



# EuroTier<sup>DLG</sup>

First in animal farming.



## EuroTier Tracker Visitors

Survey Results May 2022

MADE BY

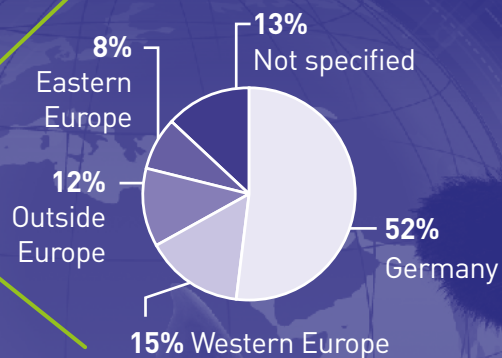


# SUMMARY

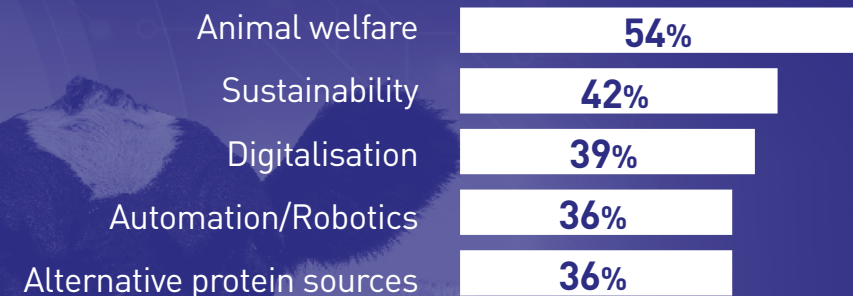
## Visit intentions

**98%**  
are considering  
visiting  
EuroTier 2022.

**62%**  
have already  
decided in favour  
of visiting.



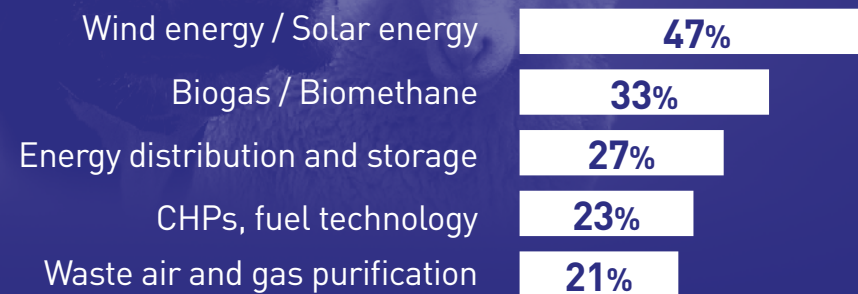
## EuroTier focus topics



## Top 5 trade fair goals

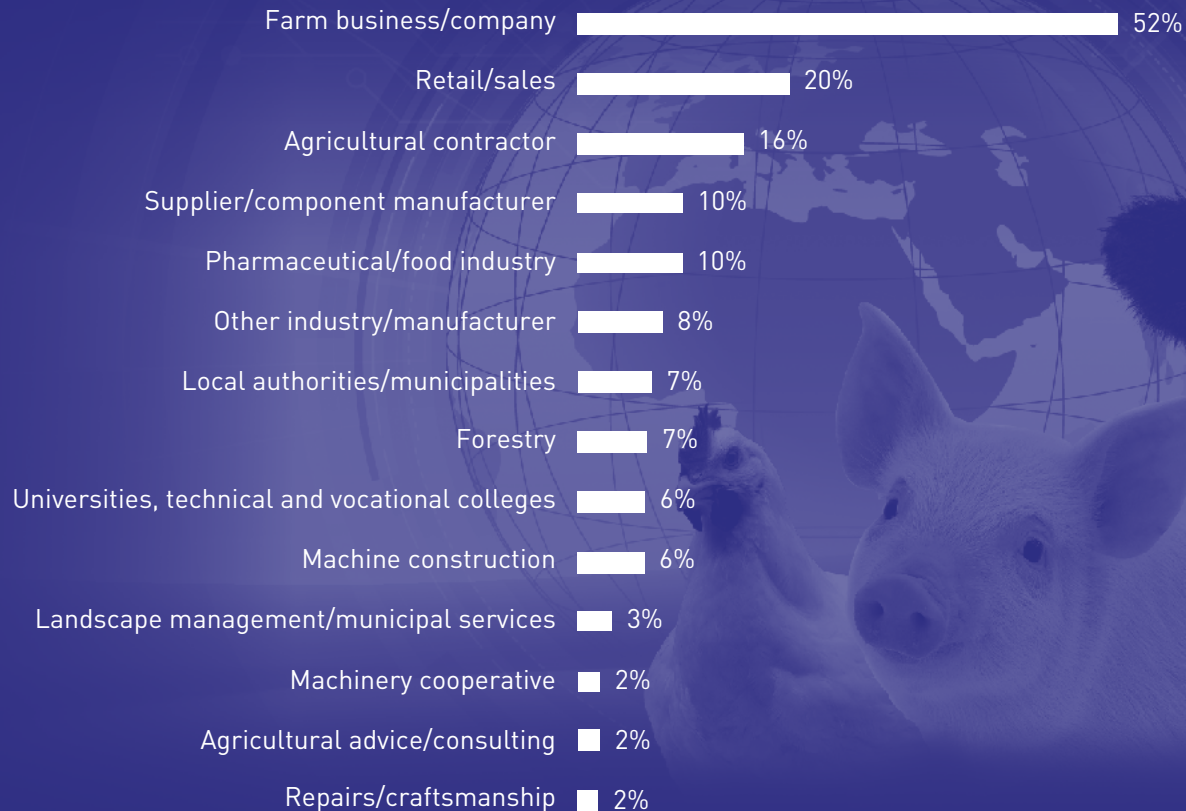


## EnergyDecentral focus topics



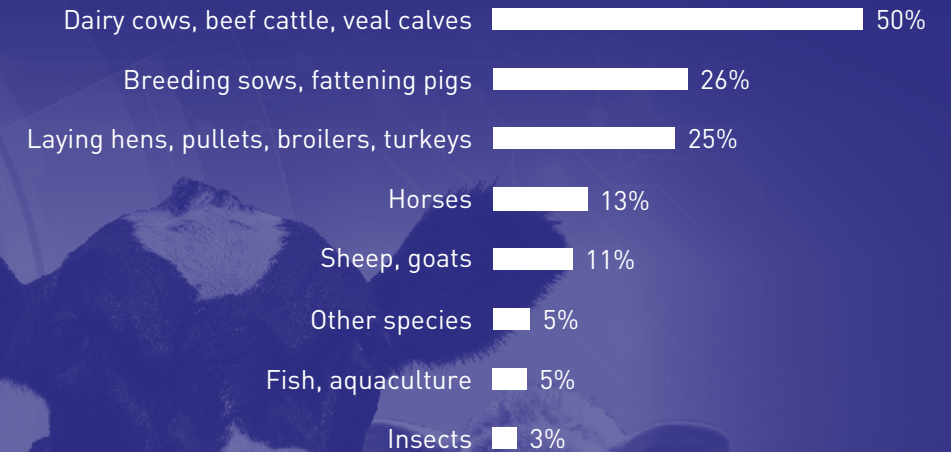
# VISITOR PROFILE

## Industry sector



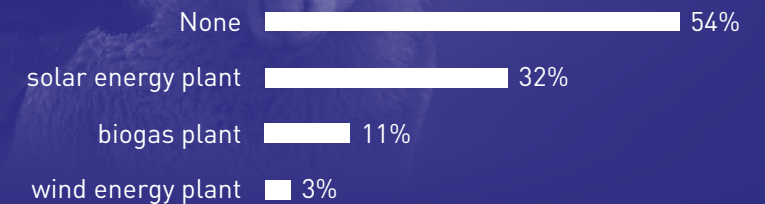
n = 1,720, Multiple responses possible

## Branch of industry



n = 903, Multiple responses possible

## Existing energy plants

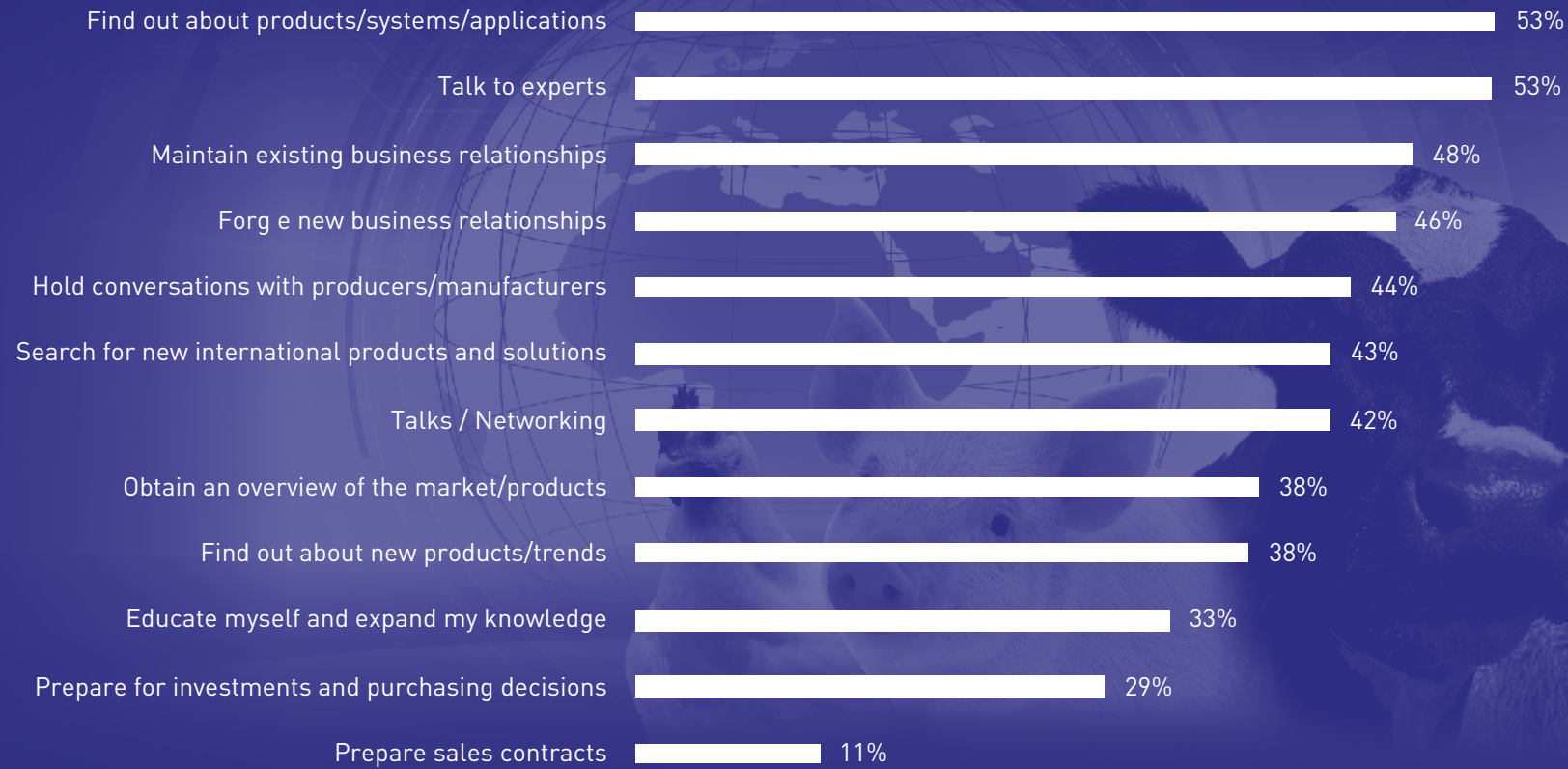


n = 1,718, Multiple responses possible

# TRADE FAIR GOALS



## Visitor goals by priority



n = 1,713, Multiple responses possible

# VARIED VISITOR INTEREST

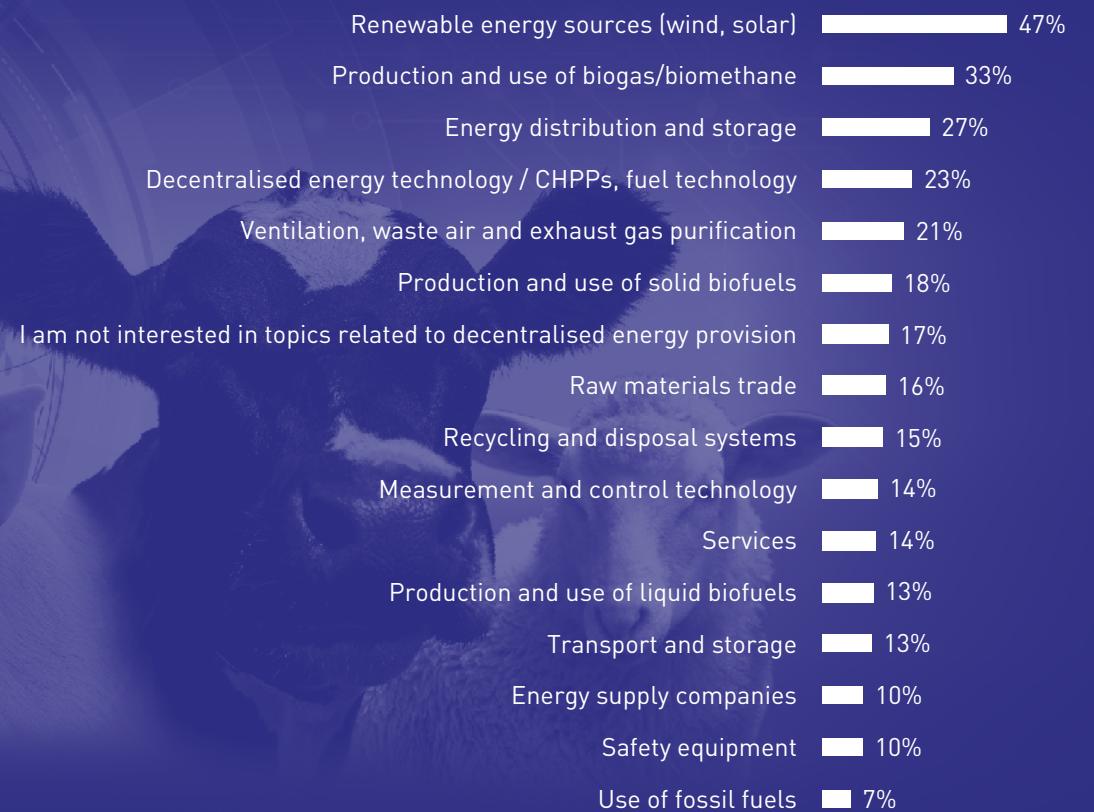


## Interest in EuroTier exhibitors' products & services



n = 1,864, Multiple responses possible

## Interest in EnergyDecentral exhibitors' products & services

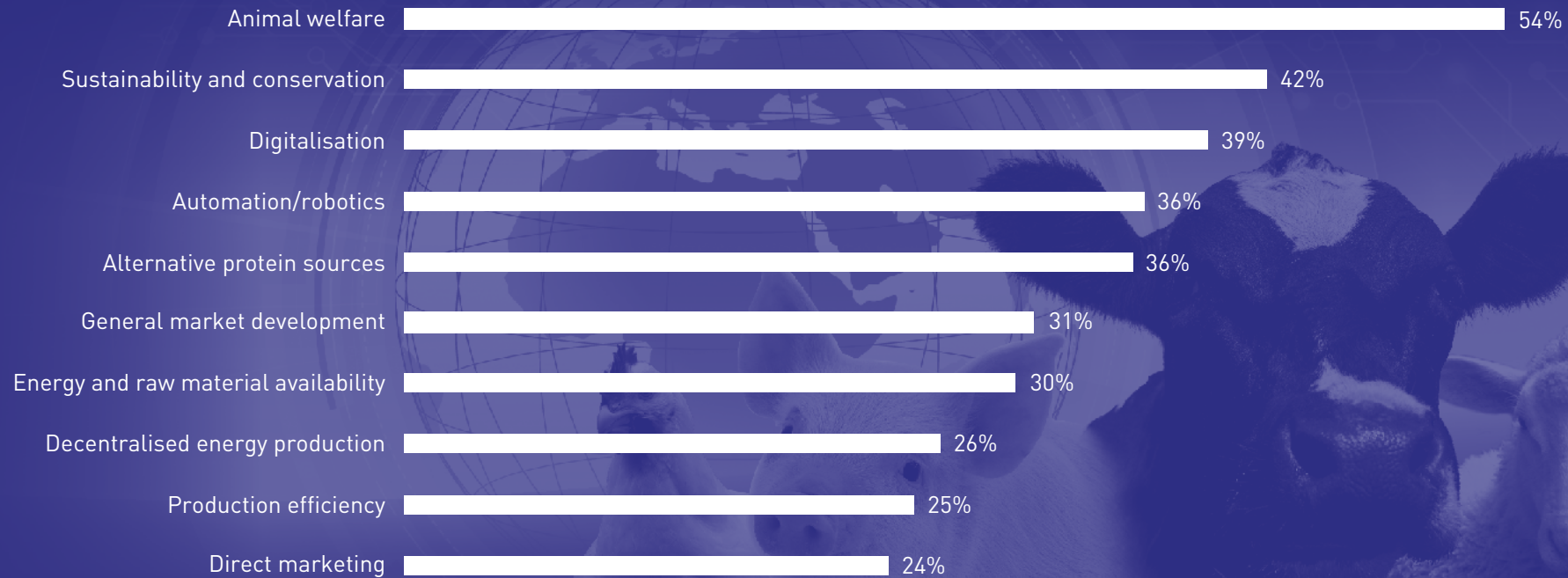


n = 1,780, Multiple responses possible

# TOP TOPICS FOR VISITORS



## Industry Topics



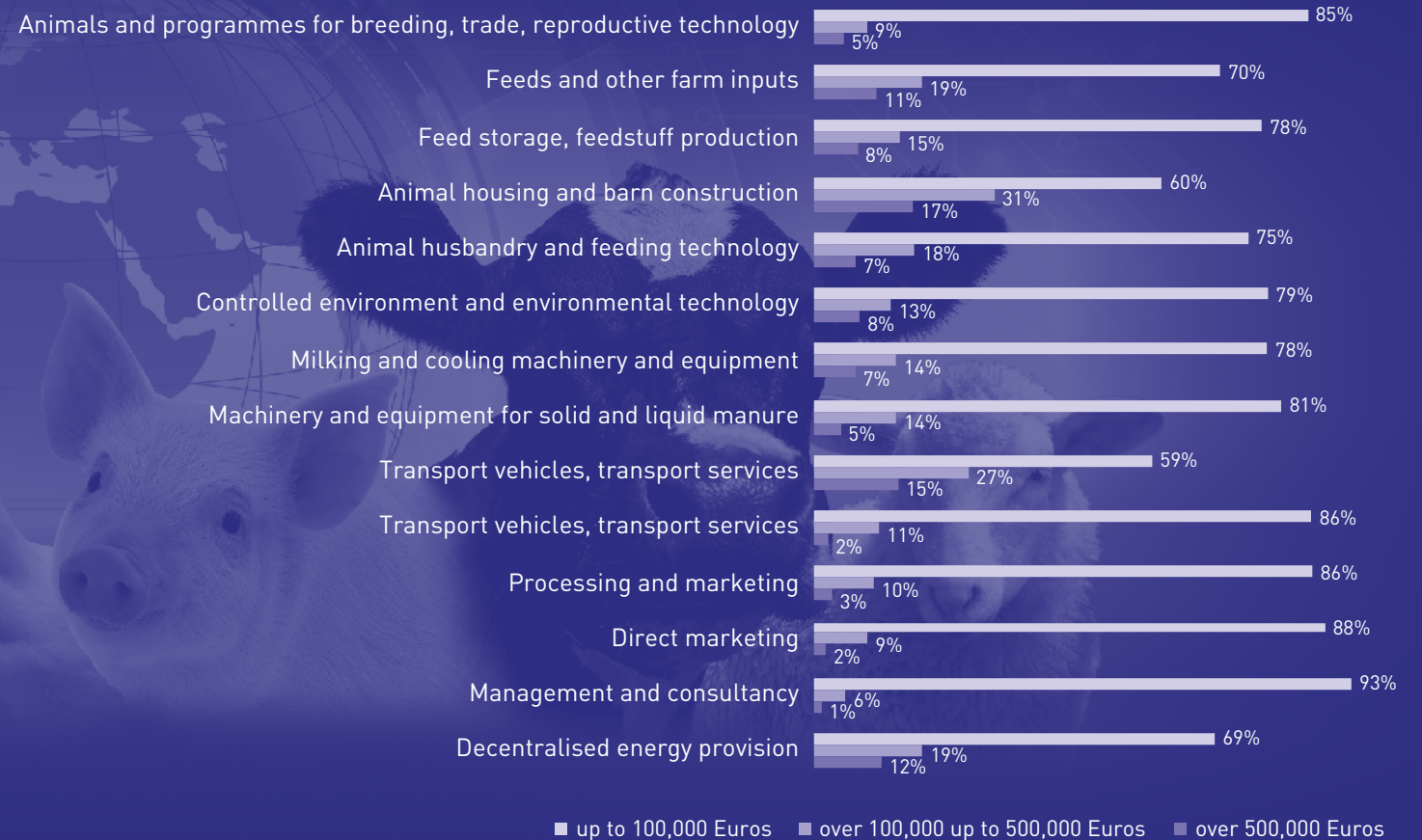
n = 1,737, Multiple responses possible

# EUROTIER VISITOR INVESTMENT INTENTIONS

## Planned investments

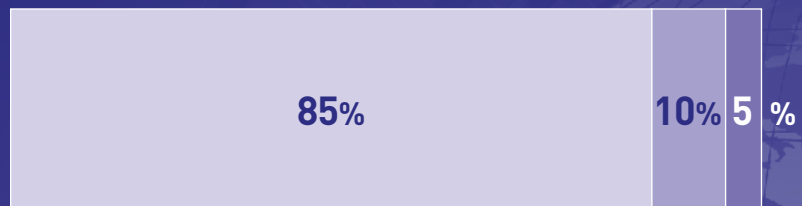


## Planned investments by exhibition area



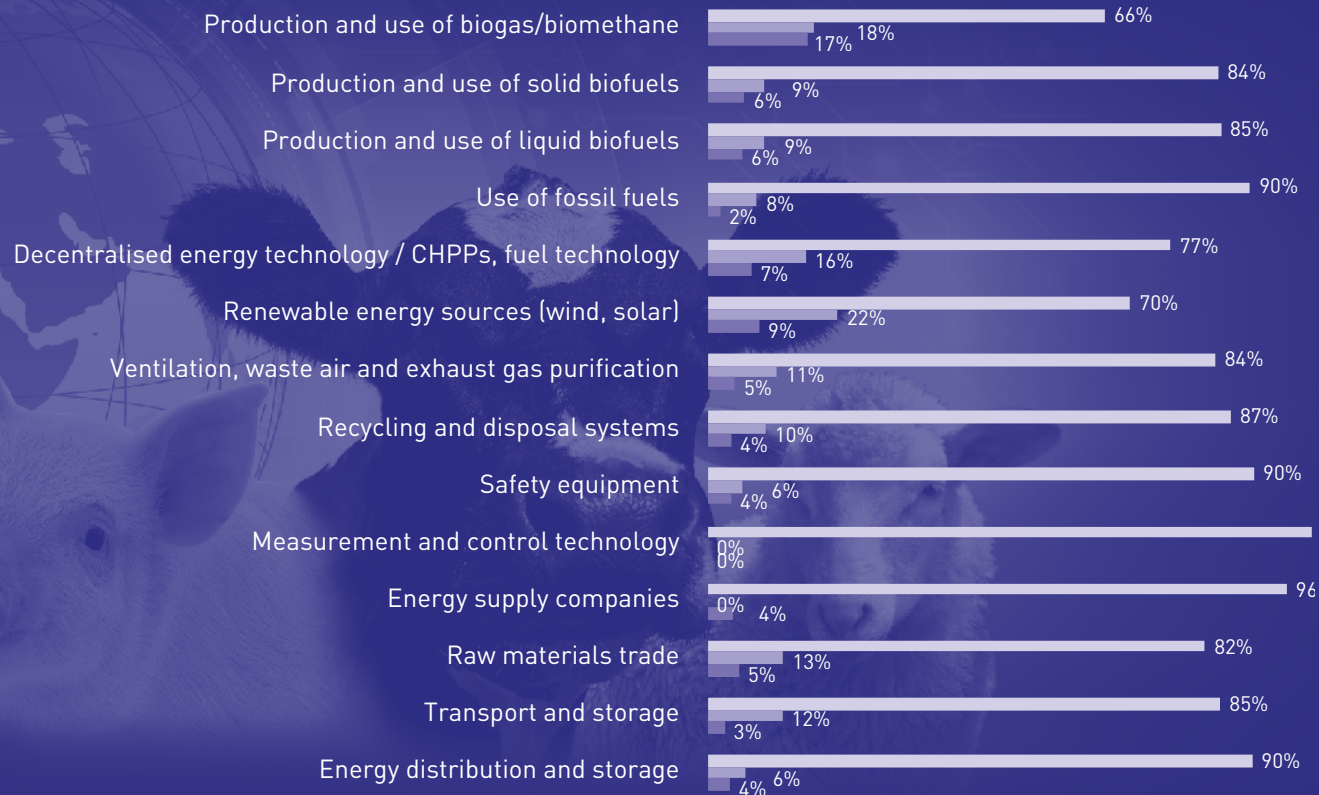
# ENERGYDECENTRAL VISITOR INVESTMENT INTENTIONS

## Planned investments



- up to 100,000 Euros
- over 100,000 up to 500,000 Euros
- over 500,000 Euros

## Planned investments by exhibition areas

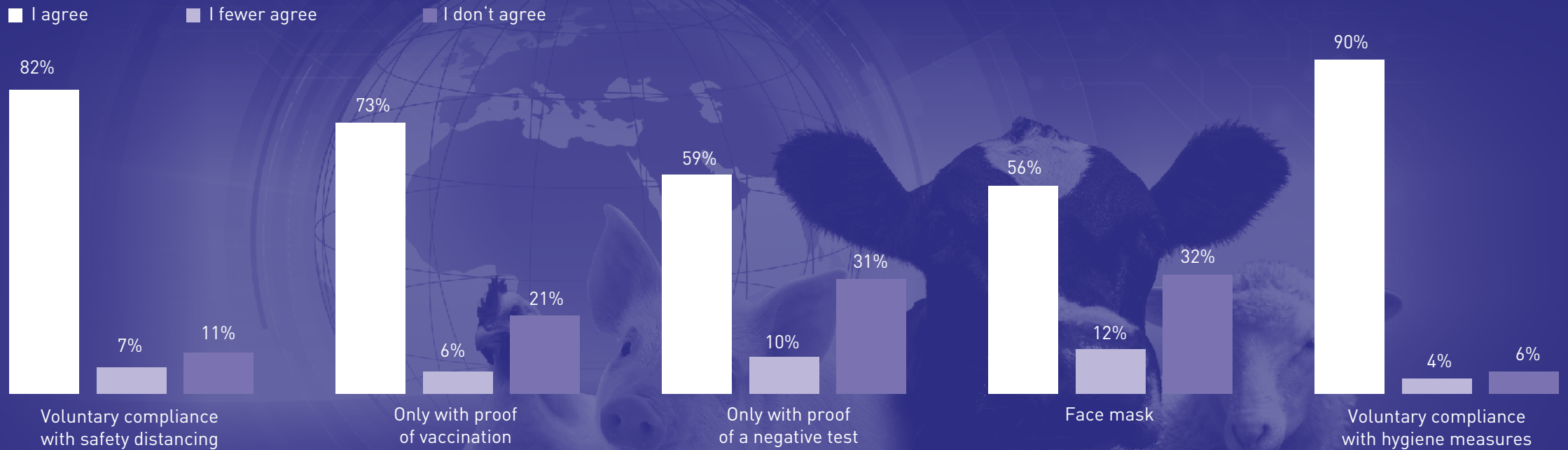


- up to 100,000 Euros
- over 100,000 up to 500,000 Euros
- over 500,000 Euros



# ASSESSMENT OF HYGIENE MEASURES

## What do you think about the following hygiene measures?



n = 1,862, Multiple responses possible

# SURVEY STRUCTURE



## Design

- Regular online survey among visitors on their visit intentions and interests, as well as their investment intentions for EuroTier / EnergyDecentral 2022
- Number of participants:  
n = 1.068 (Germany)  
n = 933 (Western Europe, Eastern Europe, outside of Europe)
- Survey period: May 2022
- Timing of next surveys: July and September 2022

## Contents

- Decision to visit the fair
- Requirement for visiting the fair
- Interest in products, services and topics
- Investment intentions

### Contact:

Ines Rathke | Guido Oppenhäuser

DLG Service GmbH  
eurotier@DLG.org