



fafga.at

# FAFGA '19 ALPINE SUPERIOR

Trade Fair for Gastronomy,  
Hotel Industry & Design

16-19  
SEPT.

IN **2019,**  
WE'LL RETURN TO  
THE USUAL DATE

Innsbruck Exhibition Centre

## KEY DATA

- Trade Fair for Gastronomy, Hotel Industry & Design
- Trade visitor target groups: Hotel operators, innkeepers, restaurant owners, café operators, mountain inn managers, tourism managers, commercial kitchen operators, bar operators, disco operators, take-away operators, wholesale etc.
- A fixed part of the Tyrolean tourism industry since 1987
- Leading trade fair in Tyrol, Austria's number one tourist destination, and most important trade fair for catering and tourism in Western Austria
- A third of all overnight stays in Austria are spent in Tyrol – over 47.6 mill. nights in 2017 (in over 22,000 businesses and 340,000 beds)
- Comprehensive showcase for all relevant products and services
- The ideal platform for unveiling new products and innovations
- High-quality and diverse supporting program complements the range of exhibits
- In the new halls of Messe Innsbruck, with its modern visitor guidance system, since 2012

## LOOKING BACK

### 2016:

- Exhibitors: 370
- Visitors: approx. 15,250

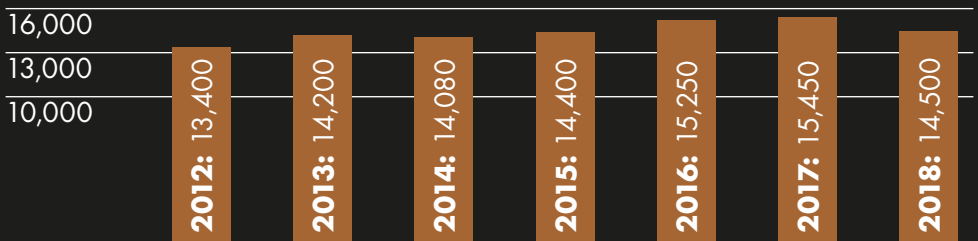
### 2017:

- Exhibitors: 390
- Visitors: approx. 15,450

### 2018:

- Exhibitors: 400
- Visitors: approx. 14,500

## VISITOR GROWTH BY YEAR



# REASONS FOR EXHIBITING AT THE TRADE FAIR

- Over 50 % of trade visitors do not attend any other trade fair of this kind
- Around 80 % of the core target group of catering, hotel and tourism industry came to FAFGA 2018 with concrete procurement projects and investment plans
- To acquire new clients
- To build your networks
- To present your innovations
- To maintain your relationships with existing clients and to boost your image
- Roughly 90 % of visitors gave FAFGA top grades
- Over 80 % of visitors in 2018 were certain that they would also come to the next FAFGA
- Roughly 70 % are regular visitors, 30 % are first-time visitors
- 60 % of visitors from the hotel industry come from the 4–5 star sector
- About 55 % of the visitors from the catering trade have more than 80 seats in their restaurant



## AREAS OF FOCUS

- Foodstuffs/Convenience food
- Beverages
- Kitchen appliances/bar systems
- IT/hotel management/facility management
- Plumbing/electrics/energy
- Publicity/signage/forms
- Tableware/textiles/toiletries
- Accessories/decorative products
- Hotel construction/hotel renovation/gardens
- Finance/security/consulting
- Hotel furnishings/facilities
- Wellness/entertainment
- Cleaning/laundry
- Staff/uniforms
- Services/cross-selling

## INDUSTRY SECTORS TO WHICH THE VISITORS BELONGED

Hotels, guest houses, private guest houses/rooms	43 %
Restaurants/inns/cafés, mountain restaurants and huts serving food, bars, night clubs	24 %
Tourism associations/institutions/authorities/other industry sectors	14 %
Food retailers/retailers/wholesalers/industry	7 %
Food services/care/catering	7 %
Other services	5 %



## OFFER FOR **FIRST-TIME EXHIBITORS**

Trade fairs are the simplest and most cost-effective way of reaching your target clients. As a first-time exhibitor, you can benefit from our special offers to help you discover the benefits of this fantastic marketing tool first hand.

**The following services are included:**

**15 %**

**discount on  
stand area  
charge**

(max. 25 m<sup>2</sup>)

**10 %**

**discount on  
stand set-up  
services**

**“Standard” all-inclusive stand** and  
**“standard” rented furniture**

in accordance with our service manual,  
link on the trade fair’s website

**15**

**free admission tickets  
for your clients**

(per m<sup>2</sup>)

# SUPPORTING PROGRAM

- International and Tyrolean Coffee Championships:  
International and Tyrolean Barista Championships  
International Latte Art Championship  
Filter Coffee Challenge  
Coffee House Proprietor of the Year
- Presentations by the Austrian Chefs Association (VKÖ)
- Technical lectures
- Tyrol Lounge
- Villa Blanka School Canteen
- The Finest Tableware Competition
- Side events
- etc.



## ADVERTISING METHODS AND MATERIALS TO SUPPORT EXHIBITORS

- Admission ticket vouchers
- Logo + banner for your website
- Entry in the printed exhibitor catalogue
- Entry in the online directory
- Letter stickers
- Distribution of advertising materials
- etc.

## ADVERTISING TO ATTRACT VISITORS

- Direct mailing campaigns
- Social media campaigns
- Trade and local media advertising/campaigns
- Outdoor advertising
- FAFGA.TV
- Trade fair journal

# EXHIBITOR STATEMENTS

## **Bernhard Weinbauer**, Krösawang

"After a long absence, we took part in FAFGA again this year – and with great success. Above all, we were able to establish many new high quality contacts from Tyrol and Vorarlberg and are therefore very satisfied. As far as the quality of the visitors is concerned, we can generally say that it was mainly decision-makers such as owners or chefs who came to our stand. We are growing strongly in Tyrol and therefore FAFGA is an important platform for us."

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## **Sarah Huber**, Greenstorm

"We were at the FAFGA for the first time and many interested visitors came to our stand to find out what's new on the market. In addition, we were able to make many contacts with other exhibiting companies and network excellently. We will definitely recommend to our management to exhibit again at FAFGA next year as well."

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## **Martin Steiner**, Brauerei Schloss Starkenberg

"FAFGA is the only trade fair where we exhibit. Why? The audience is very interested and specific to the trade, as numerous proprietors come to this trade fair. FAFGA is therefore the perfect platform for us to maintain our contacts. We will do the same at the FAFGA in the coming years."

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## **Joe Zinganel**, Vieider

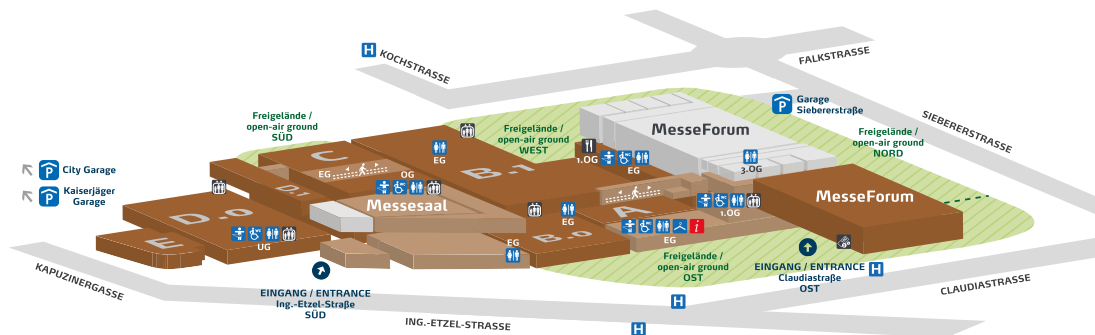
"As a regional company and regular exhibitor, the FAFGA is particularly important for us. FAFGA is the ideal platform to meet customers in a pleasant atmosphere, to exchange information, and finally to sell. For us in particular, the follow-up business is decisive and, as experience has shown, very satisfactory. The positive development of FAFGA in recent years is clearly noticeable and we will of course be there again next year."

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## **Hansjörg Wechselberger**, Gruber Schanksysteme, Silberquelle

"Our main goal was to present ourselves as an innovative partner for the Tyrolean hotel, restaurant and catering sector. We did a good job, because in spite of the fine weather we were surprised at how many interested existing and new customers came to our stand. Although the post-fair business is mainly decisive for us, some purchase decisions were also made at the trade fair. In all probability, we'll be back at the FAFGA in 2019."

## HALL MAP



## VISITOR OPENING TIMES

**MONDAY-WEDNESDAY, 16-18 SEPT. 2019:** 10:00 am – 6:00 pm

**THURSDAY, 19 SEPT. 2019:** 10:00 am – 4:00 pm

**Only open to trade visitors:** Entry is limited to trade visitors from the catering, hotel, tourism and food retail industries.

## CONTACT INFORMATION



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**2019'S ATTENDEES  
INCLUDE:**



CONGRESS UND MESSE INNSBRUCK GMBH, Rennweg 3, 6020 Innsbruck, Austria  
Locations: Congress Innsbruck, Rennweg 3, 6020 Innsbruck |  
Messe Innsbruck, Kapuzinergasse 11, 6020 Innsbruck |  
congresspark igls, Eugenpromenade 2, 6080 Igls  
FN 36779m, regional court Innsbruck, VAT ID no. ATU 31718503. Subject to change.