Brief analysis of the visitor survey

**ORIGIN OF THE VISITORS**

- Germany: 76%
- From abroad: 24%

The following percentage refers to foreign visitors.

**DECISION MAKERS**

- Consulting: 40%
- Quite unimportant: 8%
- Irrelevant: 4%
- Crucial: 14%
- Co-decisive: 34%

The share of professional trade visitors who have an influence on purchasing / procurement decisions is 88%.

**LINE OF BUSINESS**

(Multiple answers possible / Abstract > 4%)

- Executive of construction works 10%
- Executing/ maintenance service 9%
- Planning and surveying services 7%
- Track laying machines 6%
- Surveying/ measuring technology 5%
- Rail and railway safety technology 5%
- Kommand, control systems 4%
- Technical education/training 2%
- Miscellaneous 2%

**GOALS OF THE VISIT AND ACHIEVEMENT OF THESE OBJECTIVES**

- Making new contacts: 92%
- Maintaining existing contacts: 93%
- Competitor / market observation: 47%
- Preparing business transactions: 52%
- Conclusion of transactions: 35%
- Job hunting: 46%
- Private interest: 70%

**BUSINESS SUCCESS**

87% of the visitors achieved an excellent to good business result at iaf 2017.

**OVERALL IMPRESSION**

- Excellent: 95%
- Very good: 7%
- Good: 5%
- Sufficient: 2%
- Negative: 1%

**WOULD RECOMMEND**

- Definitely: 94%
- Probably not: 5%
- No, never: 1%

**INTENTION TO VISIT AGAIN**

- Definitely: 95%
- Very probably: 11%
- Probably not: 2%
- No, never again: 8%