

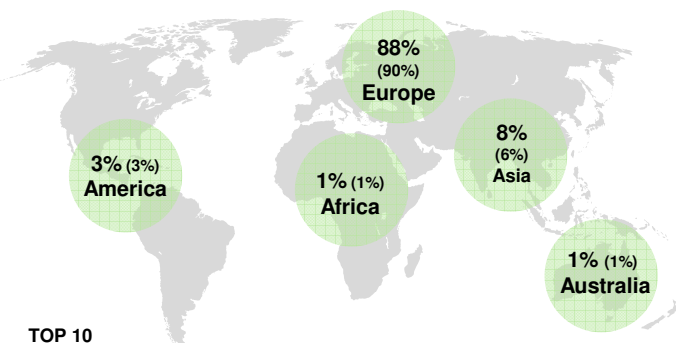


**Trade visitor rate:** 97% (2013: 99%)

**Origin** (Source: Registration)

Germany	41%	(38%)
Abroad	59%	(62%)

The following percentage refers to foreign visitors.

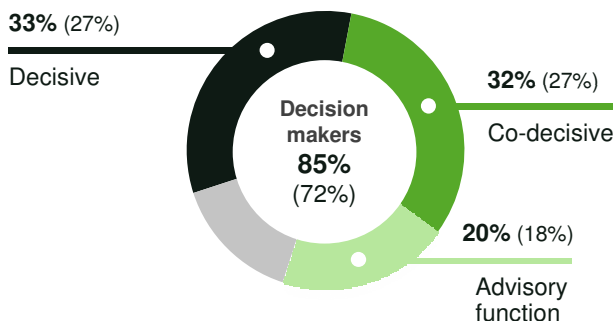


**TOP 10**

Italy	14%	(13%)
Spain	9%	(18%)
Switzerland	7%	(6%)
France	6%	(5%)
The Netherlands	6%	(6%)
Sweden	6%	(6%)
Great Britain/Northern Ireland	5%	(4%)
Poland	5%	(4%)
Austria	4%	(5%)
Greece	4%	(5%)

**Structure**

47% (44%) of the trade visitors belong to the economic sector lift construction and 23% (19%) to maintenance/repair. The proportion of trade visitors with an influence on purchasing/procurement decisions in their company lies at 85% this year.



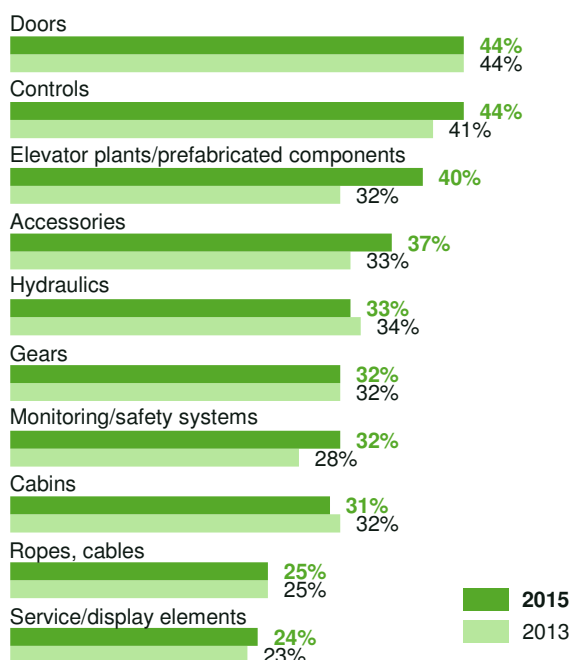
**Business result**

**94 percent**

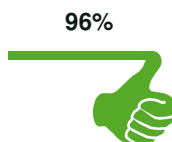
of trade visitors achieved a (very) good business result overall.

**Interest of offer**

(Multiple answers; selection > 20%)

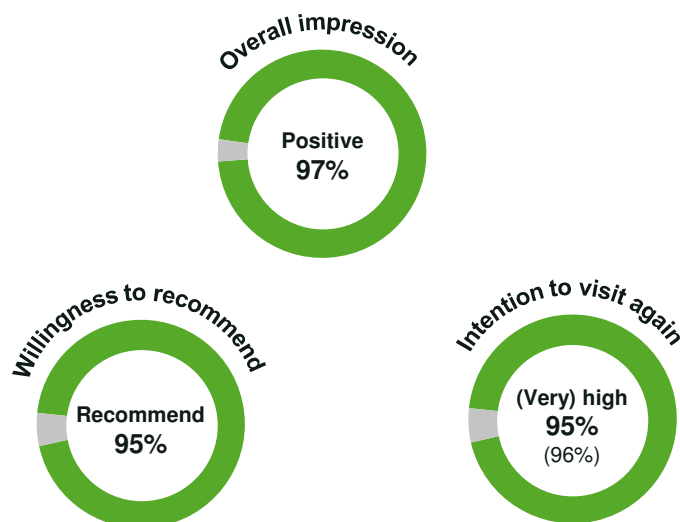


**Rating of offer**



The majority of trade visitors assessed the offer, all in all, as positive (mean value: 2.1).

**Overall impression and outlook**



97% of trade visitors are, all in all, (totally and utterly) satisfied with their visit to the interlift 2015.

Data collected and analysed by: