



PRESS RELEASE

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Plantarium 2014 attracts more than 17,000 visitors

With 17,180 visitors, 303 stands and 350 participants, the 32nd edition of the international nursery trade fair, Plantarium, has been very successful. In terms of visitor numbers, the trade fair is looking up again. Last year's Plantarium was visited by 16,630 people.

The 17,180 international visitors were able to enjoy a very atmospheric trade fair. The highlights of this edition were the 99 plant novelties, the entries for the press award, the 20 sample gardens, the sustainability area, the technology demonstrations and the Plantarium Experience Centre with demonstrations from Romeo Sommers and Judith de Frankrijker. The participants from the Netherlands and 11 other countries presented a very varied range of products.

International professional visitors

Twenty-four percent of commercial professional visitors come from abroad. Foreign visitors originate from all corners of the world. Like last year, we registered visitors from 48 different countries. The largest number of professional visitors came from Germany (26%), followed by the Belgians (18%). Italy came third (9%), followed by France in fourth place (8%), the United Kingdom in fifth place (6%) and Poland in sixth place (3%). Denmark, Sweden and the US each scored 2%. Adding up all Scandinavian countries leads us to a figure of 5%. That figure is 6% for Eastern Europe. Of the professional visitors, 15% said this was their first visit to Plantarium.

Position and type of business

Analysing the professional visitors tells us that Plantarium 2014 was mainly visited by owners (40%) and employees (46%), followed by buyers (14%). When breaking this down into type of business, the following picture emerged:

Type of business	Percentage
<i>Grower/producer</i>	33%
<i>Enthusiast</i>	5%
<i>Trader</i>	19%
<i>Garden centre/retail</i>	24,5%
<i>Student</i>	0,5%
<i>Supplier</i>	12%
<i>Horticulturist</i>	7%

Plantarium 2015 will take place from the 26th to the 29th of August in the Plantarium building at the Boskoop-Hazerswoude International Trade Centre. For further information see www.plantarium.nl.