# **BUS2BUS**

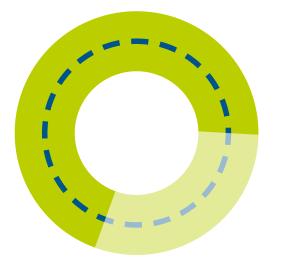
## **BRIEF ANALYSIS 2022**





### **BRIEF ANALYSIS EXHIBITOR SURVEY 2022**

#### **ORIGIN OF EXHIBITORS**



70% Germany

30% **Foreign countries** 

### **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

**62** %

(Multiple citations)

Establish new business contacts

Networking

### **INNOVATIONS AND RANGE OF OFFERS**

**O Suitable to present their** 

rate the range of offered **products** and services as **(very) good**.

Company representation / Image support

Competitor / market observation

61 %

55%

Introduction of new products / techniques

Objective

### **TOP 5-PARTICIPATION OBJECTIVES AND LEVEL OF ACHIEVEMENT**

88%

90%

88%

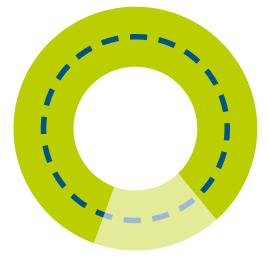
82%

84%

**81%** 

**79%** 



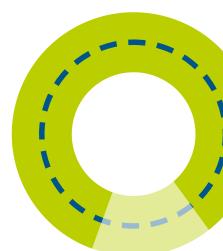


84%

rate the **benefit** of their company's participation as (very) high.

### 86%

express a (very) high willingness of their company to continue participating in BUS2BUS in the future.







96

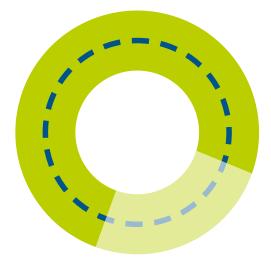
of exhibitors have a (very) good overall impression of the BUS2BUS 2022.

Level of achievement



### **BRIEF ANALYSIS** VISITOR SURVEY 2022

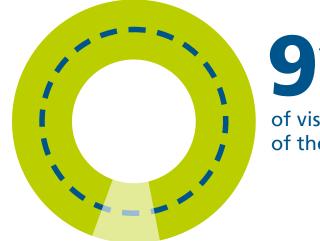
### **ORIGIN OF VISITORS**





25% **Foreign countries** 

### **CONCEPT AND PRESENTATION ON INNOVATIONS**



### **LINE OF BUSINESS**

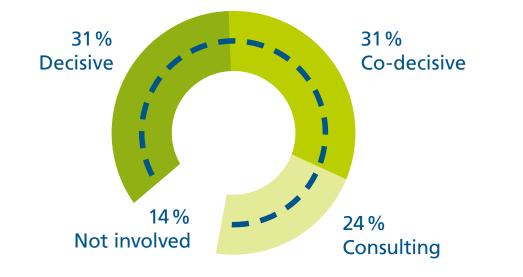
(Multiple citations)

24%		Public trans
15%	Supplier	
<b>12 %</b>	Bus manufacturer	
8%	Bus tourism	
7%	Services / Supplier	
6%	Mobility provider	
5%	Equipment/ Design	
4%	Technology companies	
<b>3%</b> As	sociation/ Guild / Chamber	
3% Me	edia	

sport

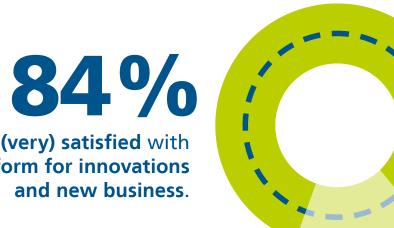
of visitors are (very) satisfied with BUS2BUS as a **platform for innovations** and new business.

### **DECISION-MAKING AUTHORITY**





91% of visitors consider the **concept** of the BUS2BUS as (very) good.



#### **TOP5-PARTICIPATION OBJECTIVES AND LEVEL OF ACHIEVEMENT**

(Multiple citations)

Networking		
44%		
87%		
Establish new business contacts		
82%		
See new buses 31% 84%		
Technical novelties / innovations for my bus business 26 %		
95%		
Market orientation / competitive observation		
90%		
Objective Level of achievement		

### **BENEFIT AND PRICE-PERFORMANCE**

of visitors rate the **benefit** of their BUS2BUS visit so far as (very) high. 86

of visitors rate the price-performance ratio of the BUS2BUS as (very) good. 85

#### **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.



