

AIX 2017 AUDITED ATTENDANCE HIGHLIGHTS

Aircraft Interiors Expo Hamburg 2017 marked the 19th edition of the world's leading event for the airline and supply chain to source the latest innovations, technologies and products for the cabin interiors, inflight entertainment and passenger comfort industries.

With over 500+ exhibiting companies, 14,050 attendees spanning an area of 26,000sqm, it makes it the global must attend event to see the latest ideas and innovations in aircraft interiors.

The numbers outlined below are highlights of the audited attendance numbers issues in May 2017 by ABC.



ATTENDANCE	NUMBER
VIP Attendance	1,207
Visitor Attendance	7,091
Exhibitor Attendance	6,179
TOTAL UNIQUE ATTENDANCE	14,477

SOCIAL MEDIA REACH	
Platform	Highlights
Twitter followers	5,842
Facebook likes	2,218
Instagram followers	255
Hashtag impressions	5.85 million

MEDIA ATTENDANCE & COVERAGE		
	2016	2017
Attendance	135	185
Mentions	454	560