks
16 %
(18 %)
78 %
(77 %)

EXPLORING
Visit various exhibitor stands to discover the latest industry trends and innovations
40 %
(42 %)
73 %
(70 %)

STRUCTURE & DECISION-MAKING INFLUENCE VISITORS

Restaurant managers, chefs, service staff, kitchen	**19 %** (17 %)	
Purchasing, sales, marketing, production	**20 %** (20 %)	
Self-employed, management	**49 %** (51 %)	
Other	**13 %** (12 %)	

Decisive	**44 %** (48 %)	
Co-decisive	**32 %** (28 %)	
Advisory	**18 %** (19 %)	
No influence	**6 %** (5 %)	

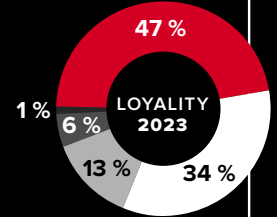Built by
RX
In the business of building businesses
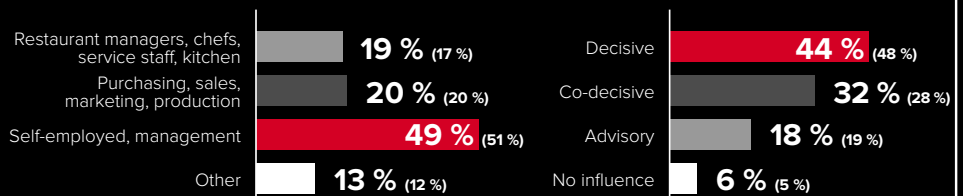
ALLES FÜR DEN GAST

SATISFACTION & LOYALTY TRADE VISITORS
Source: Market Research 2023

SATISFACTION 2019
- 55 %
- 37 %
- 7 %
- 1 %

SATISFACTION 2021
- 29 %
- 39 %
- 20 %
- 10 %
- 2 %

SATISFACTION 2022
- 52 %
- 29 %
- 15 %
- 3 %
- 1 %

SATISFACTION 2023
- 23 %
- 52 %
- 18 %
- 5 %
- 2 %
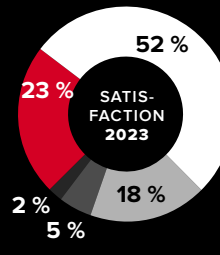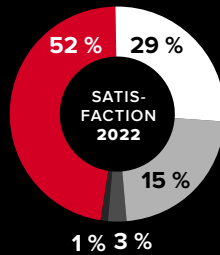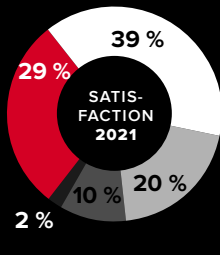
Legend (Satisfaction):
- Delighted
- Satisfied
- Partly satisfied
- Less than satisfied
- Dissatisfied

LOYALTY 2022
- 46 %
- 36 %
- 13 %
- 5 %

LOYALTY 2023
- 47 %
- 34 %
- 13 %
- 6 %
- 1 %

Legend (Loyalty):
- Yes definitely
- Very probably
- Perhaps
- Probably not
- Definitely not

EXHIBITOR COUNTRIES
Source: Market Research 2023

1. Austria
2. Germany
3. Italy
4. Switzerland
5. Netherlands
6. Czech Republic
7. France, Great Britain, Slovenia
8. Belgium, Lichtenstein, Spain, Cyprus

EXHIBITORS & TRADE VISITORS
Source: Internal data collection 2019, 2021, 2022, 2023

680 Exhibitors 2023
629 2022
540 2021
751 2019

35,451 2023
34,204 2022
21,897 2021
44,469 2019
Visitors

THEME WORLDS

GASTROCIRCLE BÜHNE
Trade visitors enjoy a varied programme of talks, discussions and lectures on current and key industry issues.

GETRÄNKE WELT
The beverage industry is in the spotlight as around 20 exhibitors from the spirits, wine, beer, non-alcoholic drinks and coffee sectors showcase themselves and their products in the new beverage world. Featuring informative talks, tasting sessions, master classes and lost more!

STARTUP WELT
More networking, pitching and partying! Every year we especially look forward to celebrating an exciting gathering of start-ups on a large-scale booth area at the 'Alles für den Gast'.

AUSTRIAN COFFEE CHAMPIONSHIPS
'Alles für den Gast' welcomes the best baristi in the country as they compete for the title of 'Austrian Champion' in the categories: Barista, Brewers Cup, Latte Art and Coffee in Good Spirits.

GROSSKÜCHENTECHNIK KOMPETENZBEREICH
In the new commercial kitchen compe-tence area many companies present themselves and their innovative products for the professional kitchen.

ONLINE & MEDIA PRESENCE
Source: Communication Analysis 2022

25 media cooperation
in Austria, Germany and Switzerland, and 130 accredited media representatives on site.

Approx. **5,000** newsletter recipients
Average Unique Open Rate: 24%

Approx. **92,7 M** Total reach (Source: APA)

Approx. **690,000** website views by **118,300** users

1,325 Ad placements
in media with a total reach of 72.5 million (Source: APA)

SUPPORTING PRESENTATION PROGRAMME
Source: internal data collection

Approx. **100** talk guests

Approx. **70** sessions

3 stages

Approx. **31** hours of presentations & content