

**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	<b>52%</b>
More than 50 up to 100 km	<b>29%</b>
More than 100 up to 300 km	<b>17%</b>
More than 300 km	<b>3%</b>

**Country**

Germany	<b>96%</b>
Foreign countries	<b>5%</b>

**Gender**

Male	<b>43%</b>
Female	<b>53%</b>

**Age**

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

**Profession**

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

**Net household income**

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

**Size of household**

1 person	<b>18%</b>
2 persons	<b>53%</b>
3 persons	<b>14%</b>
4 persons	<b>11%</b>
5 and more persons	<b>5%</b>

**Frequency of visiting the fair**

First-time visitor	<b>32%</b>
Visitor of several times	<b>38%</b>
Regular visitor	<b>30%</b>

**Purchase or order activities**

Purchase or order at the fair	
Yes	<b>31%</b>
Maybe	<b>41%</b>
No	<b>28%</b>

**Follow-up business**

Intention to make a purchase at a later date	
Yes	<b>24%</b>
Maybe	<b>65%</b>
No	<b>11%</b>

Rounding differences possible