



# Show Report 2019

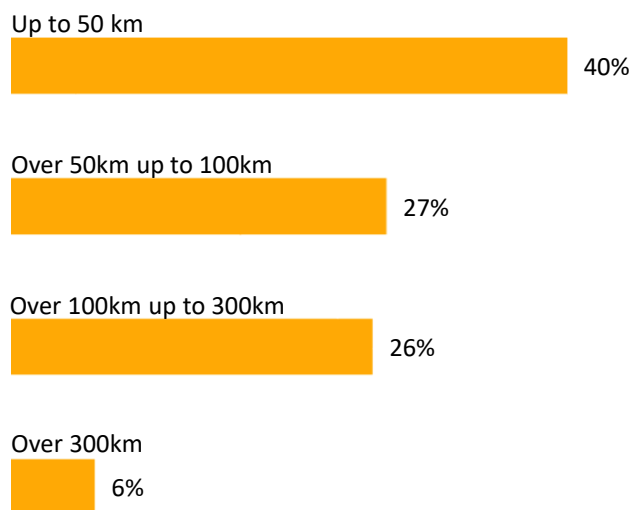




## 67.000 visitors at TC Leipzig 2019

### Visitor survey – Catchment area

TC Leipzig has a big catchment area – more than a half arrives from more than 50km to visit the latest trends in caravanning and tourism.



### Visitor survey - General assessment and recommendation

High satisfaction – TC Leipzig ist assessed with the overall grade of **1,8**. **95%** want to recommend the fair to their friends or relatives.

The offers invites to stay long – visitors spend **4,4 hours** on average at TC Leipzig.

#### General assessment: 1,8



very good / Good

95%



moderate / poor

5%

#### Recommendation



yes

96%



maybe / no

4%



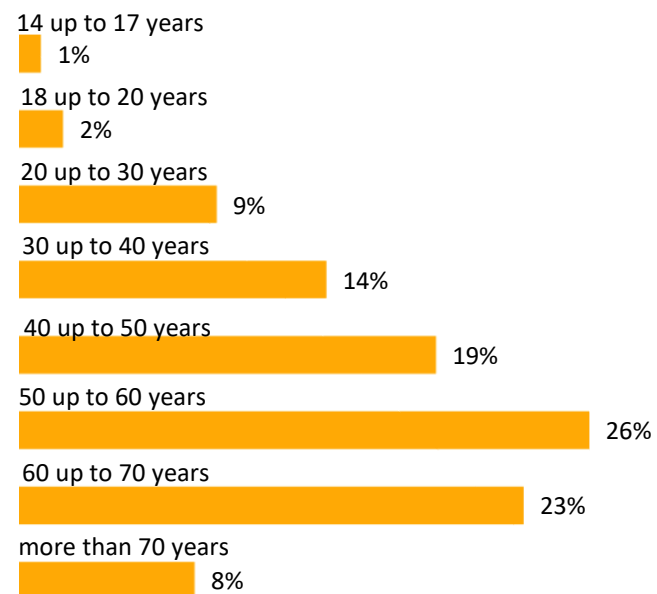
## Visitor survey – Gender of visitors

TC Leipzig attracts men as well as women.



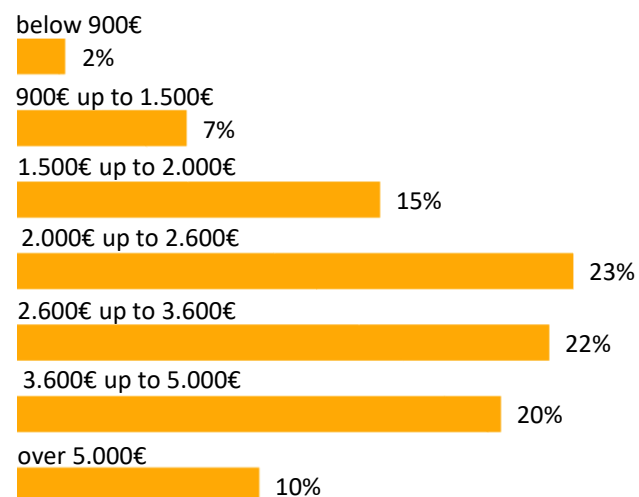
## Visitor Survey - Age of visitors

The average age of the TC Leipzig Visitor is **51,5** years.



## Visitor Survey - Net household income

The average net household income of the TC visitors is **3.028€**.





## Visitor Survey - Interest in the offer\*

More than **70%** of the visitors are interested in the caravanning and camping offers. Nearly **50%** are attracted by the tourism offers as well.

Camping / Caravan



Tourism / Travel offers / Country information



Bike / Outdoor



Ship cruise



Food



\* Multiple Choice

## Visitor Survey - Frequency of holiday (at least five days)

Visitors love travelling: Nearly the half states to go on vacation for at least three times in 2020.

Once



Twice



Three times



Four times



More than four times



## Besucherbefragung – Reiseziel\*

Europe is favourite: 73% plan to spend their holidays in an european country. 53% want to stay in Germany and 18% plan to go overseas.

Europe



Germany



Long distance travel



\* Multiple Choice



## Exhibitor survey – General assessment

The exhibitors are satisfied and assess the fair with the overall grade of 2,1.



Very good / good / moderate  
94%



Poor  
6%

## Exhibitor survey – Development of Importance

86% of the exhibitors are sure, that TC Leipzig remains their importance for the sector or even win in importance.

gets more important



remains the importance



gets less important



## Exhibitor survey – Assessment of market situation

