

# Visitor statistics

GLORIA 2016

Augsburg Exhibition Center

# GLORIA<sup>®</sup>

church fair



**4,200 visitors** met up in Augsburg from the **25th - 27th of February 2016** at the 16th GLORIA, the **only** church trade fair throughout all German-speaking countries, to learn about the current trends in church furnishings, church architecture and renovations, sacred art, offers for Christianity-related trips, sustainable financial investments and much more. The fair recorded a **40% increase in visitor numbers**. The atmosphere among the exhibitors and visitors was excellent, pointing to an upward trend for the church fair. The **50% share of new GLORIA exhibitors** also attests to the promising significance of the church fair for Germany, Austria and Switzerland!

## GLORIA 2016 attracted visitors from near and far:

- 1 Sacristans/vergers
- 2 People interested in the church
- 3 Volunteers and church staff
- 4 Clergymen, members of religious orders
- 5 Designers, architects
- 6 Representatives from building authorities
- 7 Experts

## Exhibitors were pleased with the great interest in their areas:



48.65 %  
General interest

35.14 %  
Interest in a special product

18.92 %  
Interest in special exhibitions

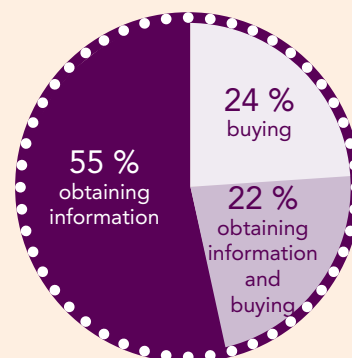
10.81 %  
Interest in the framework programme

5.41 %  
Meeting colleagues, exchanges

5.41 %  
Other

There are many reasons to visit GLORIA

## Gloria visitors came with specific intentions:



**98 %**

of exhibitors stated that they reached 88% of GLORIA's highly regarded audience by participating in GLORIA!

**98 %**

of GLORIA exhibitors would recommend participating in the GLORIA church trade fair 2018!

**87 %**

of visitors want to visit GLORIA again in 2018!

**93 %**

of exhibitors plan to take part in GLORIA 2018 as exhibitors!

"GLORIA was really suitable for target group-specific networking. And I mean that ecumenically as the representative of the Evangelical Bank in a majority Catholic environment".

Roman Walter, Evangelische Bank eG

"We had lots of interested visitors at our stand and definitely expect orders. Being here has definitely paid off for us".

Regina Schafhauser - Kilpper Sitzmöbel

"Many decision-makers came to our stand, we were in great demand. The professional audience showed great interest. We are very pleased with how the fair was run and will come again!"

Ronny Havener – Havener GmbH

"We are really surprised by GLORIA. We were able to make lots of new contacts and could present ourselves really well. It was a mixed crowd, different than expected, and very interesting. Great conversations".

Jonas Vial – Wort des Lebens e.V.

"Taking part was worth it for us. We gained a couple of new customers, so in this respect, participating was very good".

Michael Brandmaier – Brandmaier Informative Anzeigen

"We are definitely satisfied. Lots of interesting conversations, specific queries and quite a number of appointments agreed for after the fair. We are really under pressure keep up with the requests".

Gernot Dürr – Dürr Turmuhren und Glocken GmbH & Co KG

"Professional lighting will be established more and more in churches in the future. We're a new exhibitor at GLORIA and being here really paid off. We had potential contacts at our stand and are hoping for some good business after the fair".

Matthias Schwab – Steinigke Showtechnik

"Customers were queuing up yesterday! We did some good business, our specialist customers were there, as expected. We'll definitely come again".

Alexander Buchinger - Strässer Medientechnik

**GLORIA  
2018  
15 -17  
FEBRUARY  
AUGSBURG  
EXHIBITION  
CENTER**

Messe Augsburg ASMV GmbH  
Am Messezentrum 5 | 86159 Augsburg  
Tel.: +49(0)821-2572-107 | Fax: +49(0)821-2572-277  
service@messegloria.info | www.messegloria.info

  
**messeaugsburg**

Approx. 76 visitors were interviewed. The percentage value always refers to the sum of the answers – about 74 on average.