



Show Report 2025

CMT

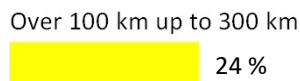
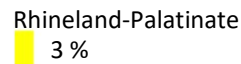
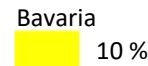
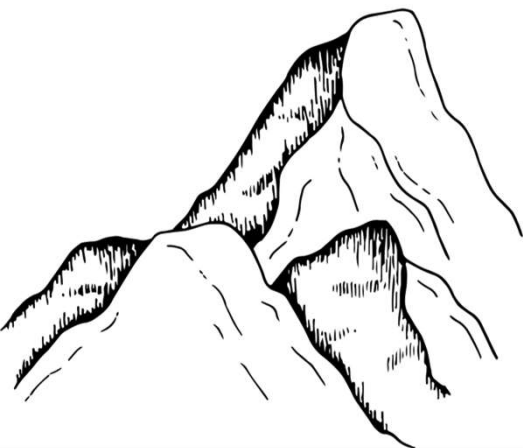
Die Urlaubs-Messe.



260,000 visitors at CMT 2025

Visitor Survey - Origin of the visitors

Most visitors are from Baden-Wuerttemberg, but also **10 %** came from Bavaria to get the latest trends in tourism and caravanning.



Visitor Survey - Interest in the offer*

56 % of the visitors are interested in the tourism offer. **69 %** are attracted by Caravanning and Camping.



Tourism / Travel offers / Countries
56 %



Caravanning / Camping
69 %



Other
8 %



Visitor Survey – Trade visitors

CMT is also interesting for trade visitors.



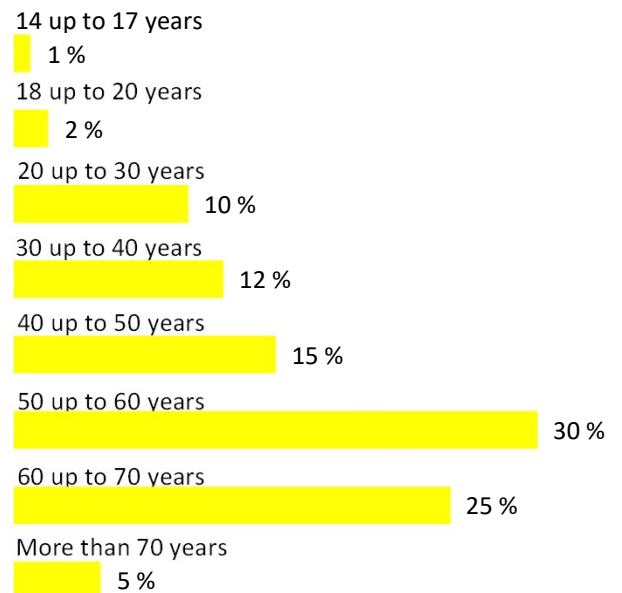
B2C visitors
88 %



B2B visitors
12 %

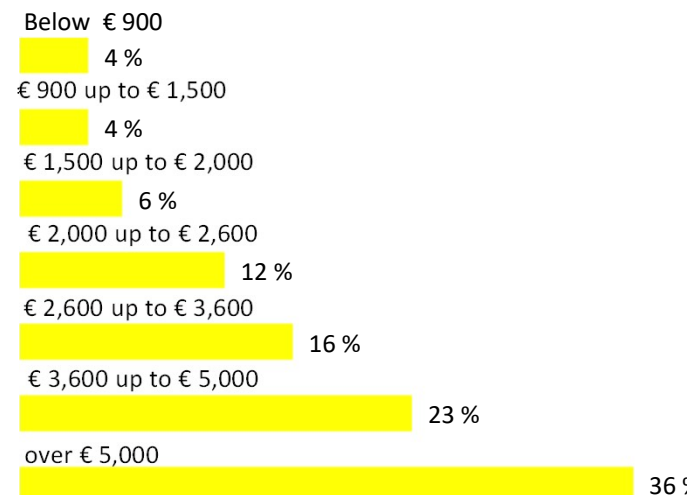
Visitor Survey - Age of visitors

The average age of the CMT visitor is **50,5 years.**



Visitor Survey - Net household income

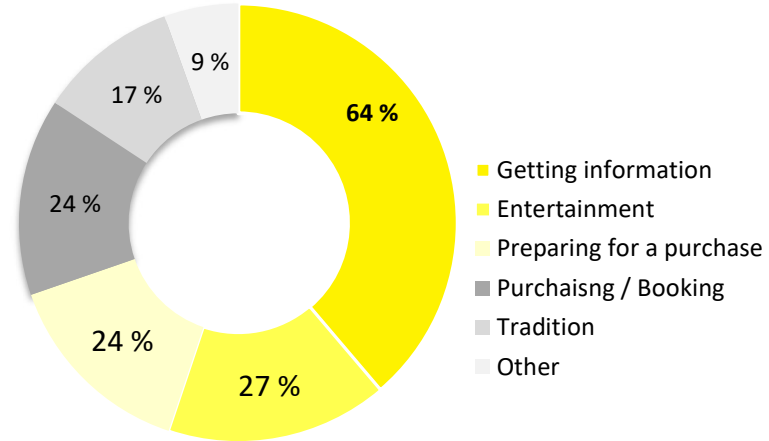
High income – the average household net income of a CMT visitor is **€ 4,094.**





Visitor Survey - Interest in the offer*

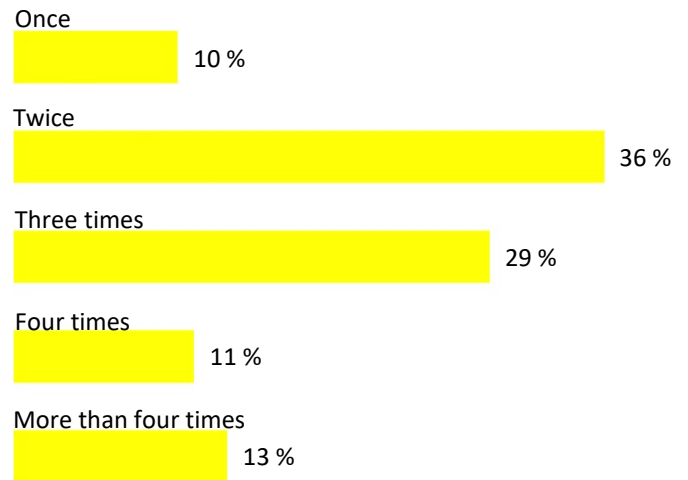
64% of visitors want to find out more about the topics on offer at the CMT. More than a quarter want to be entertained and **24 %** are preparing to make a purchase or booking at the show



* Multiple choice

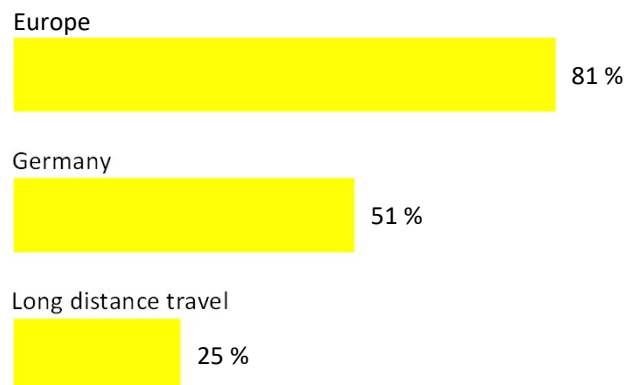
Visitor Survey - Frequency of holiday (at least five days)

Visitors love travelling: More than **50 %** plan to go on vacation for at least three times in 2025.



Visitor Survey – Destination*

Europe is favourite: **81 %** plan to spend their holidays in their own country. **51 %** want to stay in Germany and **25 %** want to go overseas.



* Multiple choice



Visitor Survey – General assessment and recommendation

High level of satisfaction – CMT ist rated with an overall grade of **2,0**. **95 %** want to recommend the fair to their friends or relatives.

The offer invites to linger– on average a visitor spends **5,0 hours** at CMT to discover the latest trends in tourism and caravan.

General assessment



Very good / good / moderate

97 %



Poor / very poor

3 %

Recommendation



Yes / maybe

95 %



No

5 %

Visitor Survey - Completeness of the offer

91 % of the visitors are completely or partly satisfied with the offer at CMT 2025.

