



# Fahrrad- & WanderReisen

## Show Report 2025



## Visitor Survey - Origin of the visitors

**23 %** 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



Rhineland-Palatinate



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. More than a half are attracted by the offers in hiking. **29 %** are interested in bike accessories.



Hiking holidays

**43 %**



Cycling holidays

**59 %**



Hardware

**22 %**



Bike accessories

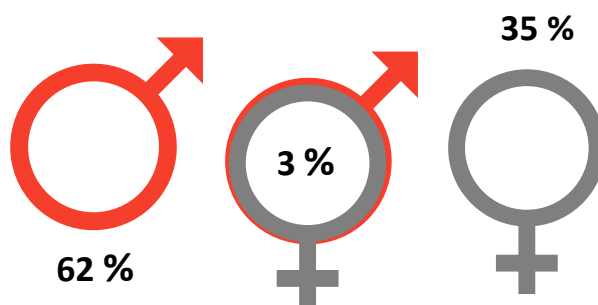
**29 %**

\* Multiple choice



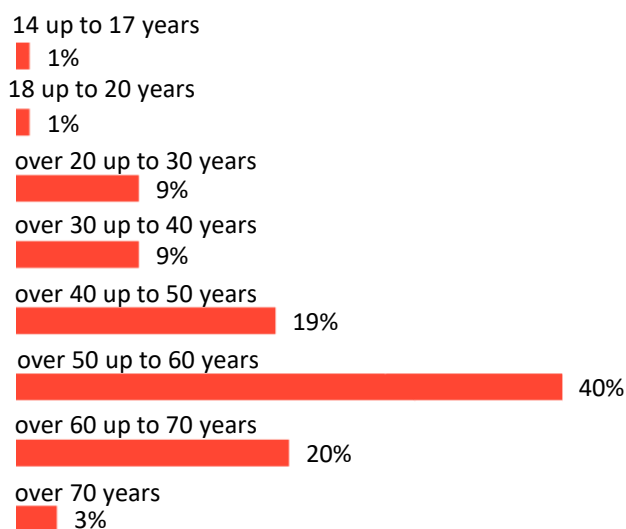
## Visitor Survey - Gender of visitors

Fahrrad-&WanderReisen attracts more men than women in 2025.



## Visitor Survey - Age of visitors

The average age of the visitors is **51,3** years.



## Visitor Survey - Net household income

The average net household income of the visitors is **4,020 €**.

**37 %** of the visitors have a net household income of more than 5,000 €.





## Visitor Survey - Purchase intention

### Purchase intention during the fair



Yes

40 %



Maybe

41 %



No

19 %

### Purchase intention after the fair



Yes

25 %



Maybe

58 %



No

17 %

## Visitor Survey – General assessment and recommendation

### General assessment



Very good / good / moderate

99 %



Poor / very poor

1 %

Average grade: **2,0**

### Recommendation



Yes / maybe

96 %



No

4 %

## 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.

