

FINAL REPORT (24/09/2015)**FAFGA's story of success continues**

FAFGA alpine superior 2015 impressed visitors with its high quality and vast number of new products. According to a study, two thirds of trade visitors attended the event with specific investment plans in mind, while the proportion of decision-makers among the attendees reached over 70 percent.

Innsbruck – Around 14,400 visitors were very satisfied with the range of exhibits at the 28th FAFGA alpine superior trade fair for catering, hotel and design. The large quantity of new products presented by the approximately 300 exhibitors, the diverse and exhaustive range of exhibits and the opportunity to enter into discussions with industry colleagues were the key reasons behind this high level of visitor satisfaction.

Exhibition centre CEO Christian Mayerhofer was also very happy with the results: "I'm particularly delighted to see how the strong commitment of our exhibitors and partners has helped FAFGA alpine superior to develop so positively."

The vast number of business contacts made by exhibitors and the huge interest in the supporting programme were a fitting reward for this level of commitment.

According to a study conducted by market research institute Wissler & Partner, two thirds of trade visitors attended FAFGA alpine superior with specific investment plans in mind. The most sought-after products and services were drinks and foodstuffs, kitchen appliances and bar systems, hotel furnishings/facilities as well as accessories/decorative products. At more than 70 percent, the proportion of decision-makers among the attendees was very high in comparison to other trade fairs. This figure was supported by the fact that 40 percent of the trade visitors were company owners or managing directors.

"FAFGA alpine superior is based on the concept of putting quality before quantity," states Mayerhofer. The opportunity for the trade visitors and exhibitors to engage in intense, personal discussions was commented on particularly positively, and the attendees' satisfaction with this was evident from how long the visitors stayed at the trade fair. The study also found that just over 40 percent of the trade visitors do not attend any other trade fairs. The attendees were also satisfied with the extended reach of the FAFGA alpine superior trade fair, with the growth in visitor numbers from Bavaria, South Tyrol and Vorarlberg being most noticeable.

At its core, FAFGA alpine superior, which has been run as an independent trade fair since 1987, remains the central platform for the Tyrolean tourism industry. This was clearly demonstrated by the Tyrolean Tourism Industry Day, which was

held during the event and attracted numerous political and industry representatives.

EXHIBITOR STATEMENTS

Matthias Gurschler, Brauunion Tirol:

"We use FAFGA to present our innovations and specialities to trade visitors from the catering and hotel industries. We achieved excellent results at FAFGA 2015."

Robert Margreitter, Hollu:

"FAFGA is a very professional trade fair with a very personal touch. The overall quality of the exhibitors and visitors increased again this year."

Josef Zinganel, Vieider Gastro:

"Visitors to FAFGA are highly qualified professionals who attend with specific intentions to invest. FAFGA is held at an ideal time of year for the industry."

Markus Told, Haubi's:

"This was our second year at FAFGA. We are very satisfied with the trade fair. It's a tremendous opportunity for us to expand our client base in western Austria."

Georg Schuler, Fleischhof Oberland:

"We have around 1,300 clients in the catering and hotel industries. FAFGA is the most important meeting point of the year for us to maintain our contacts."

Georg Falkner, Firma MKS:

"Trade visitors come to FAFGA whatever the weather. This year, the standard of visitors was once again extremely high. The large number of new exhibitors and visitors has made the trade fair very attractive."

Philipp Geiger, Zillertal Bier:

"FAFGA is of huge importance to a country with such a high concentration of catering establishments and hotels. Attending the event is an absolute must for our traditional Tyrolean brewery, and we use it as an opportunity to showcase our new products."

Helmut Wurpes, TechnoGym:

"As a new exhibitor at FAFGA, our objective was to gain high-quality contacts. We were extremely satisfied with our results. The quality and quantity of trade visitors is just right."