

**- Press Release -**

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**Press Release 8**

**Largest outdoor exhibition in Europe**

**Encouraging results for demopark 2025: 34,000 visitors came to Eisenach**

Eisenach, June 24, 2025 – demopark 2025 takes stock – and what a result: Thousands of interested trade visitors from Germany and abroad took advantage of Europe's largest outdoor exhibition for the green industry to catch up on the latest technology and innovations.

“This year has once again impressively confirmed that demopark is the hotspot in the trade fair calendar for European gardeners and landscapers, as well as for municipal professionals and greenkeepers,” sums up demopark Exhibition Director Dr. Tobias Ehrhard.

**Interruption due to storm warning**

Even the temporarily unsettled weather did not stand in the way of the success of this 13th edition of the industry trade fair. On the first day of the fair, the organizer decided to clear the grounds and interrupt the fair due to high wind speeds and reported gusts of up to 75 km/h in some areas. “After assessing the risk situation, we decided on June 23, in the interests of the safety of our exhibitors and visitors, to clear the site at 3 p.m. and resume the trade fair on Tuesday,” emphasized Ehrhard.

**Open-air test track for the industry**

The innovation trade fair, which has been held regularly in Eisenach since 2005, was able to score again with a strong visitor response on the following day after the involuntary break. 34,000 visitors from Germany and other European countries took the opportunity to put the unique technology portfolio of more than 400 exhibitors, divided into 80 product segments, through its paces. “After all, demopark is not just a showroom, but an open-air test track for tech-savvy professionals,” emphasizes Ehrhard.

The trade fair offers important stimuli for future-oriented investment decisions, whether in green space maintenance, municipal applications, or greenkeeping. “At its core, it's always about measurable added value, about technology that pays off,” says the industry expert.

**Successful premiere: demopark Campus**

Because good professional practice can be improved even further with food for thought, demopark has always offered a high-quality accompanying program for many years. With demopark Campus, the lecture and dialogue program took place in an atmosphere that was as stimulating as it was pleasant.

"Our expert program was particularly attractive this year. We deliberately addressed topics and issues that are of concern to municipalities and landscapers – from biodiversity and smart digital processes to the reduction of bureaucracy. I was particularly pleased with the successful premiere of the demopark Campus with its open, inviting atmosphere," says Ehrhard.

**Visitors are already looking forward to 2027**

The visitor survey conducted by the trade fair organizer once again highlights how much the trade audience appreciates the combination of product diversity, innovative ideas, and practical machine testing at demopark. Around 90 percent intend to return when demopark opens its doors again in June 2027.

Organized by VDMA Services GmbH, a wholly owned subsidiary of VDMA, demopark is Europe's leading outdoor exhibition for garden and landscape experts, municipal professionals, and greenkeepers. Further information is available at [www.demopark.de](http://www.demopark.de/).

**Do you have any questions? demopark press spokesman Christoph Götz, Tel. +49 69 6603-1891, will be happy to provide you with further information!**