



Show Report 2024

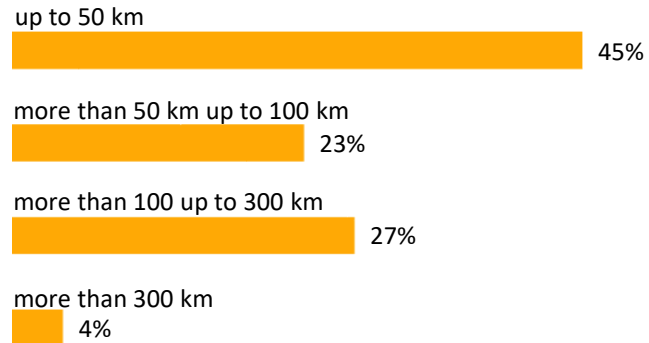




56,900 visitors at TC Leipzig 2024

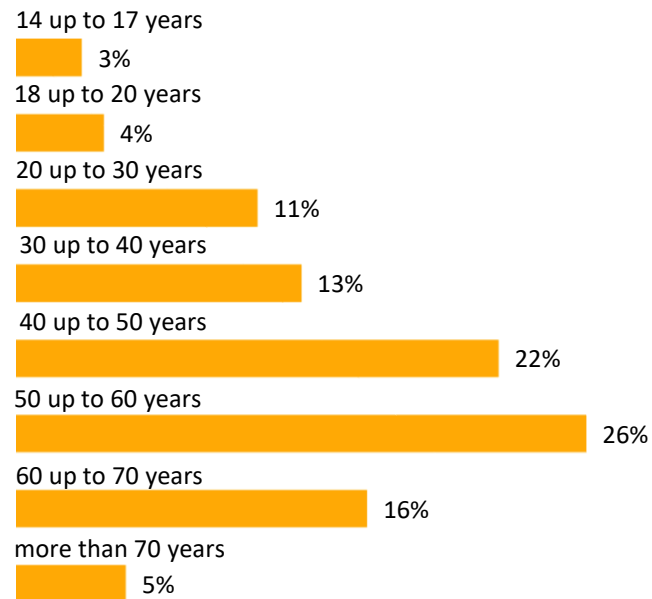
Visitor survey – catchment area

TC Leipzig has a big catchment area – more than a third arrives from more than 100 km to visit the latest trends in caravanning and tourism.



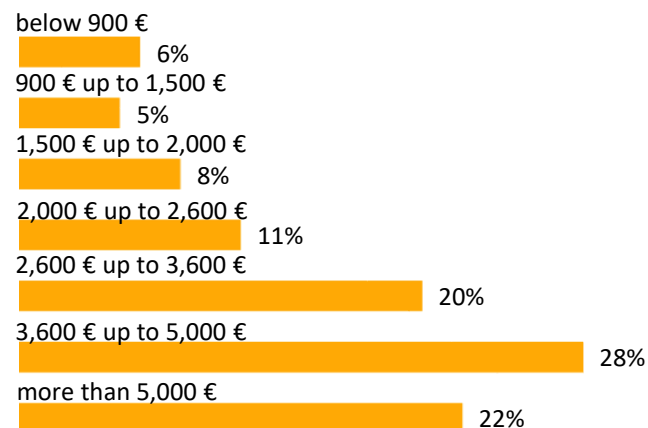
Visitor survey – age of the visitors

The average age of the TC Leipzig Visitor is 47 years.



Visitor survey – duration of stay

The average net household income of the TC visitors is 3,627 €.



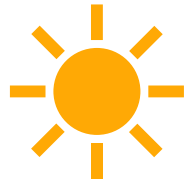


Visitor survey – interest in the offer



Caravan / Camping

62 %



Tourism

39 %



Bike & Outdoor

18 %



Ship Cruise

8 %



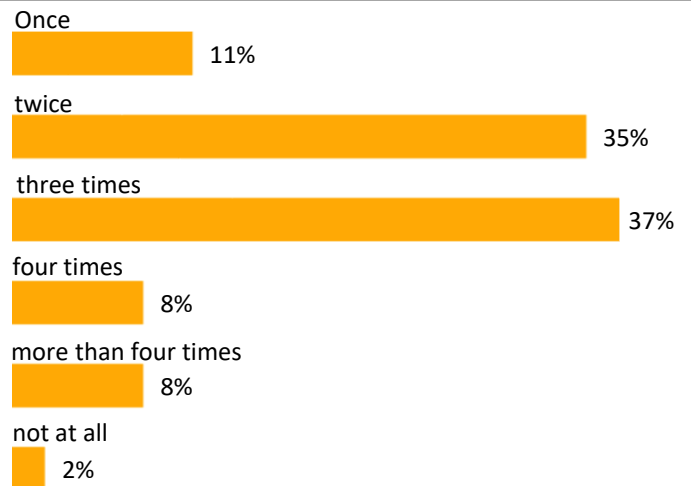
GenussReise

6 %

*Mehrfachnennungen

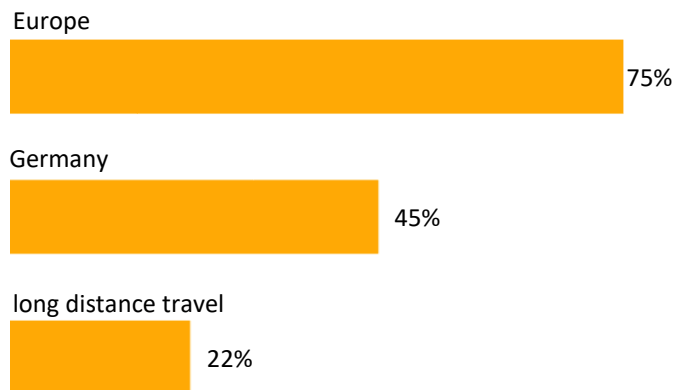
Visitor survey – frequency of holiday (at least five days)

Visitors love travelling - More than 50 % want to go on vacation for at least three times in 2025.



Visitor survey - Destination

Europe is the favourite destination – 75 % plan to spend their holidays in an european country. 45 % want to stay in Germany and 22 % plan to go on a long distance travel.





Visitor survey – duration of stay

The offers invites to stay long – visitors spend **4,1 hours** on average at TC Leipzig.



Visitor survey – general assessment

Happy faces – the visitors assess TC Leipzig with an overall grade of **1,8**.



Sehr gut / gut

91 %



Mittel

8 %



Schlecht / sehr schlecht

1 %

Visitor survey – intention to recommend TC to others

85 % would recommend the trade fair to their relatives and friends.



Sure!

85 %



Maybe..

14 %



No!

1 %

Visitor survey – fulfillment of expectations

For **97 %**, their expectations of the trade fair were fulfilled.



Expectations fulfilled

97 %



Expectations not fulfilled

3 %