

FACTS & FIGURES

about opti 2023*

The international trade show for
Optics & Design

opti

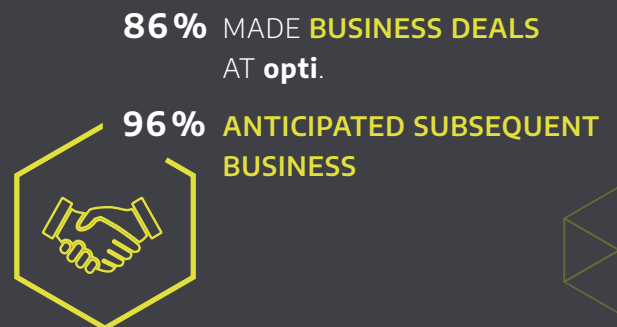
THE **opti** EXHIBITORS: NO END OF ENTHUSIASM



TOTAL COMMITMENT



GUARANTEE OF BUSINESS



98% of **EXHIBITORS**
would recommend **opti**

98% of **EXHIBITORS**
will attend **opti 2024**



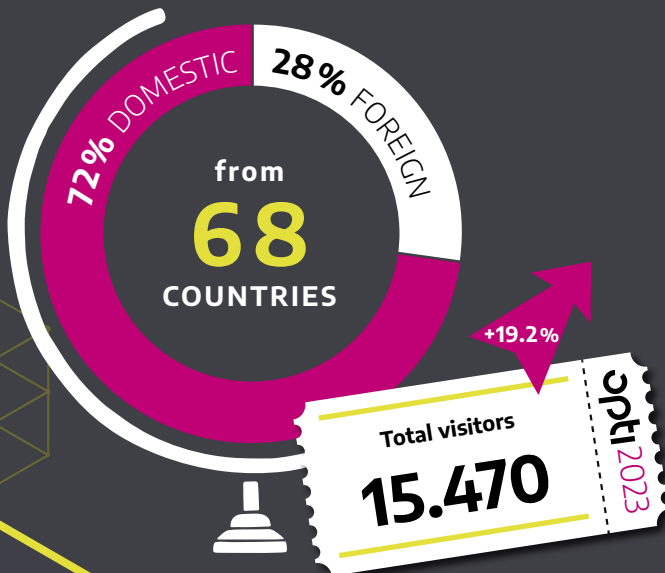
I FEEL EXCELLENT!

Winner of the
opti BOX AWARD 2023

LARS
brillen
swiss made

optiBOX
AWARD
supported by eyebizz

SOME SAY: **opti VISITORS**. WE SAY: **FANS!**



MEET THE DECISION
MAKERS OF THE
INDUSTRY HERE!

89%
of professionals visiting
the trade show say
that **opti** plays a significant
role when making
purchasing decisions

65% of visitors are
decision-makers

MORE THAN JUST A
TRADE SHOW.

Visitors are
enthusiastic
about the **opti**
innovations:

- 99%** **opti** SUSTAINABILITY HUB
- 99%** **opti** MYOPIA HUB
- 97%** **opti** Social Media CONSULTATION
- 97%** Guided Tours

Top 10 ORIGINS OF VISITORS

DACH (Germany, Austria, Switzerland), Benelux, Italy, Czech Republic, France, Great Britain, Sweden, Denmark, Slovenia and Israel

FULL OF INTENT!

Why visitors attend opti

- DISCOVER INNOVATIONS** 98%
- TRANSFER KNOWLEDGE** 94%
- MAINTAIN EXISTING CONTACTS** 93%
- MEET INDUSTRY COLLEAGUES** 91%
- FIND NEW BUSINESS** 91%

IN A
LEAGUE OF ITS OWN

91%

of all trade visitors rated
opti 2023 as good,
very good or excellent

93% are very satisfied
with the
hall structure

98% love the **YES**
independent
design Area



almost
4.500 m²
net space for innovative,
creative eyewear labels

I FEEL VERY **opti!**

90%

are extremely satisfied
with the **diversity of**
offers and products
provided by the
exhibitors

95%

of all trade visitors
rated the **atmosphere**
with top marks

96% of **VISITORS**
will be back at **opti 2024**



97% of **VISITORS**
would recommend **opti**

91% of the opticians rate
social media as important
in their daily work



#opti2023
#optimunich #weareopti



48.6 mil.

Media / PR-reach
(Source Press relations)

optiTRENDS

How helpful are the
latest **opti TRENDS**
for opticians for their
daily work?

94%

SUSTAINABILITY



92%

**MYOPIA
MANAGEMENT**

