



Show Report 2023





55,000 visitors at TC Leipzig 2023

Visitor survey – Catchment area

Large catchment area – more than **50 %** arrives from more than **50 km** to visit the latest trends in caravanning and tourism.

Up to 50 km



Over 50 km up to 100 km



Over 100 km up to 300 km



Over 300 km



Visitor survey - General assessment and recommendation

General assessment: 1,8

Very good / Good

90 %



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.

Recommendation

Yes

96 %



Duration of stay

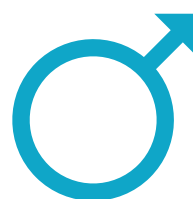
4,4 h



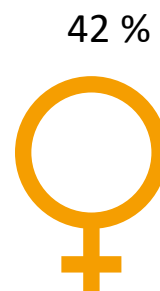


Visitor survey – Gender of visitors

TC Leipzig has offers for everyone.



58 %



42 %

Visitor Survey - Age of visitors

The visitors of TC Leipzig have an **average age of 48 years.**

14 up to 17 years

1%

18 up to 20 years

1%

20 up to 30 years

8%

30 up to 40 years

18%

40 up to 50 years

24%

50 up to 60 years

30%

60 up to 70 years

14%

more than 70 years

4%

Visitor Survey - Net household income

The average net household income of a TC visitor is **3,298 €.**

below 900€

1%

900€ up to 1,500€

4%

1,500€ up to 2,000€

10%

2,000€ up to 2,600€

23%

2,600€ up to 3,600€

31%

3,600€ up to 5,000€

20%

over 5,000€

12%



Visitor Survey - Interest in the offer*

More than **70 %** of the visitors are interested in the caravanning and camping offers. **45 %** are attracted by the tourism offers as well.

* Multiple Choice

Camping / Caravan



Tourism / Travel offers / Country information



Bike / Outdoor



Ship cruise



Food



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

Visitors love travelling: More than **50 %** stated to go on vacation for at least three times in 2024.

Once



Twice



Three times



Four times



More than four times



Not at all



Visitor survey – Destination*

Europe is favourite: **75 %** plan to spend their holidays in an european country. **51 %** want to stay in Germany and **14 %** plan to go overseas.

* multiple choice

Europe



Germany



Long distance travel

