



CMT

Die Urlaubs-Messe.

Show report 2026

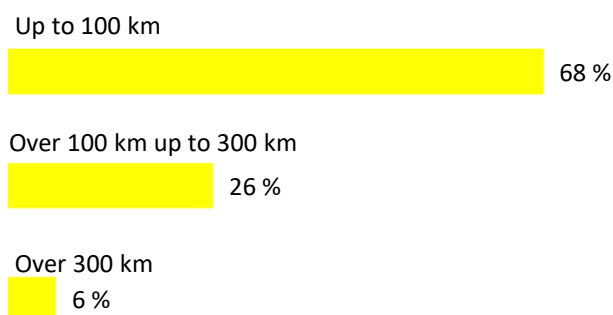
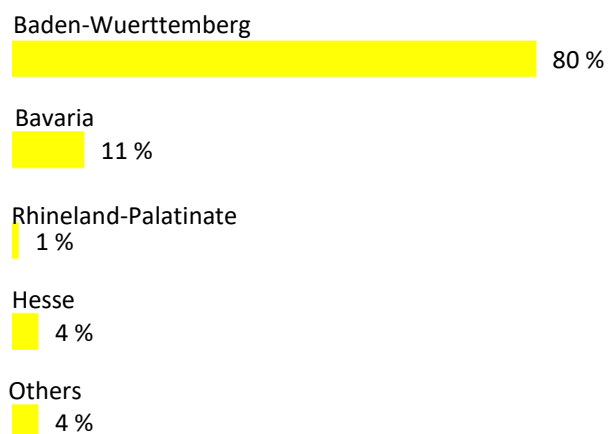
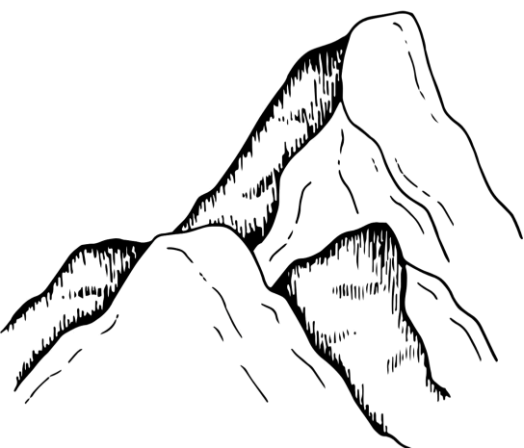




268,000 visitors at CMT 2026

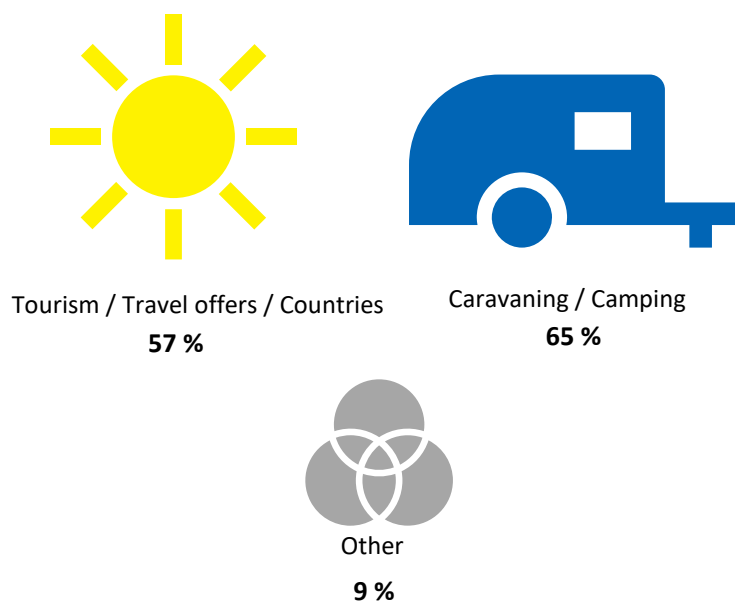
Visitor Survey - Origin of the visitors

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



Visitor Survey - Interest in the offer*

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

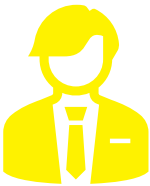


Visitor Survey – Trade visitors

CMT is also interesting for trade visitors.



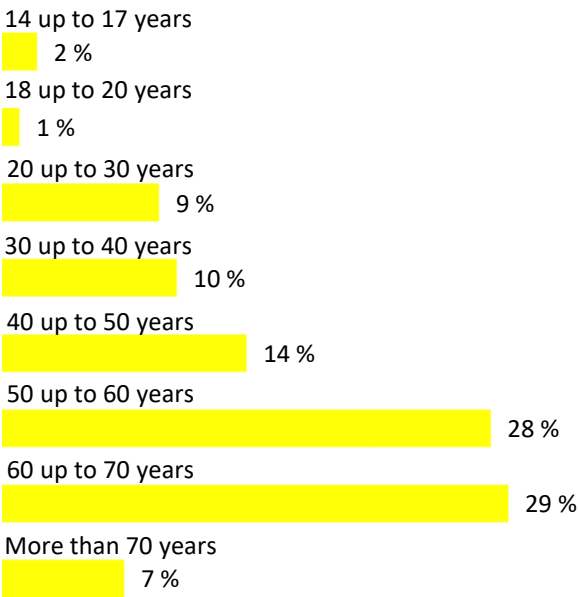
B2C visitors
89 %



B2B visitors
11 %

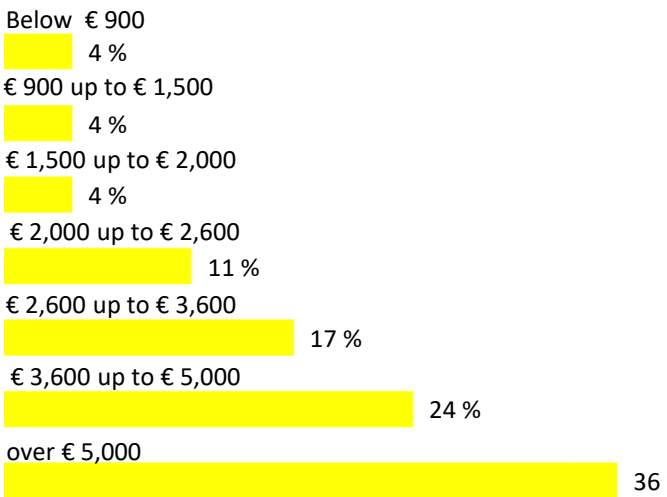
Visitor Survey - Age of visitors

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



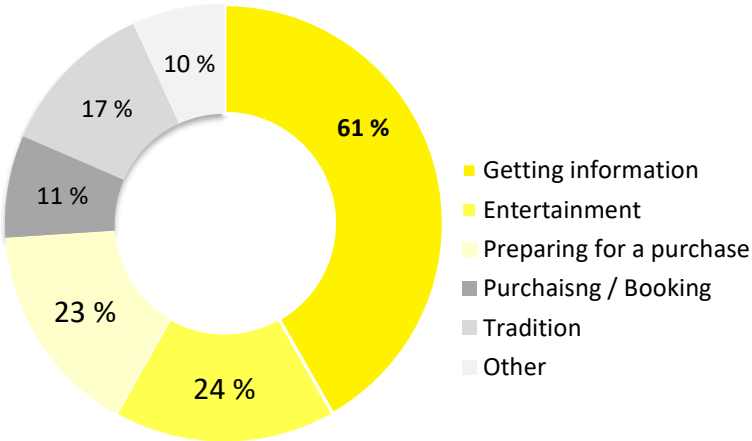
Visitor Survey - Net household income

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



Visitor Survey - Interest in the offer*

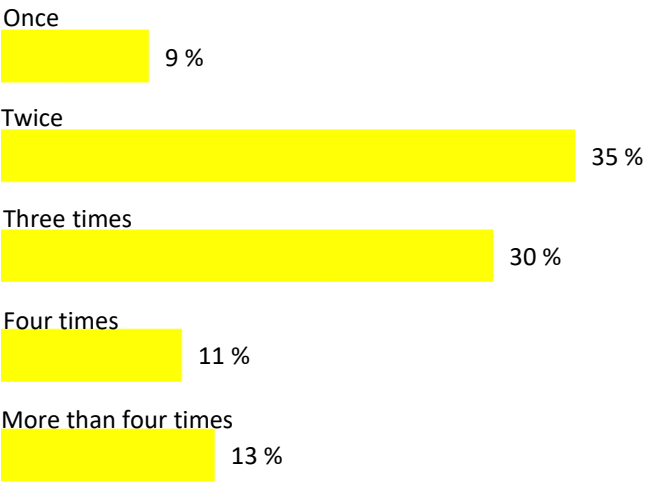
61 % of visitors want to find out more about the topics on offer at the CMT. Nearly a quarter wants to be entertained and 23 % are preparing to make a purchase or booking at the show



* Multiple choice

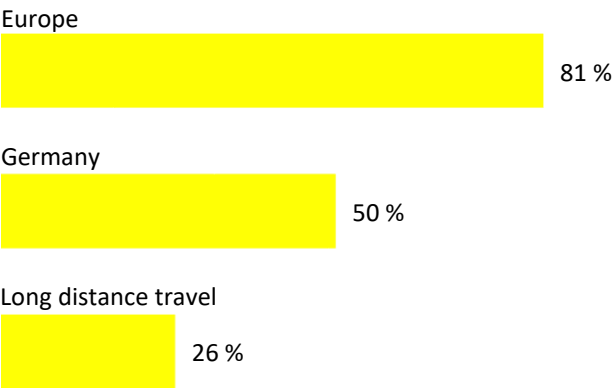
Visitor Survey - Frequency of holiday (at least five days)

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

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.



Very good / good / moderate

98 %



Poor / very poor

2 %

Recommendation



Yes / maybe

96 %



No

4 %

Visitor Survey - Completeness of the offer

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

