



PRESS RELEASE

Innsbruck, 21 September 2017

Quality over quantity: FAFGA continues strong development

This week, the hotel and catering industry prepared itself for the winters season at the anniversary edition of FAFGA alpine superior. The complete range of high-quality services and good business contacts led roughly two thirds of visitors to invest directly at the trade fair according to a visitor survey. Almost every second FAFGA visitor now chooses it as their only trade fair in the industry. The visitor quality has increased further.

Innsbruck – Roughly 15,450 trade visitors from the Alpine hotel and catering sector spent four days learning about the latest products and services, making major investments and sharing their experiences at FAFGA alpine superior ahead of the winter season which is so vital to the economy. For Congress and Trade Fair Director **Christian Mayerhofer**, the 30th anniversary edition highlights the successful path FAFGA has taken with its motto “quality over quantity”: “Since the re-orientation of FAFGA, we, along with the providers and partners have succeeded in putting together a complete range of high-quality services, which impresses decision-makers from Tirol’s tourism industry, in an ideal framework for productive meetings and with a supporting program of events on topical industry subjects.”

A complete range of services leads to high investment activities and increasing visitor quality

The high level of orders by trade visitors at FAFGA 2017, as verified by an independent marketing research institute, is proof that investment has been a priority at FAFGA since its re-orientation: roughly two thirds of visitors made investments directly at FAFGA 2017 and 86 percent indicated that they would also place orders after the trade fair. The large and complete product and service mix of the roughly 390 exhibitors with many new products and innovations, and the resulting diverse business contacts were the main reasons behind this, as the visitor survey reveals. Over 45 percent of visitors therefore do not attend any other industry trade fair. “The high willingness to invest by the strong Alpine tourism companies, in order to prepare for the future, was reflected impressively at FAFGA 2017,” confirms Project Manager **Stefan Kleinlercher**, “the quality of the trade visitors also increased even more.” Market research backs this up: roughly 80 percent of visitors from the hotel and catering sector are involved in procurement projects in their companies.

Visitor structure: Core target market and many first-time visitors

The complete portfolio of investment, consulting and information provided at FAFGA has a growing impact on the visitor structure, as the statistics reveal: almost 40 percent of all trade visitors came from the hotel sector, and roughly half of them reported working in 4 and 5-star premises. Overall, almost 70 percent of all visitors belonged to the primary target group, the hotel and catering sector. The visitor survey also revealed that FAFGA experienced strong growth from the surrounding Alpine region, especially Vorarlberg, South Tirol and Salzburg. Additionally, far more than one third of visitors also indicated that they were attending their first FAFGA. "We are delighted with the development of FAFGA, which gives us optimism for the future," reports Director Mayerhofer, "so we would like to thank all exhibitors and partners for their great cooperation and loyalty to FAFGA and Congress Messe Innsbruck." FAFGA alpine superior 2018 takes place from September 10 to 13, 2018 and exhibitor registration forms are already available. www.fafga.at

EXHIBITOR STATEMENTS:

Nadja Martha (Kältepol):

"We returned to FAFGA because the trade fair offers an exceptional opportunity to acquire and maintain quality customer contacts in the industry. And we did just that at FAFGA 2017, because many decision-makers came to our trade fair stand with specific project requests. Now we are looking forward to strong post-trade fair business and will probably be back again in 2018."

Mario Vitale (Cald'oro):

"As an exhibitor from the very beginning, we can report that FAFGA has developed very strongly in recent years in particular. The early timing of the trade fair is simply ideal, as the trade visitors can make their investment decisions in good time. It was particularly obvious that very many decision-makers from the entire Alpine region came to us. We want to thank the exhibition management for the excellent support and the many years of trust."

Peter Kräll (Schraml Hoteltexil):

"We were original participants from the very beginning, and returned to FAFGA last year after an extended break, and are very happy with our attendance at the trade fair in 2017. This is largely down to the fact that many decision-makers came to our stand with specific interests."

Andreas Pertl (Lohberger Küchen Competence Center):

"We last attended FAFGA in 2011, and a lot has changed since then. As a manufacturer of commercial kitchens, we came to consolidate existing customer contacts and make new ones. That worked very well, as the trade visitors in attendance were very high quality. In particular, many hotel operators visited our trade fair stand."

Michael Hörtnagl (fuco Gastrozentrum):

"We are very happy with the results of FAFGA 2017, in particular because of the top quality trade visitors with specific investment intentions on one hand, and the outstanding trade fair organization on the other – from setup to support."

Michael Werner (Rechberger):

"We are extremely satisfied with FAFGA 2017. Why? The quality of the trade visitors was really good and the timing of FAFGA is perfect. The summer season

is over and managers have time to think about investments before the winter season and time to learn about innovations. Of course, we will be back at FAFGA next year.”

Marcel Broshin (Innsbrucker Kommunalbetriebe):

“We returned to FAFGA after a long absence and were delighted to receive many serious inquiries and a steady flow of visitors to our trade fair stand. So the trade fair was a great success for us and it looks very likely that we will be back again next year.”

Oliver Zierhofer (Fohrenburger s’Fäscht):

“30 years of FAFGA and we were also represented at the trade fair for the 30th time this year. So we are in a good position to state that FAFGA really has developed highly positively. The quality of the trade visitors has increased further and was outstanding this year. That is because many owners and decision-makers came to the trade fair. As a result, we were able to make many contacts and schedule meetings. We are looking forward to FAFGA 2018!”

Leopold Wedl (Handelshaus Wedl):

“The decision to attend FAFGA with our in-house exhibition has proven a major bonus for us and the trade fair once again this year. We want to continue this cooperation in the years to come and are excited to be part of the action.”

ENQUIRIES:

BSc

Julian Bathelt

Pressereferent | Press Officer

CONGRESS MESSE INNSBRUCK



t: +43 (0) 512 5936-1124

f: +43 (0) 512 5936-1119

e: j.bathelt@cmi.at

www.cmi.at