



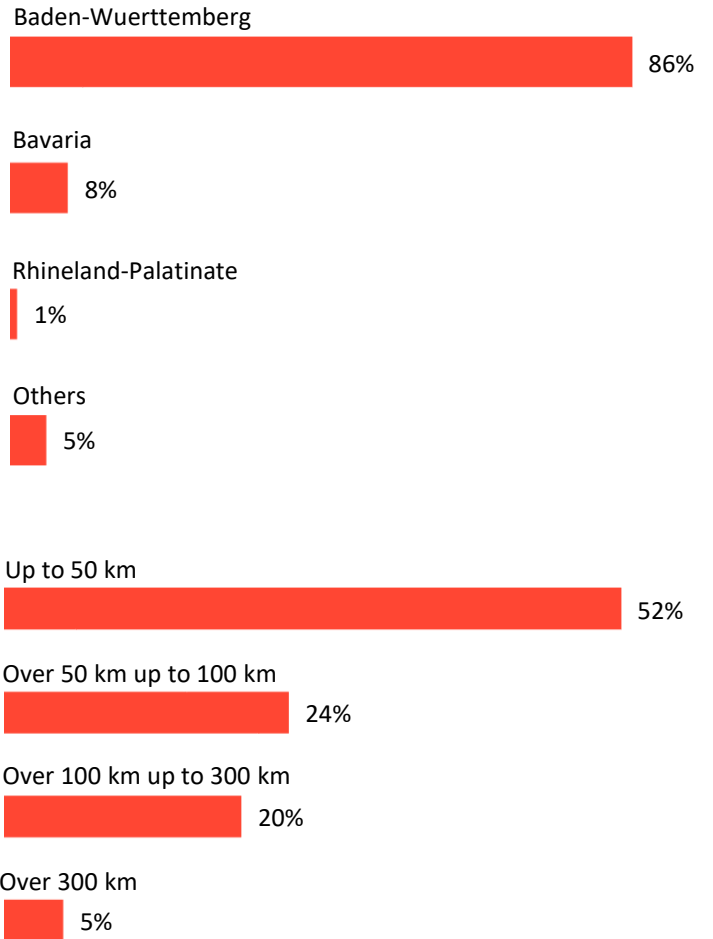
Fahrrad- & WanderReisen

Show Report 2024



Visitor Survey - Origin of the visitors

25 % of the visitors come from over from a over 100 km distance to the fair. Most of the visitors live in **Baden-Wuerttemberg and Bavaria**



Visitor Survey - Interest in the offer*

Most visitors are interested in cycling holidays. More than a half are attracted by the offers in hiking. **21 %** are interested in bike accessories.



Hiking holidays
43 %



Cycling holidays
55 %



Hardware
15 %



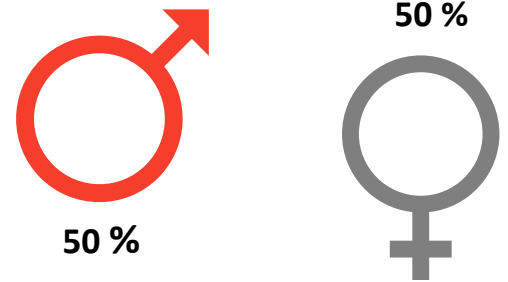
Bike accessories
21 %

* Multiple choice



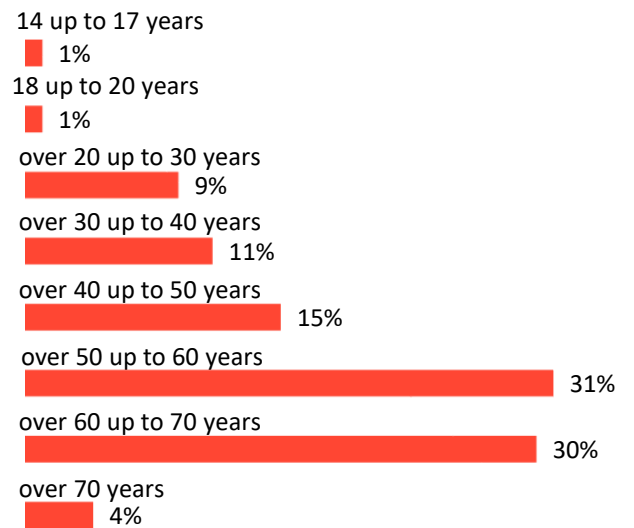
Visitor Survey - Gender of visitors

Fahrrad-&WanderReisen is interesting for all genders.



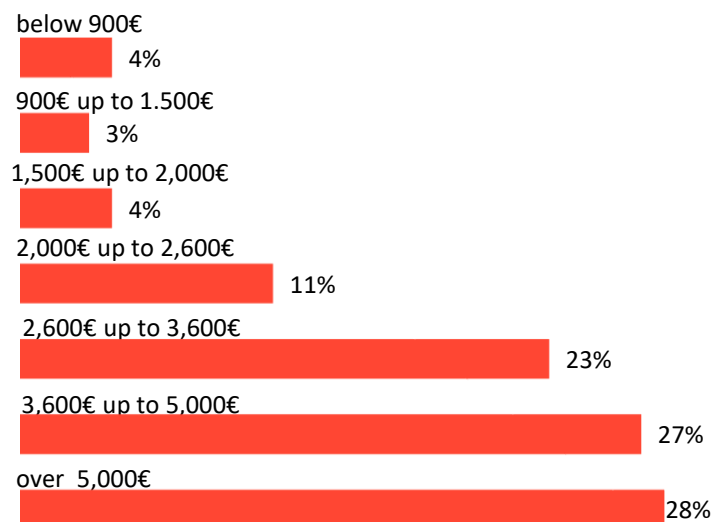
Visitor Survey - Age of visitors

The average age of the visitors is **52,7** years.



Visitor Survey - Net household income

The average net household income is **3,933 €**





Visitor Survey - Purchase intention

Purchase intention during the fair



Yes
35 %



Maybe
44 %



No
21 %

Purchase intention after the fair



Yes
28 %



Maybe
53 %



No
19 %

Visitor Survey – General assessment and recommendation

General assessment



Very good / good / moderate
99 %



Poor / very poor
1 %

Average grade: **1,9**

Recommendation



Yes / maybe
97 %



No
3 %

Visitor Survey - Completeness of the offer

High satisfaction with the completeness of the offer – **94 %** of the visitors assess the offer at the fair as complete or partially complete.

