

# gastvrij rotterdam

## Facts & Figures 2017

### Exhibition for ambitious hospitality professionals



Hospitality trade fair Gastvrij Rotterdam looks back on a highly successful fifth edition in which numerous records were broken. With **400 exhibitors** and **150 prestigious competitions**, awards, tastings and demonstrations, the **12,736 trade visitors** could experience the most important developments in the hospitality industry during the three-day fair in Rotterdam Ahoy. The quality of all food and non-food products was higher and gave an accurate reflection of the thriving hospitality sector.

Gastvrij Rotterdam also presented several new initiatives, such as the pop-up restaurant The Harbour Club on Tour and the presentation of the Gouden Pollepel by the Dutch daily newspaper AD.

#### VISITORS

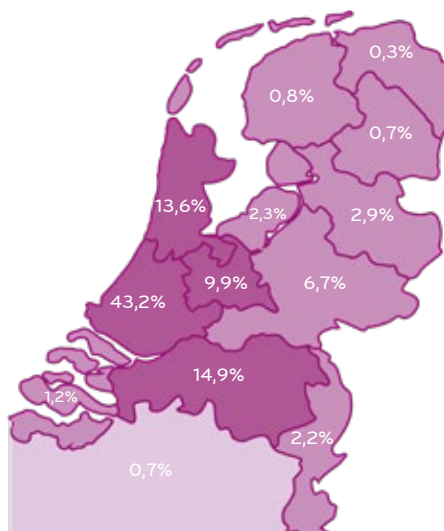
##### Appreciation by visitors:

Average score:	8,0
Matching/exceeding expectations:	93 %
Visiting intention for 2018 (probably/definitely):	97 %

#### COMPANY TYPE

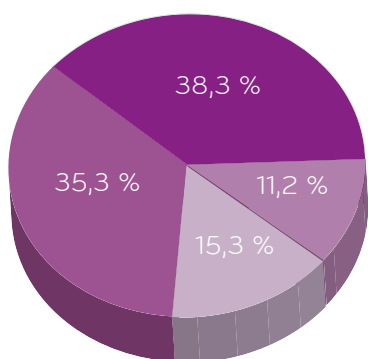
Restaurants	44,3 %
Suppliers	17,7 %
Party and other catering	10,2 %
Hotel industry	10,1 %
Cafe and bar companies	5,1 %
Healthcare institutions	4,7%
Recreation	3,1 %
Fast-food service	2,2 %
Education	1,1 %
Media & press	1,5%

#### ORIGINS OF VISITORS



Zuid-Holland	43,2 %
Noord-Holland	13,6 %
Flevoland	2,3 %
Drenthe	0,7 %
Brabant	14,9 %
Gelderland	6,7 %
Overijssel	2,9 %
Friesland	0,8 %
Utrecht	9,9 %
Zeeland	1,2 %
Limburg	2,2 %
Groningen	0,3 %
Belgium	0,7 %
Other countries (GER, UK, CHE, IRL, USA)	0,4 %

#### DECISION-MAKING AUTHORITY IN INVESTMENTS



Decision-maker    Advisor  
Co-decision-maker    User

#### POSITION

General director/director/owner/co-owner/commercial director	28,5 %
Chef/sous chef/cook/self-employed cook	15,8 %
Manager/operations manager	9,0 %
Host/hostess/waiting staff	12,1 %
Sales manager/ accountmanager	11,6 %
Other (including food & beverage manager, freelancer, waiter, sommelier)	9,3 %
Advisor	7,2 %
Purchasing	3,6 %
Marketing & sales	2,7 %
Teacher	0,2 %



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hospitality professionals**



### Exhibitors

Appreciation by exhibitors:

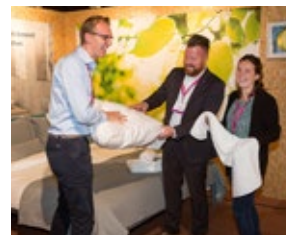
Average score:	7,7
Quality of visitors (good/excellent):	78 %
Intentie deelname in 2018 (ja/waarschijnlijk):	86 %

### Target audience?

Gastvrij Rotterdam is the leading hospitality trade fair for ambitious professionals in the hospitality industry. By offering almost 13,000 entrepreneurs and managers from the industry an exclusive gastronomical platform with a comprehensive range of products and services with which they can enhance their business operations. A repeat registration percentage among exhibitors was over 80%.

### For and by the industry

The success of Gastvrij Rotterdam 2017 is partly due to the support of its many partners. The Founding Partners of Gastvrij Rotterdam were responsible for the initial establishment of the fair. They created widespread support and contributed to the content of the fair programme. Gastvrij Rotterdam can also count on the assistance of relevant partners from the industry and from the media.



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**Jonnie Boer - Chairman of Bocuse d'Or Nederland (Librije \*\*\*):**

"The Bocuse d'Or has been present at the fair for two years and I honestly have to say that Gastvrij Rotterdam is the ideal venue for the Dutch final. There are lots of interested people here, so it is fun for everyone. It is great that they want to have us here and that it has been organised so professionally, so I think that everyone is a winner. It is nice that Gastvrij Rotterdam is not on a massive scale and that high-quality and varied products can be found here."

**Paul van der Aart - Regional Director at Heineken (Zuid-Holland)**

"In this market we serve many hospitality businesses with our brands and we believe it is important to give our relations a nice reception. The set-up at Gastvrij Rotterdam is definitely not standard and this arouses the curiosity of people. This is an environment in which we like to find ourselves: high quality, good products and suppliers, lots of networking possibilities, sociable - everything is as it should be."

**Lucas Roskam - CRM Director at Bidfood:**

"Gastvrij Rotterdam is a high-quality trade fair where the medium and high segments are well represented. This ensures that producers make supreme efforts to display the finest products. Not only the visitor figures are promising, but in particular the quality is excellent. People who visit, intent to learn something about the market. It is nice to have been part of this fair for five editions."

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## SPECIAL PAVILIONS

- **Kookpodium**
- **Netwerklounge** (hosted by Heineken, Oud Reuchlin & Boelen, Verwiel & Wijngaard & Entree Magazine)
- **Dit Smaakt naar Meer! Paviljoen** (hosted by Green Leisure)
- **Wine & Fine Food** (hosted by Euro-Toques Europe and the Wine & Food Association)
- **Knowledge Centre for Beer** (hosted by Servicecenter4Hospitality)
- **Belgian Pavilion**
- **House of Spirits** (hosted by Bottle Business)
- **Pop-up restaurant The Harbour Club on Tour**
- **Competition Arena/Bocuse d'Or**

## Attend Gastvrij Rotterdam – 17 to 19 September 2018

From 17 to 19 September 2018, Rotterdam Ahoy will again be the venue for culinary surprises and innovative food and non-food products and solutions for the hospitality industry. For more information or to request a registration form, please contact the project team via tel. +31 (0)10-2933261 / E info@gastvrij-rotterdam.nl or visit [www.gastvrij-rotterdam.nl](http://www.gastvrij-rotterdam.nl)

### Founding Partners



### Branchepartners

