



FACTS + FIGURES

based on the visitor survey as well as statistics of Photo+Adventure 2019

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, more than 20% stay for 2 days or more. 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.

"Photo+Adventure is an attractive and very unique event about the topic of photography. We have been Premium Partner at the event for the fifth time now and noticed yet another significant increase in so many ways. Not only when it comes to visitors, but also the manifold of presentations, workshops and shootings is what makes it a special event year after year. Our industry partners (Canon, Sony, Fujifilm, Sirui, Cullmann and Zhiyun) were very well received and able to engage in interesting discussions with the visitors. The diversity the location Landschaftspark Duisburg Nord has to offer, is certainly another asset for Photo+Adventure's success. We're looking forward to next year!"

Pia Janßen, Marketing Managerin Foto Leistenschneider, Premium Partner der Photo+Adventure

"We're happy to be part of Photo+Adventure for the third time with Travel Texas in 2019. It's the perfect location to introduce visitors to the beauty of Texas, away from the cliché."

Julia Stubenböck, Travel Texas, Partnercountry 2018

„Perfect organization and a great event, as every year.“

Andreas Klein, Tamron

1. DEVELOPMENT:

	Visitors	Floor space booked
2014	5.000	1.000 sqm
2016	9.500	2.100 sqm
2019	11.000	2.500 sqm

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	Specials	2,1	low
Presentations	2,0	medium	Treasure Hunt	1,8	low
Photo Shoots	2,2	medium	Kids' Programme	2,7	low
Check&Clean	1,8	high	Catering	2,2	medium
Photo Exhibitions	1,8	high	Location	1,2	very high
Multivision Show	2,3	low	TOTAL *	1,7	
Workshops / Seminars	1,9	high			
Outdoor Activities	2,2	medium			

90 % of all visitors would recommend Photo+Adventure to their friends.

3. PHOTO+ADVENTURE 2019 :

- are 49% female and 51% male,
- are 47 years old on average,
- have higher education (62 % finished high school or university),
- stay longer than 4 hours (94 %) or even come back the next day (21 %),
- are enthusiast photographers (69 %),
- are outdoor-active (61 %),
- have an income above average (personal net income of € 2650 per month on average),
- appreciate the opportunity to purchase products (92 %).



FACTS + FIGURES

based on the visitor survey as well as statistics of Photo+Adventure 2019

4. THE THREE PHOTO+ADVENTURE TOPICS:

- 33 % of visitors attend the show mainly because of the photography topic, for 71% photography is important.
- Those interested in photography look for products and information around DSLRs and DSLMs (66 %), Accessories (50 %). They show great interest in nature (73 %), travel (61 %), architecture & industrial photography (48 %) and portrait photography (43 %). Taking Pictures with a compact camera is of interest for 13%, with a smartphone for 6% of the people visiting Photo+Adventure.
- 40 % 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 (37 %), Europe (35 %) long-distance travelling (30 %), activity-based holidays (20 %) and travel accessories (17 %).
- 25 % 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 (36 %), camping (17 %) and cycling/mountainbiking (17 %).

5. PHOTO+ADVENTURE 2019 MARKETING SUCCESS STORIES:

- 53 % of visitors knew the event from before. 23 % attend Photo+Adventure based on a personal recommendation. Thus, those who know us come back for more and recommend Photo+Adventure to their friends.
- 17 % 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, around 11 million contacts were generated.
- 33 % learned about Photo+Adventure on the internet, via social media channels or email newsletter. The website photoadventure.eu generated more than 417,000 page impressions before the event.

6. GEOGRAPHICAL CATCHMENT AREA PHOTO+ADVENTURE 2019:

- 43 % of visitors live in the postcode area 45000 - 49999.
- 13 % of visitors live further away within Germany.
- 22 % of visitors live in the postcode area 40000 - 44999.
- 1 % of visitors travel from a country other than Germany to attend Photo+Adventure.
- 21 % of visitors live in the postcode area 50000 - 59999.

7. EXHIBITOR FEEDBACK ON PHOTO+ADVENTURE 2019:

- 91 % of exhibitors rate Photo+Adventure 2019 very good or good (average score: 1.8).
- 77 % of exhibitors rate the amount of visitors very good or good (average score: 2.1).
- 99 % of exhibitors rate the organization leading up to the event very good or good (average score: 1.4).
- 93 % of exhibitors rate Landschaftspark as location very good or good (average score: 1.4).
- 84 % of exhibitors rate the organizational processes during set-up and disassembly very good or good (average score: 1.8).

* 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.