

KEY RESULTS OF THE VISITOR SURVEY 2021

sample: 295 Visitors, paper pencil (on Friday, Saturday and Sunday)



68% (58%) of the visitors are particular interest in caravanning and camping. 37% (18%) in outdoor products. 21% (56%) in tourism/travel offers/country information.

Visitors are most interested in special sections like

RV camping area	63% (37%)
Glamping area	40% (38%)
Onsite performances	29% (25%)
Food service	13% (12%)

23% (8%) of the visitors came from a distance of more than 50km up to 100km. 96% (98%) visitors originate from China. The majority of the Chinese visitors 69% (77%) came from Jiangsu Province.

Main economic sectors of the trade visitors: 22% (22%) travel enthusiasts and 15% tourism administration. 37% from other economic sector.

The visitors evaluated CMT China with an average overall assessment of 1.7 (1.7). 90% (93%) intent will visit CMT China again and 88% (92%) would recommend CMT China to others. 88% (94%) visitors think that CMT China shows the complete range of products and services.

26% (12%) visitors came to CMT China for purchase RV tour products. 23% visitors came for purchase traveling products. 22% visitors came for entertainment. 19% visitors came for purchase self-driving tour products and outdoor facilities.

Attendance for the first time: 42% (56%). 44% visitors learn about CMT China from new media, like Baidu, Toutiao, Tiktok, Wechat etc.

The average age of the visitors is 41.7 (42.8) years. 59% (63%) of the visitors are male and 41% (37%) are female. The average duration of stay was 3.4 (4.0) hours.

62% visitors' intent to buy a motorhome/caravan during CMT China. The visitors mainly book their holiday by themselves 47% (20%) and via internet 42% (65%).