



Golf- & WellnessReisen

Show Report 2024



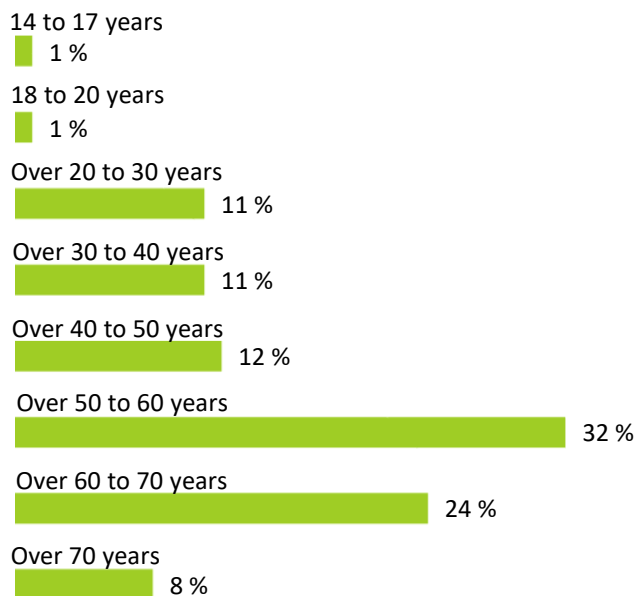
Visitor Survey - Origin of the visitors

18 % of the visitors come from over 100 km distance to the fair. Most visitors live in and around the **Baden-Wuerttemberg** region, and **4%** live in **Bavaria**.



Visitor Survey - Age

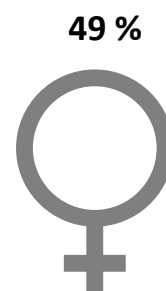
The average age of Golf & WellnessReisen visitors is **51.5** years old.





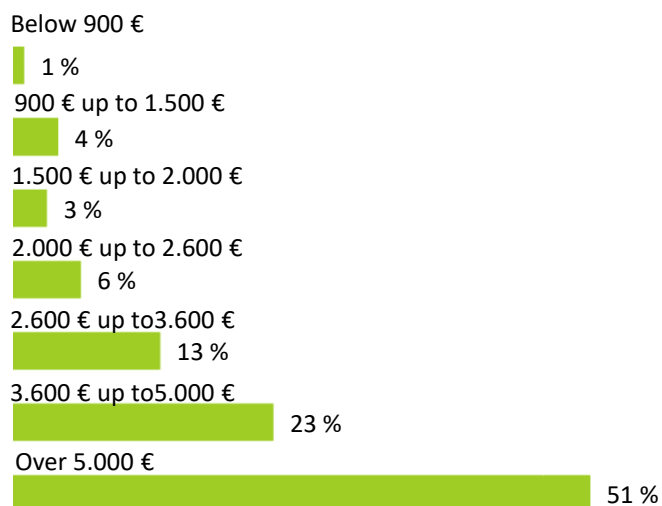
Visitors Survey – Gender of visitors

The gender ratio is as good as balanced. Overall, just over **50%** of visitors are male.



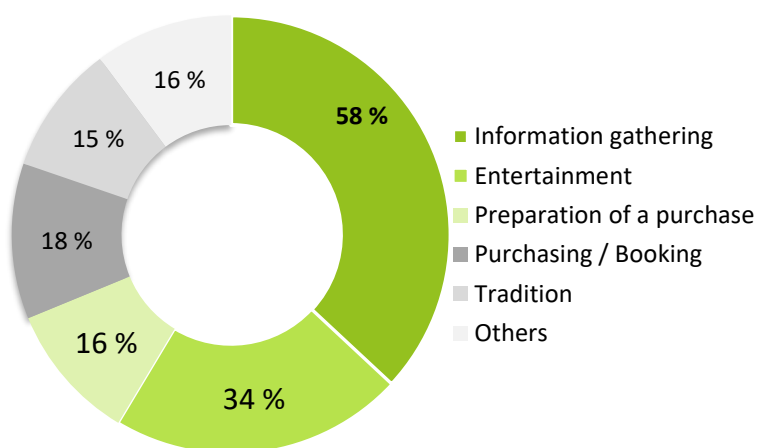
Visitor Survey - Net household income

High earners - the average net household income of visitors is **4,696 €**



Visitor Survey - Reason for visiting the trade fair

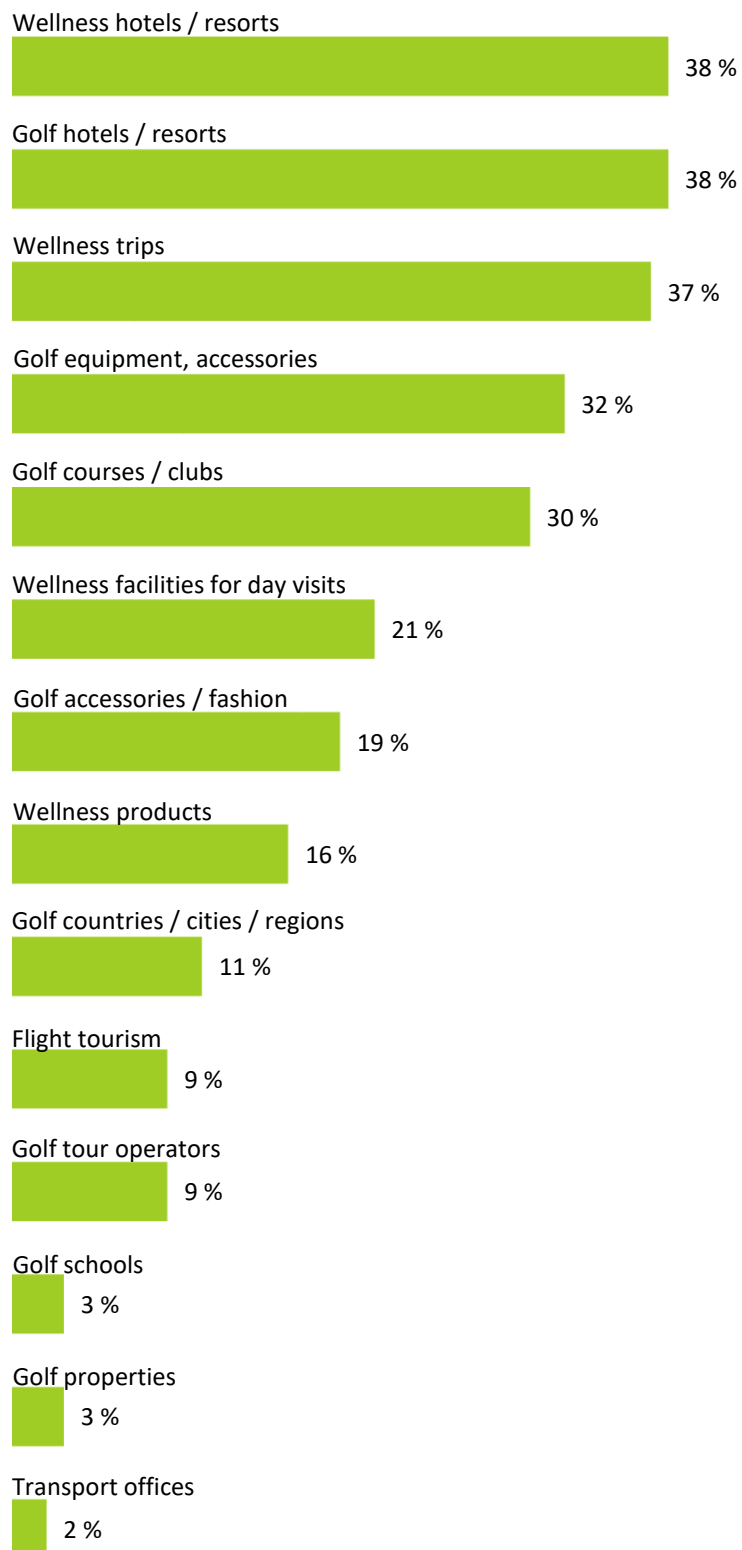
58% of visitors want to find out about the topics on offer at Golf-&WellnessReisen. More than a third want to be entertained and **16%** are preparing a purchase or booking at the trade fair.





Visitor Survey - Interest in offer*

Most visitors to the Golf & Wellness trips are interested in wellness and golf hotels. For **32%**, the range of golf equipment and accessories is a priority and a further **30%** are interested in golf courses and clubs.

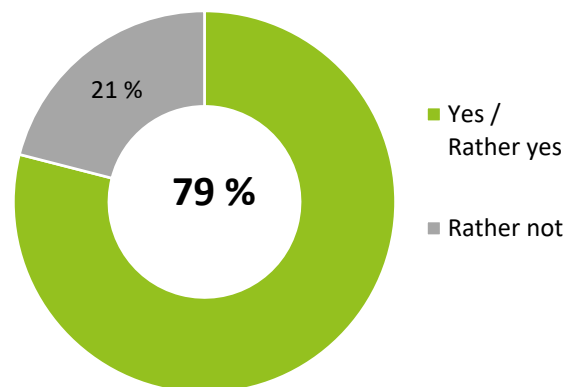


*Multiple responses



Visitor Survey - Completeness of the offer

Visitors are satisfied with the range of products on offer - **80%** feel that the trade fair offering is complete or partially complete.



Visitor Survey – Recommendation

86 % of visitors want to **recommend** the Golf & Wellness trips to their friends or acquaintances.



Yes/maybe

86 %



Rather not

14 %

Visitor Survey – General assessment

Visitors gave the trade fair a good overall rating of **2.2**



Very good / good / medium

95 %



Poor / very poor

5 %