

# Our Visitors

Naturally Good is Australia's largest trade event for all things natural, organic and healthy.

Meet the decision makers of retail and distribution businesses, and take this opportunity to get your brand on the minds of these buyers.



“Naturally Good is THE event to showcase our product range to healthy food buyers from all market segments. It's a great show to network with suppliers, manufacturers, owners, buyers and other exhibitors.”

**KERIN O'BRIEN**  
DIRECTOR, PURABON

## 2019 Headline Stats

**5,790**  
TOTAL  
VISITS

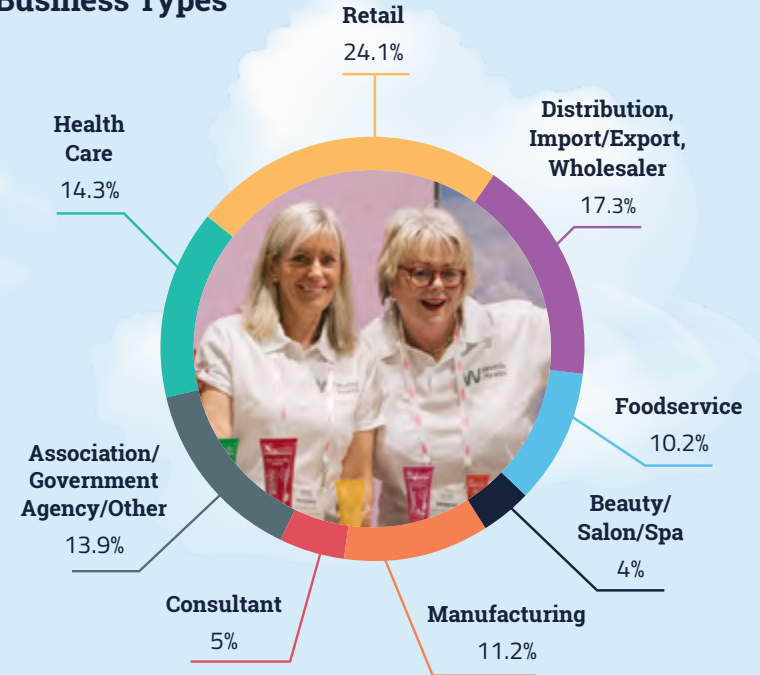
**194** <sup>↑27%</sup>  
INTERNATIONAL  
VISITORS

**709**  
INTERSTATE  
VISITORS

**68%**  
FIRST TIME  
VISITORS

**2,008**  
EXHIBITING  
STAFF

## Top Visiting Business Types



## Top Visiting Job Function



**Owner & C-Level  
Management**



**Purchasing**



**Practitioner  
& HealthCare**



**Food & Beverage**  
(Chef, Catering Manager)



**Managers**  
(Store, Department, Project)