

Visitor Survey Maps Out Why IOG Saltex Is Europe's Leading Annual Show For Open Space Management

The results of a survey of visitors to IOG SALTEX, Europe's most successful event for the grounds care and open space management sector, has revealed that visitors spend up to £250,000 or more as a result of visiting the show, that turf machinery is the most popular equipment on view, and that an annual show is regarded as important by the majority.

The survey of visitors to IOG SALTEX 2006 was conducted online (at [Error! Hyperlink reference not valid.](#)) and received over 600 voluntary responses, including numerous constructive comments, as well as a wealth of information about visitors' reasons for attending.

While most respondents said they would spend up to £20,000 as a direct result of their visit, over 23 per cent would invest between £20,000 and £250,000, while some also cited expenditure of "more than £250,000".

Turf maintenance machinery was the most popular product type on show (said over 40 per cent of respondents), closely followed by general maintenance machinery, hand tools and landscaping materials. Commercial/utility vehicles, playground and recreation equipment, protective clothing and workwear, outdoor and street furniture, as well as chemicals and fertilisers were also very popular.

More than 80 per cent of respondents said their visit to Windsor Racecourse was "very useful/useful" and importantly, more than 82 per cent considered an annual event for the open space management as "important".

- This year's IOG SALTEX (4-6 September, Windsor Racecourse) will again embrace fine turf and sports surfaces, turf maintenance equipment, children's outdoor play and safety surfacing, landscaping, contractors, commercial vehicles, outdoor leisure and facilities management, as well as software and security equipment. The show is attended by open space management professionals and contractors – from groundsmen and greenkeepers through to play officers, architects, designers and surveyors as well as local authority and outdoor leisure facility managers.

Log onto www.iogsaltex.co.uk or call 020 8232 1600 for more information.