



2022
WORLD OF
TECHNOLOGY
& SCIENCE





WELKOM

WORLD OF
TECHNOLOGY
& SCIENCE

5 werelden vol technologie en wetenschap

JAARBEURS

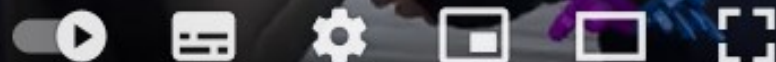
UTRECHT



2022



0:07 / 1:56



Review van de World of Technology & Science 2022

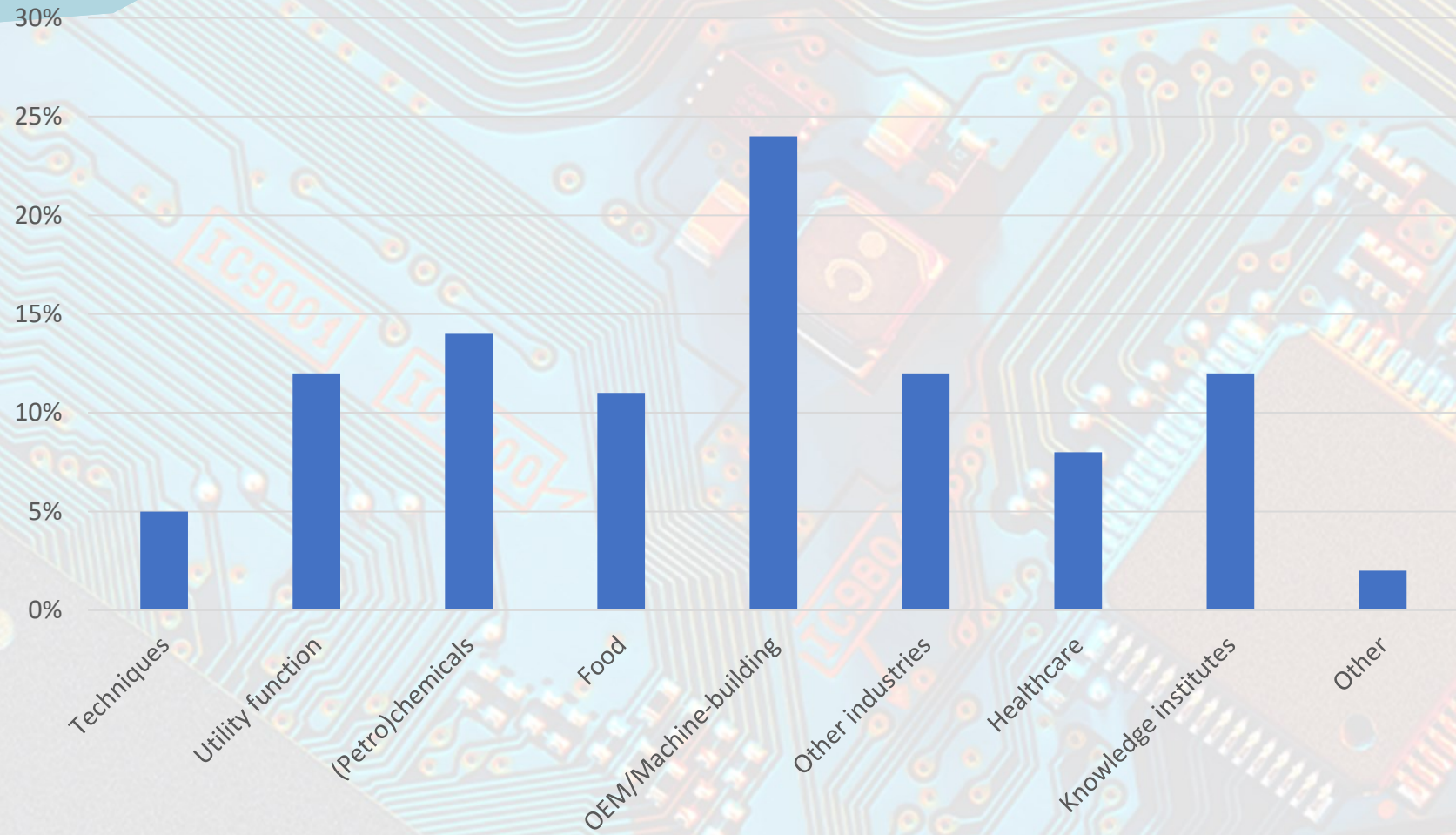
- The show percentage is high in 2022.
- The effect of the 'corona' crisis is visible in # exhibitors and # visitors.
- The indicators showcase a “regular” fair which is remarkably after corona.



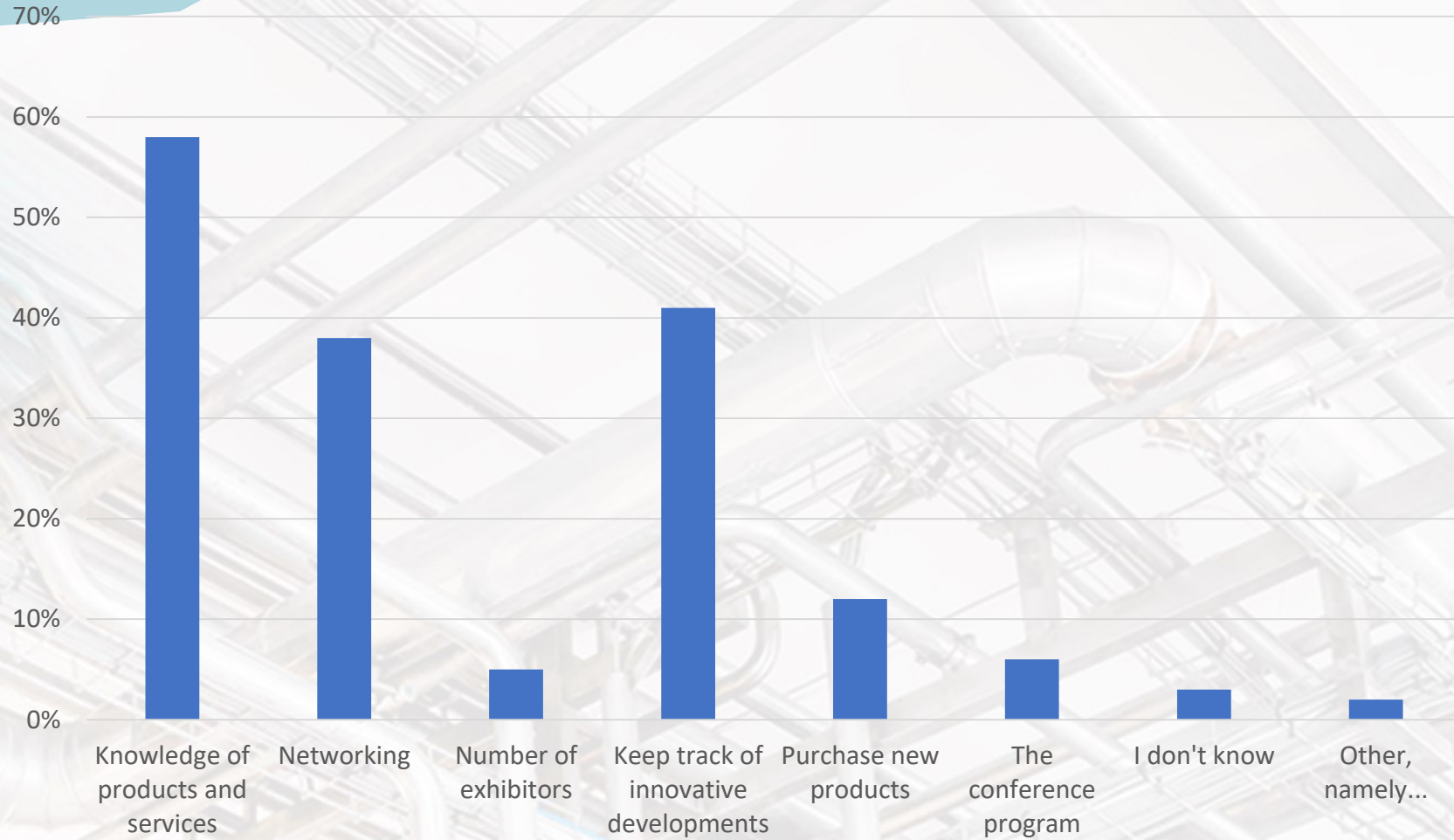
| WoTS (basic figures) | 2022 | 2018 | 2016 | 2014 |
|---------------------------|--------|--------|----------------|----------------|
| Registrations | 19.250 | 28.463 | 24.560 | 26.702 |
| Visitors | 15.703 | 22.147 | 21.414 | 21.634 |
| Exhibitors | 434 | 560 | 428 | 469 |
| Square meters | 14.780 | 19.086 | 16.150 | 17.176 |
| Visitor / square meter | 1,1 | 1,2 | 1,3 (overflow) | 1,3 (overflow) |
| Visitor / Exhibitor | 36 | 40 | 50 (overflow) | 46 (overflow) |
| Square meters / Exhibitor | 34 | 34 | 38 | 37 |

Target groups

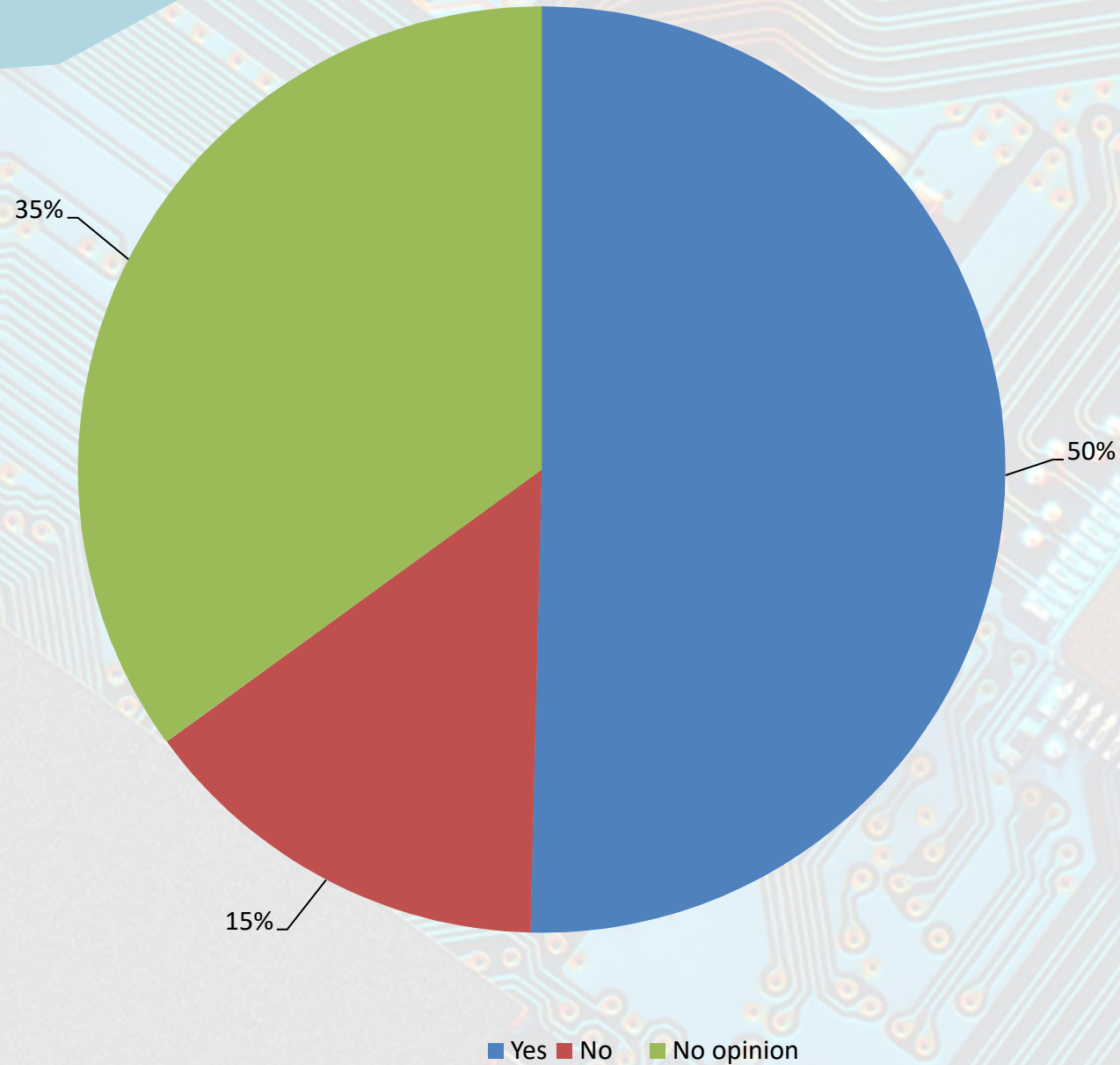
Estimation of market segments for WoTS based on the reactions of exhibitors



Which of the aspects below is the main reason for you to visit the fair?

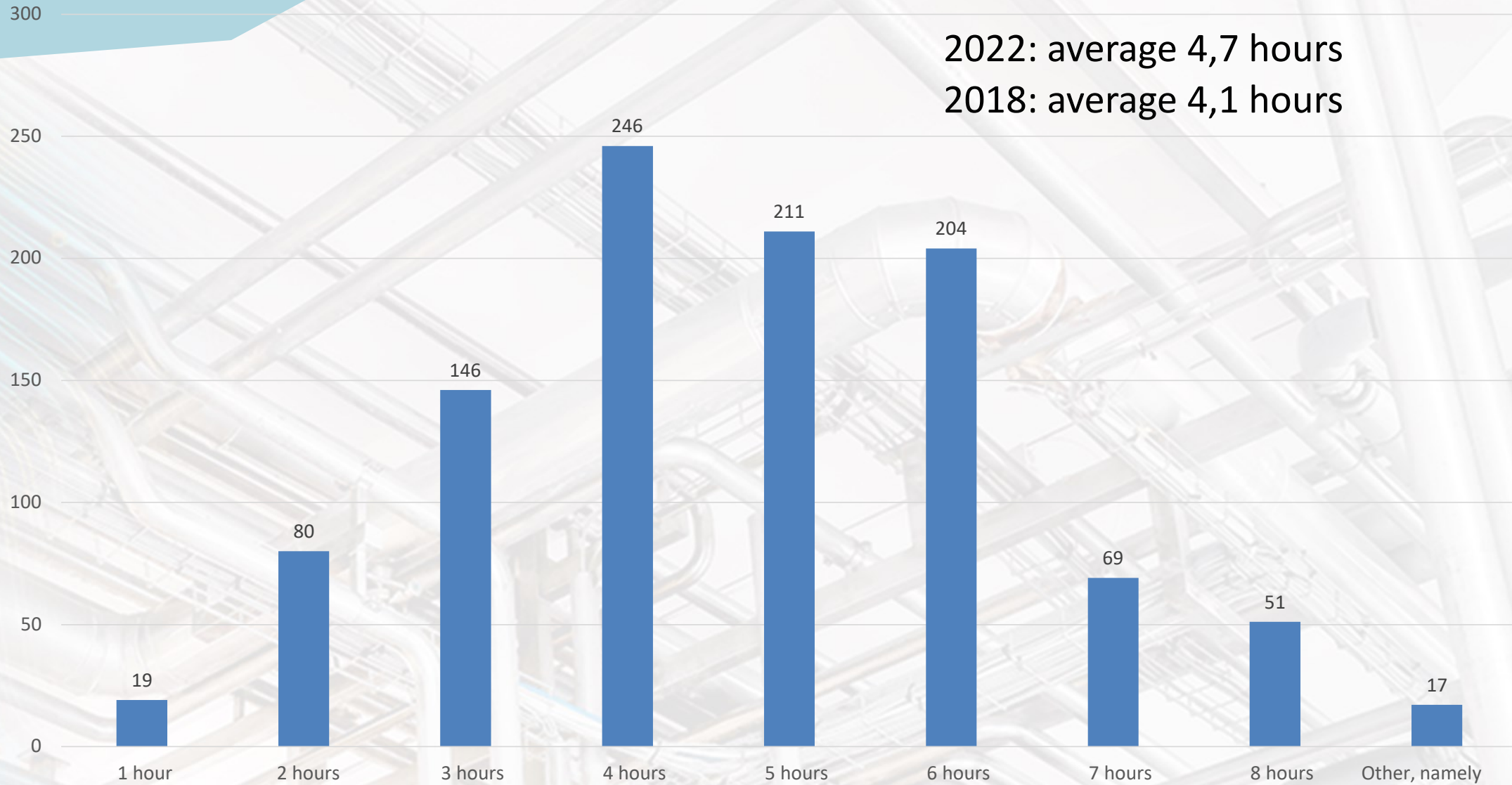


Do you think it is important that a conference program is organized at the fair?



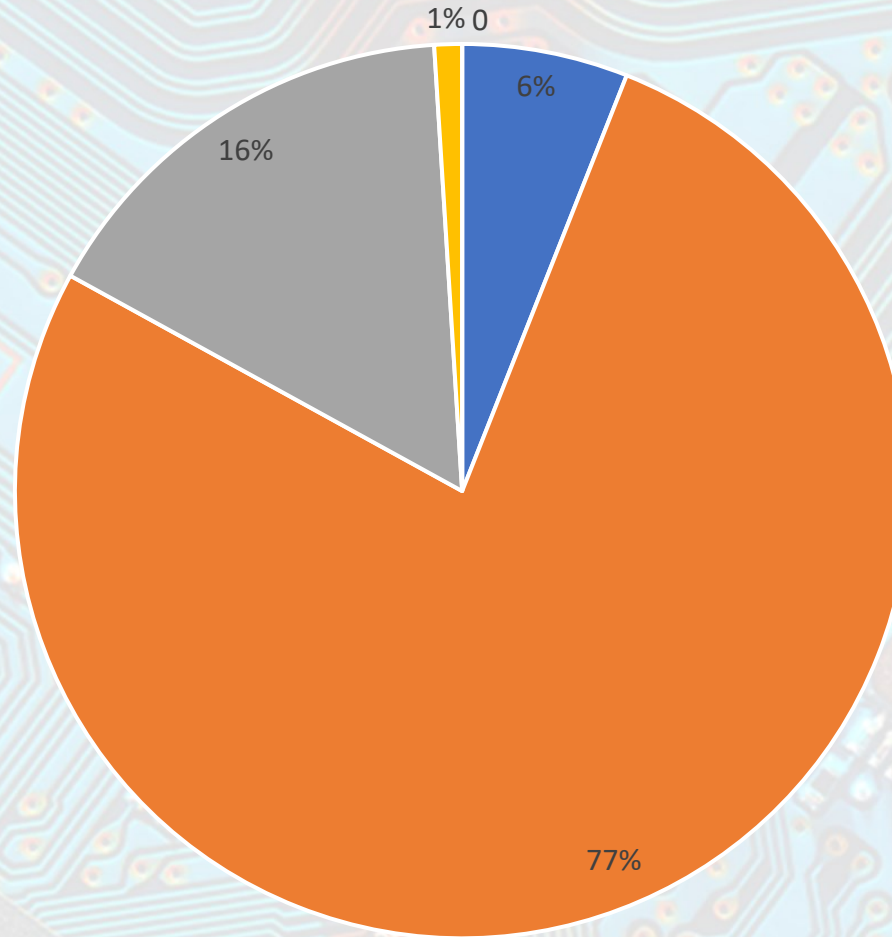
How long have you visited the fair?

2022: average 4,7 hours
2018: average 4,1 hours



Publicity

What is your organization's opinion on the publicity campaign in the run-up to the fair?



■ Excellent ■ Good ■ Average ■ Bad ■ Very bad

Visitors

2022

7,6

2018

7,6

2016

7,6

2014

7,4

Exhibitors

2022

7,5

2018

7,2

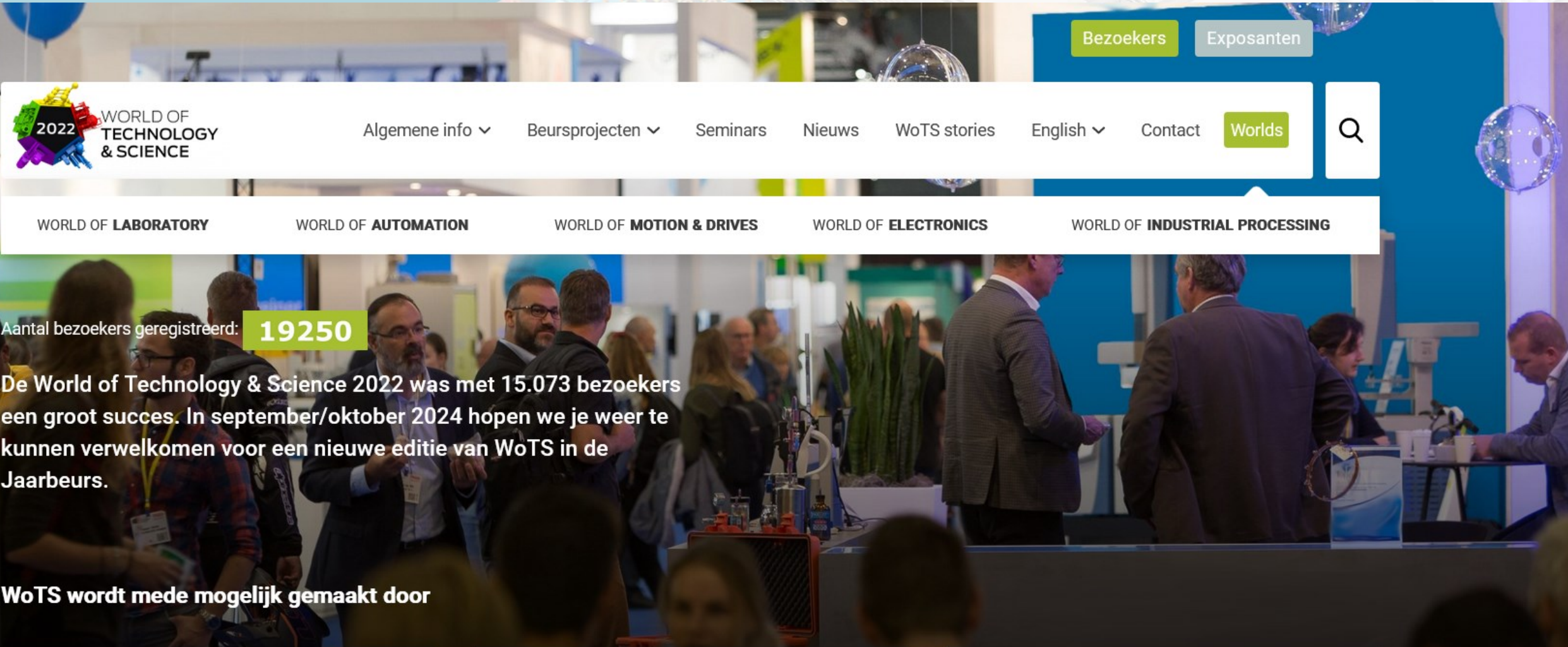
2016

7,3

2014

6,7

134.467 unique visitors at the WoTS website in 2022



Algemene info ▾

Beursprojecten ▾

Seminars

Nieuws

WoTS stories

English ▾

Contact

Worlds



WORLD OF **LABORATORY**

WORLD OF **AUTOMATION**

WORLD OF **MOTION & DRIVES**

WORLD OF **ELECTRONICS**

WORLD OF **INDUSTRIAL PROCESSING**

Aantal bezoekers geregistreerd: **19250**

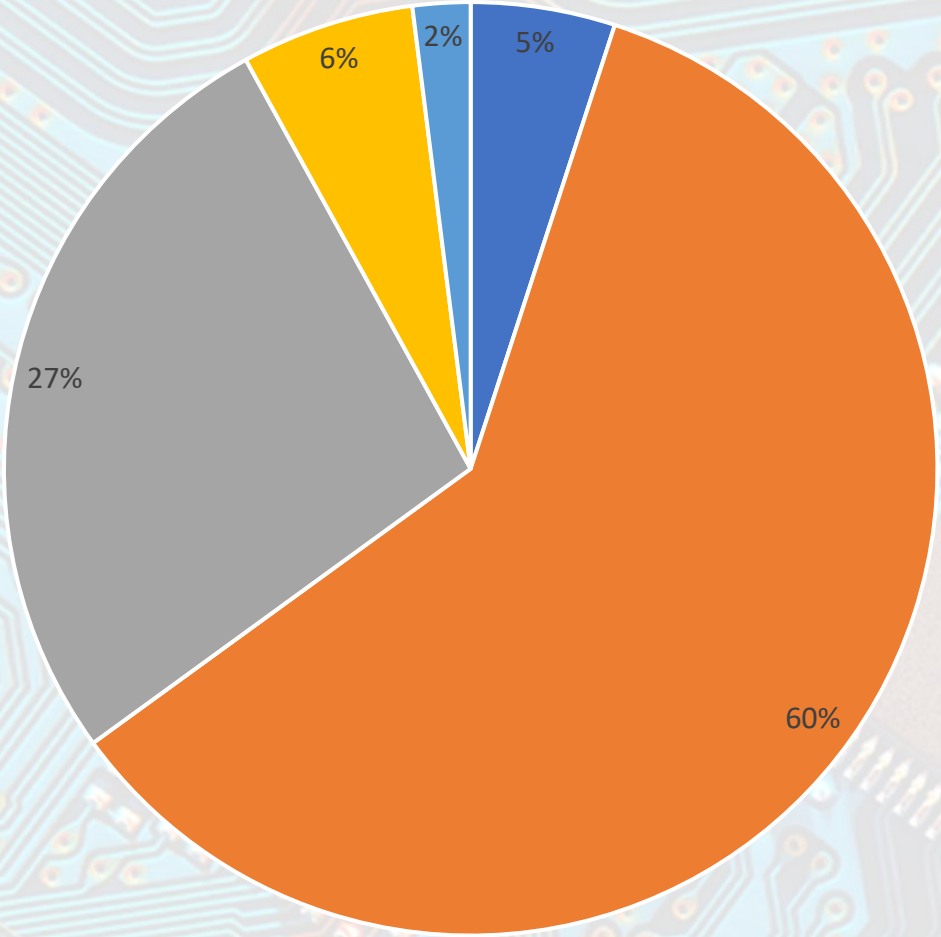
De World of Technology & Science 2022 was met 15.073 bezoekers een groot succes. In september/oktober 2024 hopen we je weer te kunnen verwelkomen voor een nieuwe editie van WoTS in de Jaarbeurs.

WoTS wordt mede mogelijk gemaakt door



Number of visitors

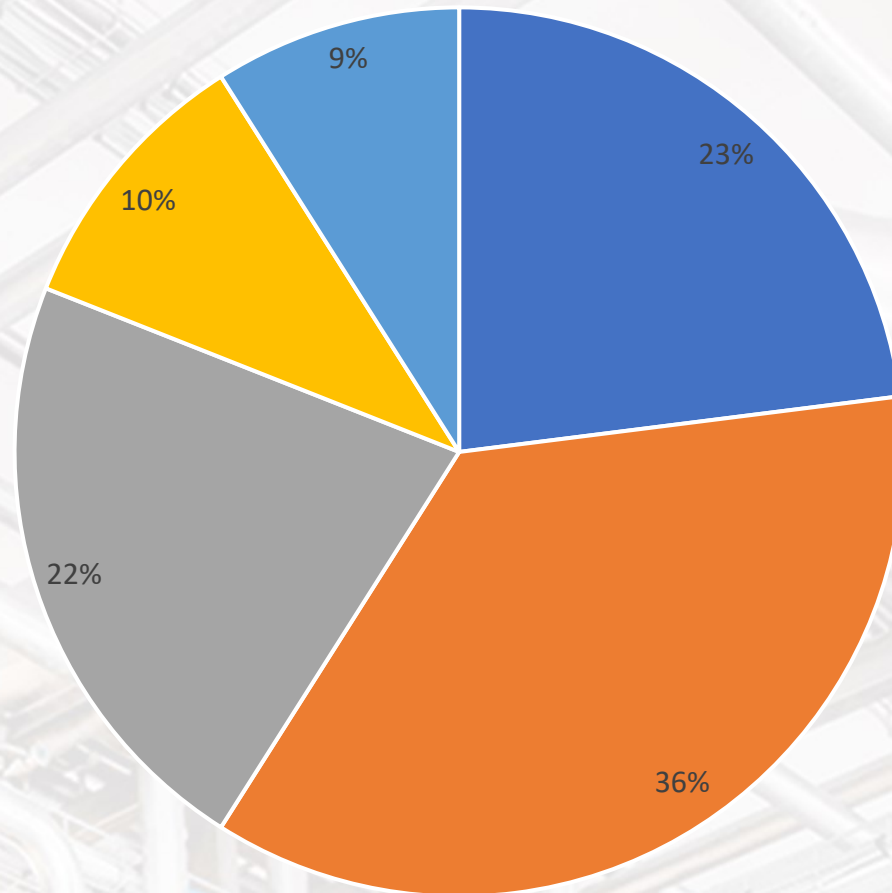
What is the opinion of your organization about the amount of visitors?



■ Excellent ■ Good ■ Average ■ Bad ■ Very bad

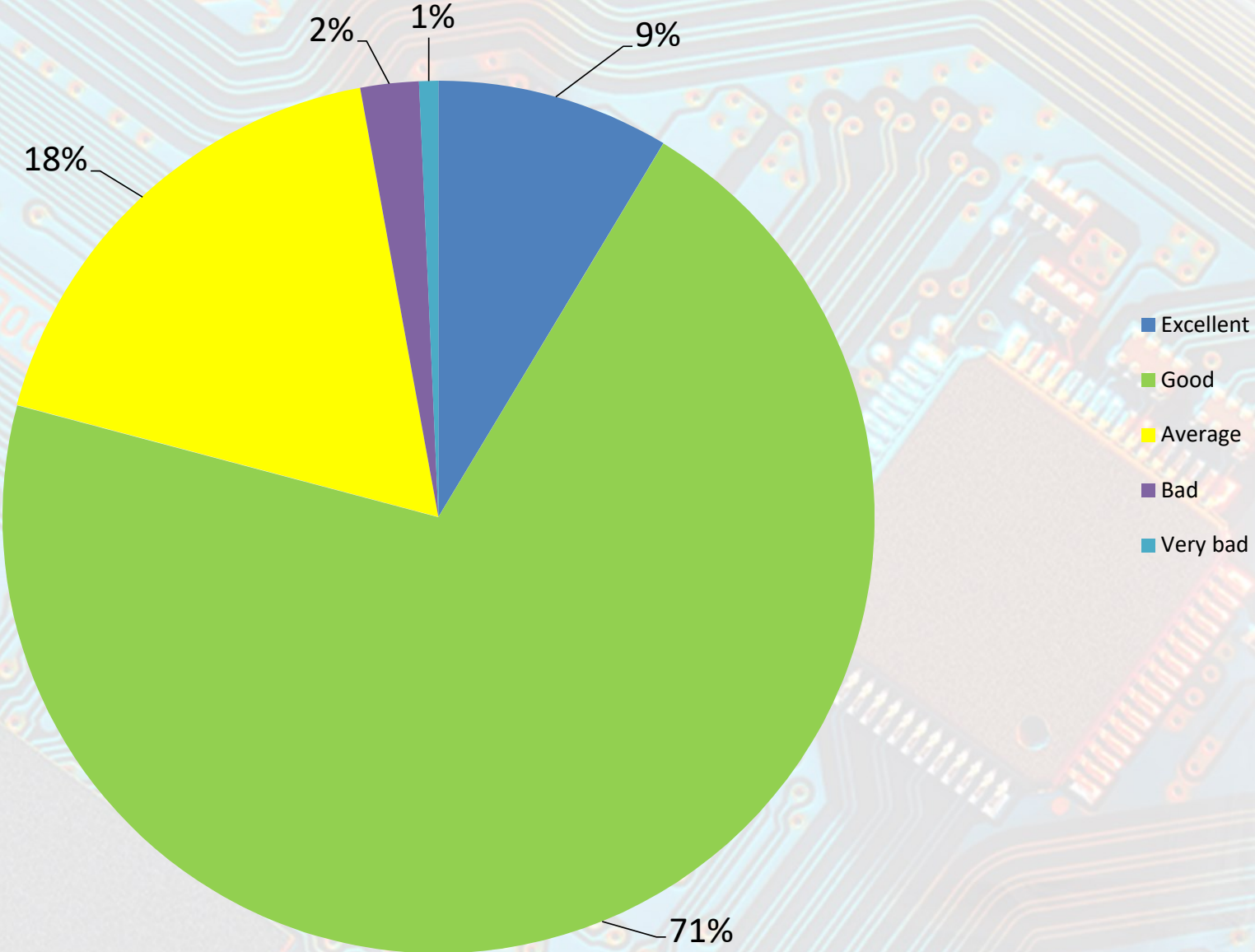


How many new business contacts did your organization make during the fair?



■ 0 - 10 ■ 11 - 25 ■ 26 - 50 ■ 51 - 100 ■ meer dan 100

What is the opinion of your organization over the total result of participation?



Does your visit to World of Technology & Science meet your expectations?

