

A full-page background image of a young couple embracing on a beach at sunset. The woman is in the foreground, smiling broadly with her eyes closed, wearing a grey tank top and a beaded bracelet. The man is behind her, also smiling, with long hair and a beard, wearing a dark tank top. The background shows a sandy beach, the ocean, and a bright sunset sky with long shadows.

# REISEN

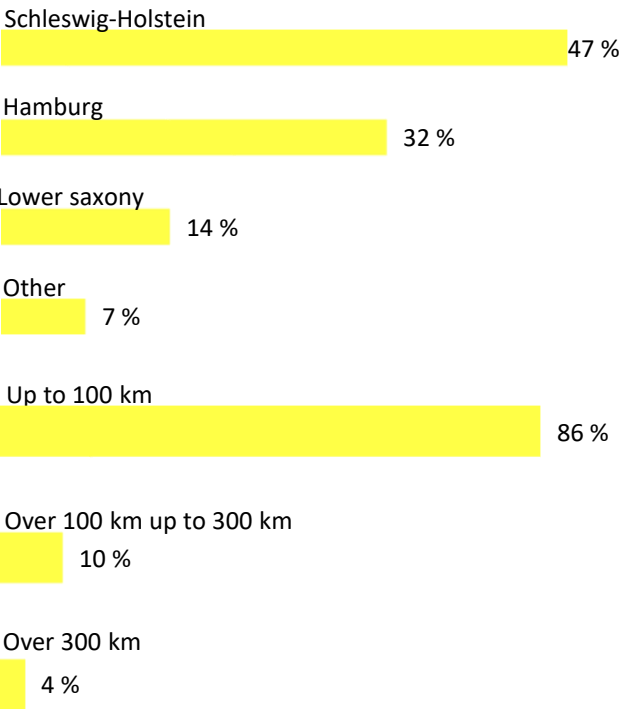
## CARAVANING HAMBURG

### Show report 2025

65,000 visitors at REISEN & CARAVANING 2025

Visitor survey – Catchment area

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

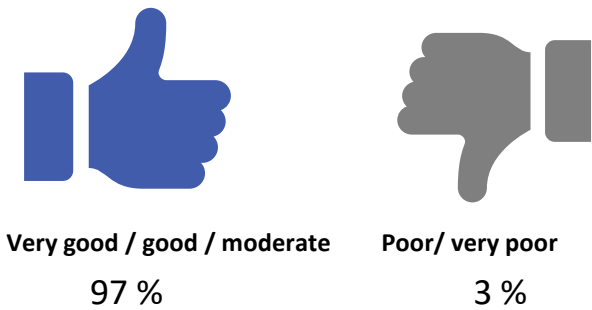


Visitor survey – General assessment and recommendation

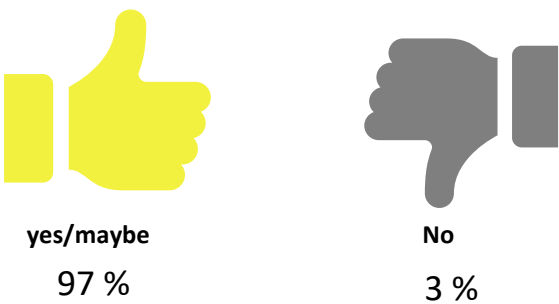
High satisfaction – REISEN & CARAVANING is assessed with the overall grade of **2,1**. More than **97 %** want to recommend the fair to their friends or relatives.

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

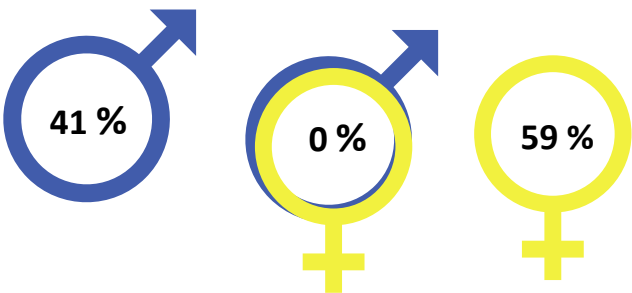


Recommendation



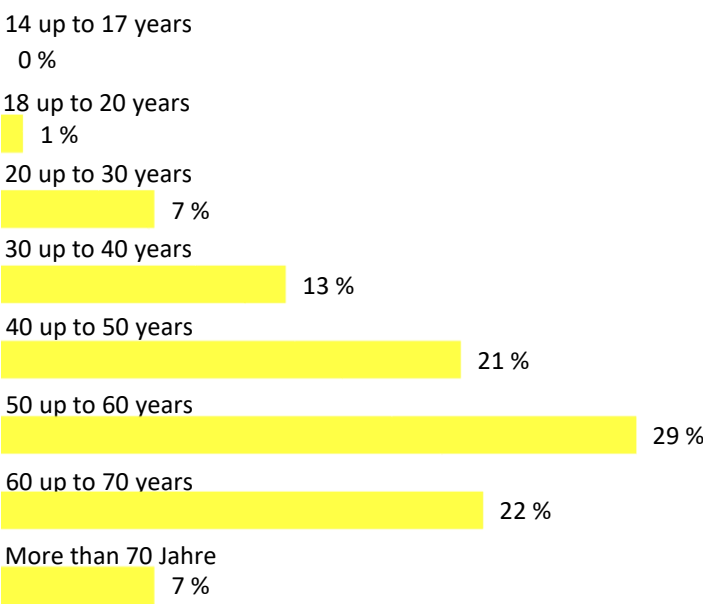
Visitor survey – Gender of visitors

REISEN & CARAVANING attracts men as well as women .



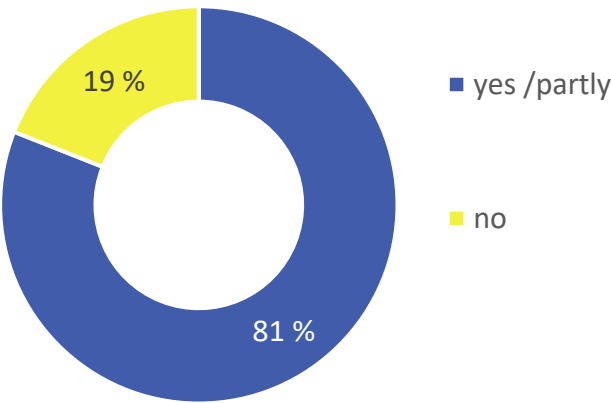
Visitor survey – Age of visitors

The average age of the visitors is **51,4 years**.



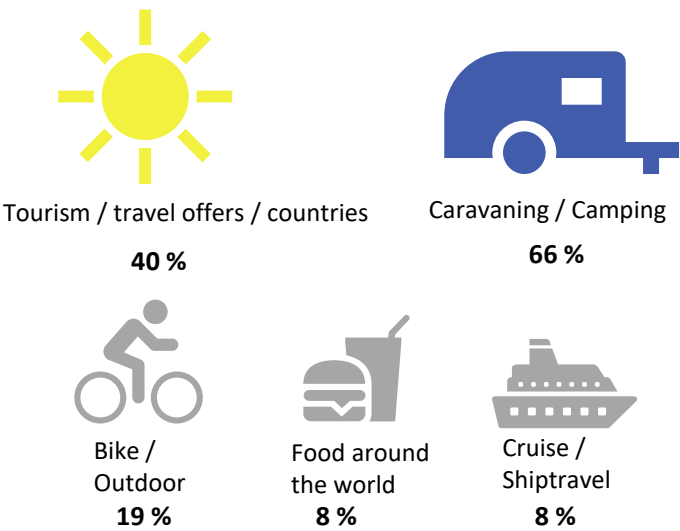
Visitor survey – Completeness of the offer

More than **80 %** of the visitors assess the offer as complete.



Visitor survey - interest in the offer\*

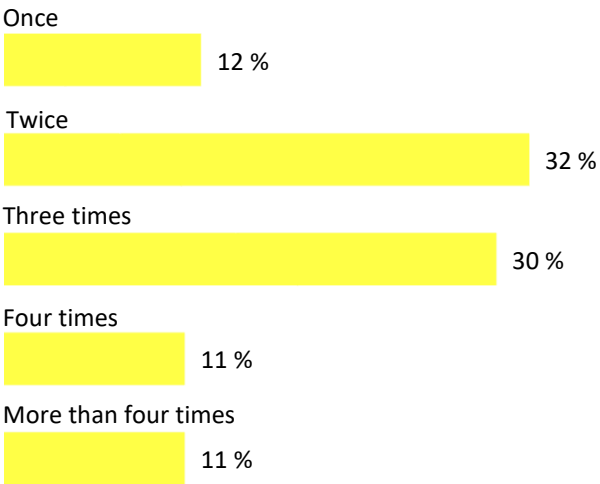
40 % of the visitors are interested in the tourism section of the fair and 66 % are interested in the caravanning/camping offers.



\* Multiple choice

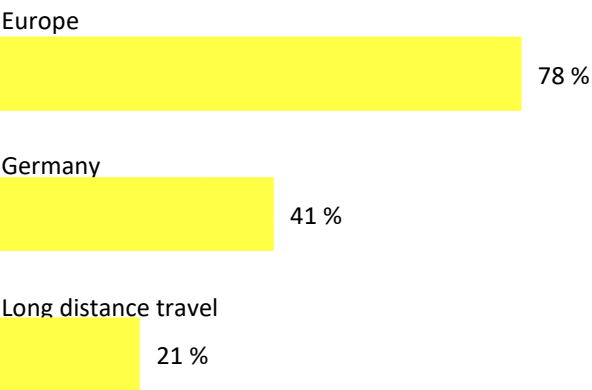
Visitor survey – Frequency of holiday (at least five days)

Visitors love travelling: 52 % plan to go on vacation for at least three times in 2025.



Visitor survey - Destination\*

Europe is favourite: 78 % plan to spend their holidays in their own country. 41 % want to stay in Germany and 21 % want to go overseas.



\* Multiple choice