Brief analysis of the exhibitor survey

**Origin of exhibitors**
- 77% Germany
- 23% foreign countries

**Exhibition areas** (Multiple citations)
- Components & Accessories: 40%
- Digital Services: 30%
- Buses: 22%
- Maintenance, Services, Infrastructure: 21%
- Comfort & Design: 10%
- Media & Associations: 6%
- Fresh Travel: 4%
- Other area: 6%

**BUS2BUS as an innovation platform**
About 8 out of 10 exhibitors consider the BUS2BUS (very) suitable for presenting new products and innovations.

(Ratings 1-3 on a scale of 6)

**Presentation of innovations**
- 43% of the exhibitors present a novelty/innovation at the BUS2BUS.
- 33% present a further development of their existing products at the BUS2BUS.

**Concept and offers at BUS2BUS**
- Rate the triad of the BUS2BUS consisting of trade show, bdo Congress, Future Forum as (very) positive.

Rate the range of products and services offered by the exhibiting companies as (very) good.
(Ratings 1-3 on a scale of 6)

**Quality of trade visitors**
About 8 out of 10 of this year’s exhibitors are (very) satisfied with the quality of trade visitors at the BUS2BUS.
(Ratings 1-3 on a scale of 6)

**Participation objectives and level of achievement** (Multiple citations, TOP 3)
- Establish new business contacts: 94%
- Networking: 63%
- Company representation/ Image support: 80%
- Participation objectives: 69%
- Level of achievement: 79%

(Ratings 1-3 on a scale of 6)

**Overall impression**
- 3 out of 4 exhibitors have a (very) good overall impression of the BUS2BUS.
(Ratings 1-3 on a scale of 6)
Brief analysis of the visitor survey

Origin of visitors

- 84% Germany
- 16% foreign countries

Line of business
(Multiple citations, extract of denominations n > 3%)

- Bus operators: 26%
- Supplier: 13%
- Public transport: 12%
- Services: 9%
- Association/Guild/Chamber: 9%
- Mobility provider: 6%
- Politics/public administration: 4%
- Technology: 4%
- Equipment/Design: 4%
- Vehicle manufacturers: 4%

Overall impression and outlook

- Overall satisfaction: 89%
- Benefit of visit: 87%
- Likelihood of recommendation: 87%
- Intention to revisit: 85%

(Ratings 1-3 on a scale of 6)

Business result

83% of visitors rate the business result of their visit to the fair as (very) good.
(Ratings 1-3 on a scale of 6)

Concept of BUS2BUS

87% of visitors consider the concept of the BUS2BUS as (very) good.

are (very) satisfied with the BUS2BUS as a platform for innovations and new business.
(Ratings 1-3 on a scale of 6)

Evaluation of the BUS2BUS areas

- Trade show: 86%
- bdo Congress: 81%
- Future Forum: 78%

(Ratings 1-3 on a scale of 6)

Decision makers

81% of professional trade visitors have an influence on purchasing/procurement decisions.