



Fahrrad- & WanderReisen

Show Report 2026



Visitor Survey - Origin of the visitors

21 % of the visitors come from over 100 km distance to the fair.

Most of the visitors live in **Baden-Wuerttemberg** and **Bavaria**.



Baden-Wuerttemberg



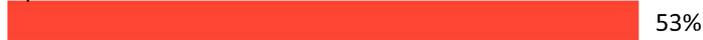
Bavaria



Others



Up to 50 km



Over 50 km up to 100 km



Over 100 km up to 300 km



Over 300 km



Visitor Survey - Interest in the offer*

Most visitors are interested in cycling holidays. However, hiking holidays are also a focus for almost half. **14 %** are interested in hardware and **23 %** are interested in accessories.



Cycling holidays

66 %



Hiking holidays

48 %



14 %
Hardware



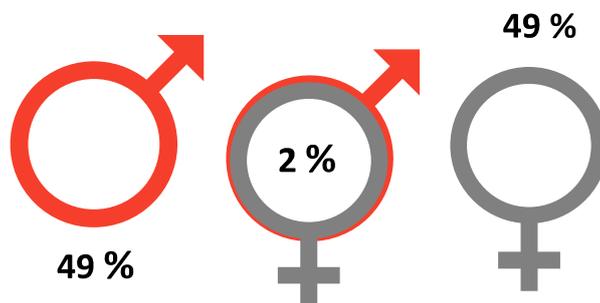
23 %
Bike accessories

* Multiple choice



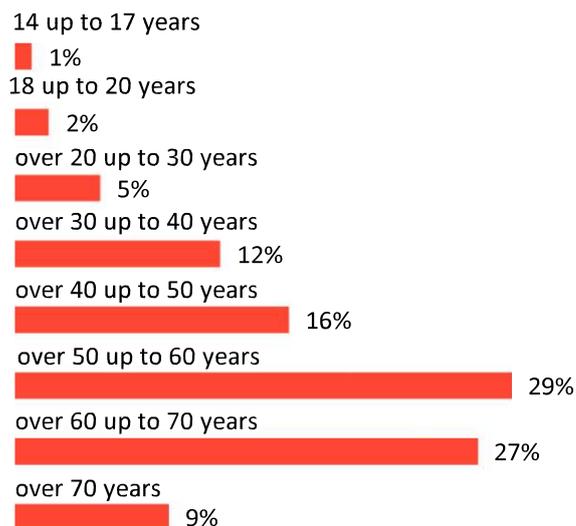
Visitor Survey - Gender of visitors

Fahrrad-&WanderReisen attracts women as well as men.



Visitor Survey - Age of visitors

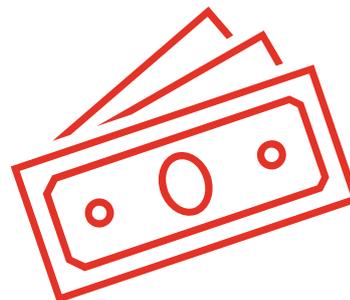
The average age of the visitors is **53** years.



Visitor Survey - Net household income

The average net household income of the visitors is **4,028 €**.

34 % of the visitors have a net household income of more than 5,000 €.





Visitor Survey - Purchase intention

Purchase intention during the fair



Yes
49 %



Maybe
31 %



No
21 %

Purchase intention after the fair



Yes
34 %



Maybe
48 %



No
18 %

Visitor Survey – General assessment and recommendation

General assessment



Very good / good / moderate
98 %



Poor / very poor
2 %

Average grade: **2,0**

Recommendation



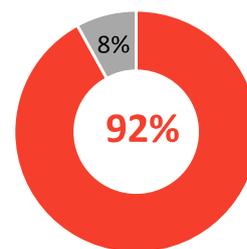
Yes / maybe
97 %



No
3 %

Visitor Survey - Completeness of the offer

High satisfaction with the completeness of the offer – **92 %** of the visitors assess the offer at the fair as complete or partially complete.



■ Yes / rather yes
■ Rather no / no

Visitor survey – Trade visitors

Not just interesting for private visitors - the proportion of trade visitors at Fahrrad- & WanderReisen is **9%**.

