



# Show Report 2022





## 55.000 visitors at TC Leipzig 2022

### Visitor survey – Catchment area

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

Up to 50 km



Over 50km up to 100km



Over 100km up to 300km



Over 300km



### Visitor survey - General assessment and recommendation

High satisfaction – TC Leipzig ist assessed with the overall grade of **1,8**. **93%** 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

91%



Recommendation

Yes

93%



Duration of stay

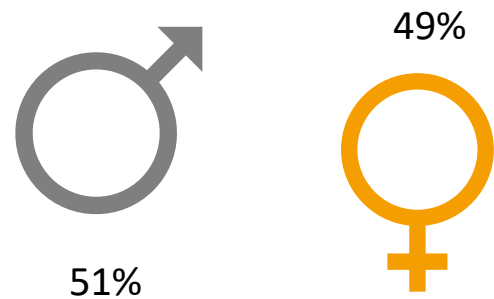
4,4 h





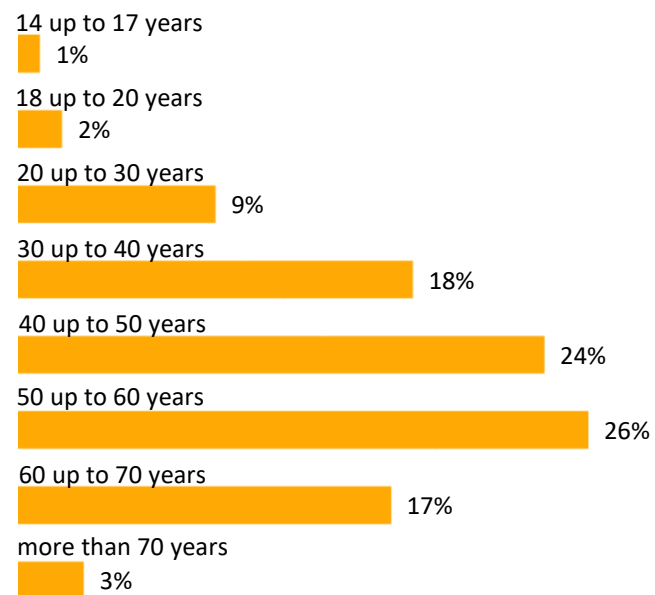
## Visitor survey – Gender of visitors

TC Leipzig attracts men as well as women.



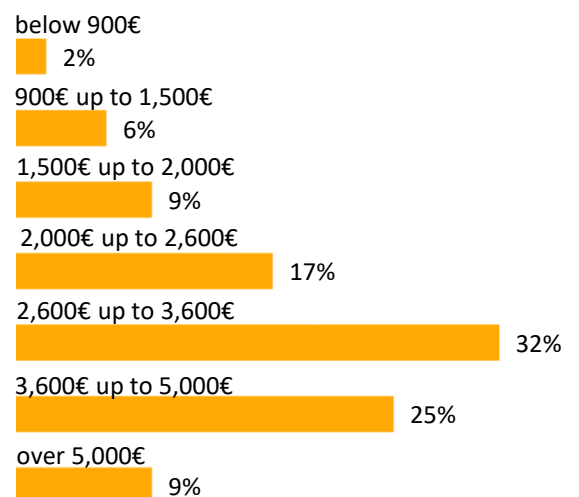
## Visitor Survey - Age of visitors

The average age of the TC Leipzig Visitor is **48** years.



## Visitor Survey - Net household income

The average net household income of the TC visitors is **3,238€**.





## Visitor Survey - Interest in the offer\*

More than **80%** of the visitors are interested in the caravanning and camping offers. **58%** 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: More than 75% state to go on vacation for at least three times in 2023.

Once



Twice



Three times



Four times



More than four times



Not at all



## Visitor survey – Destination\*

Europe is favourite: **72%** plan to spend their holidays in an european country. **51%** want to stay in Germany and **18%** plan to go overseas.

Europe



Germany



Long distance travel



\* multiple choice