

# Global Visitor Insights

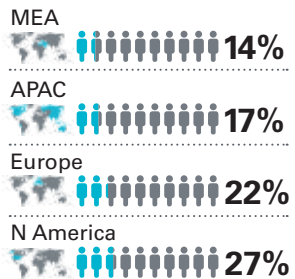
## Explori surveyed trade show visitors around the world



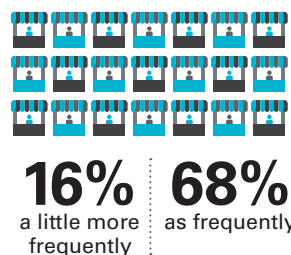
## On balance are trade shows getting better or worse?



## % who think trade shows are getting worse

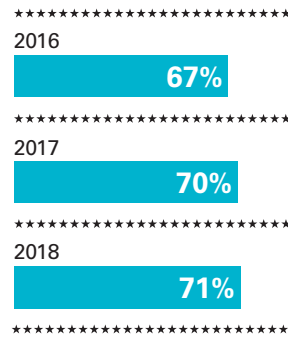


## How frequently do visitors expect to attend trade shows in future?



## Visitor experience is stable

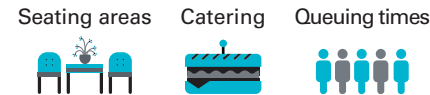
Overall satisfaction (% very/fairly satisfied)



## 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

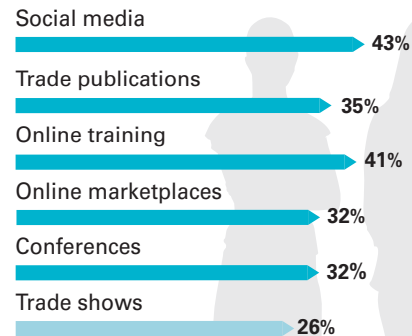


## Most important concerns

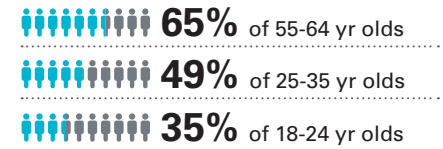


## Visitors expect to see a bigger increase in their consumption of other channels vs trade shows

(% 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