



FACTS + FIGURES

based on the visitor survey 2017
as well as statistics of Photo+Adventure 2017

PHOTO+ADVENTURE – TRADE FAIR EVENT FOR PHOTOGRAPHY, TRAVEL AND THE OUTDOORS

With the combination of the three topics photography, travel and the outdoors, PHOTO+ADVENTURE is more than just a trade show, where customers are informed and buy products. The event character is emphasized by an extensive offer of workshops and seminars, outdoor adventures, live shoots, exhibitions and much more. All this is happening at an extraordinary location: the breathtaking industrial setting of the Landschaftspark's closed-down metallurgical plant.

Overall, the event invites customers to linger and offers opportunities for leisure activities. Most visitors stay more than four hours at PHOTO + ADVENTURE. For you, as an exhibitor, the trade fair event taking place on the second weekend of June is perfect to present your products and services to an enthusiastic, highly educated and financially strong audience.

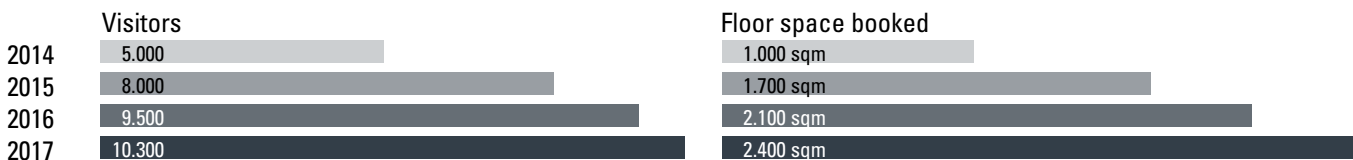
"Our ten partners from the photo industry as well as ourselves were able to talk to many ambitious photographers. We also notice that the fair has left the early stages of development. The organization has become even better. All in all, it is like a big photo family congregating here in Duisburg. And throughout the year everyone is looking forward to the next family celebration."

Hartmut Frerichs, Foto Leistschneider, Premium Partner

"We are very satisfied and encountered a fantastic, highly interested audience here. The nice atmosphere in the exhibition hall also made us feel at home in Duisburg."

Stefan Eberle, South African Tourism, Partner Country 2017

1. DEVELOPMENT:



2. PHOTO+ADVENTURE – JUDGED ON A SCALE FROM 1 TO 6 (BEST TO WORST):

Activity	Score	Influence on overall score	Activity	Score	Influence on overall score
Trade Show/Exhibitors	1.9	very high	Walking Act	2.2	low
Presentations	2.3	medium	Treasure Hunt	2.1	low
Photo Shoots	2.5	medium	Kids' Programme	2.6	low
Check&Clean	1.8	high	Catering	2.4	medium
Photo Exhibitions	1.8	medium	Location	1.1	very high
Multivision Show	1.9	low	TOTAL *	1.9	
Workshops / Seminars	1.9	high			
Outdoor Activities	2.0	low			

93 % of all visitors would recommend Photo+Adventure to their friends.

3. PHOTO+ADVENTURE 2017 VISITORS:

- are predominantly male (60 %),
- are 41 years old on average,
- have higher education (67 % finished high school or university),
- don't attend the event for business purposes (77 %),
- stay longer than 4 hours (93 %) or even come back the next day (25 %),
- are enthusiast photographers (88 %),
- are outdoor-active (52 %),
- have an income above average (personal net income of € 2518 per month on average),
- appreciate the opportunity to purchase products (57 %).



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4. THE THREE PHOTO+ADVENTURE TOPICS:

- 37 % of visitors attend the show for the photography topic.
 - Those interested in photography look for products and information around DSLRs (66 %), Accessories (52 %) and DSLMs (30 %). They show great interest in nature (64 %), travel (58 %), architecture & industrial photography (50 %) and bulb exposure (41 %). Interest in smartphone photography increased significantly year on year (from 6% to 12%).
- 39 % of visitors attend the show for the travel topic (or a combination with another topic).
 - Those interested in travel look for tour services, destination portraits and information on Germany (33 %), Europe (33 %), activity-based holidays (18 %) and travel accessories (16 %).
- 28 % of visitors attend the show for the outdoor topic (or a combination with another topic).
 - Those interested in the Outdoors look for services, offers and information on hiking/trekking (33 %), camping (19 %) and cycling/mountainbiking (17 %).

5. PHOTO+ADVENTURE 2017 MARKETING SUCCESS STORIES:

- 51 % of visitors knew the event from before. 15 % attend Photo+Adventure based on a personal recommendation. Thus, those who know us come back for more and recommend Photo+Adventure to their friends.
- 45 % learned about Photo+Adventure on the internet ,via social media channels or email newsletter. The website photoadventure.eu generated more than 420,000 page impressions before the event.
- 29 % of visitors learned about Photo+Adventure through advertisement and announcements in photo, travel or outdoor magazines, newspapers or regional magazines as well as through promotional activities or billboard ads. Overall, well over 10.7 million contacts were generated.

6. GEOGRAPHICAL CATCHMENT AREA PHOTO+ADVENTURE 2017:

- 41 % of visitors live in the postcode area 45000 - 49999.
- 22 % of visitors live in the postcode area 40000 - 44999.
- 18 % of visitors live in the postcode area 50000 - 59999.
- 18 % of visitors live further away within Germany.
- 1 % of visitors travel from a country other than Germany to attend Photo+Adventure.

7. EXHIBITOR FEEDBACK ON PHOTO+ADVENTURE 2017:

- 80 % of exhibitors rate Photo+Adventure 2017 very good or good (average score: 1.9).
- 94 % of exhibitors rate the organization leading up to the event very good or good (average score: 1.5).
- 78 % of exhibitors rate the organizational processes during set-up and disassembly very good or good (average score: 1.9).
- 67 % of exhibitors rate the amount of visitors very good or good (average score: 2.2).
- 93 % of exhibitors rate Landschaftspark as location very good or good (average score: 1.4).

* The overall score was a separate question in the survey. The influential factor of individual scores was calculated and categorized based on additional data. Thus, an identical category doesn't mean that there is an identical, but a similar influence on the overall score.