

Visitor Structure

f.re.e – The Fair for Leisure and Travel 2025

Overall number of visitors: 124.592
Share of private visitors: 94%
Share of trade visitors: 6%

Regional origin

Up to 50 km	52%
More than 50 up to 100 km	29%
More than 100 up to 300 km	17%
More than 300 km	3%

Country

Germany	96%
Foreign countries	5%

Gender

Male	43%
Female	53%

Age

Up to 20 years	3%
21 to 30 years	15%
31 to 40 years	14%
41 to 50 years	18%
51 to 60 years	24%
61 to 70 years	20%
More than 70 years	6%

Profession

Free lancer	13%
Managing Director or similar	2%
Head of Department or similar	2%
Head of Team	11%
Lecturer / Teacher / Research associate	5%
Other employee / Civil servant	36%
Trainee	1%
Other professional position	8%
Pupil / Student	4%
House wife / House husband	2%
Pensioner / Retired person	16%
Other non professionals	1%

Net household income

Less than 1500 €	6%
1500 € up to less than 2500 €	11%
2500 € up to less than 3500 €	18%
3500 € up to less than 4500 €	16%
4500 € up to less than 6000 €	24%
6000 € and more	25%

Size of household

1 person	18%
2 persons	53%
3 persons	14%
4 persons	11%
5 and more persons	5%

Frequency of visiting the fair

First-time visitor	32%
Visitor of several times	38%
Regular visitor	30%

Purchase or order activities

Purchase or order at the fair	
Yes	31%
Maybe	41%
No	28%

Follow-up business

Intention to make a purchase at a later date	
Yes	24%
Maybe	65%
No	11%

Rounding differences possible