

Visitor Structure

f.re.e – The Fair for Leisure and Travel 2020

Overall number of visitors: 130.000
Share of private visitors: 91%
Share of trade visitors: 9%

Regional origin

Up to 50 km	60%
More than 50 up to 100 km	25%
More than 100 up to 300 km	13%
More than 300 km	2%

Country

Germany	97%
Foreign countries	3%

Gender

Male	46%
Female	54%

Age

Up to 20 years	8%
More than 20 up to 30 years	18%
More than 30 up to 40 years	14%
More than 40 up to 50 years	15%
More than 50 up to 60 years	24%
More than 60 up to 70 Jahre	16%
More than 70 years	5%

Profession

Free lancer	10%
Managing Director or similar	3%
Head of Department or similar	2%
Head of Team	10%
Lecturer / Teacher / Research associate	4%
Other employee / Civil servant	35%
Trainee	3%
Other professional position	6%
Pupil / Student	9%
House wife / House husband	2%
Pensioner / Retired person	15%
Other non professionals	1%

Net household income

Less than 1500 €	12%
1500 € up to less than 2500 €	19%
2500 € up to less than 3500 €	18%
3500 € up to less than 4500 €	18%
4500 € up to less than 6000 €	17%
6000 € and more	16%

Size of household

1 person	19%
2 persons	51%
3 persons	13%
4 persons	13%
5 and more persons	5%

Frequency of visiting the fair

First-time visitor	31%
Visitor of several times	36%
Regular visitor	33%

Purchase or order activities

Purchase or order at the fair	
Yes	35%
Maybe	37%
No	28%

Follow-up business

Intention to make a purchase at a later date	
Yes	26%
Maybe	63%
No	11%

Rounding differences possible