EN
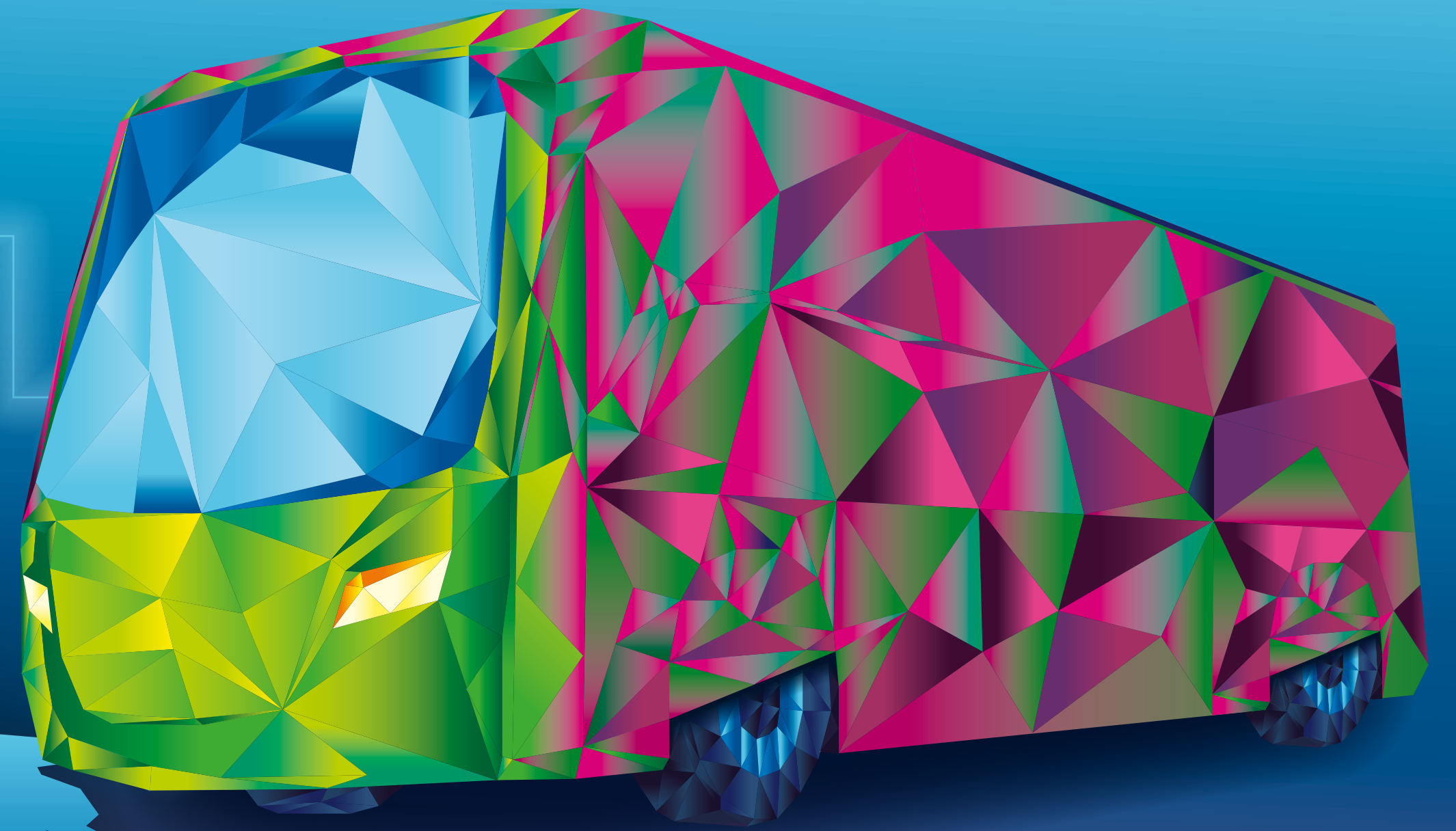
BUS2BUS

QUICK FACTS 2024

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QUICK FACTS
EXHIBITOR SURVEY 2024

ORIGIN OF EXHIBITORS

60 %
Germany

40 %
Foreign countries
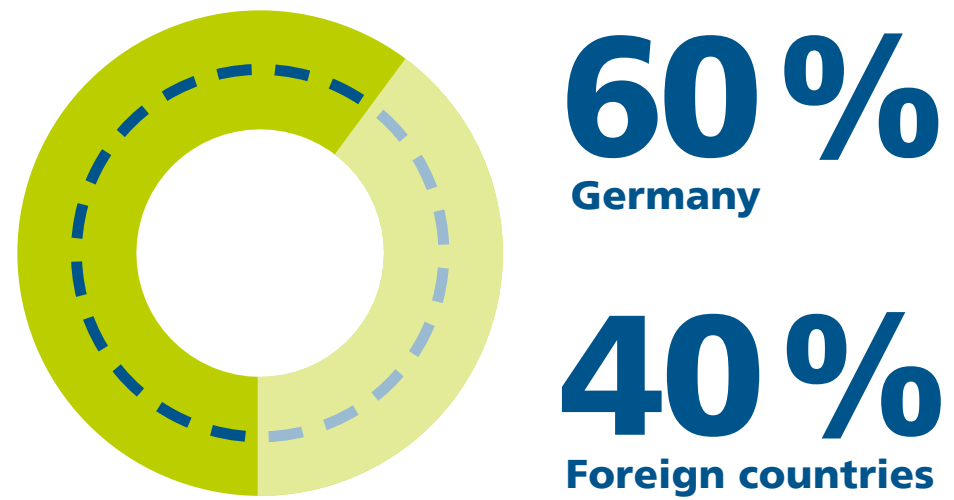
CONCEPT AND INNOVATION PLATFORM FOR THE GERMAN MARKET

92 % rate this year's **triad of trade show, program and digital industry platform** (very) positively.

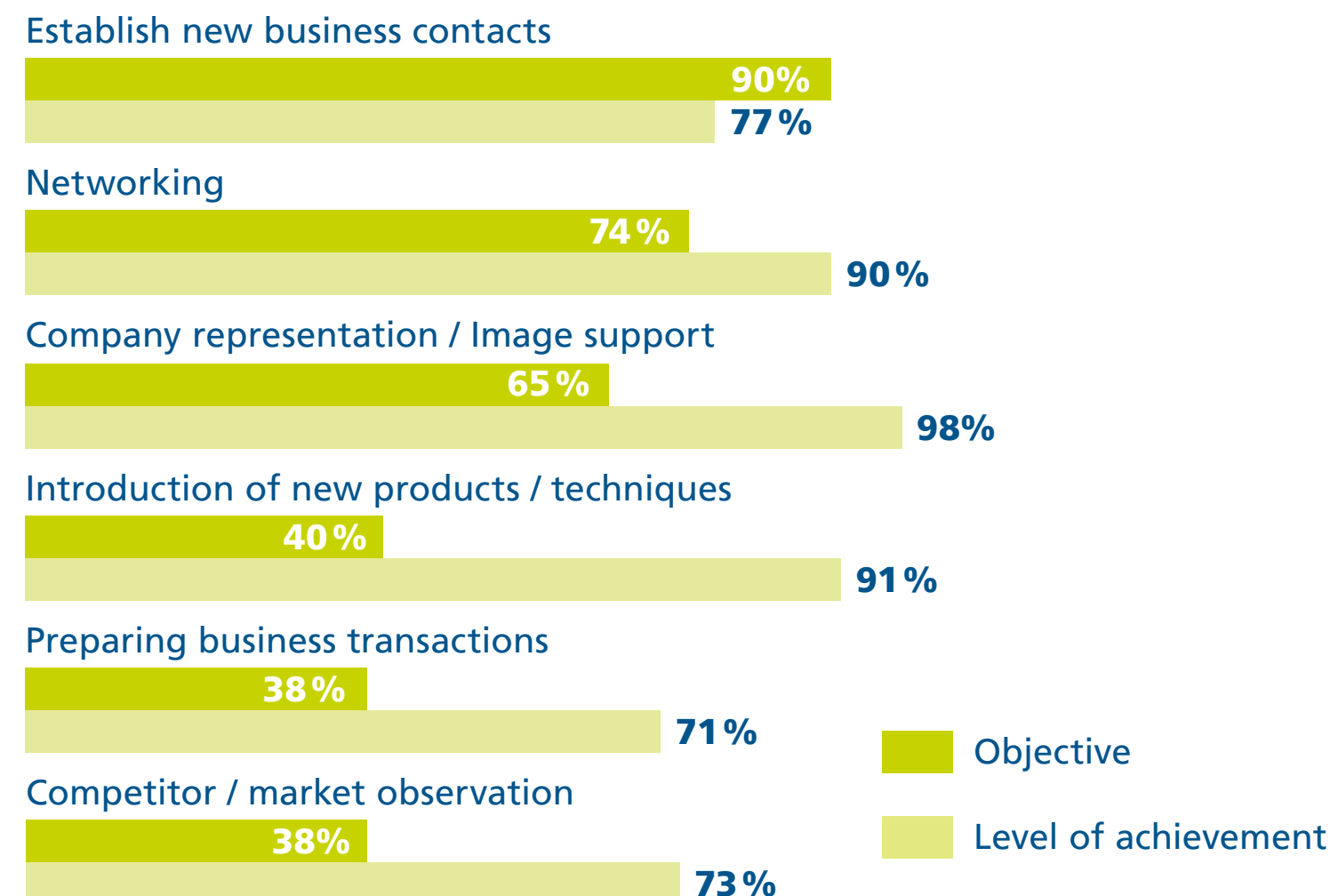**91 %** consider BUS2BUS to be (very) suitable as an **innovation platform for the German market**.
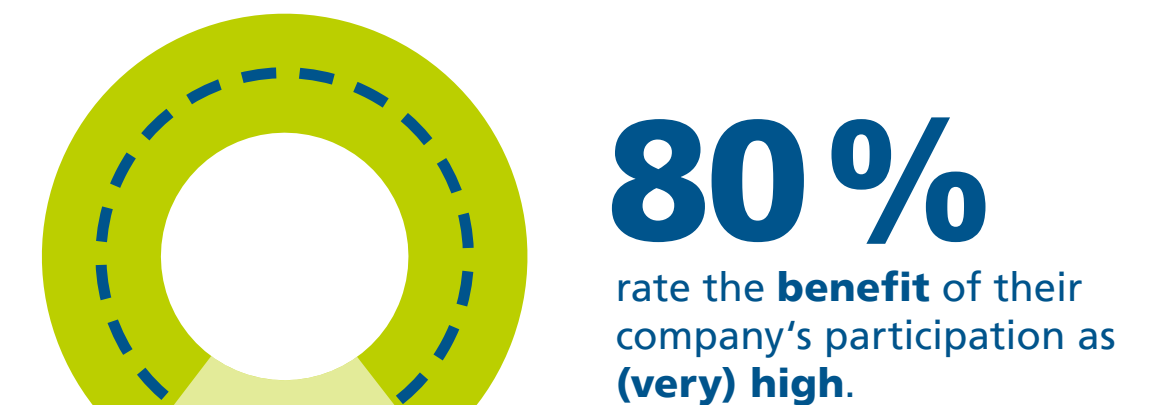
QUALITY OF TRADE VISITORS

About **9 out of 10** of this year's exhibitors are **(very) satisfied** with the **quality of trade visitors** at their stand.

TOP 6 PARTICIPATION OBJECTIVES AND LEVEL OF ACHIEVEMENT
(Multiple citations)

Establish new business contacts
- 90%
- 77%

Networking
- 74%
- 90%

Company representation / Image support
- 65%
- 98%

Introduction of new products / techniques
- 40%
- 91%

Preparing business transactions
- 38%
- 71%

Competitor / market observation
- 38%
- 73%

- Objective
- Level of achievement

BENEFITS AND FUTURE INTENTION TO PARTICIPATE

80 % rate the **benefit** of their company's participation as **(very) high**.
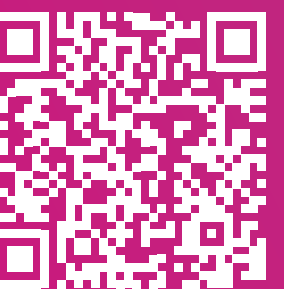
77 % express a **(very) high willingness** of their company to **continue participating in BUS2BUS** in the future.

OVERALL IMPRESSION

88 % of **exhibitors** have a **(very) good overall impression** of BUS2BUS 2024.
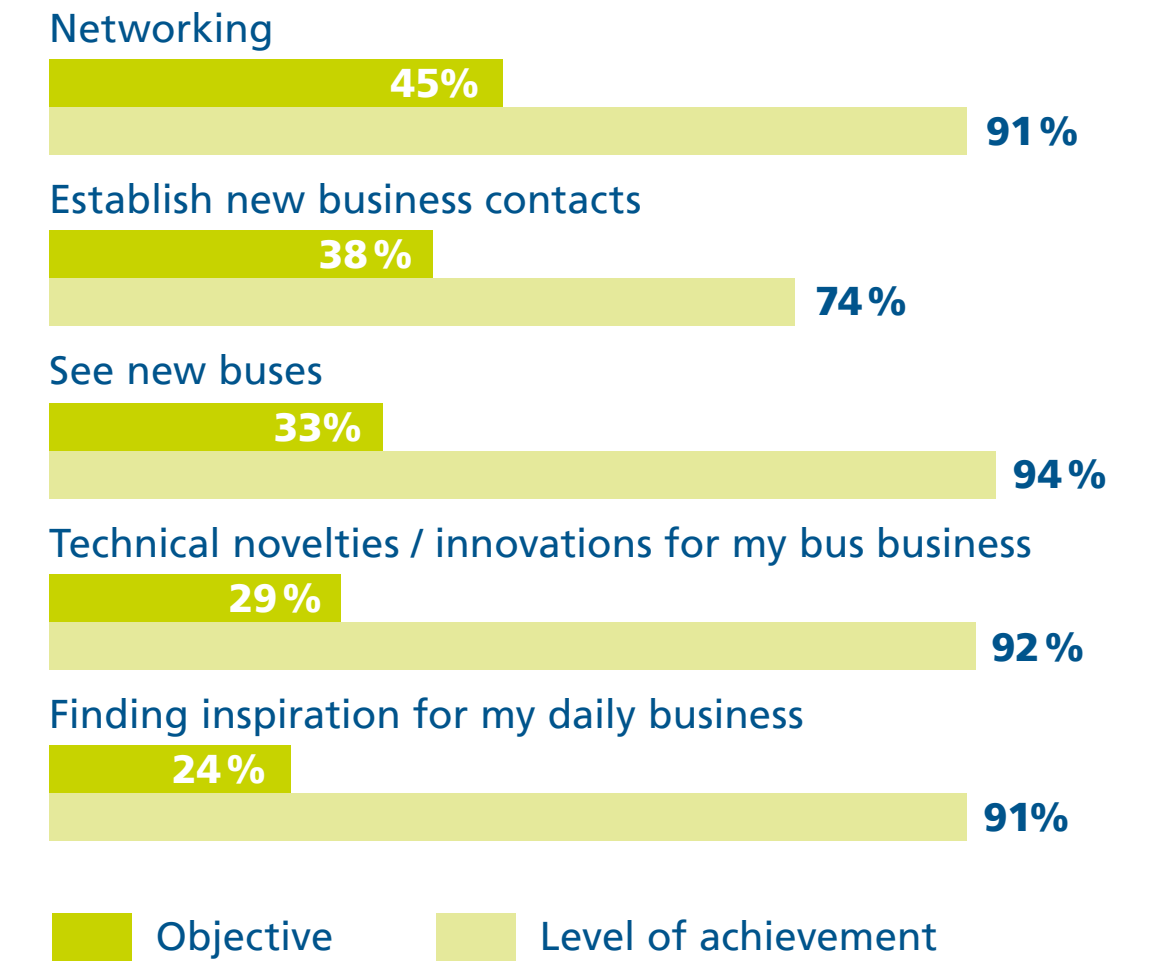
SUBSCRIBE TO OUR NEWSLETTER NOW!

QUICK FACTS
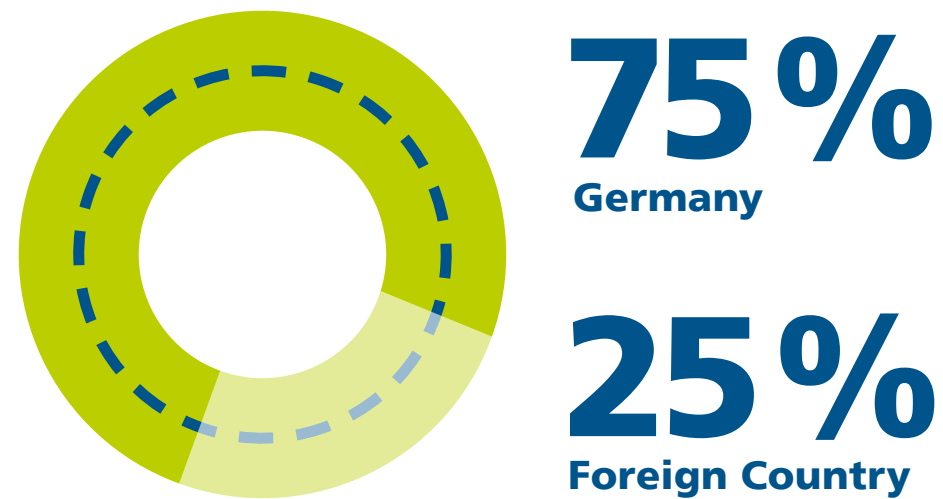## VISITOR SURVEY 2024

DECISION-MAKING AUTHORITY

78 % of professional trade visitors have an **future orientation of their company.**

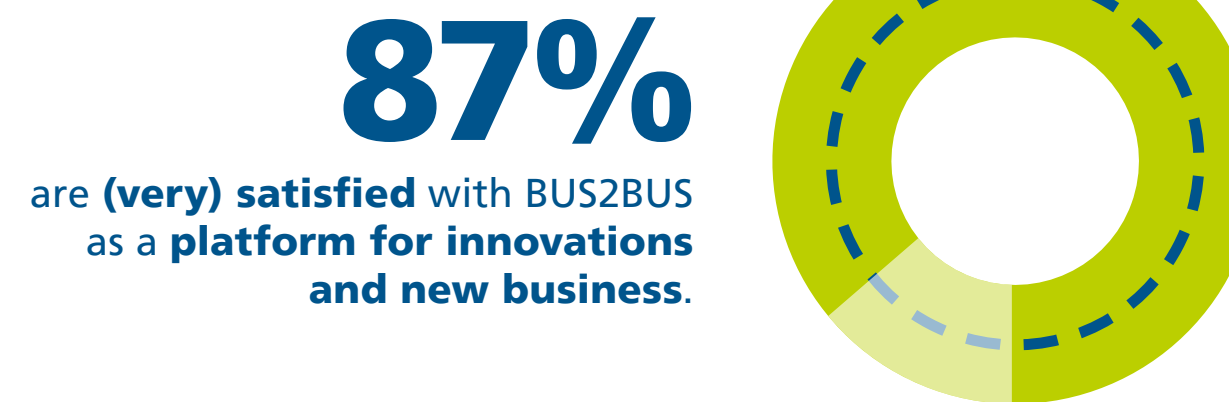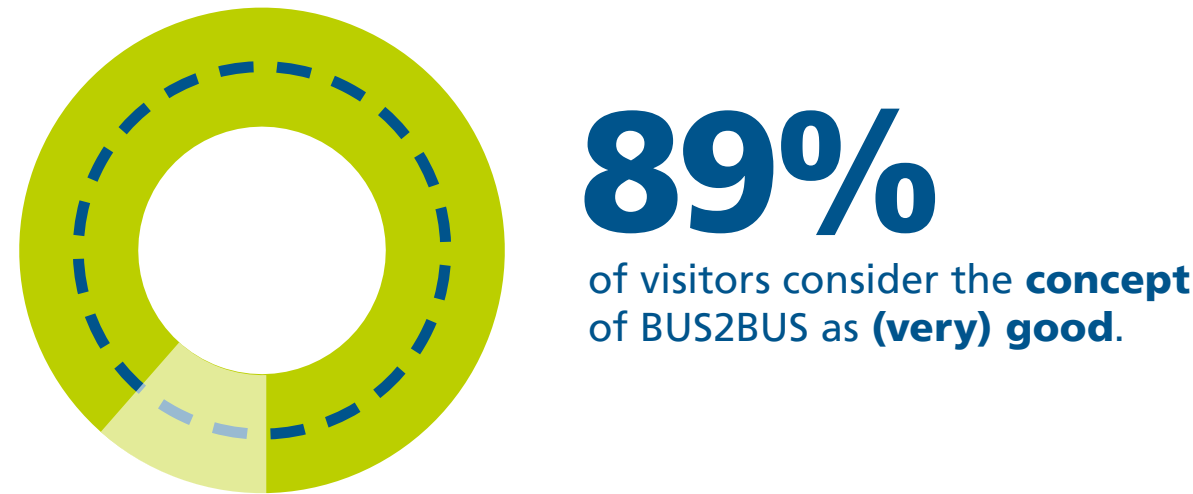## TOP 5 PARTICIPATION OBJECTIVES AND LEVEL OF ACHIEVEMENT
(Multiple citations)

Networking
45%
91%

Establish new business contacts
38%
74%

See new buses
33%
94%

Technical novelties / innovations for my bus business
29%
92%

Finding inspiration for my daily business
24%
91%

■ Objective   ■ Level of achievement

CONCEPT AND PRESENTATION OF INNOVATIONS

89% of visitors consider the **concept** of BUS2BUS as **(very) good.**

87% are **(very) satisfied** with BUS2BUS as a **platform for innovations and new business.**

ORIGIN OF VISITORS
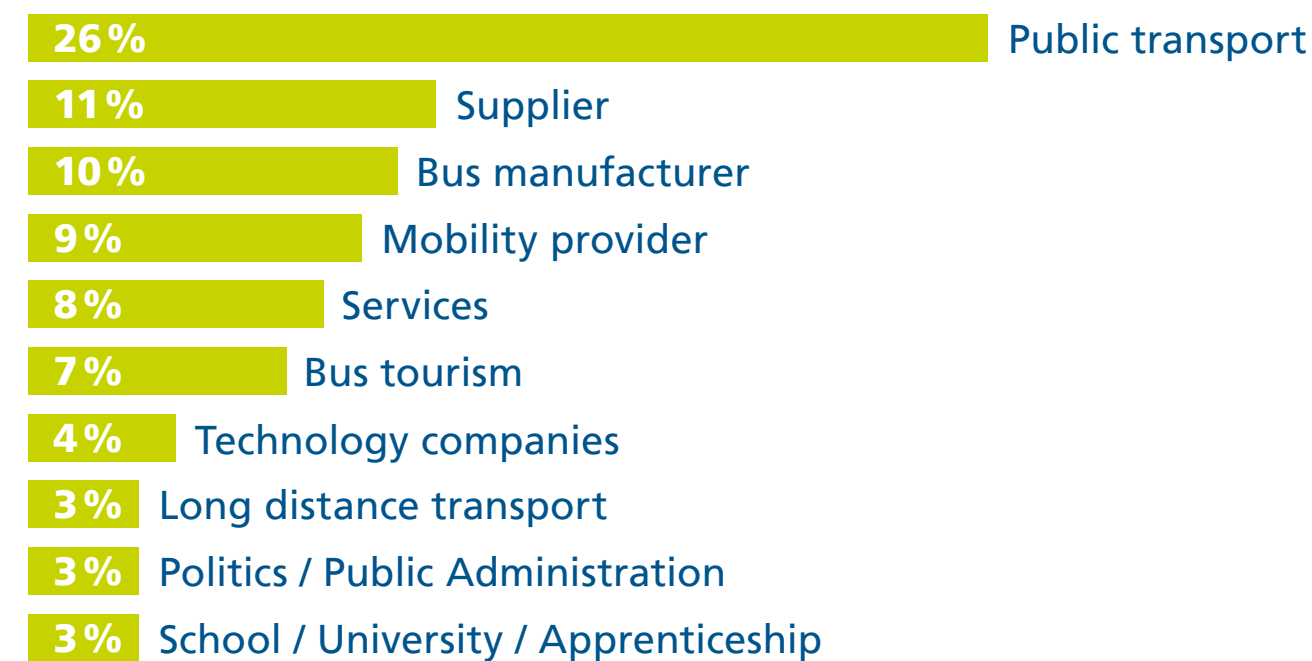
75 % Germany

25 % Foreign Country

BENEFIT AND PRICE-PERFORMANCE

78 % of visitors rate the **benefit** of their BUS2BUS visit so far as **(very) high.**

87 % of visitors rate the **price-performance ratio** of BUS2BUS as **(very) good.**

LINE OF BUSINESS
(Multiple citations)

26% Public transport
11% Supplier
10% Bus manufacturer
9% Mobility provider
8% Services
7% Bus tourism
4% Technology companies
3% Long distance transport
3% Politics / Public Administration
3% School / University / Apprenticeship

IMPORTANT INPUT FOR THE FUTURE

88 % of visitors attest the trade show a **high level of innovation / novelty value.**

82 % see the trade show as an **important input and impulse** for their **future business.**

PARTICIPATION SATISFACTION AND RECOMMENDATION

9 out of 10 visitors have been **(very) satisfied** with their visit **so far, all in all.**

A similar **number** would also **recommend** a visit to BUS2BUS.