

BEAUTY FORUM MUNICH 2017

Visitor profile and
excerpts from the visitor survey

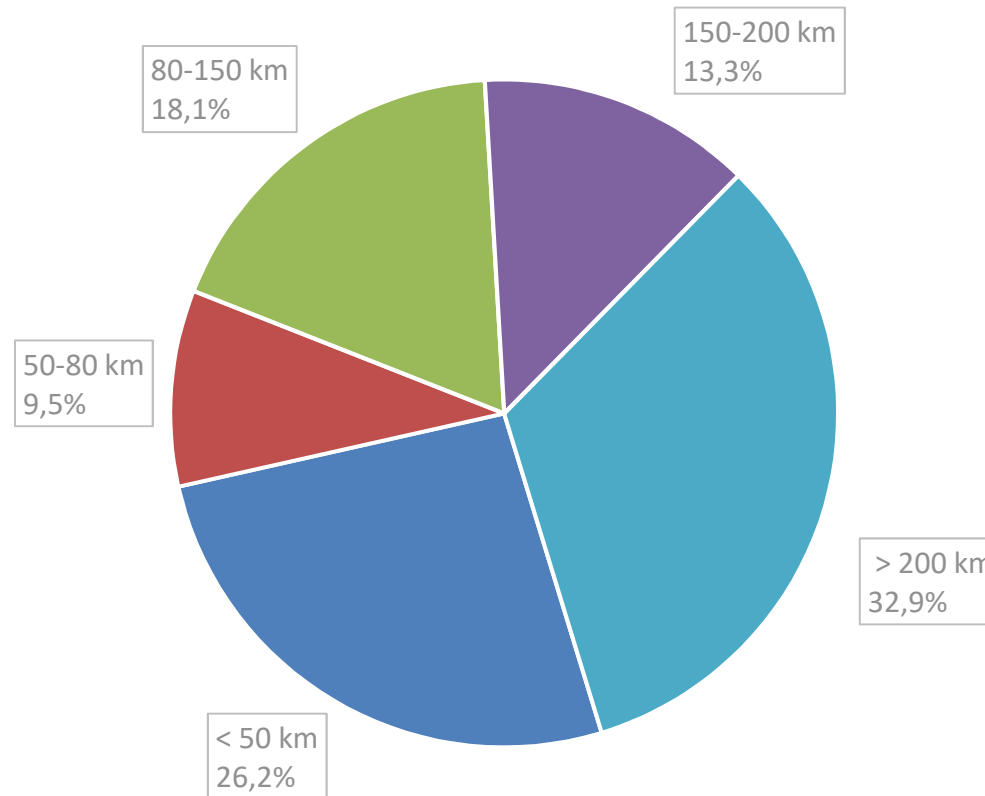
www.beauty-fairs.de/en/muenchen



Visitor's Key facts

Trade Visitors in total:	42.250
German visitors:	34.645
International trade visitors:	7.605
Origin:	37 countries
Participants conferences and Workshops:	360

Travel distance to BEAUTY FORUM MUNICH

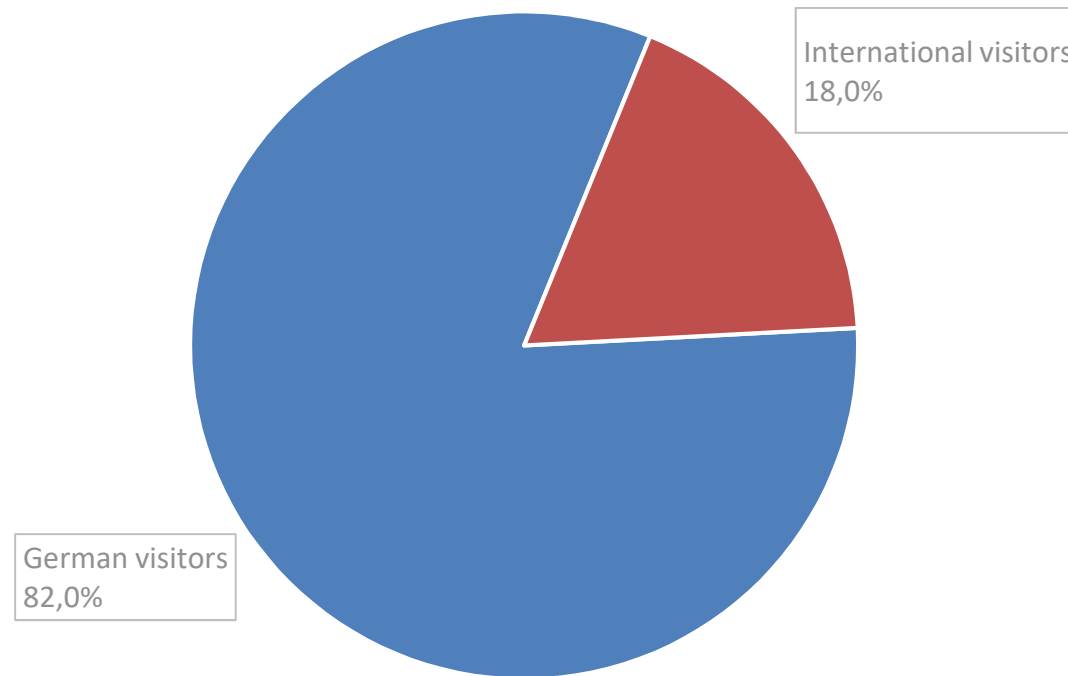


Big catchment area

BEAUTY FORUM MUNICH stands out for a big catchment area.

46,2 % of the visitors travel more than 150 km! (Prior year: 44,5 %)

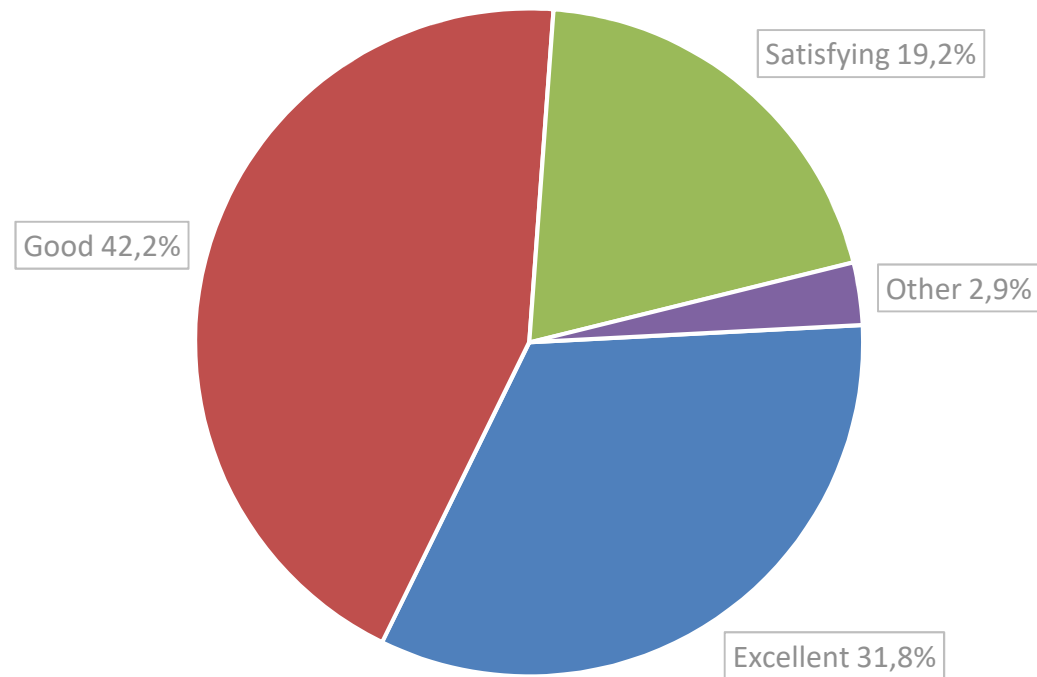
International visitor profile



18% of the visitors are coming from all over the world,
2,2% from non-european countries.

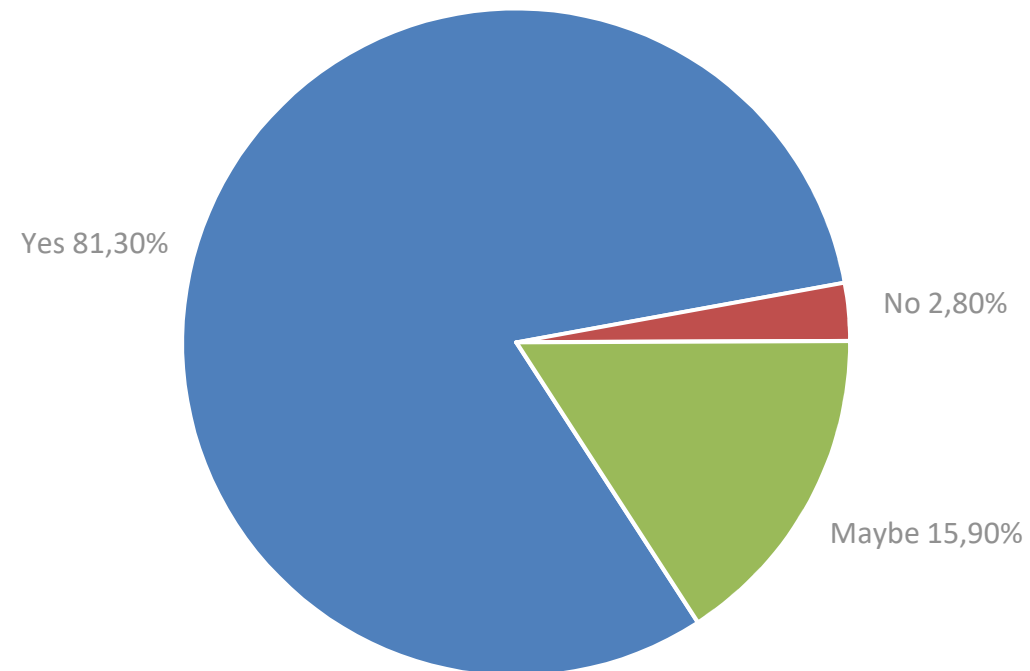


Highly satisfied visitors



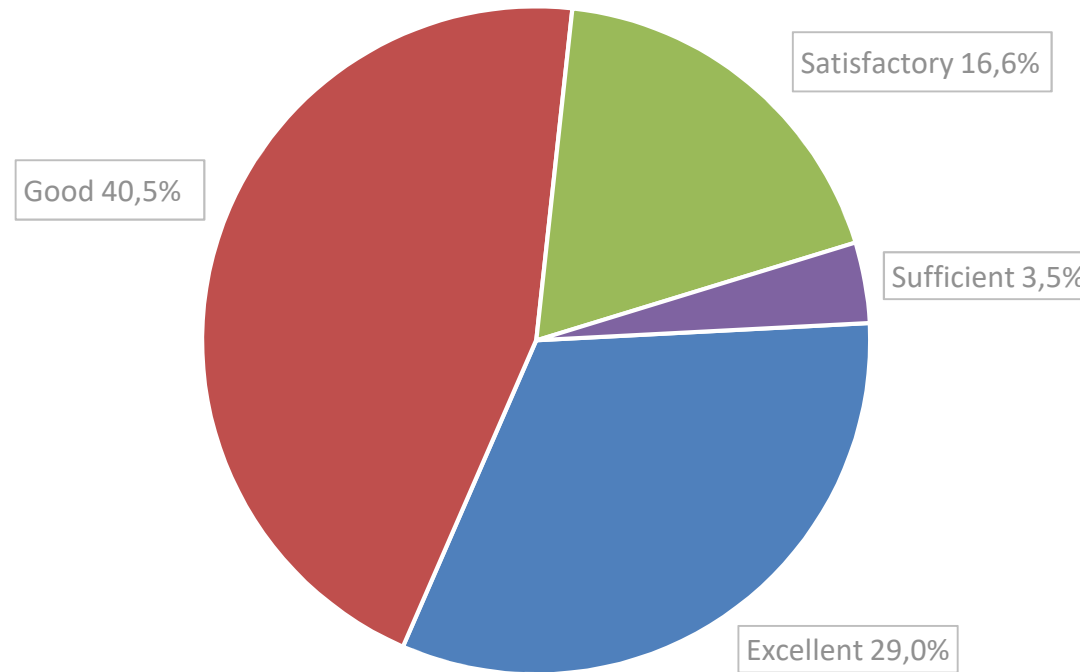
74,0 % of the visitors rated the range of exhibiting companies and brands as **excellent or good!** (Prior year 73,7%)

Will you visit again?



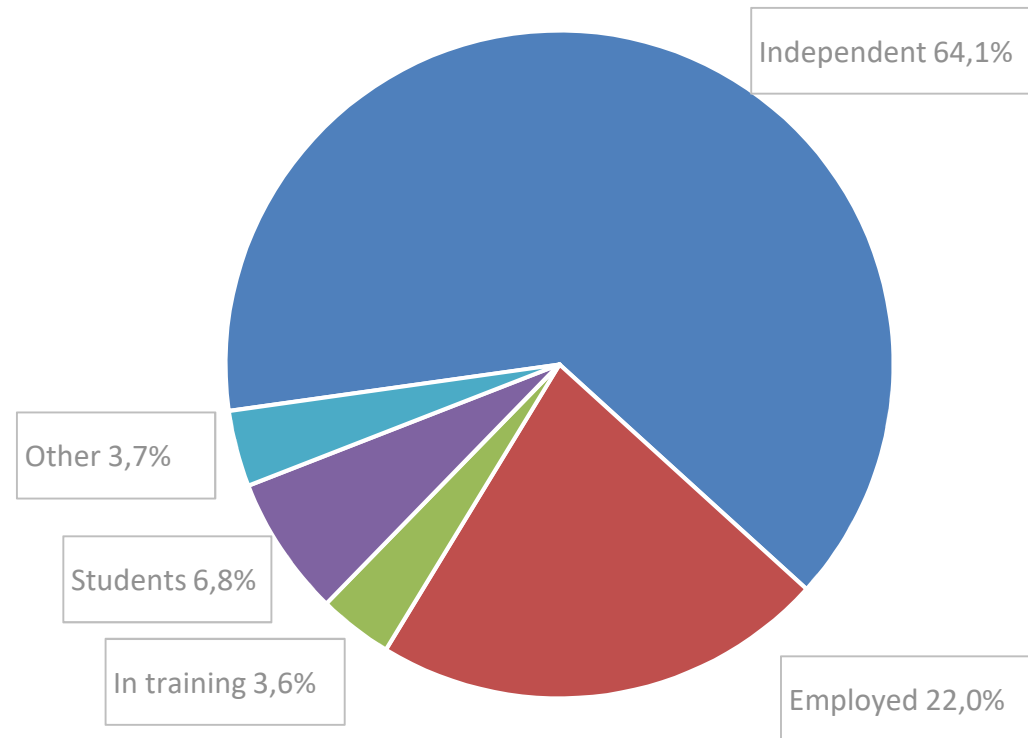
81,30 % of the visitors would like to **visit again** the next BEAUTY FORUM MUNICH! (Prior year 80,6 %)

Overall impression of the trade fair



69,5 % assessed the trade fair **BEAUTY FORUM MUNICH** overall with **excellent and good!**

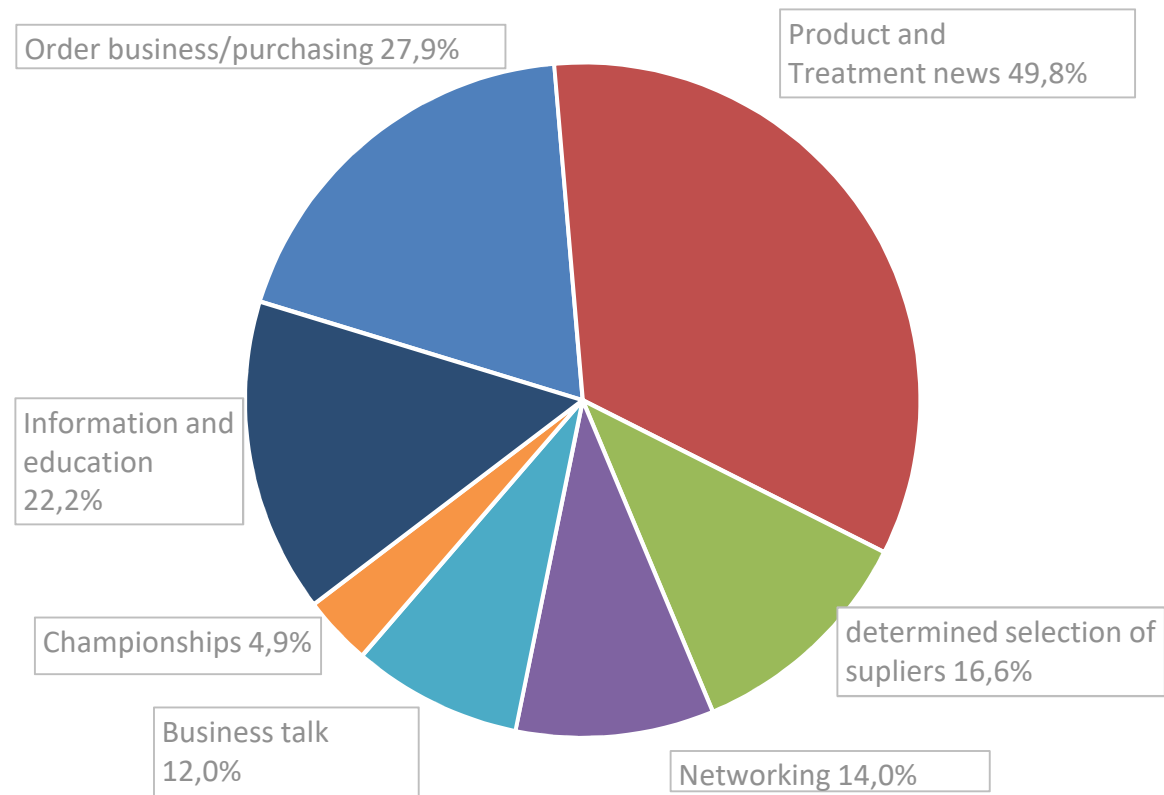
Our visitors are...



Good business talks:

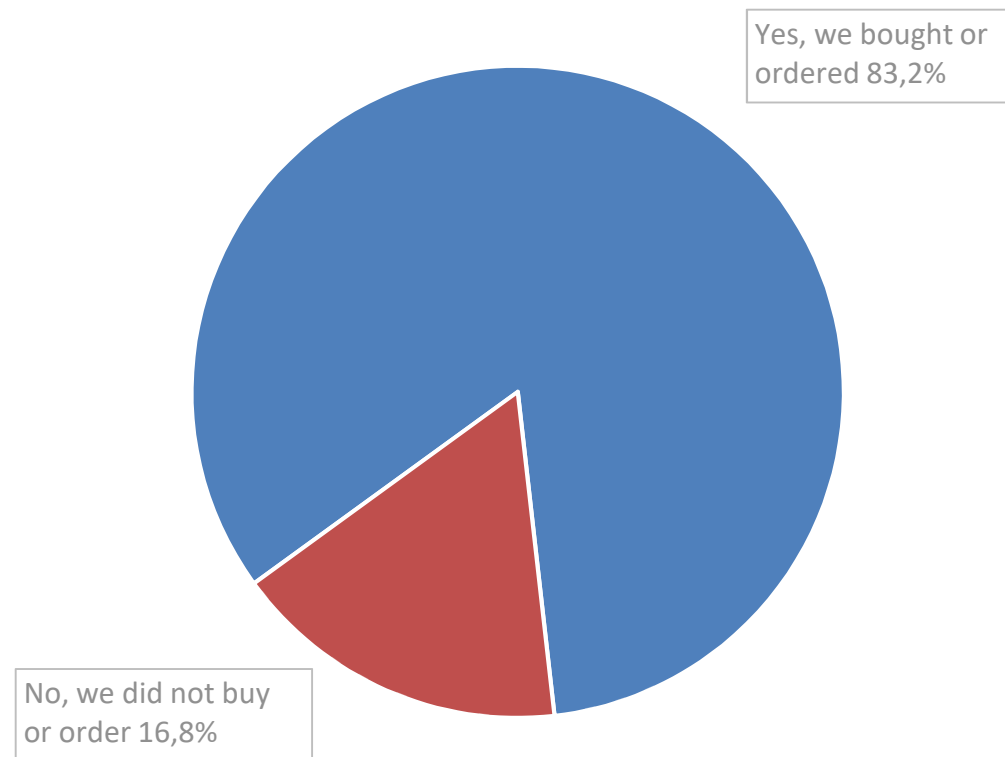
64,4% of the visitors are independent decision-makers and run their own business!

Visitor aims



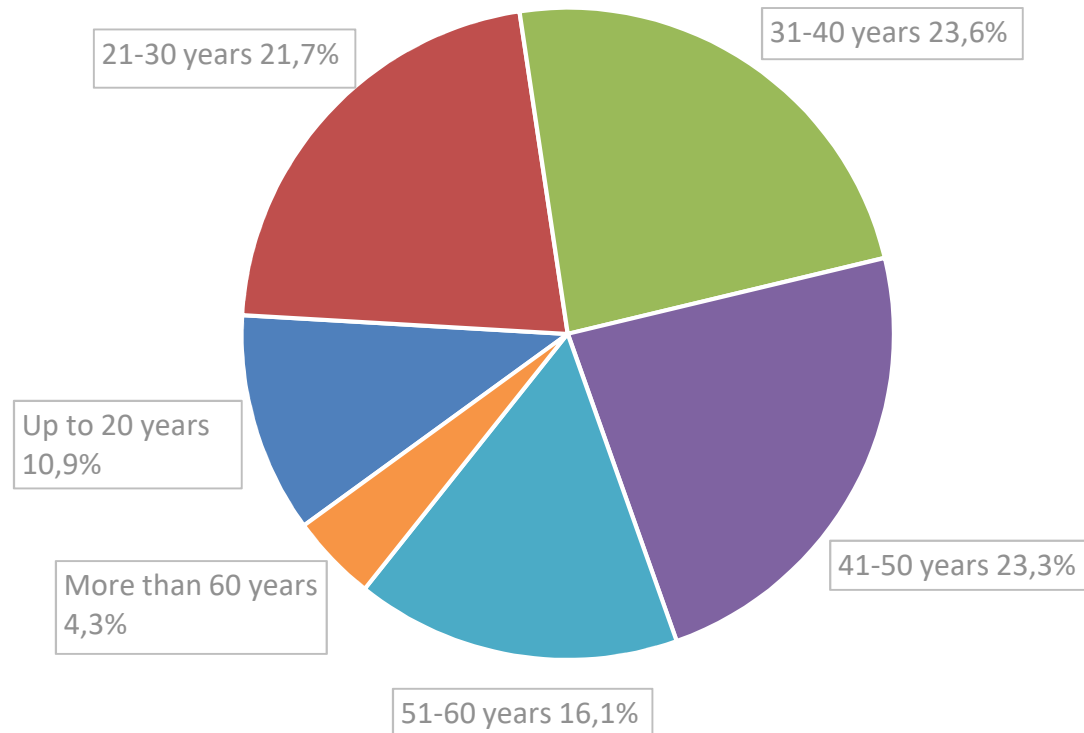
44,50 % of the visitors have the aim to **order products, to purchase products or to select suppliers.**

Buying behavior



83% of the visitors indicate to **buy or order directly** on BEAUTY FORUM MUNICH.

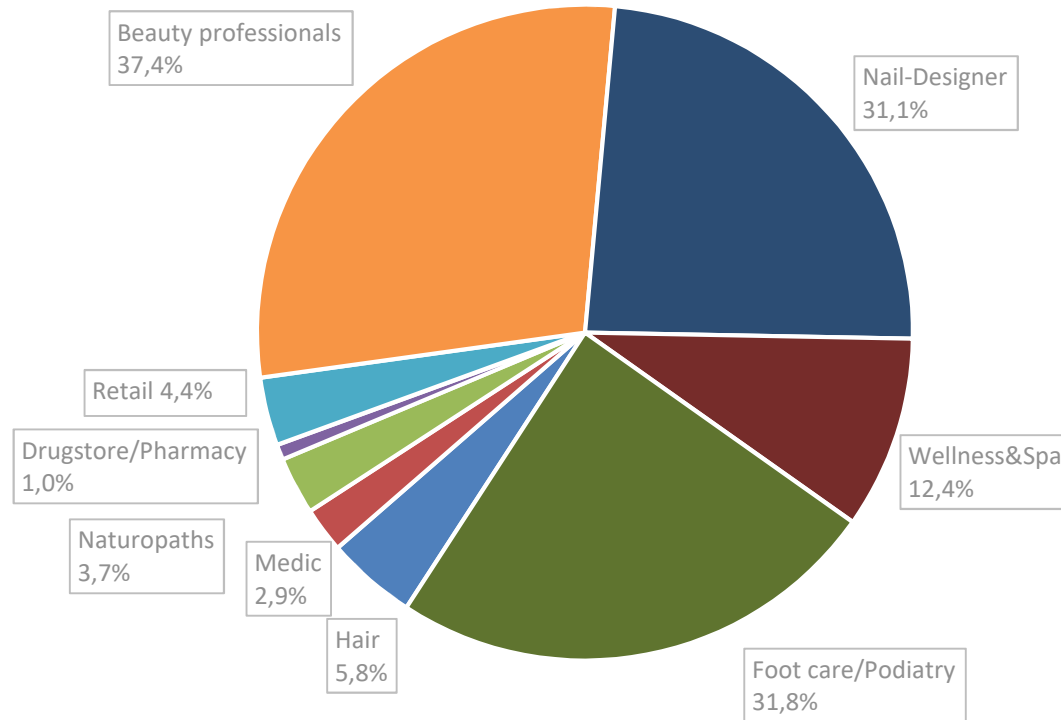
Age structure



Balanced age structure of BEAUTY FORUM MUNICH guests!

Good presence of the visitors in **the age of 21 – 40 years, which are keen to invest.**

Business of visitors



Big range of visitors:
Our **visitors** cover all **relevant businesses!**

Increasing visitor numbers of the branches beauty professionals, naturopaths and medic.

SAVE THE DATE!



BEAUTY FORUM MUNICH 2017
28. -29. Oktober 2017
www.beauty-fairs.de/en/muenchen

Source: Visitor profile BEAUTY FORUM MUNICH 2017 from Gelszus Messe-Marktforschung GmbH