



FACTS + FIGURES

based on the visitor survey 2023
as well as statistics of Photo+Adventure 2023

PHOTO+ADVENTURE – TRADE FAIR EVENT FOR PHOTOGRAPHY, TRAVEL AND THE OUTDOORS

With the combination of the three topics photography, travel and the outdoors, PHOTO+ADVENTURE is more than just a trade show, where customers are informed and buy products. The event character is emphasized by an extensive offer of workshops and seminars, outdoor adventures, live shoots, exhibitions and much more. All this is happening at an extraordinary location: the breathtaking industrial setting of the Landschaftspark's closed-down metallurgical plant.

Overall, the event invites customers to linger and offers opportunities for leisure activities. Most visitors stay more than four hours at PHOTO+ADVENTURE, about 20 % stay for 2 days or more. For you, as an exhibitor, the trade fair event taking place on the second weekend of June is perfect to present your products and services to an enthusiastic, highly educated and financially strong audience.

"At last we had a ,real' Photo+Adventure event again. It's wonderful that the photo community came in large numbers like it used to be and that we were able to have great conversations." **Andreas Klein, Tamron Europe GmbH**

"As a partner region of this year's Photo+Adventure, we were delighted about the lively interest of visitors in travelling to AIUla. We were able to have numerous exciting and great conversations about our destination at our booth, as well as at the multivision shows and our presentations. We are very much looking forward to hopefully welcoming many photographically enthusiastic travellers to the oasis of AIUla in the future and would like to thank the Photo+Adventure team for the great and smooth organisation of this show." **Lena Zeller, Experience AIUla, Partner Country 2023**

"The event in Duisburg is always a highlight of our year with a stunning location." **OM System**

1. DEVELOPMENT:



After a trade fair and festival in 2020, that was held purely as an outdoor event due to Corona, Photo+Adventure had to be cancelled completely in the consecutive years. In 2023, it successfully returned to the pre-Corona level off the cuff.

2. PHOTO+ADVENTURE – JUDGED ON A SCALE FROM 1 TO 6 (BEST TO WORST):

Activity	Score	Influence on overall score	Activity	Score	Influence on overall score
Trade Show/Exhibitors	2.1	very high	Specials	2.3	low
Presentations	2.1	medium	Treasure Hunt	2.1	low
Photo Shoots	2.1	medium	Community Adventure	2.1	low
Check&Clean	1.7	medium	Catering	2.0	medium
Photo Exhibitions	1.8	high	Location	1.3	high
Multivision Show	2.0	low	TOTAL *	1.9	
Workshops / Seminars	1.7	high			
Bike Area	3.1	medium			

96 % of all visitors would recommend Photo+Adventure to their friends.

3. PHOTO+ADVENTURE 2023 VISITORS:

- are predominantly male (51 %),
- are 48 years old on average,
- have higher education (50 % finished high school or university),
- stay longer than 4 hours (88 %) or even come back the next day (19 %),
- are enthusiast photographers (60 %),
- are outdoor-active (56 %),
- have an income above average (personal net income of € 2614 per month on average),
- appreciate the opportunity to purchase products (52 %).



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4. THE THREE PHOTO+ADVENTURE TOPICS:

- 33 % of visitors attend the show for the photography topic.
 - Those interested in photography look for products and information around DSLRs and DSLMs (56 %), Accessories (36 %). They show great interest in nature (65 %), travel (55 %), architecture & industrial photography (42 %) and portrait photography (38 %). One in seven is interested in smartphone photography.
- 35 % of visitors attend the show for the travel topic (or a combination with another topic).
 - Those interested in travel look for tour services, destination portraits and information on Europe (36 %), Germany (33 %), long-distance travelling (23 %), activity-based holidays (14 %) and travel accessories (12 %).
- 25 % of visitors attend the show for the outdoor topic (or a combination with another topic).
 - Those interested in the Outdoors look for services, offers and information on hiking/trekking (30 %), camping (22 %) and cycling/mountainbiking (22 %).

5. PHOTO+ADVENTURE 2023 MARKETING SUCCESS STORIES:

- 47 % of visitors knew the event from before. 17 % attend Photo+Adventure based on a personal recommendation. Thus, those who know us come back for more and recommend Photo+Adventure to their friends.
- 30 % learned about Photo+Adventure on the internet ,via social media channels or email newsletter. The website photoadventure.eu generated more than 400,000 page impressions before the event.
- 16 % of visitors learned about Photo+Adventure through advertisement and announcements in photo, travel or outdoor magazines, newspapers or regional magazines as well as through promotional activities or billboard ads. Overall, well over 18 million contacts were generated.

6. GEOGRAPHICAL CATCHMENT AREA PHOTO+ADVENTURE 2023:

- 46 % of visitors live in the postcode area 45000 - 49999.
- 22 % of visitors live in the postcode area 40000 - 44999.
- 14 % of visitors live in the postcode area 50000 - 59999.
- 17 % of visitors live further away within Germany.
- 1 % of visitors travel from a country other than Germany to attend Photo+Adventure.

7. EXHIBITOR FEEDBACK ON PHOTO+ADVENTURE 2023:

- 90 % of exhibitors rate Photo+Adventure 2023 very good or good (average score: 1.8).
- 97 % of exhibitors rate the organization leading up to the event very good or good (average score: 1.3).
- 90 % of exhibitors rate the organizational processes during set-up and disassembly very good or good (average score: 1.5).
- 67 % of exhibitors rate the amount of visitors very good or good (average score: 2.3).
- 98 % of exhibitors rate Landschaftspark as location very good or good (average score: 1.1).

* The overall score was a separate question in the survey. The influential factor of individual scores was calculated and categorized based on additional data. Thus, an identical category doesn't mean that there is an identical, but a similar influence on the overall score.