



fafga.at

FAFGA '20 ALPINE SUPERIOR

Trade Fair for Gastronomy,
Hotel Industry & Design

21-24
SEPT.

LATEST

TV news & views

FAFGA.TV

from the tourism industry

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 50 mill. nights in 2018 (in over 22,000 businesses and 330,000 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

LOOKING BACK

2017:

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

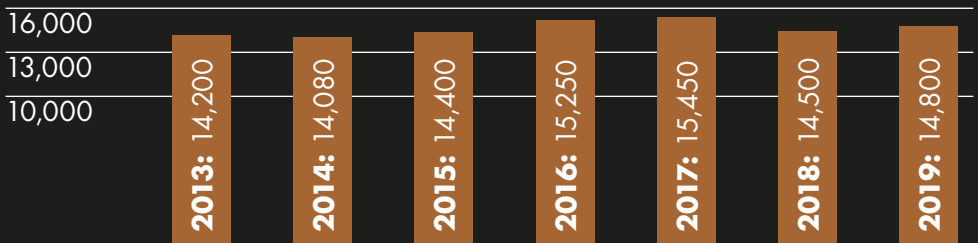
2018:

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

2019:

- Exhibitors: 400
- Visitors: approx. 14,800

VISITOR GROWTH BY YEAR



(rounded)

REASONS FOR EXHIBITING AT THE TRADE FAIR

- Approximately 70 % of the trade visitors are decision-makers in purchasing and procurement.
- Roughly 80 % of the representatives from the Tyrolean hotel and catering sector came to FAFGA 2019 with specific purchase plans.
- Over 55 % of decision-makers indicated that they placed orders during the trade fair and roughly 85 % indicated that they would place orders later based on information received at the trade fair.
- Roughly 40 % of trade visitors found new suppliers at FAFGA 2019.
- Roughly 40 % were attending their first FAFGA in 2019.
- Roughly 85 % of visitors gave FAFGA 2019 top grades and would recommend FAFGA.
- Almost 60 % of visitors indicated that they would had not attended any other industry-specific trade fair in the last two years.

(Basis: Visitor survey during FAFGA'19 alpine superior)



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	35 %
Restaurants/inns/cafés, mountain restaurants and huts serving food, bars, night clubs	26 %
Tourism associations/institutions/authorities/other industry sectors	12 %
Food retailers/retailers/wholesalers/industry	9 %
Food services/care/catering	10 %
Other services	8 %

(Rounded, trade visitors excluding vocational school pupils and students)



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 m²)

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 m²)

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
- 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

Jürgen Baldauf, Fohrenburg s'Fäscht

"We came to FAFGA to showcase our range and make our presence felt on the Tyrolean market. The quality of the trade visitors was a particularly positive surprise; we welcomed many interested trade representatives to our stand. That enabled us to reach our target market with great precision. In short: high visitor quality – great trade fair."

Christian Holzedl, INKU Jordan

"After our highly successful return to FAFGA last year, we went even bigger this year. Tyrol's hoteliers attend the trade fair in droves, and the industry's willingness to invest is reflected in the trade visitors. As a result, we were able to generate very good inquiries – even beyond Tyrol's borders – so we are highly satisfied with FAFGA'19. We plan to come back to FAFGA again next year."

Christoph Resch, Fineo

"As a regular exhibitor for the premium catering sector, we showed our innovations and trends at FAFGA'19. The trade audience was very diverse, from trend catering to canteen operators, and we are really very satisfied with the quality of the visitors. We were delighted to close many deals and generate contacts. We will definitely be back for FAFGA 2020."

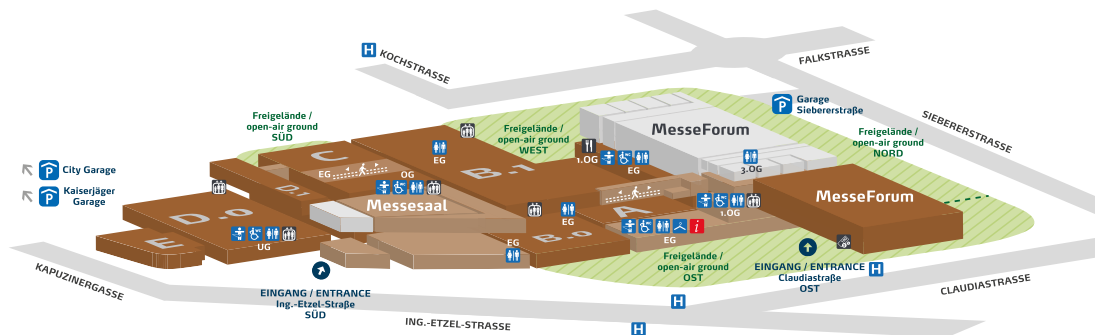
Peter Kröll, Schraml Textil

"For us, FAFGA'19 was all about cultivating existing contacts with customers, finding new customers and in particular finalizing meetings for autumn, as that is when the investment volume in the ski resorts is highest. For this reason, the trade visitors who came to our stand were ready to invest – and most were decision makers from the hotel and catering trade. For that reason, we'll be happy to come back next year."

Valentin Hofer, CAROMA Kaffeerösterei

"As we already have many customers in South Tyrol and wanted to promote our company in North Tyrol too, we came to FAFGA this year for the first time. For us, the quality of the trade visitors is key, and we were able to meet people here from the audience we are targeting with our products. Now we are looking forward to strong follow-up business after the fair."

HALL MAP



VISITOR OPENING TIMES

MONDAY-WEDNESDAY, 21-23 SEPT. 2020: 10:00 am – 6:00 pm

THURSDAY, 24 SEPT. 2020: 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



STEFAN KLEINLERCHER

Project Manager
t: +43 (0) 512 5383-2151
e: s.kleinlercher@cmi.at



KARIN STROBL

Junior Project Manager
t: +43 (0) 512 5383-2153
e: k.strobl@cmi.at



CHRISTOPH HEUSCHNEIDER

Project Assistant
t: +43 (0) 512 5383-2152
e: c.heuschneider@cmi.at

2020'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, Eugengenpromenade 2, 6080 Igls
FN 36779m, regional court Innsbruck, VAT ID no. ATU 31718503. Subject to change.