



THE WORLD IS A SQUARE

interlift 2019 – The World of Elevators

15 - 18 October | Messe Augsburg | Germany

Final report on the trade visitors' survey

(in brackets the results from interlift 2017)

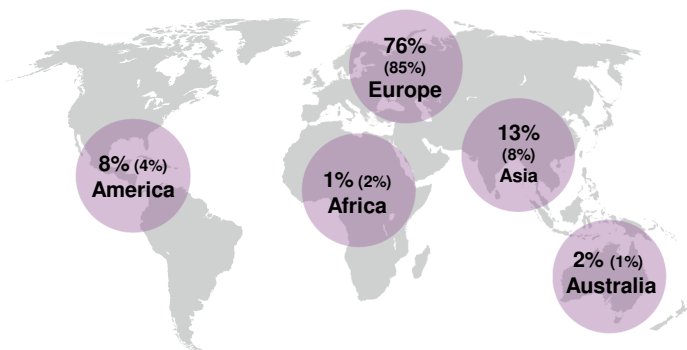
Base: 690 (750)

Trade visitor rate: 98% (2017: 99%)

Origin

Germany	43%	(42%)
Abroad	57%	(58%)

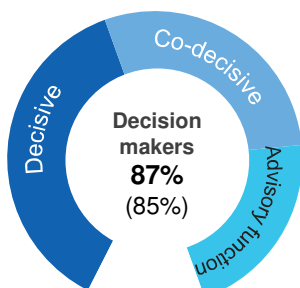
The following percentage refers to foreign visitors.



TOP 9 Visitor countries International	2019	2017
Italy	9%	14%
Switzerland	6%	6%
Spain	5%	8%
France	5%	7%
Great Britain/Northern Ireland	5%	5%
The Netherland	5%	5%
Turkey	5%	3%
Sweden	4%	5%
Belgium	4%	3%

Structure

42% (48%) of the trade visitors belong to the economic sector lift construction and 27% (20%) to lift installation. 25% (25%) are concerned with maintenance/ repair. 87% (85%) of the trade visitors are decision makers or are involved in purchasing/ procurement decisions in their company.



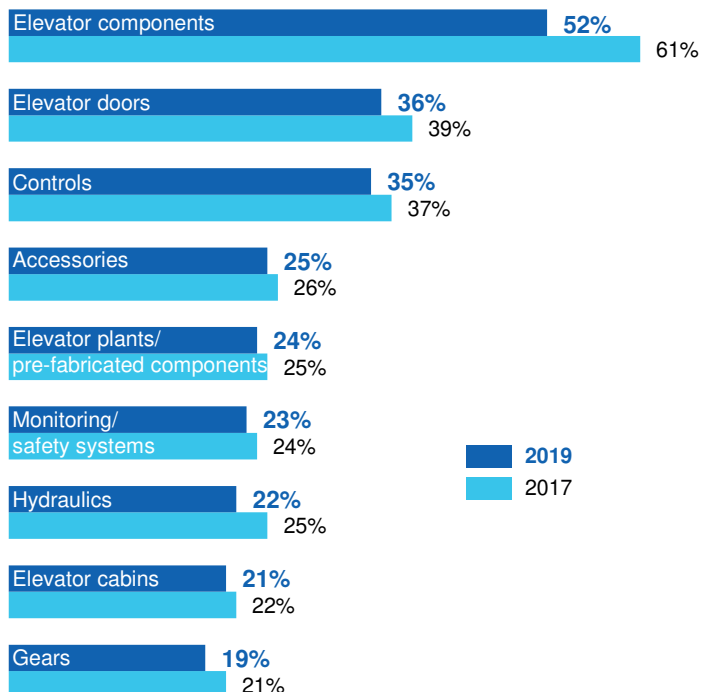
Business result

93% (95%) of the trade visitors rate their business results as (very) good to satisfactory.



Interest of offer

(Multiple answers; selection > 18%)

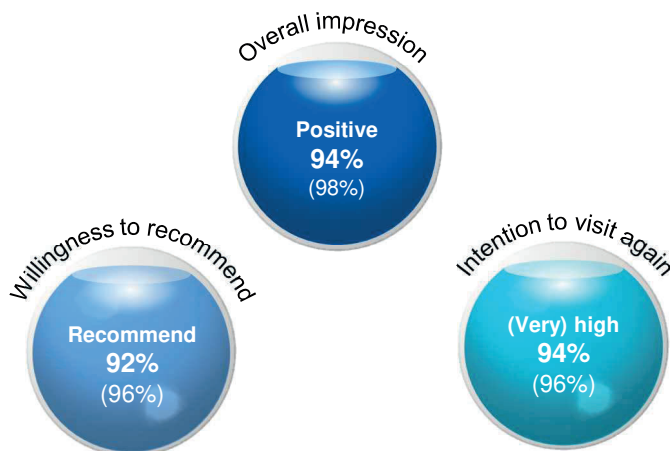


Rating of offer

92 percent

of the trade visitors (95%) rate the offer at the stands of the interlift exhibitors positively (mean value: 2.1; 2.1).

Overall impression and outlook



More than nine out of every ten trade visitors are altogether (thoroughly) satisfied with their visit, are (very) likely to recommend visiting this trade fair and state that their willingness to visit the interlift in future is (very) high.

Data collected and analyzed by:

