



Interalpin 2015 - Inter alpin strengthens its position as the leading international investment platform in the cable car industry

Interalpin, the world's leading platform for the industry, was held at the Messe Innsbruck from 15 - 17 April 2015. With approximately 23,000 professional visitors from almost 80 countries, the attendance record was broken again. Besides the well-established regions including the US, France, Italy, Switzerland and Austria, emerging markets such as Kazakhstan, China, Argentina and Russia were very well represented. More than 60% of the visitors came from overseas, further testament to the international profile of Inter alpin.

And Inter alpin has confirmed its position as the most popular platform for new developments. The demand for innovations and the overview it affords of the industry as a whole are the most important elements for the satisfaction of visitors from the trade community. Inter alpin received a correspondingly positive rating of 90%, equivalent to very good and good. This year, the topics of snow-making, technical equipment for creating and maintaining pistes and all aspects of passenger transport attracted particular attention. Solutions for summer operations also enjoyed increased interest. Visitors were especially interested in questions of quality, safety and environmental sustainability, and naturally the best price-performance ratio.

60% of the visitors came with specific investment plans. This also suggests that business enquiries after the trade fair will be exceptionally lively.

The enormous range of the exhibits offered at Inter alpin was extraordinary. No other comparable trade fair in the world is attended by so many key players. The approximately 650 exhibitors from almost 50 countries also included many young, innovative businesses presenting interesting solutions to a wide range of topics.



This combination is one of the reasons why InterAlpin is the most popular forum, enabling visitors to learn all about the very latest innovations and make the best contacts.

"As an organiser of InterAlpin and a partner to the trade, I am delighted to see so many pleased exhibitors and visitors in Innsbruck. We can also be very satisfied with the growing internationalism and accumulated investment volume. *40 years of InterAlpin* stands for confidence, shared success and so much more. I would like to extend my sincere gratitude to all our exhibitors and partners. We are already looking forward to the next InterAlpin which will take place from 26 - 28 April 2017", said Director Christian Mayerhofer, Managing Director of Congress und Messe Innsbruck GmbH.

A retrospective and the latest information from the cable car industry are available at www.interalpin.tv

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Exhibitors' voices:

"We were very impressed by this trade fair. We have made some very good contacts. A number of conversations will very likely result in sales. The organisation of the trade fair was first-class" - SN Supersnow

"Our stand was crowded from morning until evening. All the important decision makers from many different countries were at Interalpin again. We are very satisfied, everything went extremely well." - Doppelmayr

"We had experienced very good visitor numbers before, in 2013, but this year exceeded our expectations by far. It has definitely been worthwhile for us to be here. Many preliminary conversations that took place here will very likely lead to business." - Technoalpin

"The response we have received from customers justifies the resources we invested in exhibiting at Interalpin. We would particularly like to emphasise the cooperation with the Austrian Chamber of Commerce and its Foreign Trade delegates, who actively promote international dialogue at the trade fair." - Axess

"Interalpin 2015 has once again shown that it is the most international trade fair in this industry. We were visited by representatives from every continent. Our expectations were more than satisfied." - Kässbohrer

"We exhibit at 20 trade fairs every year but this year once again Interalpin has proven to be the highlight of the year. The number and quality of the contacts we made was unbeatable." - Sunkid

"We had many very valuable conversations with members of the interested community. We are very satisfied." - Feratel Sitour



"Our stand was very well visited. We had the chance to present our products and solutions to international guests. We were also delighted by the high level of interest in our presentation on the subject Customer Retention Programme. This led to a number of enquiries afterwards." - SKIDATA

"This trade fair is an excellent platform for us to present ourselves. We had a very large number of international visitors." - MND Group

"The trade fair was a major success. The products we presented attracted enormous interest and the atmosphere at our stand was excellent. The feedback from customers was extremely positive." - Leitner Prinoth Demaclenko