



# Show Report 2024

oohh!

**REISEN**  
  
**HAMBURG**

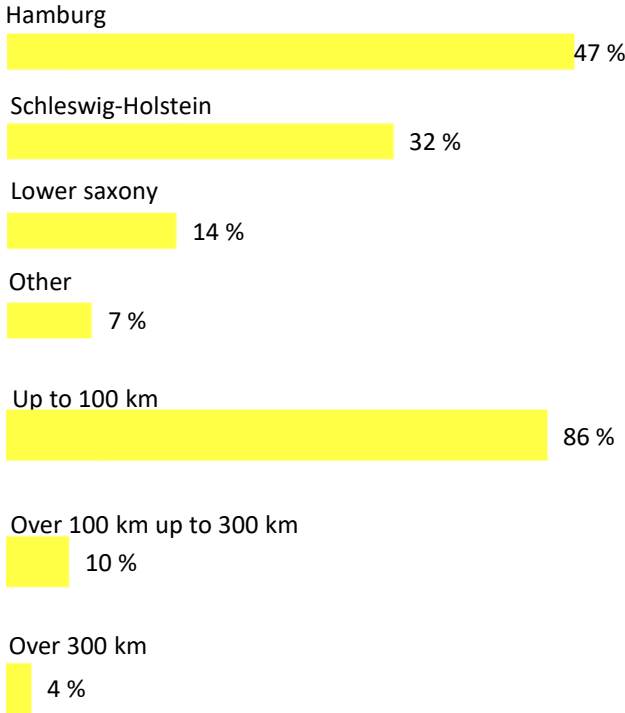
**CARAVANING  
HAMBURG**  




### 70,000 visitors at REISEN & CARAVANING 2024

## 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 **95 %** want to recommend the fair to their friends or relatives.

The offer invites to stay long: the visitors spend more than **3,9 h** at the fair to discover the latest trends in the market.

### General assessment



Very good / good / moderate  
97 %



Poor/ very poor  
3 %

### Recommendation



yes/maybe  
96 %

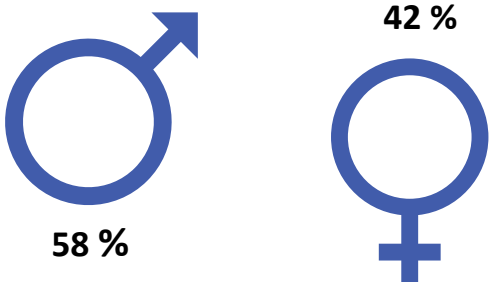


No  
4 %



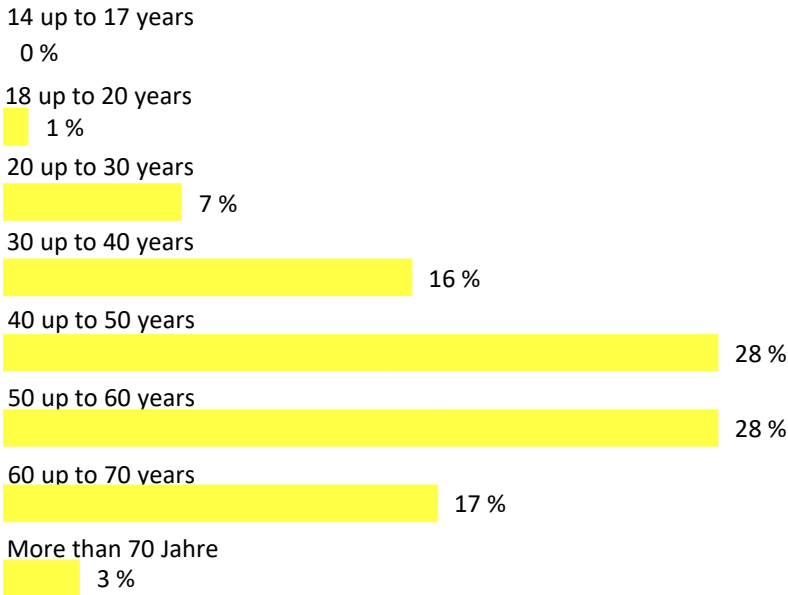
### Visitor survey – Gender of visitors

REISEN & CARAVANING attracts men as well as women .



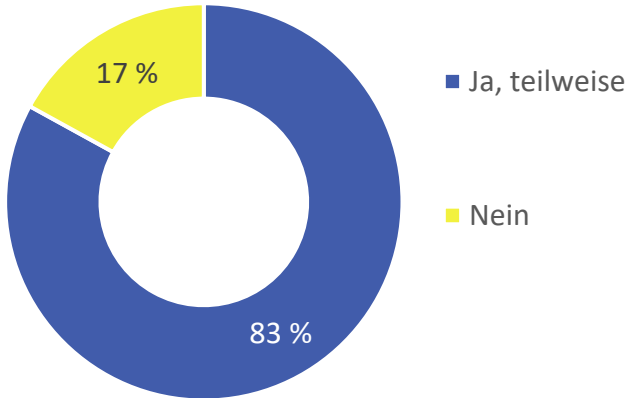
### Visitor survey – Age of visitors

The average age of the visitors is **48 years**.



### Visitor survey – Completeness of the offer

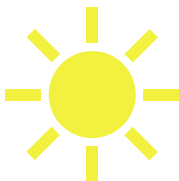
More than **80 %** of the visitors assess the offer as complete.





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

40 % of the visitors are interested in the tourism section of the fair and 68 % are interested in the caravanning/camping offers.



Tourism / travel offers / countries  
41 %



Caravanning / Camping  
68 %



Bike / Outdoor  
26 %



Food around the world  
17 %

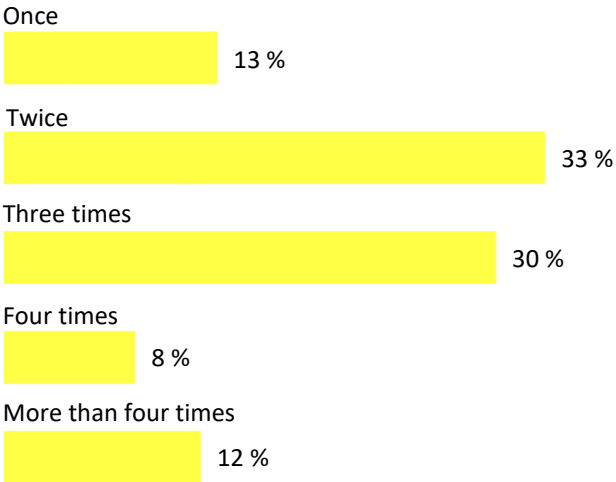


Cruise / Shiptravel  
16 %

\* Multiple choice

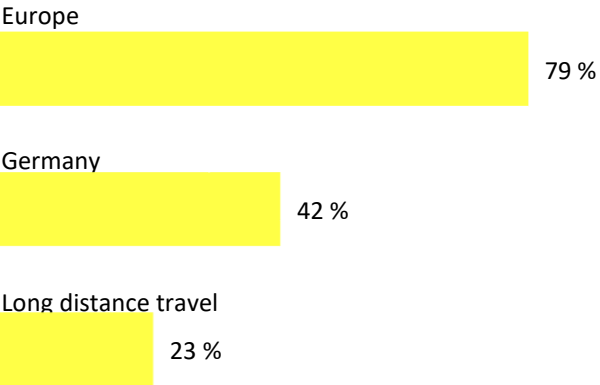
### Visitor survey – Frequency of holiday (at least five days)

Visitors love travelling: 50% plan to go on vacation for at least three times in 2024.



### Visitor survey - Destination\*

Europe is favourite: 79 % plan to spend their holidays in their own country. 42 % want to stay in Germany and 23 % want to go overseas.



\* Multiple choice