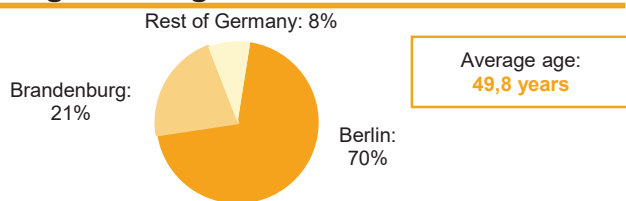


Visitor survey

Origin and age of visitors



Duration of stay and new visitors

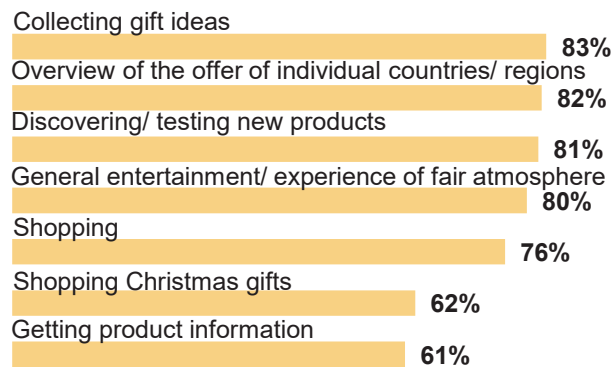
Almost **4 out of 5 visitors** spend **3 to 6 hours or even more time** at Bazaar Berlin.



More than **30% of visitors** came to Bazaar Berlin **for the first time**.

Most relevant reasons for visit*

5 out of 6 visitors attend Bazaar Berlin in order to **collect gift ideas**.



(Each rating 1-3 on a scale of 6)

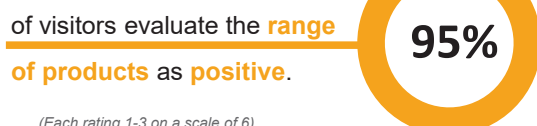
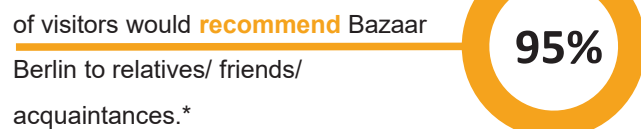
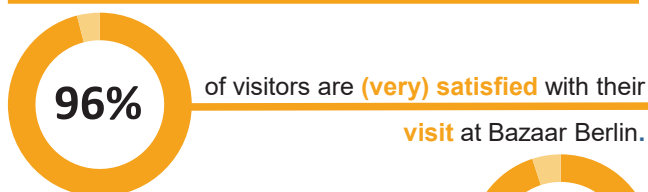
Social responsibility/ Organic & FairTrade

93% of Bazaar Berlin visitors state that **social responsibility** plays a (very) important role in terms of their personal consumption behaviour.

(Rating 1-3 on a scale of 6)

75% of visitors are willing to spend more money on **organic, FairTrade and/ or sustainable products**.

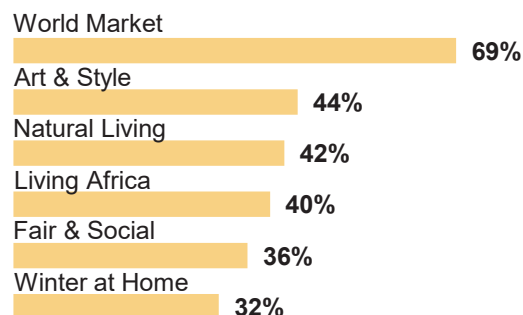
Overall satisfaction and outlook



(Each rating 1-3 on a scale of 6)

Segments of exhibition

Almost **7 out of 10 visitors of Bazaar Berlin** are very interested in the segment of exhibition **World Market**.



Product groups

Jewellery, costume jewellery, food (in general) as well as clothing/ fashion are the most interesting product groups for visitors.



Purchasing behaviour*

93% of visitors have **purchased** or **ordered** something or intend to do so during their visit.

173€ is the **average amount** each buyer **spends** at Bazaar Berlin.**

71% visitors plan to **make purchases at a later date (possibly)** based on information received at Bazaar Berlin.