





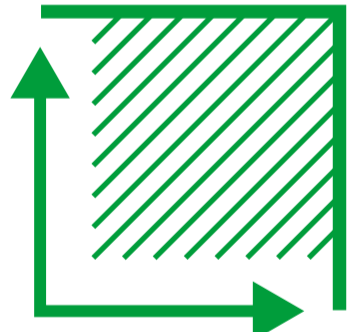
GaLaBau

gardening. landscaping. greendesign.

SHOW REPORT GALABAU 2024 11 – 14.9.2024 | NUREMBERG



SUCCESS METRICS 2024

	Total	Germany	International
 Visitors	66,567 (61,433)	90 % (90 %)	10 % (10 %)
 Exhibitors	1,103 (1,093)	70 % (76 %)	30 % (24 %)
 Exhibition space (net)	63,858 m² (60,319 m ²)	48,588 m² (46,619 m ²)	15,270 m² (13,700 m ²)
Special show area	3,058 m² (3,117 m ²)	–	–

TOP MARKS FROM VISITORS



96 %

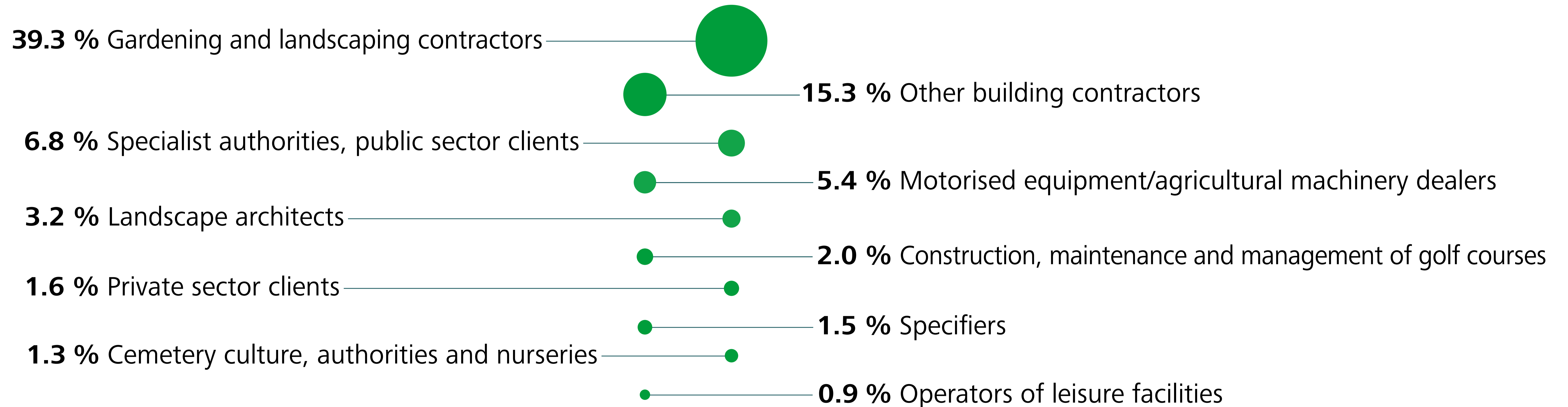
of visitors were satisfied with
the range of products and services
at GaLaBau 2024.



96 %

of visitors were satisfied overall
with their trade fair visit

VISITOR SEGMENTS



GaLaBau brings all the stakeholders together:
contractors, authorities and architects.

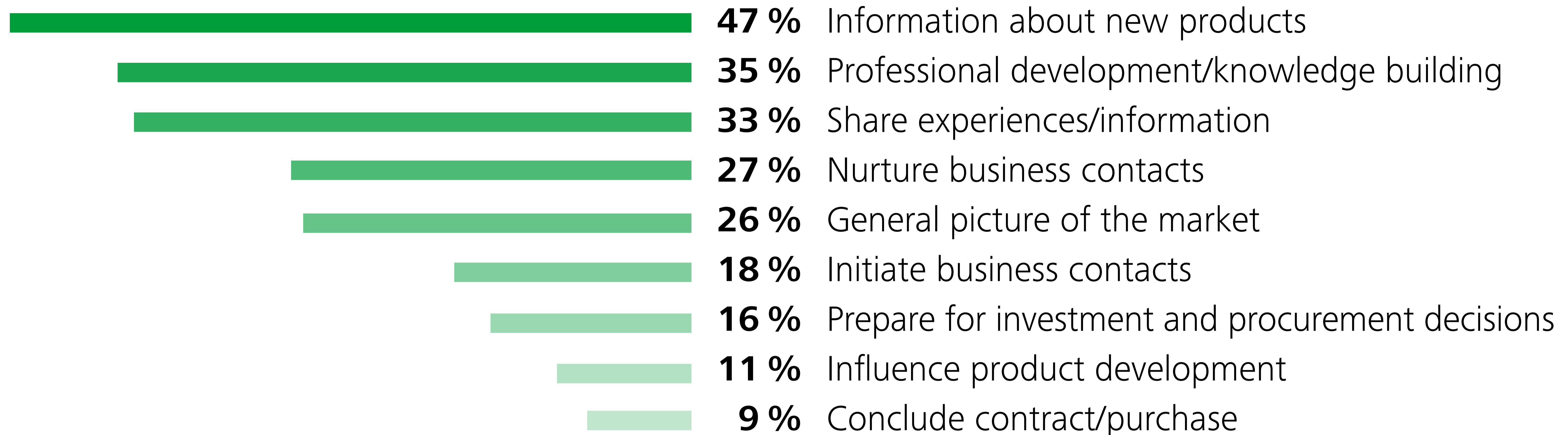
VISITOR DEMOGRAPHIC

Top 10 visitor countries

- | | |
|------------------|---------------|
| 1 Germany | 6 Poland |
| 2 Austria | 7 Netherlands |
| 3 Italy | 8 France |
| 4 Switzerland | 9 Belgium |
| 5 Czech Republic | 10 Hungary |

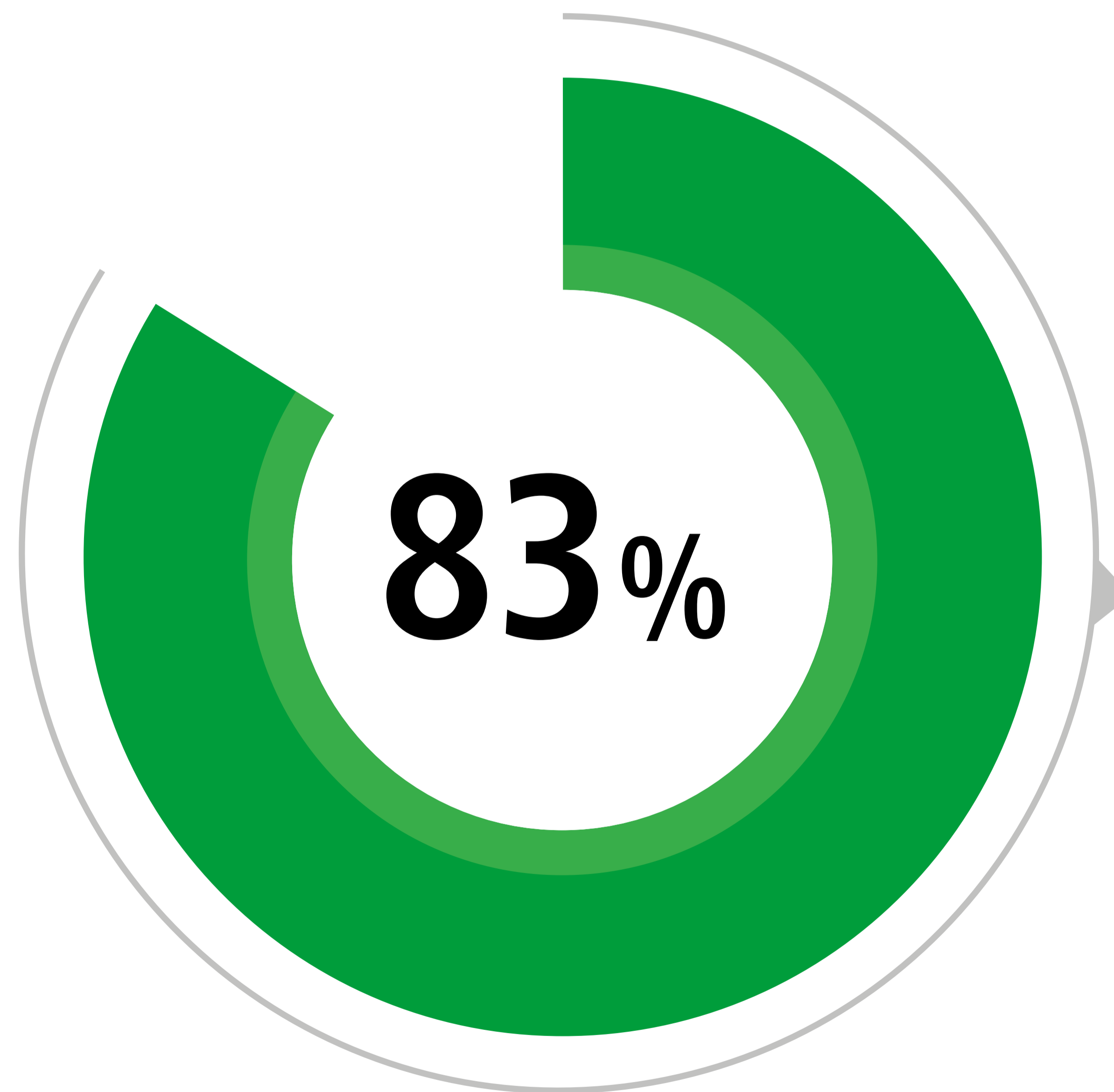
GaLaBau attracted visitors from 80 countries.

REASONS FOR TRADE FAIR VISIT



Most visitors used GaLaBau to get information about new products and trends and to share experiences.

HIGH CALIBRE OF VISITORS

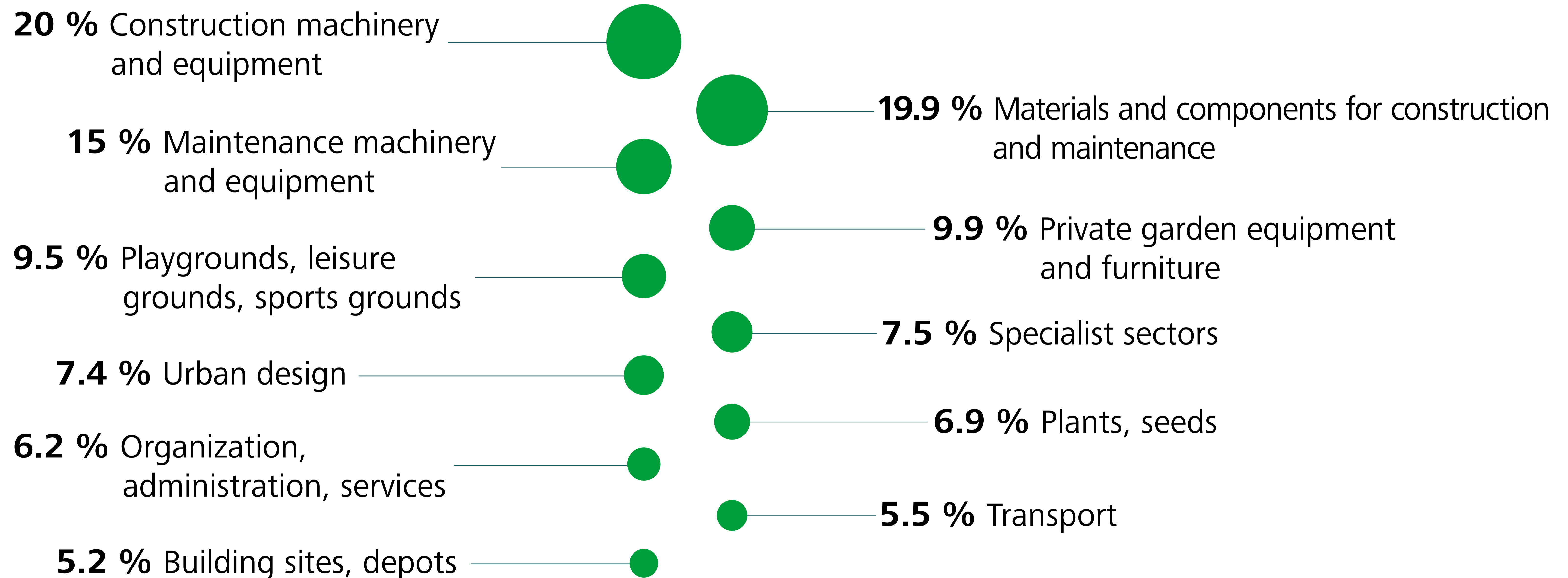


of visitors are
decision-makers ...

or are influential in their company's purchasing and procurement decisions.

GaLaBau 2024 was characterised by the considerable purchasing decision authority of its visitors.

EXHIBITOR PRODUCT CATEGORIES



TOP MARKS FROM EXHIBITORS



95 %

of exhibitors rated the professional calibre of visitors positively.



98 %

of exhibitors reached their most important target groups.



98 %

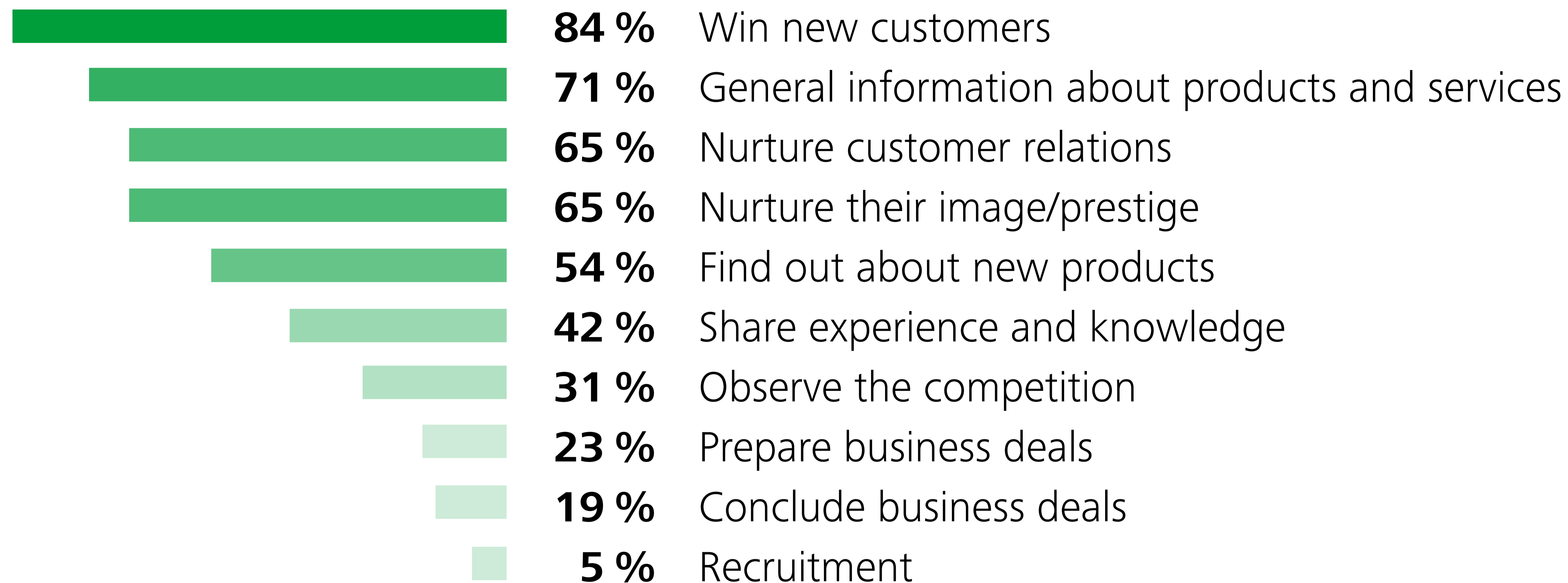
of exhibitors made new business contacts.



95 %

of exhibitors were satisfied with their trade fair participation

PARTICIPATION GOALS OF EXHIBITORS



Most exhibitors used GaLaBau 2024 to win new customers and showcase their company and its products.

FEEDBACK FROM EXHIBITORS



93 %

of exhibitors would like to take part in GaLaBau again in the future.



GaLaBau

gardening. landscaping. greendesign.

Impressions of GaLaBau 2024.

Become an exhibitor in 2026:
Find all the information you need [here](#)

MISCELLANEOUS

The structural data are certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



For information about FKM, please go to: **www.fkm.de**.

The representative surveys were conducted by an independent market research institute according to FKM guidelines.

The Show Report is also available in German.