

Visitor Structure
f.re.e – The Fair for Leisure and Travel 2024

Overall number of visitors: 147.243
Share of private visitors: 91%
Share of trade visitors: 9%

Regional origin

Up to 50 km	55%
More than 50 up to 100 km	27%
More than 100 up to 300 km	16%
More than 300 km	3%

Country

Germany	96%
Foreign countries	4%

Gender

Male	56%
Female	43%

Age

Up to 20 years	4%
21 to 30 years	15%
31 to 40 years	17%
41 to 50 years	18%
51 to 60 years	26%
61 to 70 years	16%
More than 70 years	4%

Profession

Free lancer	12%
Managing Director or similar	2%
Head of Department or similar	2%
Head of Team	10%
Lecturer / Teacher / Research associate	4%
Other employee / Civil servant	36%
Trainee	1%
Other professional position	9%
Pupil / Student	6%
House wife / House husband	2%
Pensioner / Retired person	14%
Other non professionals	2%

Net household income

Less than 1500 €	8%
1500 € up to less than 2500 €	13%
2500 € up to less than 3500 €	17%
3500 € up to less than 4500 €	18%
4500 € up to less than 6000 €	22%
6000 € and more	23%

Size of household

1 person	18%
2 persons	55%
3 persons	13%
4 persons	10%
5 and more persons	5%

Frequency of visiting the fair

First-time visitor	32%
Visitor of several times	45%
Regular visitor	24%

Purchase or order activities

Purchase or order at the fair	
Yes	33%
Maybe	36%
No	31%

Follow-up business

Intention to make a purchase at a later date	
Yes	24%
Maybe	64%
No	12%

Rounding differences possible