



# REISEN

## CARAVANING HAMBURG

Show report 2026

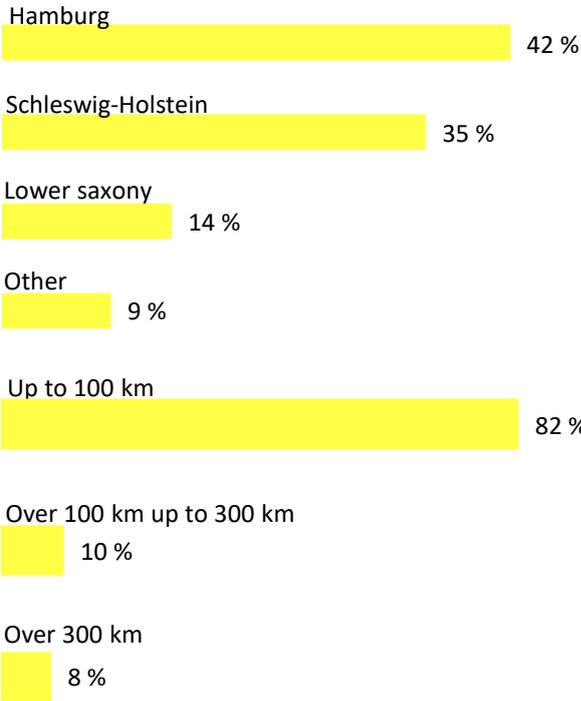




### Nearly 60,000 visitors at REISEN & CARAVANING 2026

## Visitor survey – Catchment area

Most visitors are from Hamburg, but one third also arrived from Schleswig-Holstein to visit REISEN & CARAVANING HAMBURG.



## Visitor survey – General assessment and recommendation

High satisfaction – REISEN & CARAVANING is assessed with the overall grade of **1,9**. **98 %** want to recommend the fair to their friends or relatives.

The offer invites to stay long: the visitors spend more than **4,0 h** at the fair to discover the latest trends in the market.

### General assessment



Very good / good / moderate  
98 %



Poor/ very poor  
2 %

### Recommendation



yes/maybe  
98 %

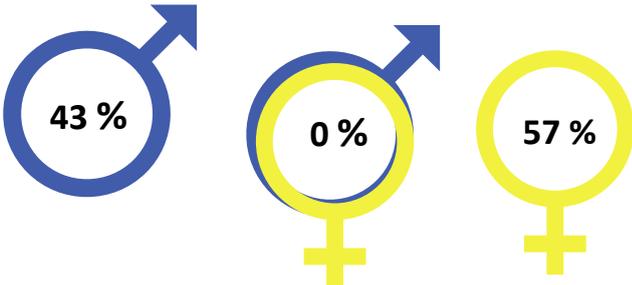


No  
2 %



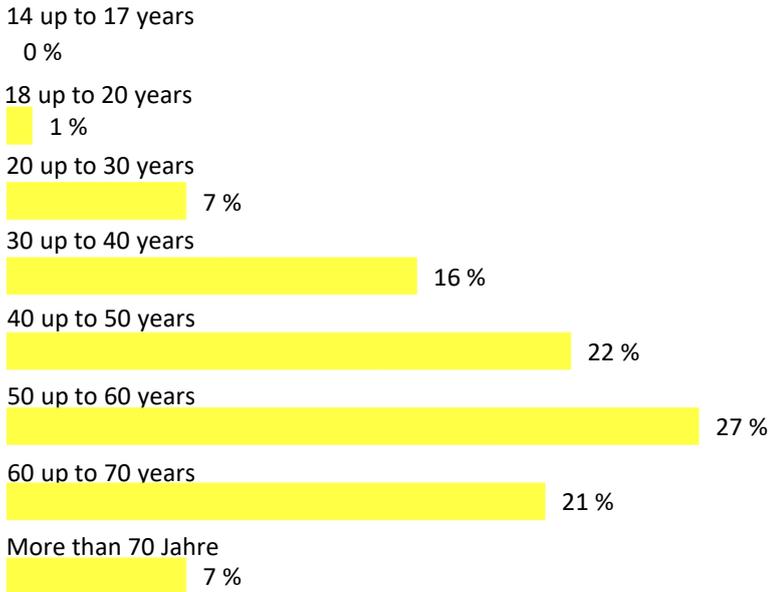
### Visitor survey – Gender of visitors

REISEN & CARAVANING attracts men as well as women .



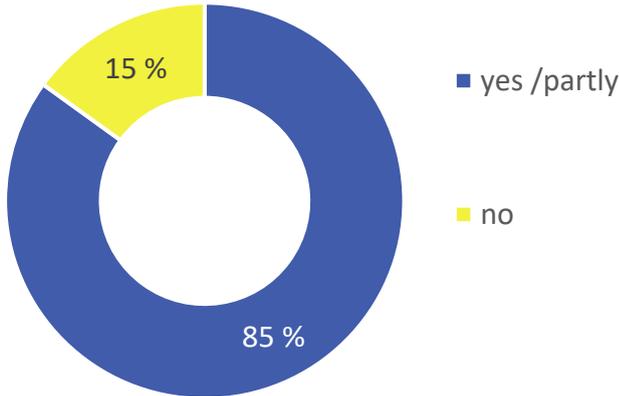
### Visitor survey – Age of visitors

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



### Visitor survey – Completeness of the offer

**85 %** of the visitors assess the offer as complete.





### Visitor survey - interest in the offer\*

36 % of the visitors are interested in the tourism section of the fair and 64 % are interested in the caravanning/camping offers.



Tourism / travel offers / countries  
36 %



Caravanning / Camping  
64 %



Bike / Outdoor  
18 %



Food around the world  
11 %



Cruise / Shiptravel  
9 %

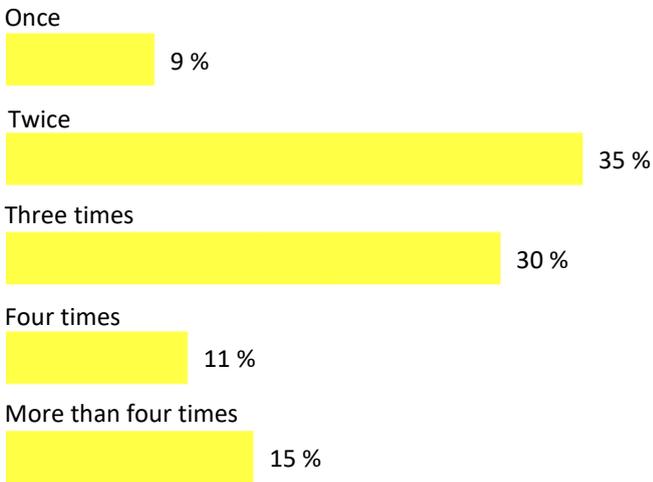


Fishing  
7 %

\* Multiple choice

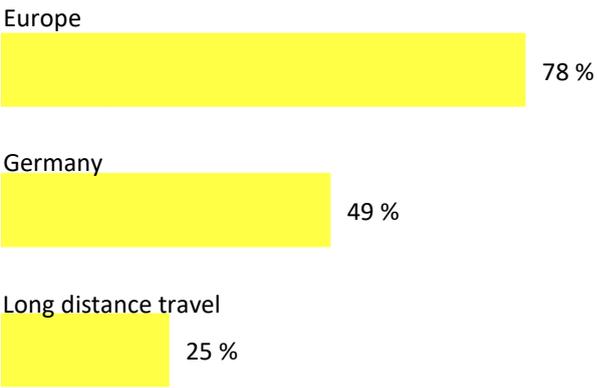
### Visitor survey – Frequency of holiday (at least five days)

Visitors love travelling: 56 % plan to go on vacation for at least three times in 2026.



### Visitor survey - Destination\*

Europe is favourite: 78 % plan to spend their holidays in their own country. 49 % want to stay in Germany and 25 % want to go overseas.



\* Multiple choice