



**Show Report 2024**

**CMT**

**Die Urlaubs-Messe.**

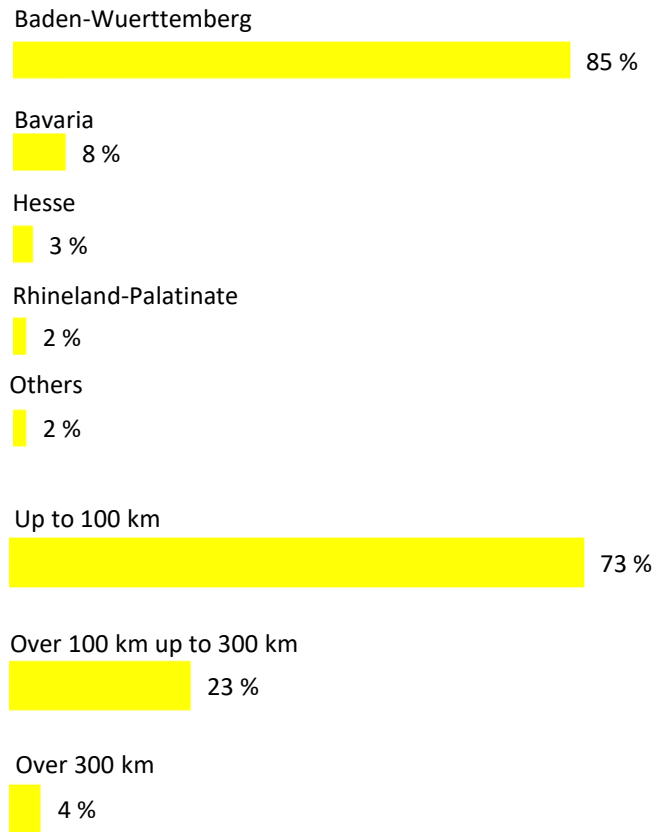
Subject to change



**234,000 visitors at CMT 2024**

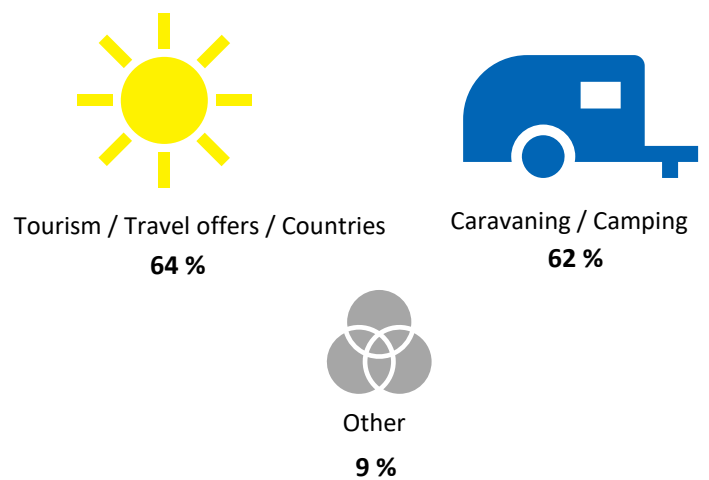
Visitor Survey - Origin of the visitors

Most visitors are from Baden-Wuerttemberg, but also **8 %** came from Bavaria to inform themselves about the new trend in tourism and caravanning.



Visitor Survey - Interest in the offer\*

**64 %** of the visitors are interested in the tourism offer. **62 %** are attracted by Caravanning and Camping.



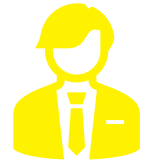


## Visitor Survey – Trade visitors

CMT is also interesting for trade visitors.



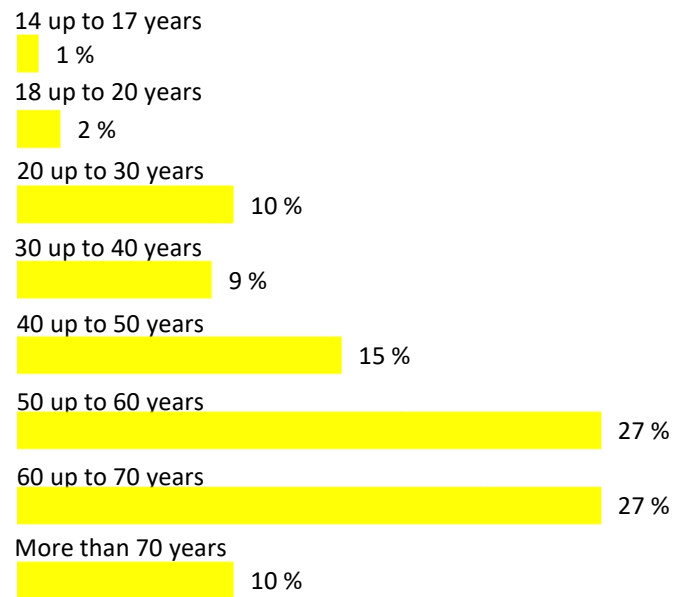
B2C visitors  
**89 %**



B2B visitors  
**11 %**

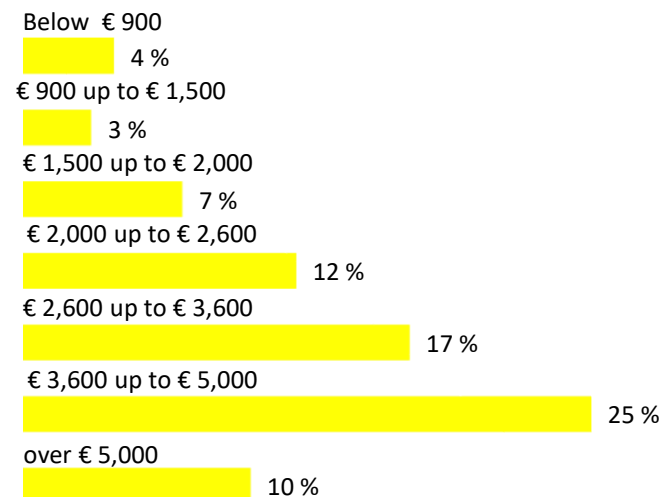
## Visitor Survey - Age of visitors

The average age of the CMT visitor is **52,1 years.**



## Visitor Survey - Net household income

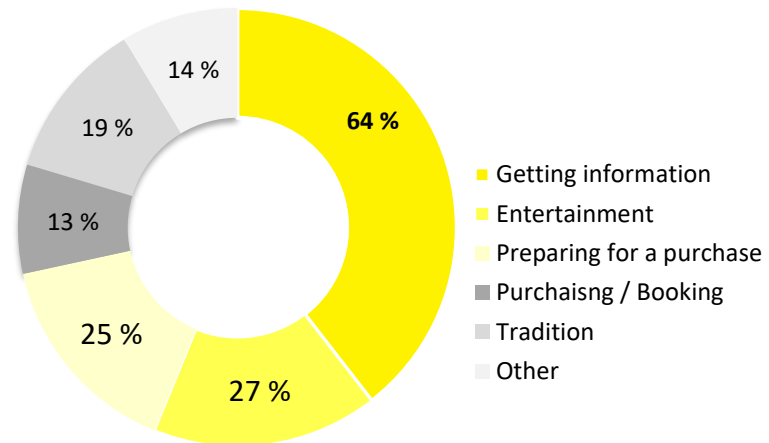
High income – the average household net income of a CMT visitor is **€ 3,917.**





## Visitor Survey - Interest in the offer\*

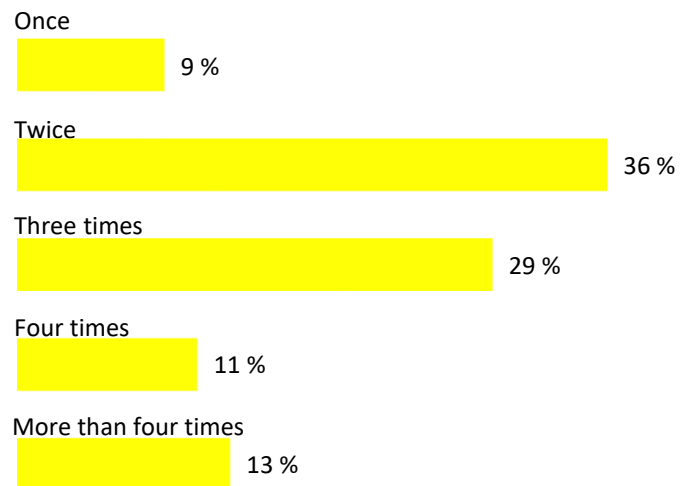
**64 %** of visitors want to find out more about the topics on offer at the CMT. More than a quarter want to be entertained and **25 %** are preparing to make a purchase or booking at the fair.



\* Multiple choice

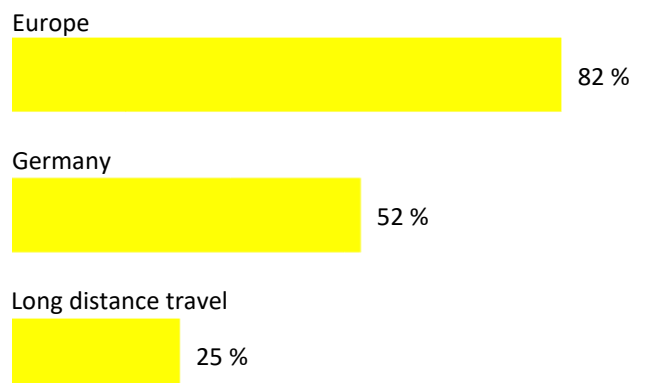
## Visitor Survey - Frequency of holiday (at least five days)

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



## Visitor Survey – Destination\*

Europe is favourite: **82 %** plan to spend their holidays in their own country. **52 %** want to stay in Germany and **25 %** want to go overseas.



\* Multiple choice



## Visitor Survey – General assessment and recommendation

### General assessment



Very good / good / moderate

99 %



Poor / very poor

1 %

High level of satisfaction – CMT ist rated with an overall grade of **1,9**. **97 %** want to recommend the fair to their friends or relatives.

The offer invites to linger– on average a visitor spends **4,9 hours** at CMT to discover the latest trends in tourism and caravan.

### Recommendation



Yes / maybe

97 %

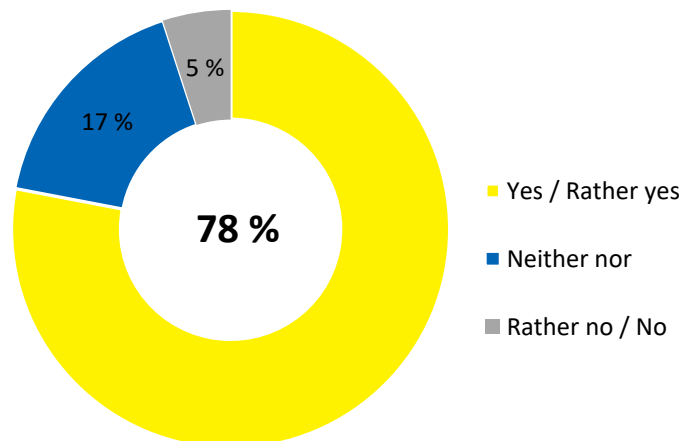


No

3 %

## Visitor Survey - Completeness of the offer

**95 %** of the visitors are completely or partly satisfied with the offer at CMT 2024.





### Exhibitor survey – General assessment

The exhibitor are very happy with CMT and assess it with the general grade **1,8**.



Very good / moderate  
98 %



poor / very poor  
2 %

### Exhibitor survey – Recommendation

92 % of the visitors would recommend CMT to their colleagues.



Yes / maybe  
92 %



rather no / no  
8 %

### Exhibitor survey – Assessment of success

