

CARAVAN SALON DÜSSELDORF: The most important dates of the year

World's biggest ranges revolving around mobile vacationing

At this year's CARAVAN SALON DÜSSELDORF from Saturday, 26 August (trade visitor and media day on 25 August) to Sunday, 3 September 2017, the international caravanning sector will again get together for its annual highlight. In (for the first time) 13 halls visitors can look forward to the world's biggest ranges for mobile holiday-making.

Commenting on this Joachim Schäfer, Managing Director at Messe Düsseldorf GmbH, said: "Caravanning and the whole segment of mobile leisure continues to undergo a real boom and enthuses vast numbers of people. Freedom, independence, proximity to nature and, above all, that desire to get to know unknown regions and cities are the ingredients that make this way of holiday-making so fascinating. The demand by participating companies was so high that we had to enlarge our exhibition area yet again."

The Industry's No. 1 Fair

In Düsseldorf the market is mapped almost completely – a unique selling point of CARAVAN SALON. No other fair gives its visitors such a large choice of brands, models and layouts. On top of this diversity of RVs the choice of accessories, technical equipment, fittings, awnings, motorhomes, campsites as well as travel destinations is also unrivalled.

On exhibition space measuring 214,000 square metres the international exhibitors present in excess of 130 caravan and motorhome brands and over 2,100 recreational vehicles in a wide variety of price categories. "CARAVAN SALON is the No. 1 fair and trend barometer for the industry. The great success of CARAVAN SALON has aroused the interest of other European and international companies – following the extension of the vehicles halls last year this applies particularly to the equipment and accessories industry. We expect the number of firms exhibiting in this segment to increase further and, hence, exceed 600 exhibitors in total. The outlook is superb and we are looking to this year's event with optimism," rejoices Director Stefan Koschke.

New Features in the Accessories Segment

CARAVAN SALON 2017 is in for a major reorganisation in the accessories segment. "To maintain the fair's great appeal it is necessary to present the



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
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 Ausstellungs- und
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 FKM – Gesellschaft zur
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

market for accessories as completely as possible. New suppliers from North America, Asia and Eastern Europe as well as the request voiced by participating accessories vendors to adapt the hall structure to the increased demand have prompted us to install a second technology area in Hall 5. This means we will be substantially expanding the ranges of fittings, installations and technical equipment yet again,” adds Stefan Koschke. This also creates an even more professional setting for order talks, business and networking.

In the modern Hall 7a a new “accessories paradise” will be created exclusively dedicated to over-the-counter sales of caravanning and camping accessories. In Hall 5 the traditional exhibition of awnings and roof-top tents as well as folding caravans will be retained alongside the new technology area. The tourism section with campsites and motorhome parks as well as travel destinations continues to be housed in Hall 7 right next to Nord entrance.

Leisure vehicles in all conceivable sizes and variations

Every year CARAVAN SALON is the place where all renowned international manufacturers present their latest generation of recreational vehicles. The spectrum is wide and varied. Commenting on this Daniel Onggowinarso, CEO of the Caravanning Industrie Verband e.V. (CIVD), said: “At the No. 1 fair in Düsseldorf everything is represented - from compact and clever to spacious and luxurious. Here everyone with an interest in caravanning finds the matching vehicle.” In the luxury category just about every customer’s wish can be catered to. Compact models are in especially high demand. “Van conversions and partially integrated motorhomes are particularly popular as entry-level models because they are also good for everyday use,” explains Onggowinarso.

Other dominating trends are “comfort” and “connectivity”. Driver’s assistance systems make travelling safer and more pleasant. Living spaces are also more comfortable thanks to modern materials and comprehensive features, for example. On top of this, electronic tools ease handling. Progressive networking makes it possible to have digital fill level indicators for water tanks and the like as well as to control heating, air-conditioning and hot water supply centrally – even by smart phone.

“StarterWorld – Discover Camping & Caravanning”

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caravanning independent of any manufacturers. In various themed worlds both beginners and seasoned caravanning enthusiasts will find interesting facts and everything they always wanted to know about mobile vacationing.

“Last year we succeeded in bringing more first-time visitors to CARAVAN SALON. Many of these “newbies” deliberately head for the StarterWorld to gather some general information enabling them to take the right purchasing decisions,” says Director Stefan Koschke. 2017 will again see experts at the “StarterWorld” provide hands-on tips and recommendations on vehicle types, travel routes and the right choice of campsites. They are also available for concrete questions and one-on-one consultations. The range addressing all age brackets is rounded off by new interactive and multi-media content.

Programme for the Whole Family

However, CARAVAN SALON is also famous for its entertainment programme revolving around mobile vacationing and making a visit to the fair an unforgettable “family affair”.

All new is the “Mountainbike-Parcours” with action guaranteed. In addition to performances by professional riders, visitors are also welcome to have a go at the Pumptrack challenges after prior registration. At the “E-Bike-Parcours” on the outdoor area between Halls 5 and 9 visitors will have the opportunity to test ride e-bikes and e-motorcycles as well as eco-movers and get their manufacturers’ advice.

Also part of the outdoor attractions and part of the Adventure Park will be a big bouncy castle as well as a trampoline, for kids and youths to test their jumping and acrobatic skills. For kids aged 4+ the Workers’ Welfare Organisation has a wide range of games in store at its stand.

At the Dream Tours Cinema Janette Emerich, Uwe Hamm and Konstantin Abert will report daily on their travels to distant countries in fascinating multi-vision shows with breath-taking images. This time the following destinations will be featured: Allgäu – Winter Camping in the Alps, the Baltics and St. Petersburg, Baikal Sea and Mongolia, at the heart of France – by motorhome from the Loire to the Atlantic, Panamericana – from Tierra del Fuego to the Caribbean, Düsseldorf – Beijing: By Land to the Middle Kingdom.



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Caravan Center on P1

Many caravanning enthusiasts will travel to the fair in their own vehicles. During the CARAVAN SALON in excess of 65,000 visitors stay in their own vehicles at the Caravan Center of Messe Düsseldorf. On the large parking lot P1 situated north of the exhibition centre there are over 3,500 serviced and non-serviced pitches. In 2017 visitors will again be able to pre-book a pitch online.

Online ticket valid for two days

This year's online ticket is also very visitor-friendly. Electronic tickets are non-transferrable and include admission to the exhibition centre on two separate days. This means visitors to the CARAVAN SALON can immerse themselves in the caravanning world for even longer and still have to pay for it only once.

TourNatur held in Parallel in Hall 6

Once again running in parallel on the second weekend (1 to 3 September) will be the outdoor fair TourNatur in Hall 6. In addition to presenting more than 5,000 hiking destinations a total of 275 exhibitors here offer the latest equipment as well as expert advice on the topic of hiking and trekking.

Facts and figures on CARAVAN SALON DÜSSELDORF

The CARAVAN SALON DÜSSELDORF 2017 is open from Saturday, 26 August, to Sunday, 3 September 2017, on each day from 10 am to 6 pm. For trade visitors and media representatives the fair is already open on Friday, 25 August. Online tickets cost Euro 14 for adults, at the cash desk Euro 18; children, schoolchildren, students and CARAVAN SALON Club members pay online Euro 10, at the cash desk Euro 14. Online-Tickets for children (aged 6 to 12) cost Euro 6, at the cash desk Euro 7. All tickets purchased online are valid for up to two days for the person named on the ticket. Admission tickets purchased in advance include free travel to and from the exhibition centre on all means of transport within the VRR network on the days of the fair (2nd class on German railways). Admission tickets purchased on the day include free travel from the exhibition centre within the VRR network.

Information and news on the CARAVAN SALON DÜSSELDORF can be found on the Internet at www.caravan-salon.de.



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Düsseldorf, Hotspot for Active Leisure Pursuit

Boasting CARAVAN SALON, TourNatur and boot Düsseldorf in its portfolio Messe Düsseldorf GmbH is the most important leisure trade fair organizer in Germany. CARAVAN SALON DÜSSELDORF is the No. 1 trade fair for mobile homes and caravans, 2016 attracting over 203,500 visitors. Held in parallel to the CARAVAN SALON since 2003, Germany's unique public trade fair for hiking and trekking TourNatur attracts some 40,000 visitors per annum. Every year in January boot Düsseldorf presents water sports in all its facets. With more than 1,800 exhibitors and some 242,000 visitors from all over the world it is the top trade fair for water sports internationally.

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