

Global Visitor Insights

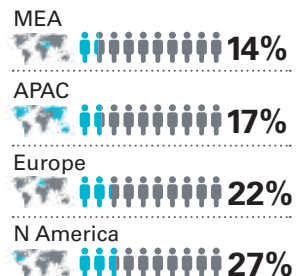
Explori surveyed trade show visitors around the world



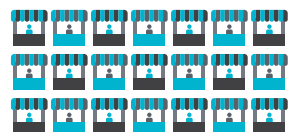
On balance are trade shows getting better or worse?



% who think trade shows are getting worse

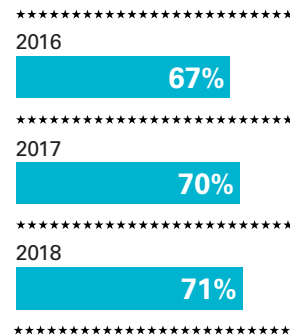


How frequently do visitors expect to attend trade shows in future?



Visitor experience is stable

Overall satisfaction (% very/fairly satisfied)



Respondents thought trade shows were the best channel to:

1. Source product (44%)
2. Find new ideas (43%)
3. Network (39%)
4. Learn and stay up to date with the industry (34%)

Most cited frustrations for visitors

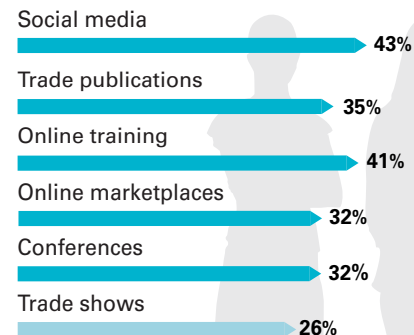


Most important concerns

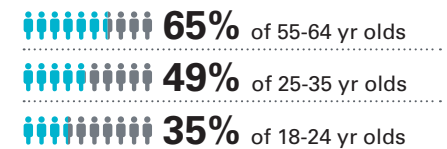


Visitors expect to see a bigger increase in their consumption of other channels vs trade shows

(% a little more frequently/
much more frequently)



It doesn't matter if trade shows are entertaining if I can achieve my business objectives.



Age is a better predictor of preferences than seniority

88%

of CEO's aged 34 and under think both business objectives and entertainment are important. They are also

much more likely

to spend more time at shows that are **entertaining**.



42% of visitors under 24 **would not attend** an event if it did not have a responsible attitude to sustainability