



# PHOTO+ADVENTURE 2018

## DATA AND FACTS

### 1. DEVELOPMENT OF VISITOR NUMBERS *rounded*

<b>2006</b>	7,800	<b>2013</b>	20,400
<b>2008</b>	8,500	<b>2015</b>	20,000
<b>2010</b>	12,500	<b>2017</b>	20,200
<b>2011</b>	16,000	<b>2018</b>	20,100

### 2. THE PHOTO+ADVENTURE VISITORS...

- are male (58%) and female (42%).
- are on average 40.3 years old.
- have a high level of education (75.1% are university graduates).
- visit due to both private interest (70.9%) and professional interest (29.1%).
- are from Vienna and the larger Vienna area (74.2%), the rest of Lower Austria, Upper Austria and Styria (20.9%), the rest of Austria and neighbouring countries 4.9%.
- are very loyal and plan to visit again next year (86.6%).
- spend more than 4 hours (53.2%) at the Photo+Adventure or even come on both days (22.0%).
- decide to visit Photo+Adventure before the summer (16.4%), with the publication of the lecture programme (25.2%) or list of exhibitors (41.7%).
- shop at Photo+Adventure (55.6%) and inform themselves about their next trip/holiday (64.7%).
- like to travel and are active outdoors (54.5%).

*source: individual visitor survey 2017 and online survey 2017 (N = 1,056)*

### 3. AT THE PHOTO+ADVENTURE THEY LIKED *Multiple answers possible*

- the free supporting programme (53.9%),
- the Photo+Adventure as a complete package (41.8%),
- the individual consulting of exhibitors (37.1%),
- the photo exhibitions (35.5%),
- the product variety (32.4%),
- the workshops (18.4%), the lectures (16.7%) and the stage events (13.0%),
- meeting like-minded people (12.4%).

*source: individual visitor survey 2017 (N = 300)*

### 4. MARKETING KEY FIGURES

- 13,800 newsletter addresses - 33.2 % of visitors indicate to receive the newsletter
- 56,135 users visited the Photo+Adventure website 665,092 times
- The Facebook posts were viewed by 36,241 people per year and by 18,952 in the last 30 days before the event.
- Half of the visitors are already familiar with the Photo+Adventure (49%), one in five visitors is at the Photo+Adventure due to a personal recommendation (20%) and is happy to recommend the Photo+Adventure oneself.
- 43% of the visitors noticed the event through social media and the Photo+Adventure newsletter.

*source: individual visitor survey 2017 and online survey 2017 (N = 1,056), Website photoadventure.at, Google Analytics, Facebook*

### 5. THE PHOTO+ADVENTURE THEMES

- 84.6% give „Photo“ and 81.1% give „Adventure“ (alone or in combination) as the decisive reason for their visit.
- The combination of topics “Photo” + “Adventure” pleases 88.2% of visitors very well or good.

*source: individual visitor survey 2017 and online survey 2017 (N = 1,056)*



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### 6. WEBSHOP AND SUPPORTING PROGRAMME

- 2,513 people ordered 5,748 products in the ticket shop
- 4,911 tickets were purchased in advance in the ticket shop
- The chargeable seminar and workshop programme comprised 59 programme items with a total of 2,460 seats.
- The occupation rate of the workshops was above average at 78.8%
- The free lectures had an occupancy rate of 86% (200 to 400 seats per room)
- 67.4% of visitors took advantage of the supporting programme. 49.5% of them used the free lecture programme, 42.7% the photo exhibitions, 16.1% the exhibitor activities, 13.7% the seminars, 14.3% the photo stage and 9.9% the Film+Video Area.

source: Website photoadventure. at 2018, visitor counting on site, individual visitor survey 2017 (N = 503)

### 7. GRADING OF THE PHOTO+ADVENTURE according to school grades given by the exhibitors

Exhibition area of the Messe Wien	1.4	Catering situation	2.8
Preparations by the organiser	1.4	Advertising measures	1.6
Organisation of assembly and disassembly	1.5	number of visitors	1.7
Support by the organiser on site	1.5	overall assessment	1.5

source: individual exhibitor survey 2018

### 8. EXHIBITORSFEEDBACK

“Best photo event of the year!” – Petra Halvax, EIZO Austria GmbH

“The visitors at our stand, in the lectures and seminars were enthusiastic. What else do you want? Great to be a participant in such an event.” – Pavel Kaplun

“Great travel fair in Vienna!” – Globetrotter Select

“The P+A is THE consumer event highlight of the year for Canon, right on time for the pre-Christmas season. We find the expansion of topics such as film+video a great sign for the industry.” – Sabrina Lucia Rachor, Canon Austria

“A great fair – the P+A gets better and better!” – Gabriela Tomaschko, Ikarus

“P+A in Vienna has always been an outstanding trade fair - but this year it was exceptionally good.” – Petra and Armin Salamon, Aktivas GmbH

“As always great! We will be happy to be there again next year.” – Markus Fiala, CG Shop

“Super sympathetic and interested people. We had really good conversations. P+A employees were always helpful and friendly.” – Lisa Praepke, World Insight

“One of the top German-language events, like every year!” – Ralf Kaulisch, Rheinwerk Verlag

“Every year nPhoto looks forward to the P+A in Vienna and the satisfied photographers and customers who come to visit us. We are convinced!” – Jolanta Stankiewicz, nPhoto

“At the P+A, we were able to present our outdoor offers to an interested, target group-specific audience very well. No „bag stealers“ like at holiday fairs.” – Roland Oberdorfer, Kärnten Werbung

source: individual exhibitor survey 2018

### 9. LAST BUT NOT LEAST

- 6,120 hours of preparations went into the Photo+Adventure 2018.
- During the trade fair weekend, 46 employees spent 1,210 hours on duty.
- The crew covered an average of 57,324 steps or 44.42 kilometres on the weekend of the trade fair.
- In 2018, the web server produced a traffic of 661 GB.

source: work time recording, fitbit.com, Servermonitoring