

Facts and figures

Bygg Reis Deg 2015



Introduction

Bygg Reis Deg 2015, 14–17 October, was held for the 26th time (7th time at Norges Varemesse – Norway Trade Fairs, Lillestrøm) with 543 exhibitors, including 144 foreign exhibitors from 18 countries. The exhibition area was net 19000 m², distributed on 5 halls, social area and an outdoor area. The total turnover connected with the fair amounts to approximately NOK 250 million.

Bygg Reis Deg 2015 is an open trade fair. In addition to the traditional exhibition concept, more than 60 conferences and seminars, totalling 3500 (3290) registered participants, were held in connection with the fair.

Below, we have gathered a large number of facts and figures about the full event. The figures in brackets are from Bygg Reis Deg 2013.

The purpose of the survey has been to measure customer satisfaction and to map and pinpoint things that can be improved. In order to ensure neutrality, the data collection has been handled by Epinion AS, which is an independent analysis firm. Bygg Reis Deg has been responsible for editing the brochure.

During and shortly after the fair, Bygg Reis Deg performed the following three different market surveys:

- a survey aimed at trade visitors
- a survey aimed at exhibitors
- a survey aimed at DIY visitors

The task for Epinion AS has been to map satisfaction in various areas among trade visitors, exhibitors and other visitors in three separate surveys.

The survey structure and design are based on ACSI, which is an internationally recognised model. The average of public fairs = the average of all Norges Varemesse's fairs with data processing by Epinion.

Benchmark public fairs = the average of the five best fairs with the highest satisfaction score.

Key figures

Principal key figures for the fair:

A total of 41359 (50961) visitors (the exhibition period was shortened by one day) of which 17% were consumers.

The visitor figures are distributed as follows over the 5 fair days:

Fair period	14 Oct.	15 Oct.	16 Oct.	17 Oct.
Visitors	7728	11434	12813	9384

Statistics

The trade visitors were distributed on the following functions:

Artisan	19% (23%)
Management	26% (23%)
Project manager	21% (21%)
Administrative officer	10% (19%)

Grouped by trade and profession

Architect/Consulting eng.	8% (8%)
Developer	8% (6%)
Contractor	16% (12%)
Artisan	21% (24%)
Private purchaser	3% (7%)
Manufacturer	8% (6%)
Public admin.	4% (7%)
Training and education	6% (3%)
Other	26% (27%)

Trade visitors

Satisfaction with the fair event

The survey, with a questionnaire that was filled in by 2239 (3188) persons, registered a high or very high degree of satisfaction.

The index is 0-100, where an index score of 80 is a very high degree of satisfaction, 70-79 is good, high, agree. The things with which the trade visitors were most satisfied were:

The exhibitors' service mentality	76 (73)
The quality of the stands	77 (74)
Trade events and seminars	70 (64)
The wide range of exhibitors	72 (67)
The product range on display	71 (67)

Overall, the survey shows that the trade visitors are satisfied with the event with a score of 73 (71).

How did you learn about the Bygg Reis Deg fair?

Invitation card/password/colleagues	57% (55%)
Advertisement in trade journals	23% (31%)
Information by e-mail	29% (34%)

Which trade areas did you primarily come to visit?

Building goods	54% (57%)	PHS/Bathrooms	14% (19%)
Energy/environment	24% (32%)	Building and construction	76% (56%)
Housing	24% (30%)	Advice/guidance	10% (16%)
Timber goods	32% (33%)		
Tools	29% (32%)	IT	6% (7%)
Smart houses	15% (15%)	Inspiration/interiors	17% (16%)
Real property	14% (11%)	Kitchens	13% (15%)
Walls/concrete	19% (27%)		

Principal incentive for the visit

Keeping up to date with the industry	71% (73%)
Information about new products	68% (69%)
Establishing contact with new suppliers	38% (36%)
Meeting colleagues in the industry	36% (32%)
Participating in seminar/conference	15% (11%)
Purchasing	14% (16%)
Establishing contact with new customers	16% (14%)
Scheduled appointments	36% (32%)

How much time was allocated for the visit

Half a day, 4-6 hours	42% (41%)
1 day	24% (30%)
More than 1 day	12% (11%)

Vocational benefit from the visit

With an index score of 64 (63), the trade visitors state that they had great or very great vocational benefit from their visit.

Previous visits to Bygg Reis Deg

Visited Bygg Reis Deg 2013	50% (53%)
Have not previously visited Bygg Reis Deg	26% (21%)
Are considering visiting the fair in 2017	80% (77%)

The conferences (the Auditorium)

10% (7%) of the trade visitors participated in the conferences in the main programme in hall E.

Age composition

Over 50 years	42% (40%)
Between 30-50 years	48% (51%)
Under 30 years	10% (9%)

Improvements

29% (28%) of the trade visitors find that there are things that can be improved for the next Bygg Reis Deg fair.

The greatest potential for improvement is a wider range of exhibitors and suppliers as well as a clearer layout of the fair area.

The trade visitors found the quality at the stands to be partly very good. The same applies to the service mentality of those manning the stands and of the other staff at the fair.

Areas that the trade visitors think can be improved are quality, price and the range of food, as well as resting areas.

With an index score of 55 (55), the fair is increasingly seen as an important information and consultation channel in connection with purchases of products and services.

The Bygg Reis Deg app was used by 3000 (2000).

Exhibitors

The main purpose with the survey has been to map satisfaction in various areas among the exhibitors at BRD 2015. 44% (46%) of the exhibitors filled in the questionnaire connected with the survey. The questionnaire was sent by e-mail.

Overall impression/satisfaction

An index score of 72 (73) shows that the exhibitors were overall equally satisfied with BRD 2015 as with BRD 2013.

An index score of 80 or more is the equivalent of very good, very high, completely agree, 70-79 is the equivalent of good, high, agree. 60-69 is the equivalent of quite good, quite high, agree to some extent, 51-59 is the equivalent of not particularly good, not particularly high, do not particularly agree. 50 or lower is the equivalent of poor, low, disagree.

Expectations and value/benefit

An index score of 74 (73) on expectations shows that there are high expectations connected with Bygg Reis Deg prior to the fair. The index score on value/benefit is 59 (61).

Previous exhibitor

Exhibitor at previous fairs	70% (66%)
New exhibitors	30% (34%)

Countries represented at the fair

Belgium, Italy, France, Germany, Sweden, Switzerland, Great Britain, Poland, Lithuania, Latvia, the Netherlands, Finland, Estonia, Denmark, India, Greece, Romania and Norway.

Reasons for participation

Being visible at the largest venue of the building industry	78% (55%)
Establishing contact with new customers	72% (67%)
Gen. profiling/brand building	64% (67%)
Presenting new products	50% (45%)
Sales/conclusion of contracts	28% (31%)
Marketing and sales, own industry or trade	16% (24%)
Generally important to participate	16% (23%)

Quality areas

The areas with which the exhibitor was satisfied were distributed as follows in the answers to this question (index):

The number of visitors at the fair	66 (73)
The quality of the trade visitors	66 (71)
The quality of the DIY visitors	62 (66)
Marketing of the fair vis-à-vis the visitors	71 (71)
Marketing of the fair vis-à-vis you as an exhibitor	73 (73)
Stand assembly facilities	73 (71)

Measures at the stand

The measures that were taken to attract customers/connections/own employees to the stand and into the fair were distributed as follows in the answers to this question:

Sent out invitations/e-mails	65% (83%)
Invitation/information on the Internet	66% (58%)
Customer meetings scheduled in advance	50% (44%)
Arranged own seminar and invited participants	6% (6%)
Advertised that the enterprise would participate in the fair	56% (40%)
Sent out own information material	49% (51%)
Sent out press releases	12% (22%)
Social platforms	12%

Sales/orders

Products and services sold	50% (57%)
Customer contacts established at the fair will result in sales/orders after the fair	84% (87%)

77% answered that the enterprise obtained sales/orders for products/services after the fair in 2013.

Interest in participating in the Bygg Reis Deg fair in 2017

60% (70%) showed an interest in participating in the next Bygg Reis Deg fair.

Areas of improvement

Areas of improvement for the next fair include opening hours, catering and parking facilities at the fair area.

Best fair days

With which fair days were you most satisfied:

Wednesday	25% (46%)
Thursday	75% (81%)
Friday	77% (84%)
Saturday	26% (29%)

DIY visitors/Consumers

The background for the survey has been to map satisfaction in various areas among DIY visitors at Bygg Reis Deg 2015. The survey was performed by e-mail. There were 1126 (289) respondents.

Satisfaction with the fair event

The survey registered a high or very high degree of satisfaction. In this survey, the index is 0-100, where an index score of 80 is the equivalent of a very high degree of satisfaction. 70-79 is the equivalent of good, high, agree.

The quality of the stands	78 (76)
The exhibitors' service mentality	77 (75)
Trade events/seminars	64 (60)
Wide range of exhibitors and products	69 (71)
Clear layout of the fair	64 (62)
Would recommend the fair to others	76 (75)

Overall, the survey shows that the visitors are satisfied with the event with a score of 75 (77).

How did you learn about the Bygg Reis Deg fair?

Invitation card/password before the fair	36 % (26 %)
Advertisements in newspapers	17 % (18 %)
The Internet	21 % (15 %)
Colleagues	12 % (16 %)
Information via radio	8% (7 %)
E-mail	16% (10%)

Which trade areas did you primarily come to visit?

Housing	20% (25%)
Building goods	39% (36%)
PHS/bathrooms	40% (40%)
Kitchens	35% (43%)
Building and construction	33% (25%)
Tools	24% (19%)
Timber goods	20% (21%)
Energy/environment	28% (23%)
Inspiration/interiors	41% (38%)
Walls/concrete	18% (22%)

Principal incentive for the visit

Trade interest	31% (21%)
Interior maintenance/refurbishment	48% (44%)
Building or planning own house	29% (35%)
Came to see the fair, curious	24% (27%)
Exterior maintenance/refurbishment	30% (19%)

Time allocated

Half a day (4-6 hours)	39% (45%)
Less than 4 hours	49% (32%)
1 day	9% (16%)

Previous visits

Was a first-time visitor	30% (41%)
Has visited the fair in previous years	70% (59%)

Possibilities for improvement

The DIY visitors wish to have a clearer layout of the fair and more places to rest.

Purchased or ordered goods/services (index)

Purchased or ordered goods at the fair	34 (33)
Did not purchase anything	64 (65)
Very likely to purchase a product/service based on impressions	70 (69)

Experienced service level

The service level at the fair is regarded as good or very good, index score 80(81).

Investment in dwelling

Intends to invest money in his or her dwelling in the coming year

500,000 or more	21% (18%)
300,000-500,000	8% (9%)
100,000-300,000	22% (23%)
Less than 100,000	23% (36%)

Age composition/gender

50 years and above	52% (34%)
46-50 years	13% (12%)
41-45 years	12% (14%)
Under 40 years	22% (40%)
Man	79% (52%)
Woman	21% (47%)

Scheduled appointments

Had scheduled appointments	11% (10%)
Did not have scheduled appointments	88% (88%)

Loyalty

68% (70%) state that they wish to visit the fair next time as well.

Value/benefit

69% (72%) of the respondents find that they have had a positive benefit from this year's fair.

Partners

An important part of the concept development was to attach central collaboration partners as representatives in the value chain. There were a total of 22 partners.

These were:

AF gruppen, Mesterhus, Direktoratet for byggkvalitet (DIBK), Maxbo, NCC, Norwegian Green Building Council, Mapei, Cowi, Byggma, Glava, Villeroy & Boch/Gustavsberg, Inwido, NorDan, Weber, Byggeindustrien, Icopal, Jackon, Berry Alloc, Aaltvedt Stein, Södra Interiør, Norgips and Rørentreprenørene Norge.



For norske forhold



The next exhibition
ByggReisDeg2017
Norway Trade Fairs, Lillestrøm

