

# FACTS ABOUT SWISSBAU 2020

(Last issue 2020, next issue 2024)

## Swissbau figures:

**110 000 m<sup>2</sup>**

Exhibition space

**92 269**

Visitors (5% from abroad)

**902**

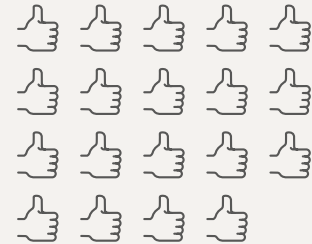
Exhibitors from 17 countries

## Origin of visitors from Switzerland:



- 17% Zurich
- 17% Bern/Solothurn
- 13% Aargau
- 13% Eastern Switzerland
- 12% Basel-Land
- 10% Central Switzerland
- 10% Western Switzerland
- 7% Basel-Stadt
- 1% Ticino

## 95% of visitors give Swissbau a good rating.



**95%**

## Swissbau is a relevant B2B platform:

**84%**

Professional visitors

**16%**

Private visitors

## Decision-making competence of professional visitors:

**84%**

decisive/participatory/consultative

## Professional visitors at Swissbau:

- 47%** Architects, interior designers, engineers, specialist planners, building site managers, BIM managers, general contractors
- 24%** Tradespeople (construction/finishing trades)
- 12%** Dealers, manufacturers
- 7%** Education
- 5%** Facility managers, real-estate service providers
- 2%** Owners/investors
- 3%** Other professional visitors

## Aims of professional visitors when visiting the fair:

- 41%** Personal further education
- 32%** Information on products/services
- 31%** Information on new/further developments
- 28%** Market overview
- 25%** Contact with new suppliers
- 23%** Contact with existing suppliers
- 22%** Viewing/testing products and services live

## Structure of visitors:

**34%** First time visitors

40% Irregular visitors

25% Regular visitors (at least three consecutive editions)

## Swissbau Focus – event and networking platform:

**38**

Industry associations, universities, institutions

**80**

Events

**334**

Speakers



## Swissbau Innovation Lab – platform for digital transformation:

**77**

Manufacturers, planners, institutions in the Innovation Village

**53**

Innovation pitches in the Speakers Corner



## Exhibitors value Swissbau for the following reasons:

**95%**

Looking after regular customers

**85%**

Visitor quality

**79%**

Visitor numbers at their stand

**72%**

Contacts with potential new customers

## Swissbau has an excellent network:

**70 836**

Newsletter subscribers

**206 263**

Users on swissbau.ch in the trade fair month

**5190**

Followers on Facebook

**2945**

Followers on Twitter

**10 248**

Followers on LinkedIn



# SWISSBAU COMPACT 2022 IN REVIEW

(unique special edition and networking event 2022)

- Consistent trade visitor rate of 85%.
- High level of decision-making competence at 85%
- Increasing relevance of the Swissbau Innovation Lab and Swissbau Focus
- Increasing intention to revisit with 66%
- Trend of around 33% share of first-time visitors continues
- National coverage in the visitor structure confirmed

## Swissbau Compact figures:

**18 000 m<sup>2</sup>**

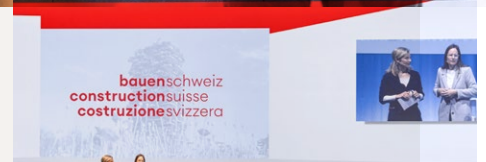
Exhibition space

**12 225**

Visitors

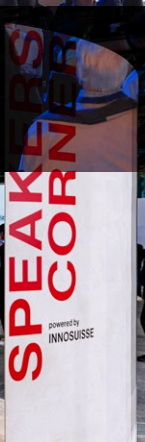
**253**

Exhibitors and partners



Take a look back at the highlights of Swissbau Compact 2022:

[swissbau.ch/fotos](https://swissbau.ch/fotos)  
[swissbau.ch/eventreports](https://swissbau.ch/eventreports)  
[youtube.com/swissbau](https://youtube.com/swissbau)



#Swissbau  
#SwissbauInnovationLab  
#SwissbauFocus

Next  
Swissbau in  
its established  
form: 16 - 19  
January 2024



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