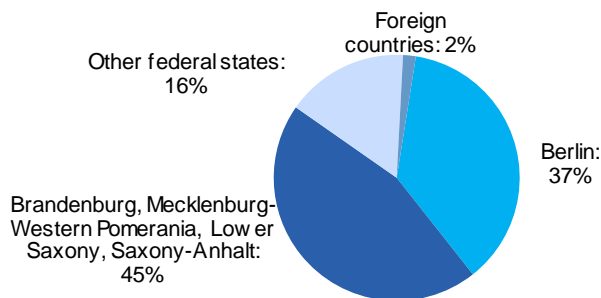


Visitor survey

Origin

98% of visitors are from **Germany**.

All 16 federal states are represented.



First time visitors

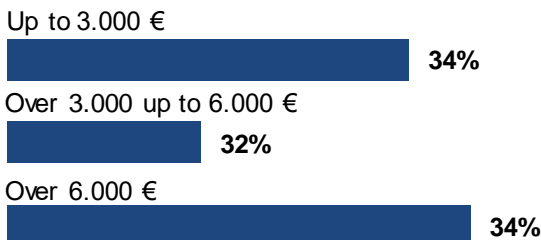
(excl. „no entries“)

51% visited the event for the first time.

Household net income

(exkl. „keine Angabe“)

Around **one third** of respondents reveal a household net income of **more than 6.000 €**.



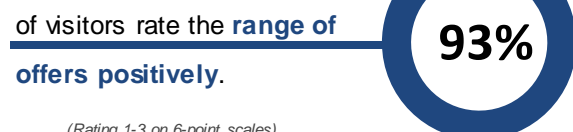
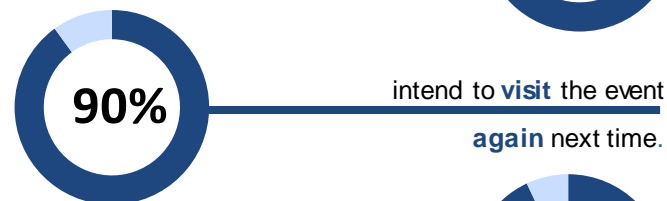
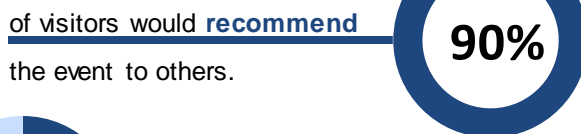
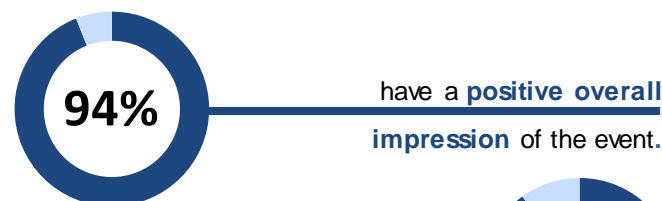
Duration of visit

(excl. „no entries“)

2 out of 3 visitors spend **more than 3 hours** at the event,

Every 4th visitor even spends **more than 5 hours**.

Overall satisfaction and outlook



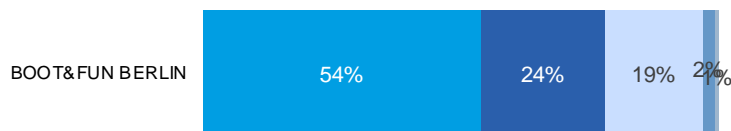
(Rating 1-3 on 6-point scales)

Synergies from collaborative events

(Basis: Visitors of the respective event)

46% of **BOOT&FUN BERLIN** visitors originally came because of one of the other events, mostly because of **AUTO CAMPING CARAVAN** or **ANGELWELT BERLIN**.

Visitor structure of:

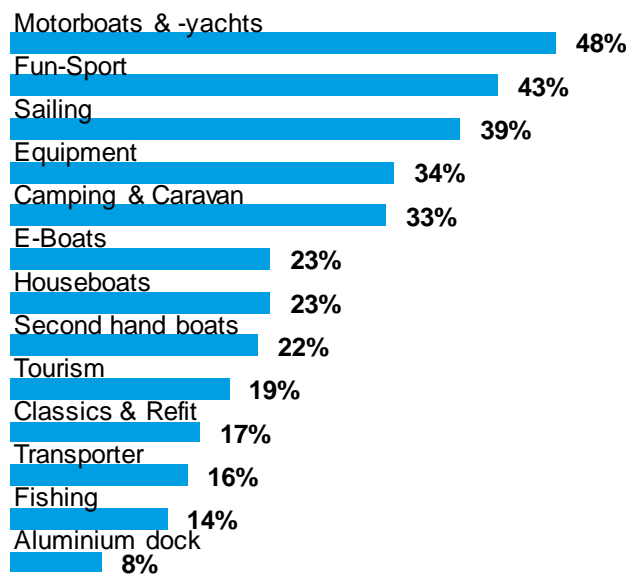


Decisive event for the visit:



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“)

Around 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**.