



GaLaBau 2022

gardening. landscaping.
greendesign.

SHOW REPORT

Nuremberg, Germany
14-17.9.2022



Bundesverband
Garten-, Landschafts-
und Sportplatzbau e. V.

Ihre Experten für
Garten & Landschaft

NÜRNBERG / MESSE

1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Visitors	61,433	54,982	6,451
Exhibitors	1,093	829	264
Total exhibition space (in m ²)	116,800	—	—
Exhibitor stand space (in m ²)	57,202	43,502	13,700
Special shows (in m ²)	3,117	3,117	—

2. MEDIA

180

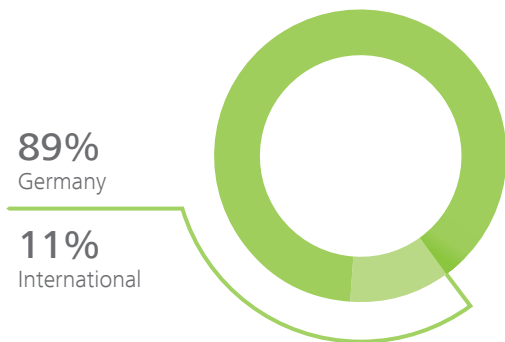
media representatives from **8** countries.

235,390

235,390 visits and 1,371,196 page impressions from **96** countries at www.galabau-messe.com from 18.09.2021 to 17.09.2022.

3. VISITOR REGISTRATION

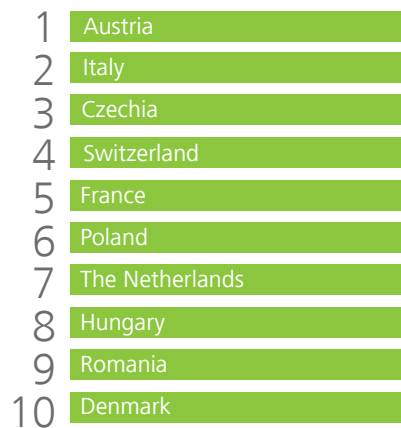
3.1 ORIGIN OF VISITORS



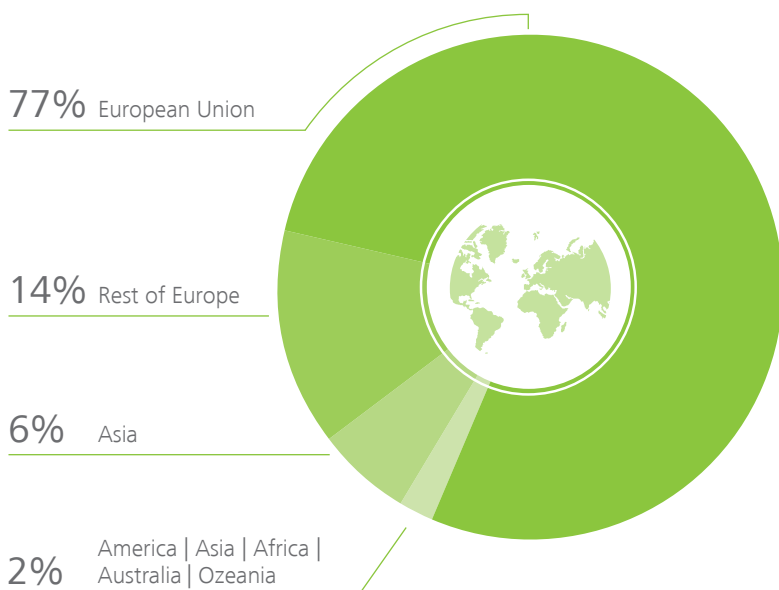
NUMBER OF COUNTRIES:

76

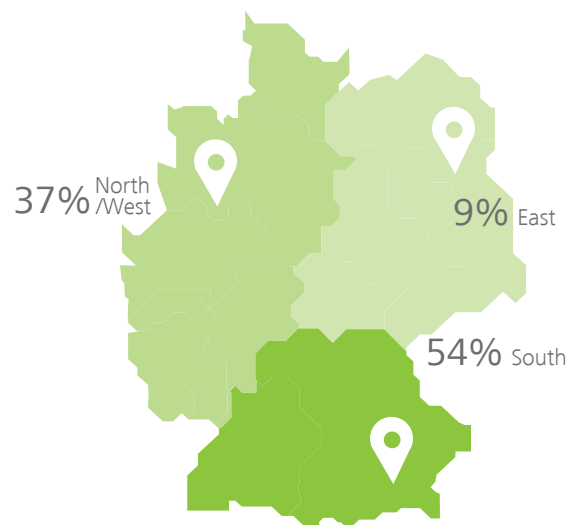
TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



STRUCTURE OF INTERNATIONAL VISITORS

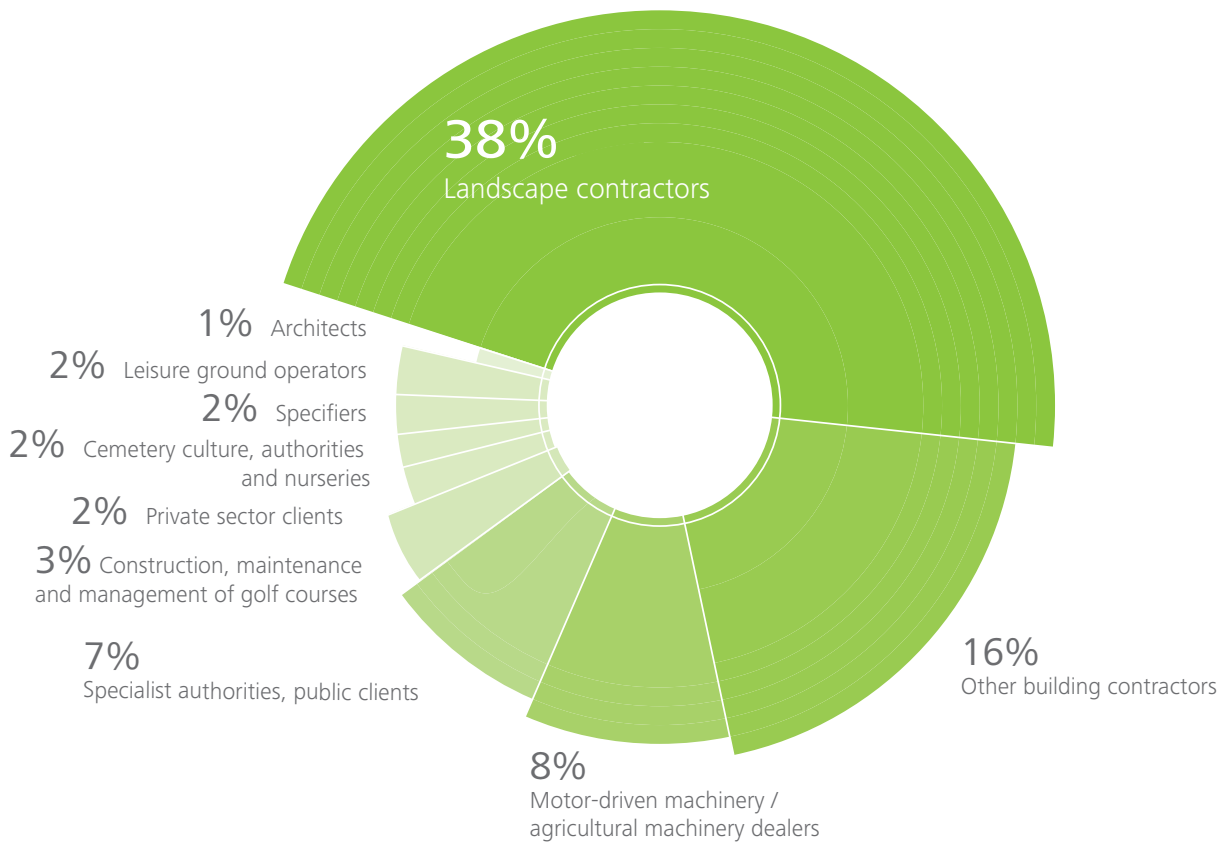


STRUCTURE OF GERMAN VISITORS

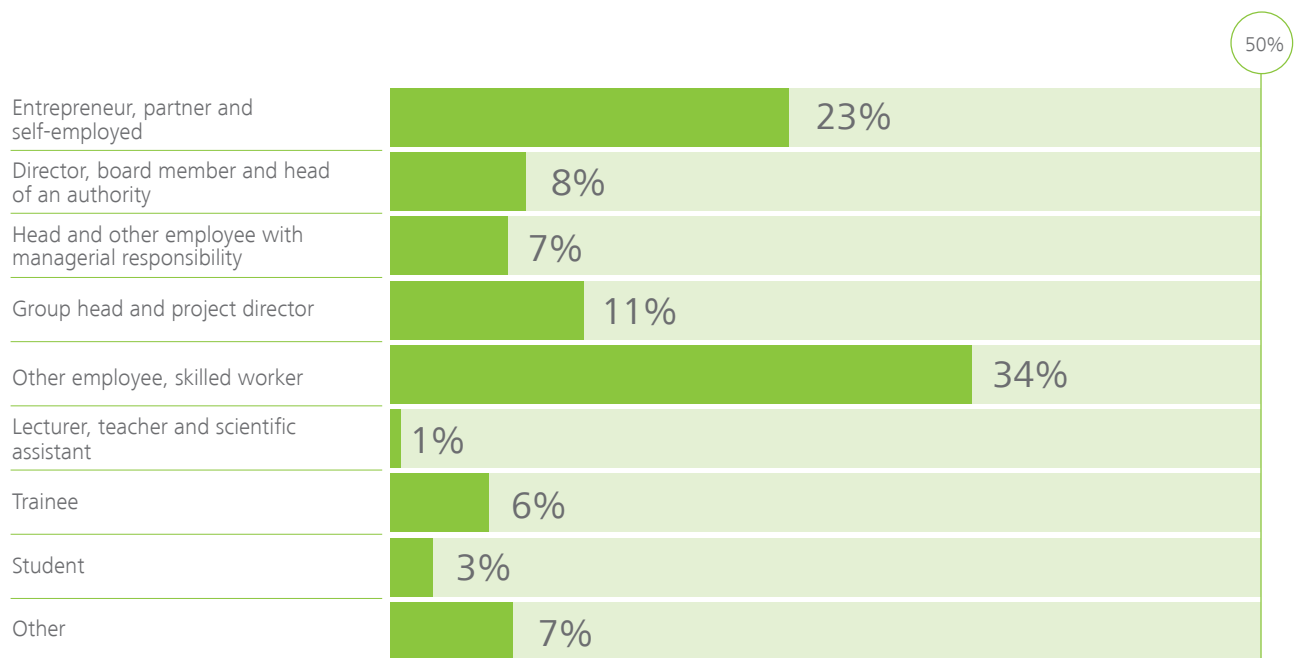


3.2 VISITORS' BRANCHES

(Multiple answers, extract)



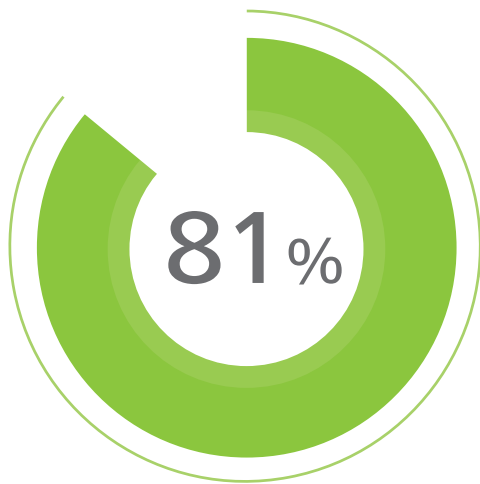
3.3 PROFESSIONAL STATUS OF VISITORS



4. VISITOR SURVEY

4.1 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

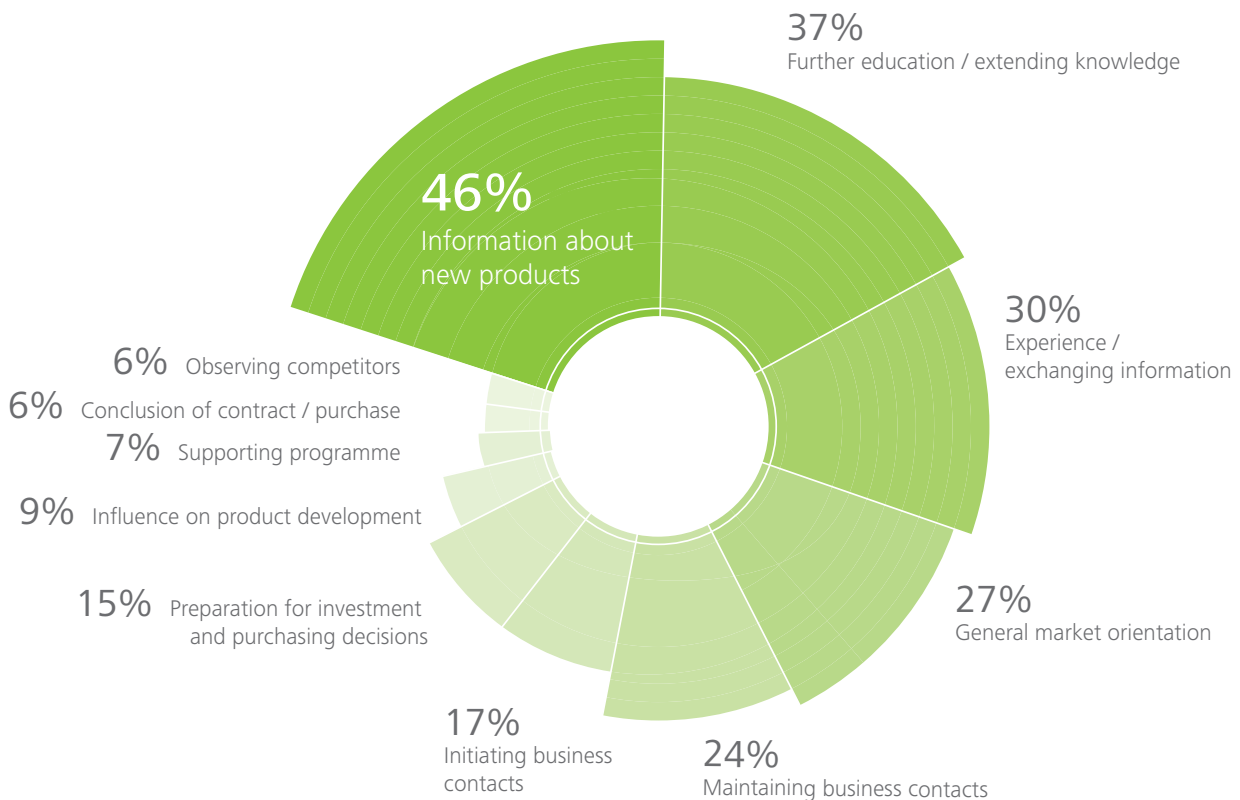


of the visitors are..

involved in purchasing decisions in their company.

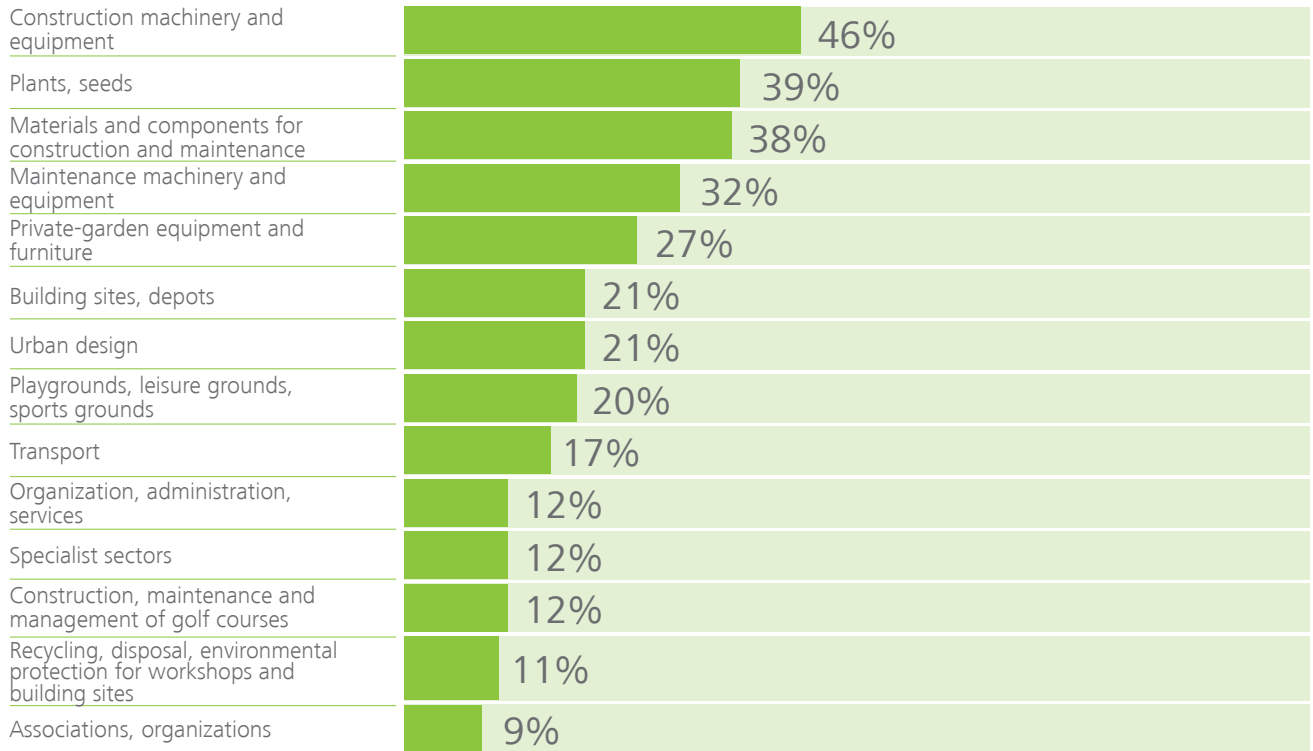
4.2 MAIN REASON FOR VISIT

What are the main reasons for your visit to GaLaBau 2022? (Multiple answers, extract)



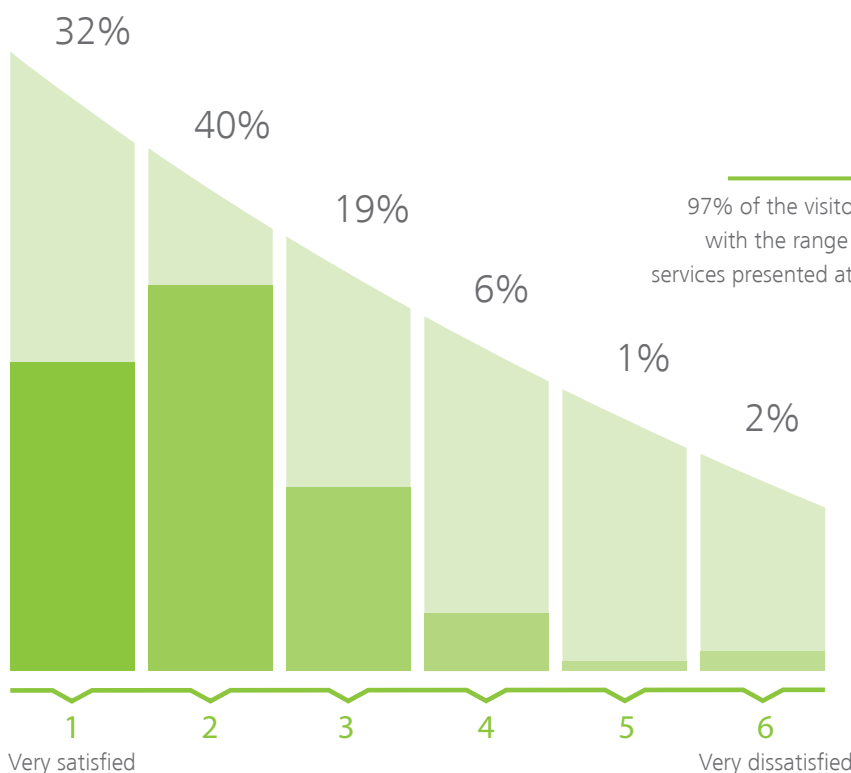
4.3 PRODUCT GROUPS (main interest of visitors)

Which product groups mainly interest you at GaLaBau 2022? (Multiple answers)



4.4 SATISFACTION WITH EXHIBITS

Were you satisfied with the range of products/services presented at GaLaBau 2022?



97% of the visitors were satisfied with the range of products and services presented at GaLaBau 2022.



4.5 ECONOMIC SITUATION IN SECTOR

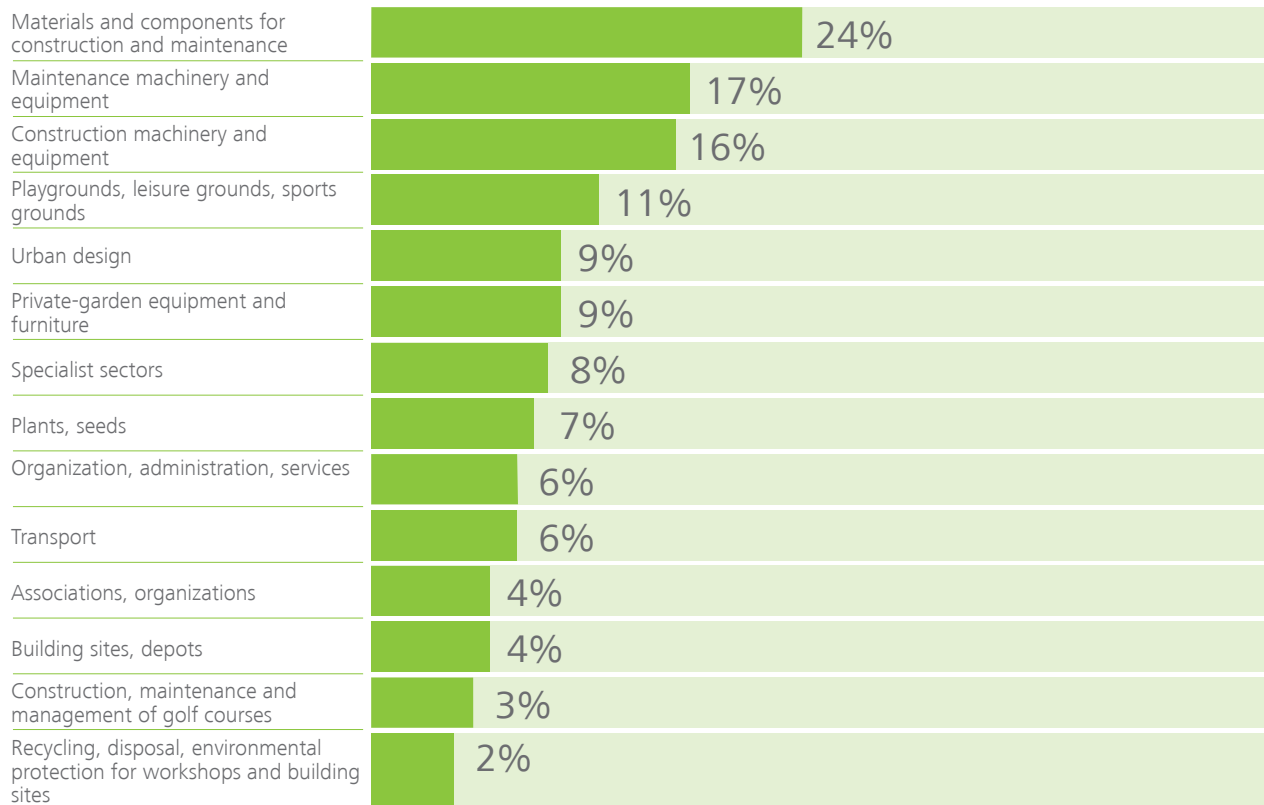
How do you rate the current economic situation in your sector?



5. EXHIBITOR SURVEY

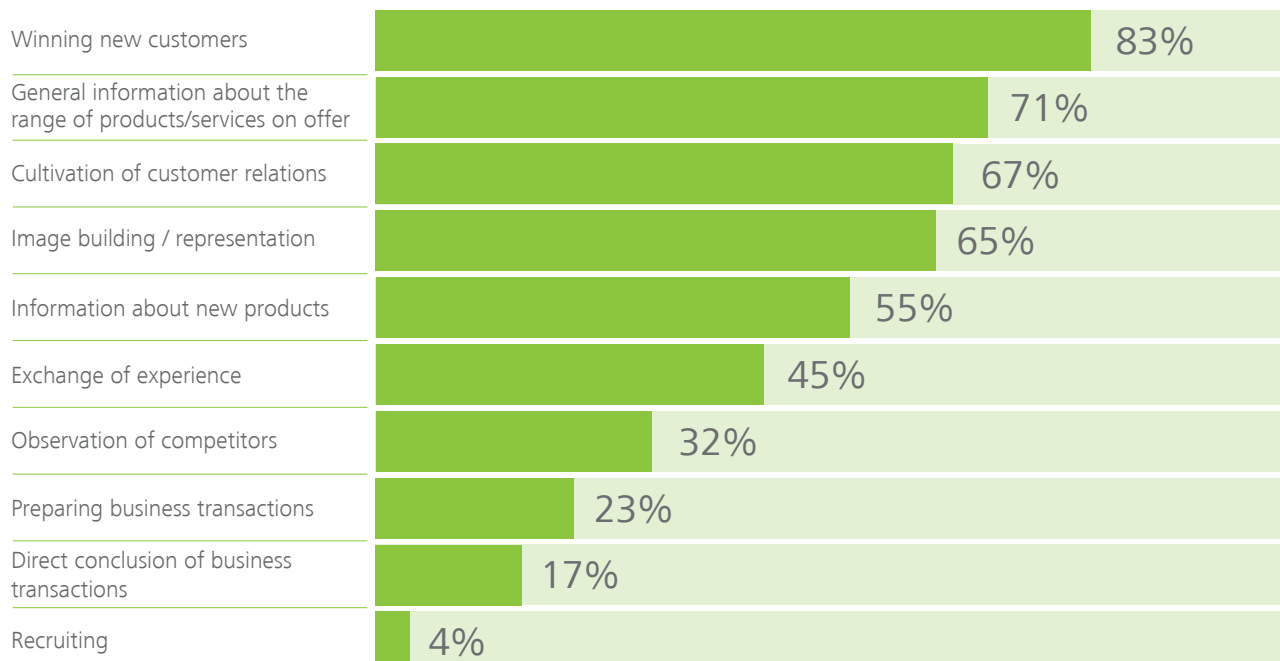
5.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



5.2 EXHIBITORS' OBJECTIVES

What were your company's objectives for exhibiting at GaLaBau 2022? (Multiple answers, extract)



5.3 TARGET GROUP ACCURACY

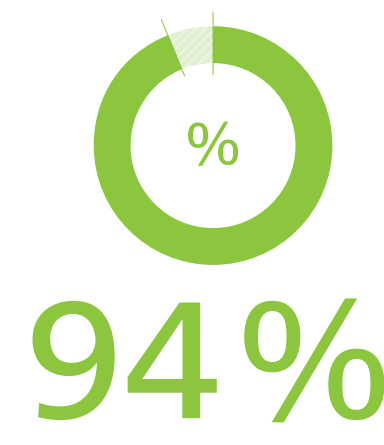
Did you reach your most important target groups at this trade fair?



97% of the exhibitors reached their most important target groups during GaLaBau 2022.

5.4 NEW BUSINESS RELATIONS

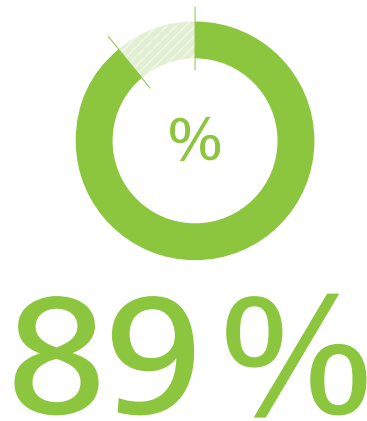
To what extent did your company make new business connections in the course of the fair?



94% of the exhibitors established new business relations.

5.5 FOLLOW-UP BUSINESS

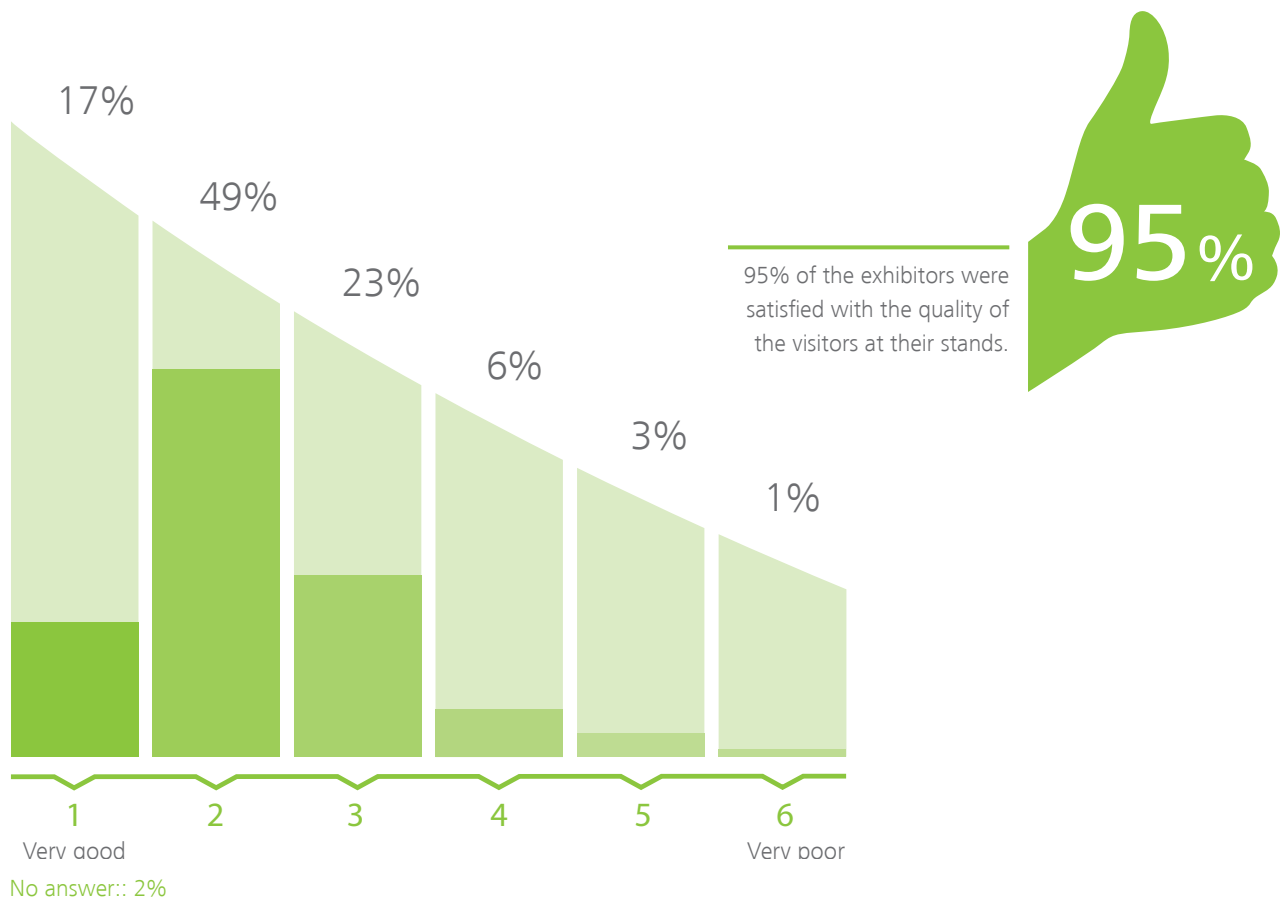
Do you expect follow-up business after making contacts and paving the way during the fair?



89% of the exhibitors expect follow-up business due to contacts made during the exhibition.

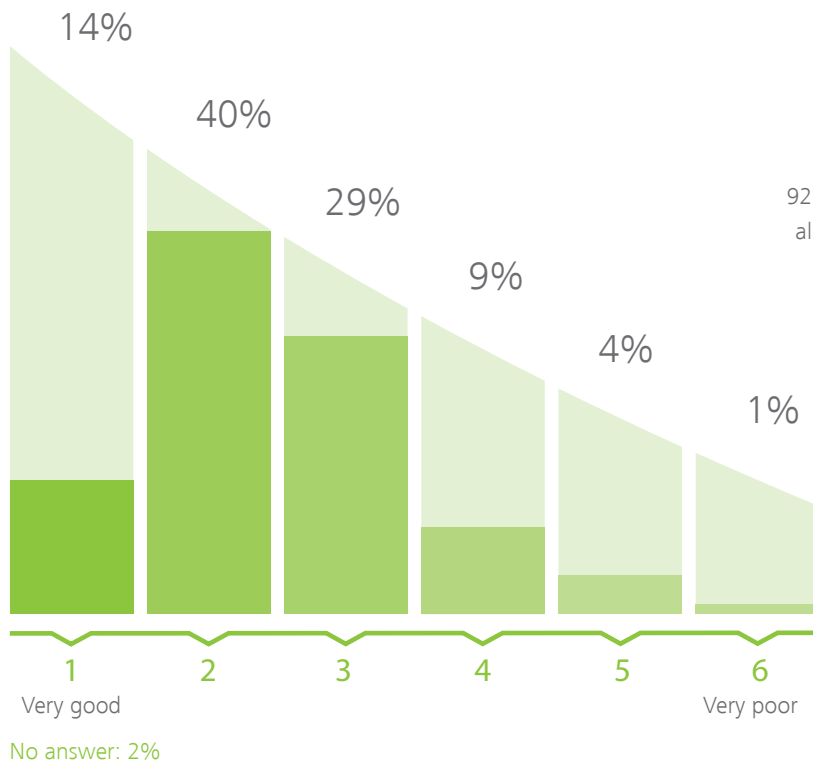
5.6 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



5.7 OVERALL SUCCESS

How successful do you think taking part in GaLaBau 2022 was for your company overall?

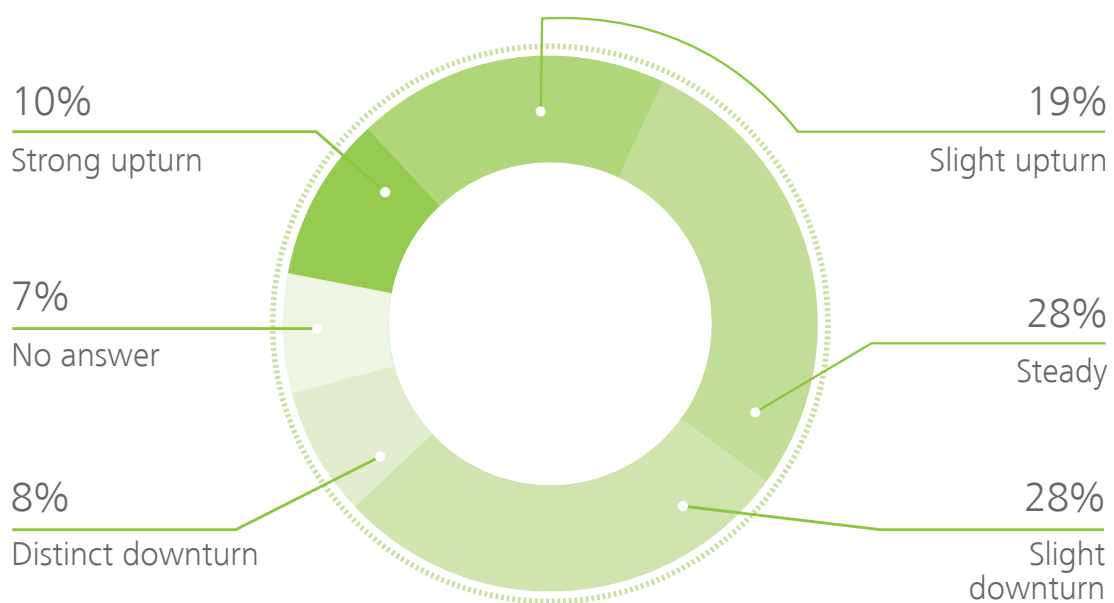


92%

92% of the exhibitors were satisfied with the overall success of their participation in GaLaBau 2022.

5.8 ECONOMIC SITUATION IN SECTOR

How do you rate the current economic situation in your sector?



MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at www.fkm.de.

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse ,Business Analytics & Strategy,
T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, info@nuernbergmesse.de.

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NürnbergMesse GmbH
- Business Analytics & Strategie -