



**Results  
Visitors  
Survey 2022**

## Lebenslust: „Klasse statt Masse“

Due to the introduction of entrance fees for the first time, the audience was perceived as having higher quality and having significantly greater purchasing power. Interest also seemed to be significantly stronger among the majority of visitors.

Contrary to the challenging times, Messe Wien once again became Vienna's unique senior citizens' club from October 19 to 22. Because the Lebenslust invited to amuse, inform, consume and store.

Around 170 exhibitors presented the latest products and services that enrich life from 55 onwards. The spectrum ranged from health & beauty, travel & vacation, leisure & culture, fashion & styling, bath & bed, precaution & law, communication & household technology, living in old age to mobility offers such as cars, eBikes, Wiener Linien and the railroad.

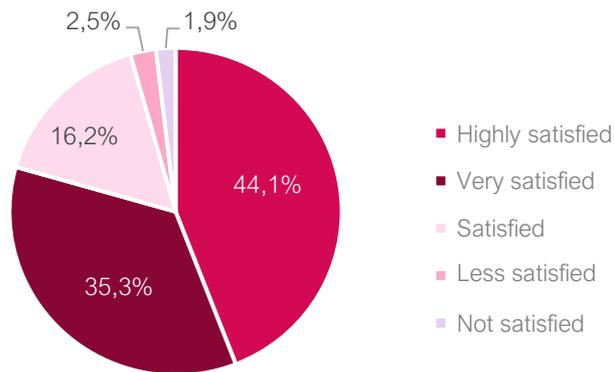
In addition to sales, the focus was on exchange and personal advice.



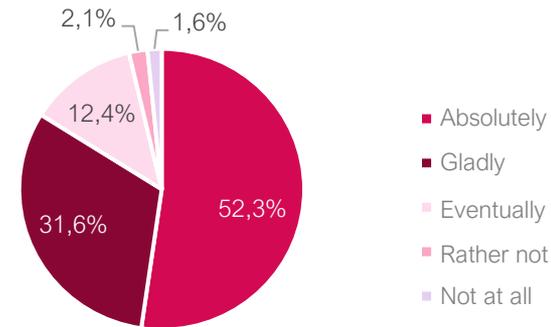
## The fun-loving regular audiences

The results of the online survey, which was conducted from **October 25 to November 14** among Lebenslust 2022 attendees, show the following basic findings from 317 participants and a 15.5% response rate:

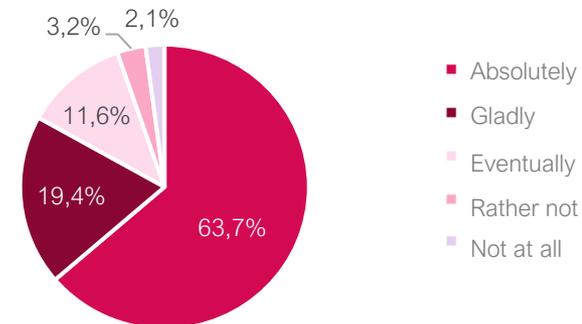
### 79,4% show themselves satisfied



### 83,9% will visit Lebenslust 2023 again



### 83,1% recommend the Lebenslust



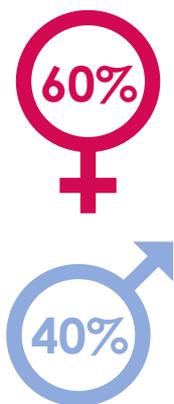
**78%** of the visitors rated the location **MESSE WIEN** as well as the **program** on the three Lebenslust stages as **"Very Good"**!



## The visitors 2022 are ...

More than 17,500 visitors were recorded at the fall edition of Lebenslust 2022. In order to effectively design a marketing campaign tailored to the visitor target group, we also take socio-demographic characteristics into account.

Compared to previous years, the audience share of men and women has shifted a bit. Compared to the Fall 2021 edition, we welcomed more male visitors this year! Other characteristics of the sample:



**60,25%**  
Live in a comitted partnership or marriage

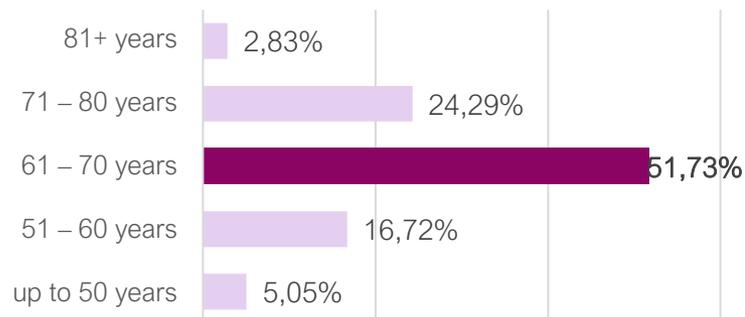


**6,94%**  
Live with & in a family



**33,75%**  
Enjoy their lifes as a single

### Age of Lebenslust visitors



## The visitors 2022 come from ...

Around three quarters of visitors come from Vienna and one fifth from the districts around Vienna. With the highest average annual gross retiree income, Vienna's retirees are financially more independent and are happy to fulfill their wishes.



**77%** of the Lebenslust visitors **come from Vienna**



**23%** come from **the other Austrian states, primarily from Lower Austria (19%)**



In 2020, the 394,616 Viennese retirees have an average annual gross income of 28,496 euros, which exceeds that of the other federal states.



## Online & media behavior of visitors 2022

### Newsletter open & click rate (KPI)

The **open rate** of the Lebenslust visitor newsletter is 48.77%.

Newsletters with raffles are particularly effective.

The click rate is **16.6%**.

According to SendinBlue, one of the largest providers of relationship marketing tools, the average open rate in the B2C sector is 25.85% and the click rate is 1.27%.



**16,6%**  
Click rate



**48,77%**  
Open rate

### Webseite lebenslust-messe.at

Through the ongoing addition and adaptation, especially of sub-pages such as /ticket, /program or /exhibitor directory, the website had 72,700 page views and **20,000 users** since May.

53.7% used their smartphone to visit the website! This means that, for the first time in history, the cell phone beats the PC with 42 % (4.3 % tablet).

**> 72k Web-Calls**

### „All about Facebook“

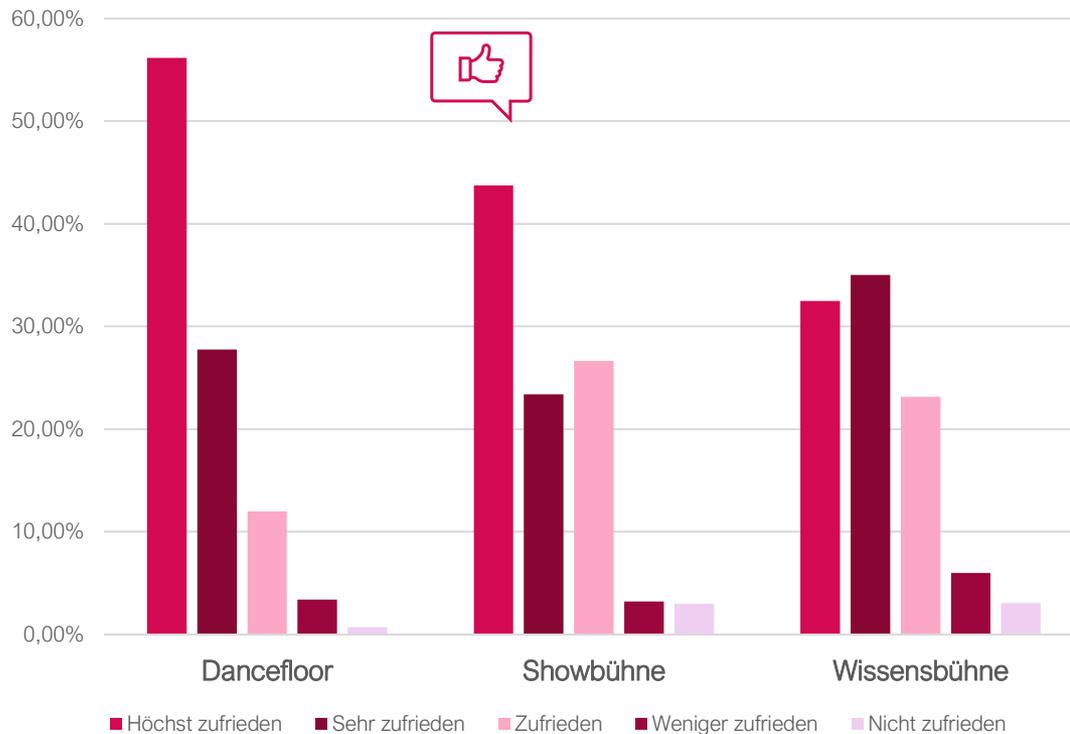
Vienna's unique seniors' club was advertised with an unprecedented advertising-machinery in print media, on TV & radio and on cultural posters, as well as with online-advertising and facebook ads.

On Facebook, we grew by 29%, reached 120,994 people and are happy about 4,100 followers: 76.8% women, 39.7% 65+ and 25.5% 55-64 years.



**> 4.000 Followers**

## The program was well received in 2022



"Best positive vibe was conveyed on the dance floor. I would recommend my friends to visit the fair just because of this area!"  
- Visitor Lebenslust 2022

"The musicians created a great atmosphere!" - Visitors Lebenslust 2022

"We went to see the Zillertaler again - just like every year. Were great again!"  
- Visitors Lebenslust 2022



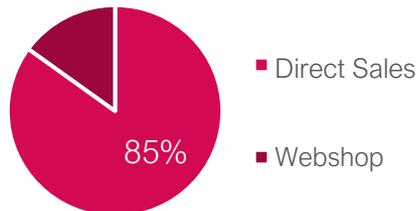
## Admission discounts for the Lebenslust 2022

As one exhibitor representative so aptly put it "*Something that doesn't cost anything is worth nothing*". This phrase led to introduce an entrance fee which laid the foundation for the Lebenslust Klasse, statt Masse (with class rather than mass). Thus the visitors proved to be extremely interested, open-minded and were willing and able to buy. Nevertheless, in order to create fair prices for the Lebenslust audience, the following discount model was developed with our (media) partners:

Officially, the day ticket at the fair box office cost 9 euros . With a clever campaign for the **discounted price of 5.50 euros**, we achieved an excellent result.

As a result, **only a dozen visitors paid the full day ticket price** and the Lebenslust was **unmissable in the media**.

In addition, the possibility of direct customer invitations in form of admission vouchers from the exhibitors was also used.

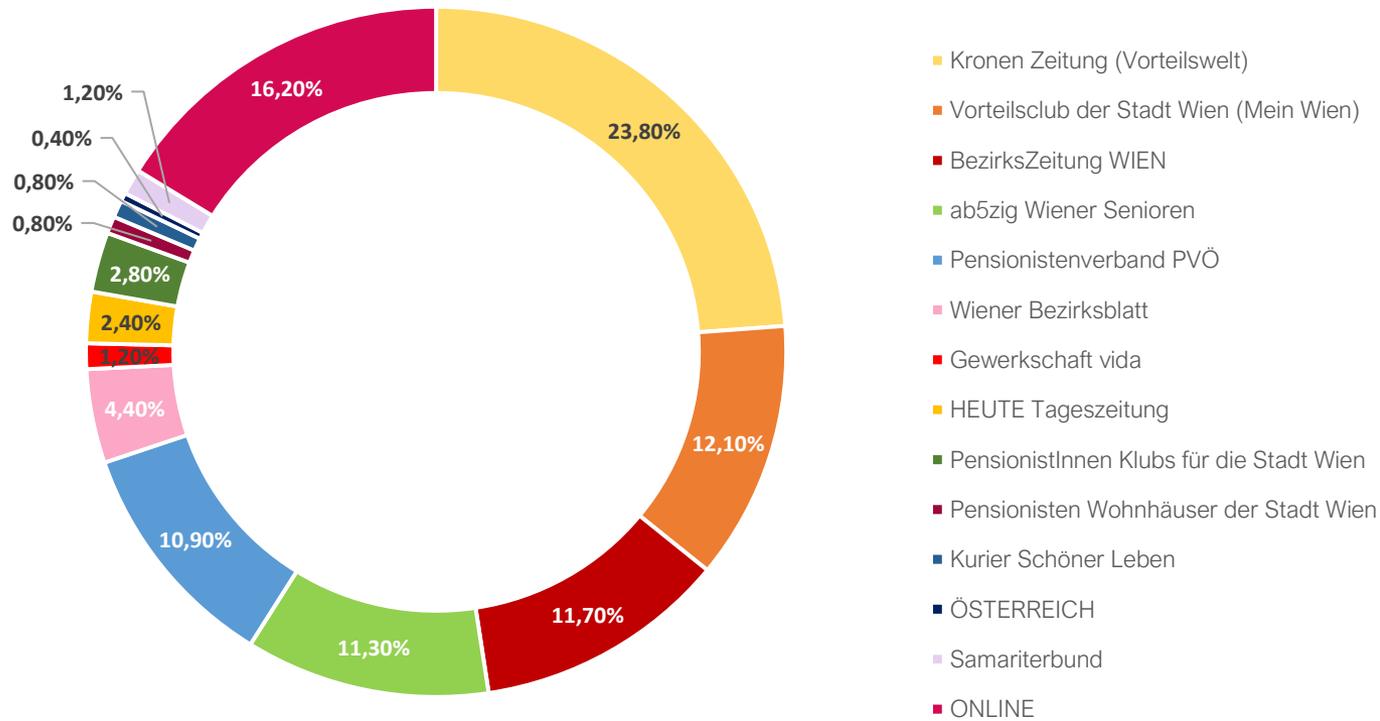


### Admission Prices Day Ticket

€5.50	<b>Online presale with promotion code</b> from our partners: ab5zig Wiener Senioren, BezirksZeitung Wien, Gewerkschaft vida, Krone Vorteilswelt, KWP & PensionistInnenklubs für die Stadt Wien, Pensionistenverband, Samariterbund, Vorteilsclub der Stadt Wien, Wiener Bezirksblatt
€5.50	<b>At the fair box office with membership card</b> of ab5zig Wiener Senioren, Gewerkschaft vida, PensionistInnenklubs für die Stadt Wien & BewohnerInnen der Häuser zum Leben, Pensionistenverband, Vorteilsclub der Stadt Wien or <b>Discount voucher</b> from the BezirksZeitung Wien, HEUTE, Krone Vorteilswelt, Kurier Schöner Leben and the Wiener Bezirksblatt
€6.00	<b>Online presale</b>
€9.00	<b>At the fair box office</b>

## Admission discount - Usage

The discount offer through our (media) partners was used as follows:





## What makes Lebenslust Vienna's most unique senior club?

- Proven event concept - the combination of sales exhibition, knowledge transfer and entertainment
- Culinary delights & live acts in a cozy atmosphere
- Regular audience
- Tailored advertising
- Ideal infrastructure at Messe Wien
- Admission discounts through potent (media) partners





## DATA & FACTS 2023

### Opening Times

Wed – Sat 18. – 21. October 2023  
daily 9.00 am – 5.00 pm

### Location

Messe Wien, Hall A, Messeplatz 1, 1020 Wien  
U2-Station „Messe-Prater“

### Parking Options

Parkhaus A „Max-Koppe-Gasse“

### Organizer

Austrian Exhibition Experts GmbH  
Prater 7, Top 3 | 1020 Wien  
Firmenbuch: FN 538960p  
UID-Nr. ATU 75824235

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