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#FSBCologne

## High levels of satisfaction among exhibitors and visitors speak to the success of FSB 2023

### Online survey demonstrates FSB's value for the sports and leisure industries

The 2023 edition of FSB, the International Trade Fair for Public Space, Sports and Leisure Facilities, took place in Cologne from 24 to 27 October 2023 in colocation with aquanale, the International Trade Fair for Sauna, Pool, Ambience. The event received an outstanding response from exhibitors and visitors alike - over the course of four days, 824 exhibitors from 45 countries unveiled pioneering products, technologies and concepts to approximately 25,000 trade visitors at the two flagship trade fairs. An anonymous online survey conducted by Koelnmesse\* for FSB 2023 now underlines the event's impressive figures and provides further, detailed evidence of the high levels of satisfaction among exhibitors and visitors.

The exhibitors surveyed were extremely satisfied with the outcome of FSB 2023. Over 75 per cent stated that they were generally very satisfied or satisfied with the degree to which they had achieved the objectives they had set for the trade fair. These included, above all, establishing new business relationships and fostering existing ones, in addition to networking, finding new cooperation partners and presenting their latest products and solutions.

Those surveyed were particularly pleased with the calibre of the event's visitors. Almost 80 per cent stated that they were very satisfied or satisfied with this aspect. The main target groups reached at FSB 2023 were representatives from the fields of architecture, engineering and construction as well as delegates from planning agencies and local and municipal authorities and administrations, coinciding with the most important target groups identified by the exhibiting companies. "The latest edition of FSB once again reinforced its crucial role as a business and networking platform for the industry. The halls were abuzz with in-depth, top-tier discussions over the course of the four-day trade fair," says Matthias Pollmann, Vice President Trade Fair Management at Koelnmesse.

The overall level of satisfaction with the event, which stood at about 75 per cent, and a high recommendation rate - overall, more than 90 per cent would recommend attending FSB - attest to the positive response from exhibitors. Their future plans also demonstrate this: around 75 per cent of exhibitors say that they are planning to exhibit again at FSB 2025.

The vast majority of visitors voiced their satisfaction



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The visitors to FSB 2023, which included numerous executives and decision-makers, were also highly satisfied. Over 87 per cent of respondents indicated that they were either very satisfied or satisfied with the degree to which they had achieved the objectives they had set for the event. Visitors were particularly satisfied with how the trade fair aided their broader information-gathering efforts, or rather provided an overview of the market, as well as its role in helping them share experiences and insights and foster existing business relationships. More than half of visitors were primarily interested in sports flooring and equipment for outdoor sports facilities, while sports facilities themselves, playgrounds and leisure facilities also attracted a great deal of interest. Over 80 per cent were generally satisfied with the exhibition programme.

### **A comprehensive programme of events centred on sustainability proves a hit**

FSB 2023 honed in on a holistic approach to sustainability, whereby environmental, economic and social aspects were equally prioritised. This focus was echoed in the programme of events and conferences. One outstanding event at FSB was the IAKS Congress, whose theme was "Building resilient communities through sports and leisure facilities". Around 500 participants seized the opportunity to find out about the latest developments and share their thoughts. Alongside other highlights such as the plannerFORUM or the German Sports Facilities Day, the congress impressively demonstrated FSB's role in driving the industry forward. Other standout aspects highlighted by those surveyed included the Sportnetzwerk@FSB exhibition concept, the "Outdoor Fitness" event space and the Parkour live event area.

### **Looking ahead to FSB 2025**

Overall, almost 85 per cent were satisfied with the latest edition of the trade fair, which is also reflected in their future plans: around 75 per cent of those surveyed declared their intention to attend FSB again in 2025. "The most recent edition of the event once again illustrated the significance of FSB for the industry. The unparalleled diversity and quality of our exhibitors, coupled with our first-class programme of events, reinforces FSB's role as a leading platform for knowledgesharing and networking. We are already looking forward to building on this success next year and once again showcasing pioneering trends and innovations," says Pollmann.

The next edition of FSB will take place in Cologne from 28 to 31 October 2025, and will once again be co-located with aquanale.

\* The data and findings presented here are based on an online survey of visitors and exhibitors at FSB 2023, conducted by Koelnmesse GmbH in November 2023.

#### **Note for editorial offices:**

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