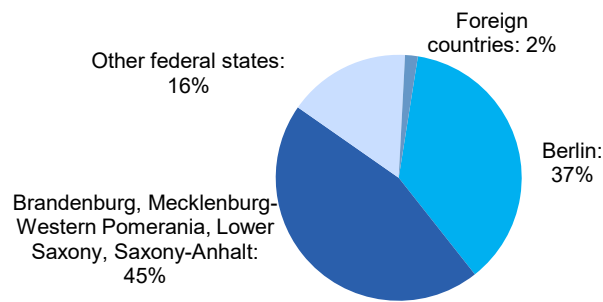


Visitor survey

Origin

98% of visitors are from Germany.
All 16 federal states are represented.

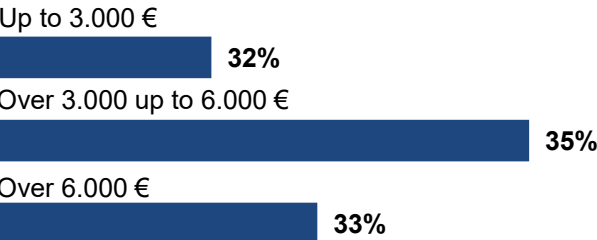


First time visitors

(excl. „no entries“)
46% visited the event for the first time.

Household net income

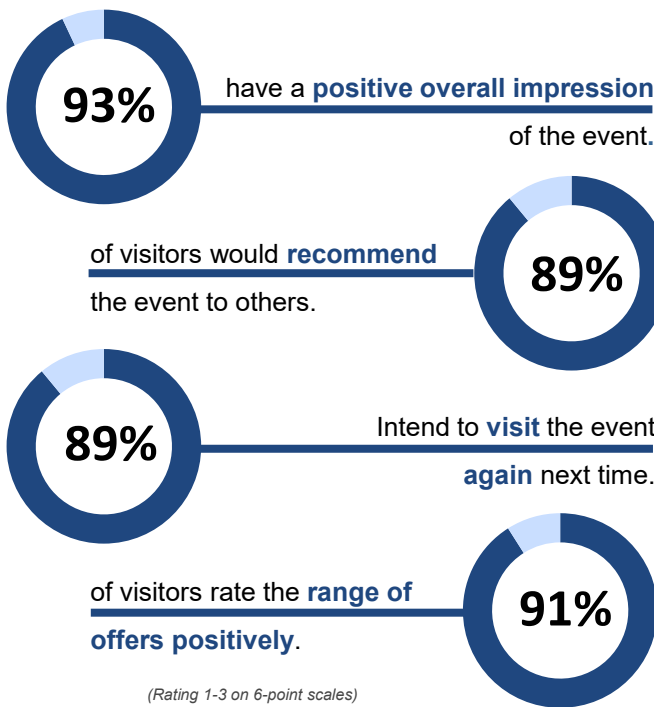
(excl. „no entries“)
Around one third of respondents reveal a household net income of more than 6.000 €.



Duration of visit

(excl. „no entries“)
3 out of 4 visitors spend more than 3 hours at the event.
Every 3rd visitor even more than 5 hours.

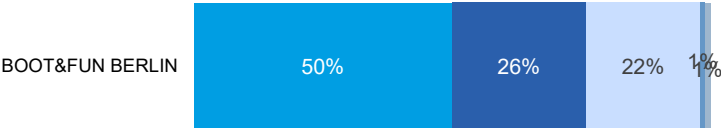
Overall satisfaction and outlook



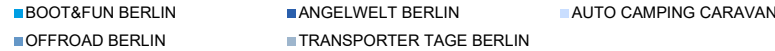
Synergies from collaborative events

(Basis: Visitors of the respective event)
50% of BOOT&FUN BERLIN visitors originally came because of one of the other events, mostly because of ANGELWELT BERLIN or AUTO CAMPING CARAVAN.

Visitor structure of:

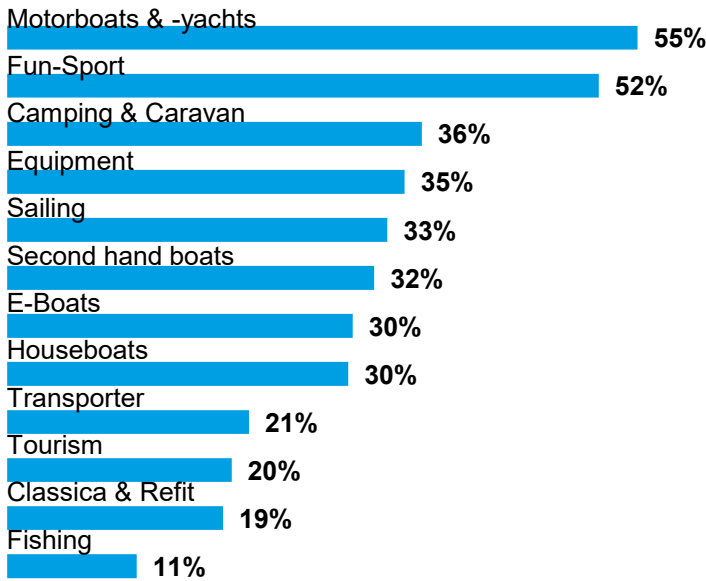


Decisive event for the visit:



Interest in offers of BOOT&FUN target group

(Basis: Based on the answers of visitors for whom the BOOT&FUN Berlin is the primary reason for their visit; multiple answers)



Purchase behavior of BOOT&FUN target group

(Basis: Based on the answers of visitors for whom the BOOT&FUN Berlin is the primary reason for their visit; excl. "no entries")

Every 2nd visitor bought something or expressed the intention to buy something at the event.
Every 5th buyer spent more than 500 €.
2 out of 3 visitors plan to buy something at a later point in time based on information received at BOOT&FUN BERLIN.