



CMT

Die Urlaubs-Messe.

Show report 2026

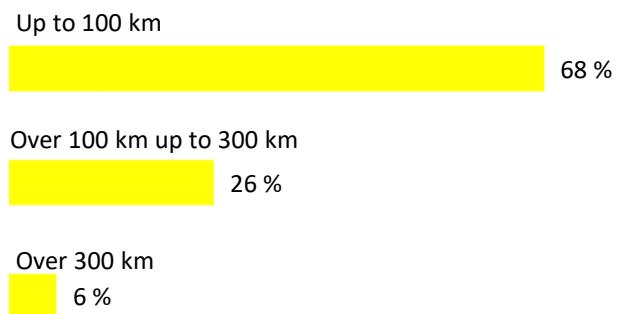
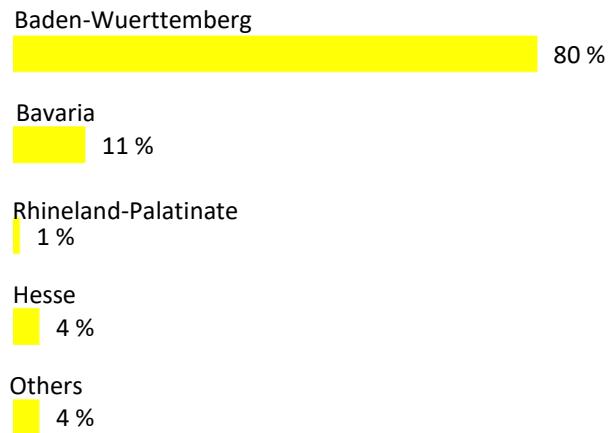
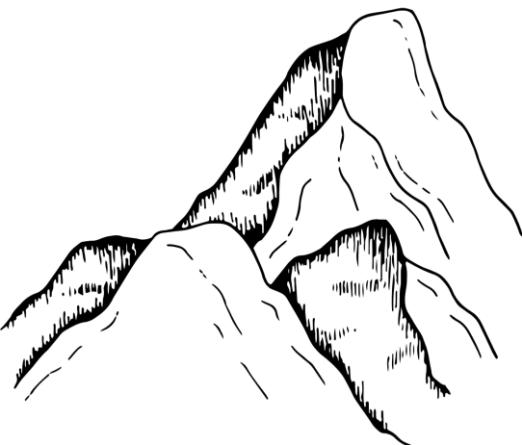




268,000 visitors at CMT 2026

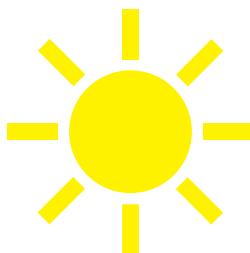
Visitor Survey - Origin of the visitors

Most visitors are from Baden-Wuerttemberg, but also 11 % came from Bavaria to get the latest trends in tourism and caravaning.



Visitor Survey - Interest in the offer*

57 % of the visitors are interested in the tourism offer. 65 % are attracted by Caravaning and Camping.



Tourism / Travel offers / Countries
57 %



Caravaning / Camping
65 %



Other
9 %



Visitor Survey – Trade visitors

CMT is also interesting for trade visitors.



B2C visitors

89 %

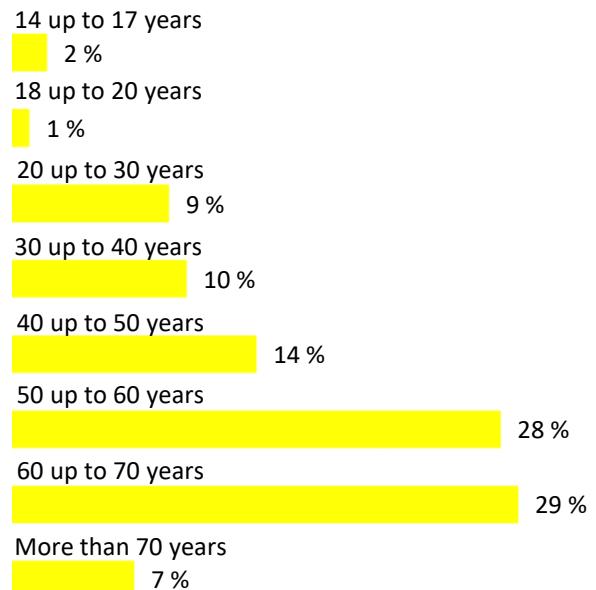


B2B visitors

11 %

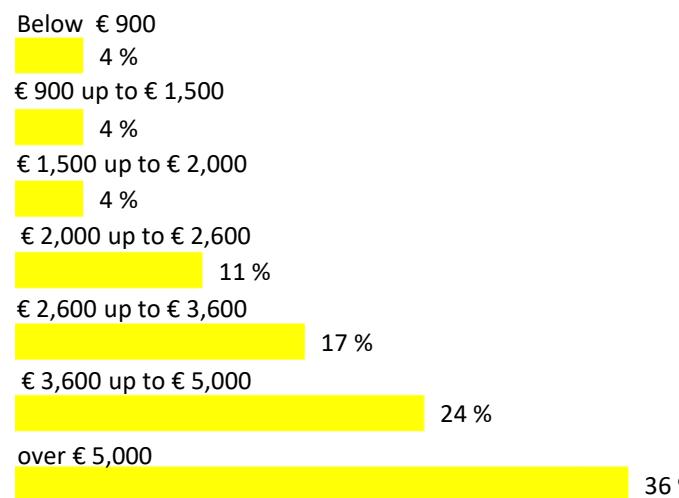
Visitor Survey - Age of visitors

The average age of the CMT visitor 2026 is **52 years**.



Visitor Survey - Net household income

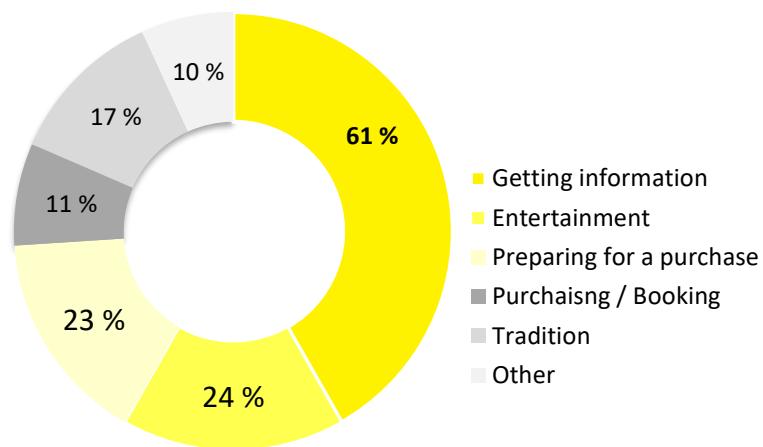
High income – the average household net income of a CMT visitor is **€ 4,170**.





Visitor Survey - Interest in the offer*

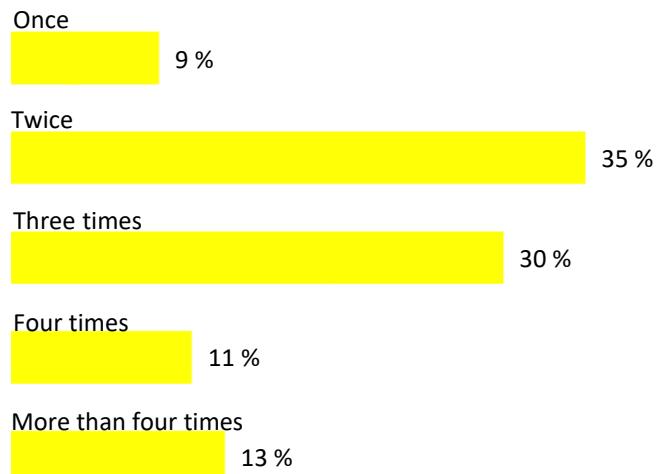
61 % of visitors want to find out more about the topics on offer at the CMT. Nearly a quarter wants to be entertained and **23 %** are preparing to make a purchase or booking at the show



* Multiple choice

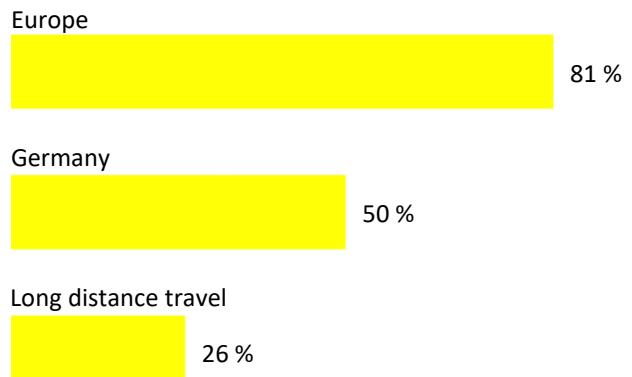
Visitor Survey - Frequency of holiday (at least five days)

Visitors love travelling: More than **54 %** plan to go on vacation for at least three times in the year 2026.



Visitor Survey – Destination*

Europe is favourite: **81 %** plan to spend their holidays in their own country. **50 %** want to stay in Germany and **26 %** want to go overseas.



* Multiple choice



Visitor Survey – General assessment and recommendation

General assessment



Very good / good / moderate

98 %



Poor / very poor

2 %

Recommendation



Yes / maybe

96 %



No

4 %

High level of satisfaction – CMT ist rated with an overall grade of **1,9**. 96 % want to recommend the fair to their friends or relatives.

The offer invites to linger – on average a visitor spends **5,1 hours** at CMT to discover the latest trends in tourism and caravan.

Visitor Survey - Completeness of the offer

95 % of the visitors are completely or partly satisfied with the offer at CMT 2026.

