

# HORECA

2018

MARCH 2018

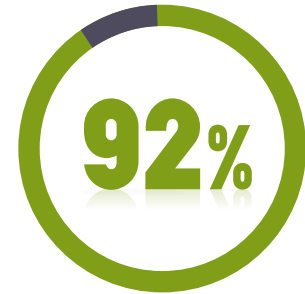
IPSOS-OPINION SURVEY | EXHIBITORS

## 92% of the exhibitors at the 13th HORECA were satisfied with their participation

Constantly striving for improvement, HORECA conducted a survey to evaluate the degree of satisfaction among its exhibitors. The firm responsible for undertaking the survey, IPSOS/OPINION, approached exhibitors one month after the end of the exhibition, so as to give them sufficient time to form a better opinion. The quantitative research was conducted in the form of telephone interviews, using a semistructured questionnaire.

### The results from the survey

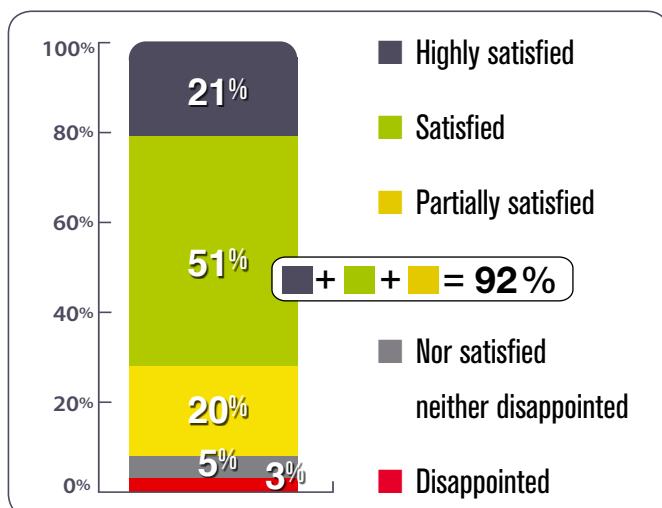
Specifically, the telephone interviews (CATI methodology - Computer Aided Telephone Interviews) were conducted with the Owners/Managers of the companies that participated in HORECA 2018 as exhibitors. Three hundred (300) successful interviews were conducted overall—using the list of names provided to IPSOS/OPINION by the trade show organizing company. The sample was evenly distributed to all 4 Halls of the fair, in order to accurately represent the entirety of exhibiting companies. According to the survey results, the majority of HORECA 2018 exhibitors were satisfied with their participation and willing to participate again in the future.



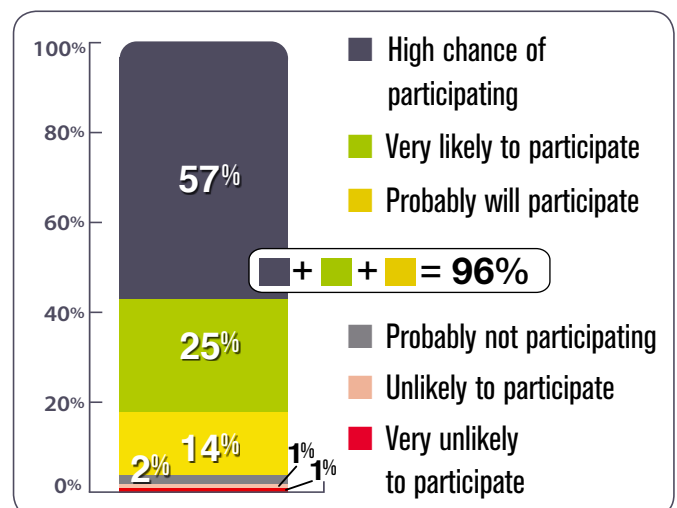
**92%**  
of exhibitors  
expressed high level of  
satisfaction  
after participating in  
HORECA 2018



#### LEVEL OF EXHIBITOR SATISFACTION



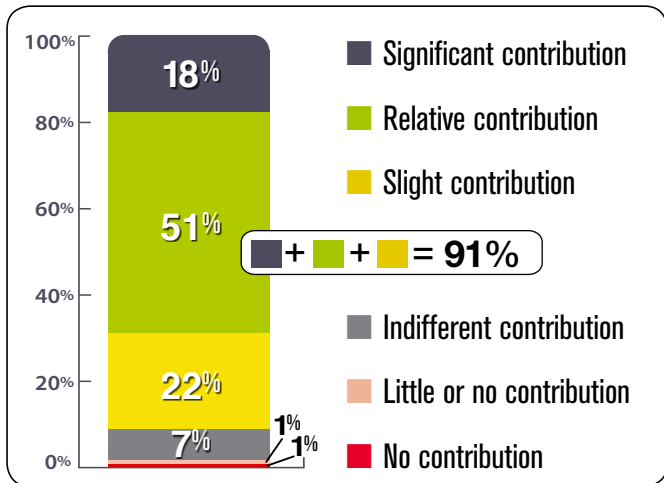
#### POSSIBILITY OF PARTICIPATING AT HORECA 2019



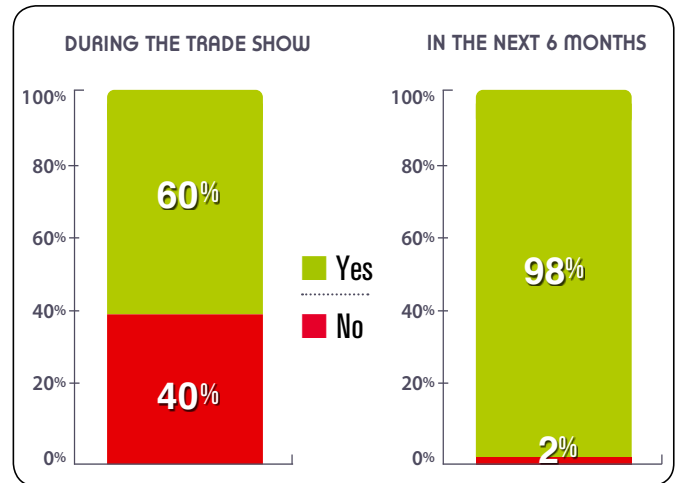


MARCH 2018 | IPSOS-OPINION SURVEY | EXHIBITORS

LEVEL OF TRADE SHOW CONTRIBUTION IN ACHIEVING EXHIBITOR'S COMMERCIAL GOALS



CLOSING DEALS



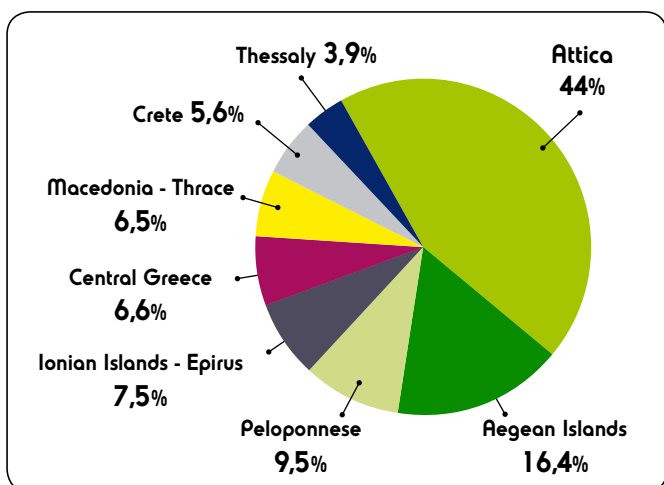
98% of exhibitors think that they will close commercial deals in the next 6 months



Improved quality of visitors

HORECA 2018 managed to dramatically improve the quality characteristics of its visitors, by increasing almost 60% the number of visitors who attended through personal barcoded invitations, and thus greatly limiting the turnout of non-related visitors, while attracting exclusively professionals and businessmen from the Hospitality

VISITORS BY REGION



VISITORS BY TRADE CATEGORY

