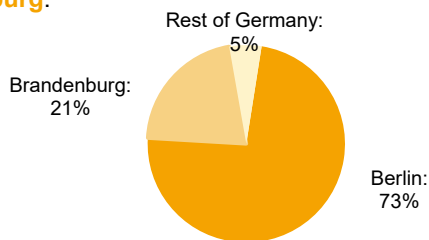


Visitor survey

Origin of visitors

Bazaar Berlin has a strong regional focus on **Berlin-Brandenburg**.



Most relevant reasons for visit*

Almost **9 out of 10** visitors attend Bazaar Berlin for the purpose of **collecting gift ideas**.



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

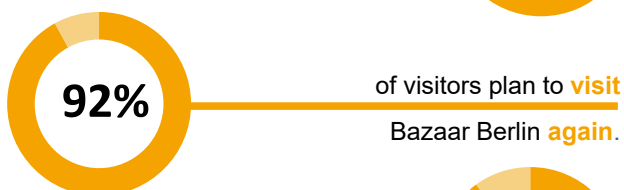
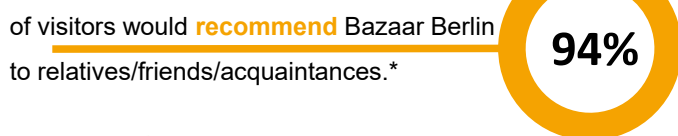
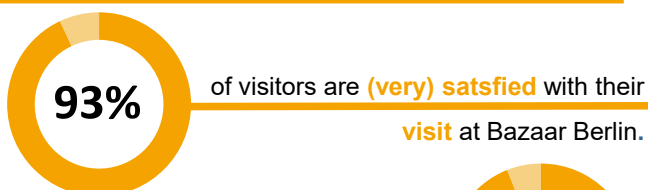
Social responsibility / Organic & FairTrade

93% of visitors state that **social responsibility** plays a (very) important role in their personal consumer behavior.

(Rating 1-3 on a scale of 6)

77% of visitors are willing to spend more money on **organic and/or fair trade products**.

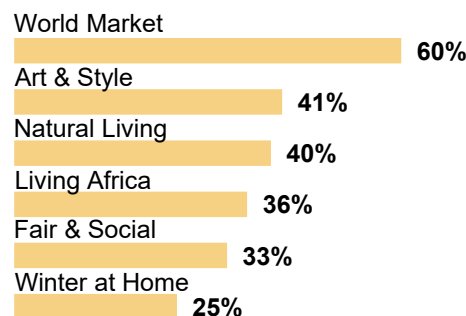
Overall satisfaction and outlook



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

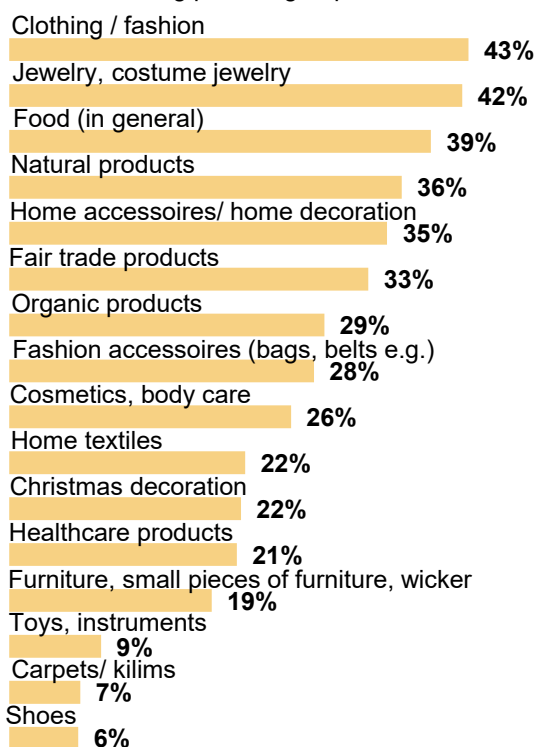
Exhibition segments

3 out of 5 visitors are (very) interested in the exhibition segment **World Market**.



Product groups

Clothing / fashion and jewelry, costume jewelry are the two most interesting product groups for visitors.



Purchasing behaviour*

90% of visitors have **purchased** or **ordered** something or intend to do so during their visit.

152€ is the average amount each **buyer** **spends** at Bazaar Berlin.**

About 3 out of 5 visitors plan to **make purchases at a later date (possibly)** based on information received at Bazaar Berlin.

basis: all respondents & excl. „no entries“

*only private visitors **adjusted evaluation excl. extreme values over 10.000 €