



Show Report 2023

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REISEN

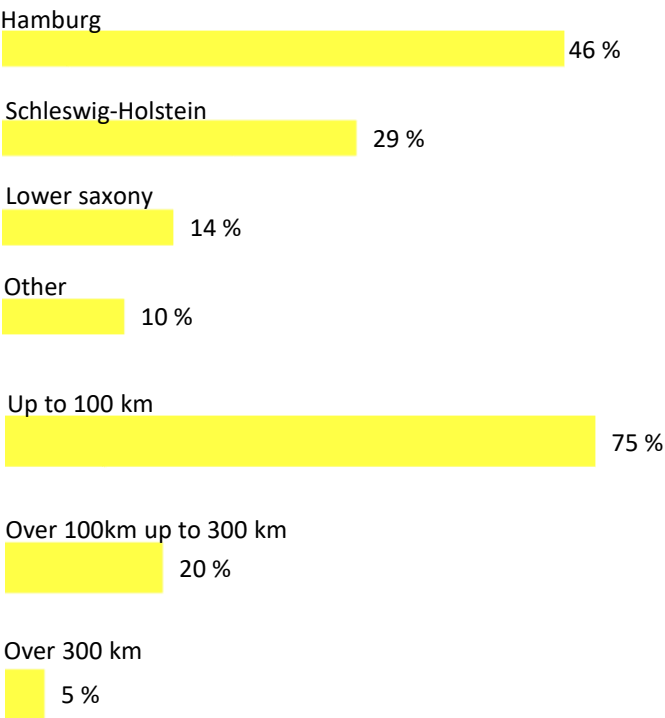
HAMBURG

**CARAVANING
HAMBURG**


102,000 visitors at Reisen & Caravaning Hamburg 2023

Visitor survey – Catchment area

Most visitors are from Hamburg, but **29%** also came from Schleswig-Holstein to visit Reisen&Caravaning Hamburg.

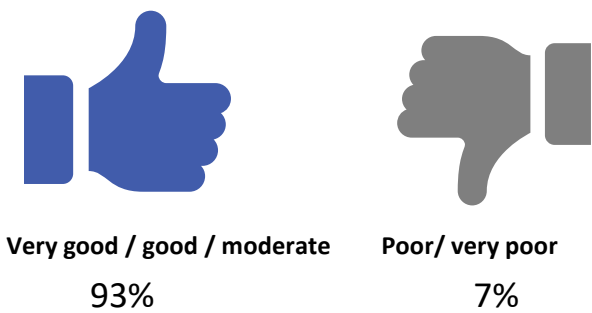


Visitor survey – General assessment and recommendation

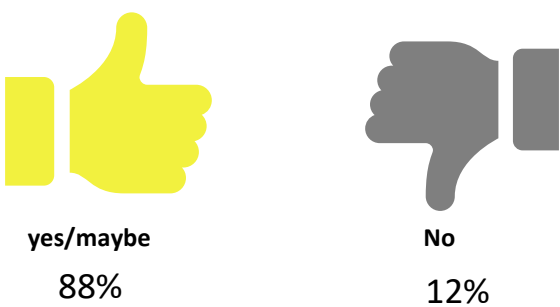
High satisfaction – Reisen & Caravaning is assessed with the overall grade of 2,0. **98%** want to recommend the fair to their friends or relatives.

The offer invites to stay long: the visitors spend more than **3,5h** at Reisen+Caravaning to discover the latest trends in the market.

General assessment

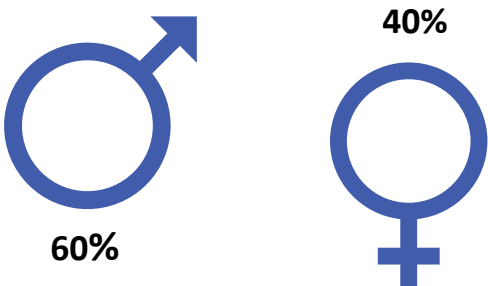


Recommendation



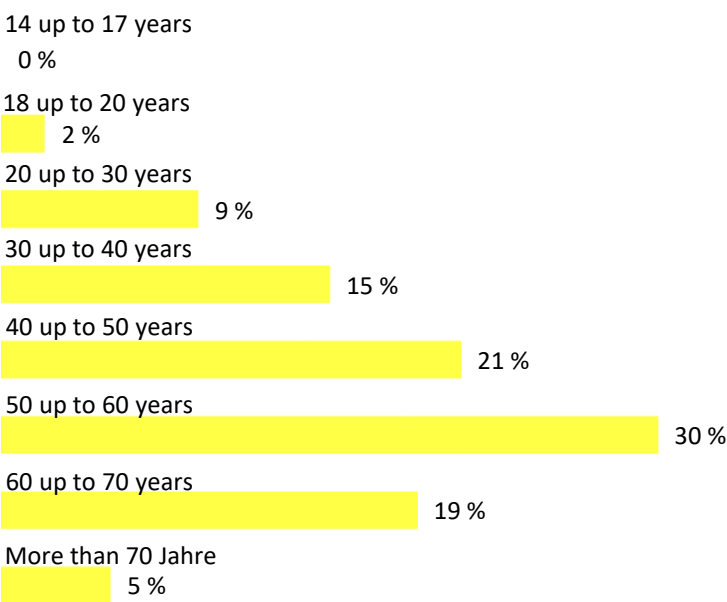
Visitor survey – Gender of visitors

Reisen & Caravaning attracts men as well as women .



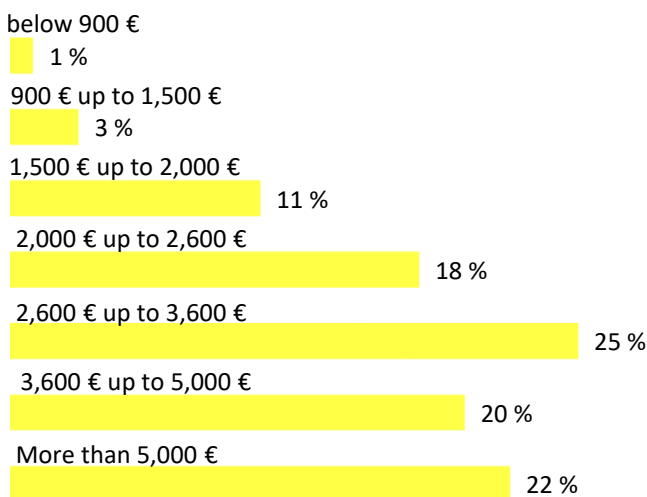
Visitor survey – Age of visitors

The average age of the visitors is **40 years**.



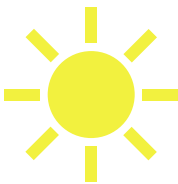
Visitor survey – Net household income

High income– **42%** of the visitors have a net household income of more than 3,600€ per month.



Visitor survey - interest in the offer*

50% of the visitors are interested in the tourism section of the fair and 56% are interested in the caravaning/camping offers.



Tourism / travel offers / countries

50%



Caravaning / Camping

56%



Bike

36%



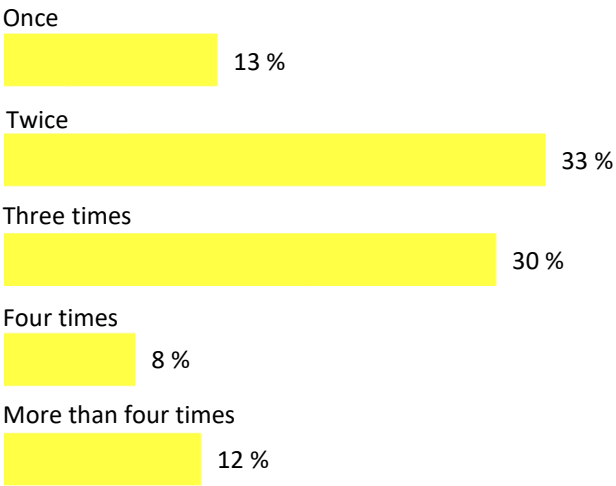
Cruise

22%

* Multiple choice

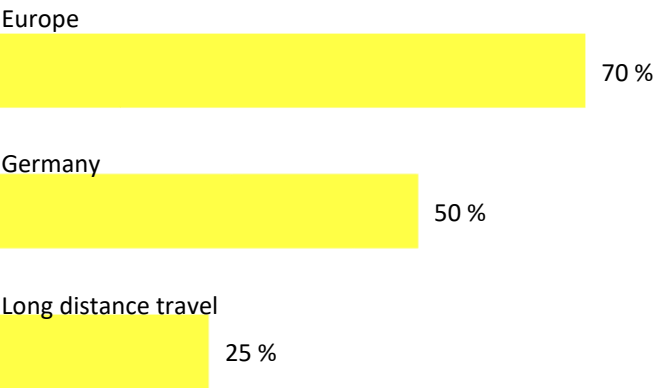
Visitor survey – Frequency of holiday (at least five days)

Visitors love travelling: More than 50% plan to go on vacation for at least three times in 2023.



Visitor survey - Destination*

Europe is favourite: 80% plans to spend their holidays in their own country. 51% want to stay in Germany and 25% want to go overseas.



* Multiple choice