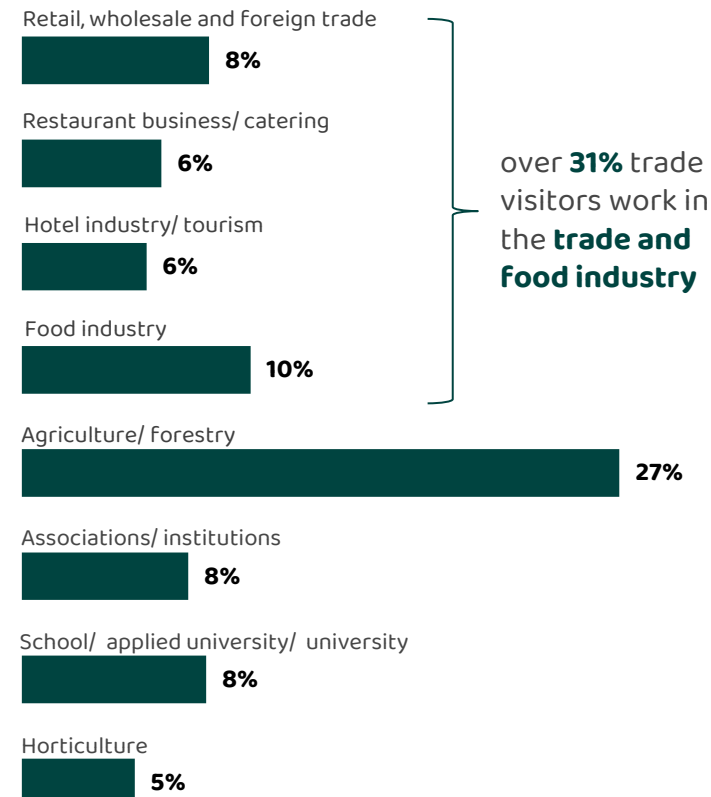


1. BUSINESS SECTOR

About **51.000** trade visitors of the following business sectors:



(Multiple entries, extract trade visitors)

2. FIRST-TIME VISITOR RATE

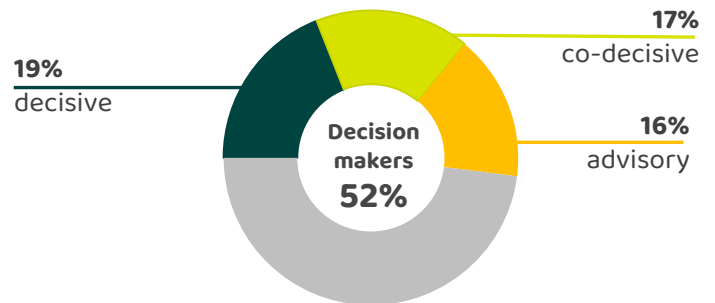
44% of trade visitors participated in Grüne Woche 2024 for the **first time**.

3. EVALUATION OF OFFERS



4. DECISION-MAKING AUTHORITY

52% of employed trade visitors are involved in the purchasing/ procurement decision-making process within their company.



Every fourth employed trade visitor is working in business/ company/ operations management or in Sales distribution.

5. BUSINESS RESULT



6. CONTACT MAINTENANCE/ BUSINESS TRANSACTIONS



Contact maintenance / business transaction are important goals at Grüne Woche

for around **6 out of 10** of employed trade visitors (59%).

(Ratings 1-3)

88% Confirm to have achieved this goal **(very) well**.

(Ratings 1-3)

7. POSITIVE OVERALL IMPRESSION

89% of trade visitors are **satisfied** with their visit at Grüne Woche.

84% Of trade visitors would **recommend** a visit to Grüne Woche.

86% of the trade visitors plan to visit **Grüne Woche 2025**.

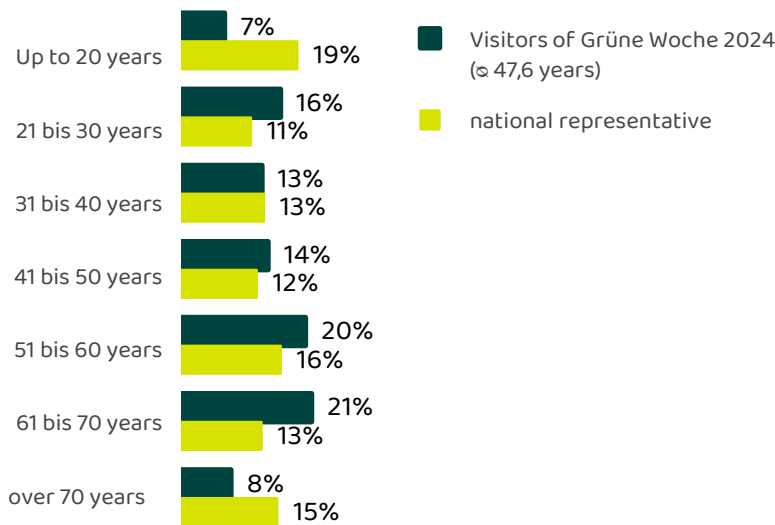
(Ratings 1-3)

(basis: excl. „no entries“)

1. ORIGIN OF PRIVATE VISITORS



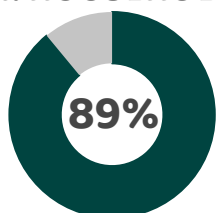
2. DISTRIBUTION OF AGE



3. PER-CAPITA EXPENDITURE

156 € is the average amount each private visitor spends at Grüne Woche. Projected, all visitors spent more than **39 Mio. Euro**.

4. HOUSEHOLD WITH GARDEN AND/OR BALCONY



of private visitors have a garden and/or balcony belonging to their household.

(Multiple entries, extract private visitors)

5. REASONS FOR VISIT

„Discovering what's new" is the most important reason for visiting Grüne Woche for private visitors. 94% of private visitors achieved this objective.



6. INTEREST IN PRODUCTS



(Multiple entries)

91%

of private visitors are **(very) satisfied** with the **range of products and services** offered at Grünen Woche.

(Rating 1-3)

7. POSITIVE OVERALL IMPRESSION

91%

of the private visitors are **(very) satisfied** with their visit at Grüne Woche.

90%

of private visitors would **recommend** a visit to Grünen Woche.

91%

of private visitors plan to visit **Grüne Woche 2025**.

(Rating 1-3)

(basis: excl. „no entries“)