

Visitor Structure
f.re.e – The Fair for Leisure and Travel 2023

Overall number of visitors: more than 160.000
Share of private visitors: 89%
Share of trade visitors: 11%

Regional origin

Up to 50 km **56%**
 More than 50 up to 100 km **29%**
 More than 100 up to 300 km **13%**
 More than 300 km **2%**

Country

Germany **98%**
 Foreign countries **2%**

Gender

Male **50%**
 Female **50%**

Age

Up to 20 years **9%**
 More than 20 up to 30 years **22%**
 More than 30 up to 40 years **14%**
 More than 40 up to 50 years **18%**
 More than 50 up to 60 years **20%**
 More than 60 up to 70 Jahre **13%**
 More than 70 years **4%**

Profession

Free lancer **11%**
 Managing Director or similar **1%**
 Head of Department or similar **2%**
 Head of Team **12%**
 Lecturer / Teacher / Research associate **3%**
 Other employee / Civil servant **35%**
 Trainee **4%**
 Other professional position **7%**
 Pupil / Student **9%**
 House wife / House husband **3%**
 Pensioner / Retired person **11%**
 Other non professionals **2%**

Net household income

Less than 1500 € **9%**
 1500 € up to less than 2500 € **17%**
 2500 € up to less than 3500 € **17%**
 3500 € up to less than 4500 € **19%**
 4500 € up to less than 6000 € **17%**
 6000 € and more **23%**

Size of household

1 person **18%**
 2 persons **48%**
 3 persons **15%**
 4 persons **13%**
 5 and more persons **6%**

Frequency of visiting the fair

First-time visitor **39%**
 Visitor of several times **40%**
 Regular visitor **21%**

Purchase or order activities

Purchase or order at the fair
 Yes **23%**
 Maybe **41%**
 No **36%**

Follow-up business

Intention to make a purchase at a later date
 Yes **21%**
 Maybe **67%**
 No **13%**

Rounding differences possible