

Outstanding Mid-Term Result for CARAVAN SALON DÜSSELDORF

After the first half of CARAVAN SALON DÜSSELDORF (26 August to 3 September 2017) exhibitors and organisers can look back on outstanding results: “Manufacturers report very avid interest on the part of visitors and brisk business; the models on display are clearly going down exceedingly well. Until the end of Wednesday, we registered 130,000 visitors, which translates as 18 percent more than last year at the same point in time. This means the increase registered over the first weekend was also confirmed on the weekdays,” explains Stefan Koschke, Director of CARAVAN SALON DÜSSELDORF. He adds that the number of first-time visitors increased yet again over the previous year. “This confirms our decision to enlarge the StarterWorld in Hall 18 because we have created a perfect first point of contact for these numerous caravanning newbies. At StarterWelt we offer neutral and manufacturer-independent expert advice on vehicle types, handling of accessories and the right choice of travel routes and campsites.” This year a strikingly high number of trade visitors were registered from Asia, Australia and the USA and, on top of that, extremely high media attention. Until Sunday more than 200,000 visitors are expected to attend CARAVAN SALON.

A survey conducted by the association Caravanning Industrie Verband (CIVD) among its exhibiting members shows the great satisfaction of the caravanning sector with the way the trade fair has gone so far.

Nearly two thirds of the caravan manufacturers state they have sold more vehicles in the same period as last year, the other exhibitors see the business done so far as attaining the high level achieved in 2016.

The midway result among motorhome manufacturers is also excellent. More than half of them kicked off the CARAVAN SALON with rising sales, with 40 percent reaching the high level achieved in 2016 and only 4 percent of the motorhome manufacturers polled stating they has sold less motorhomes than last year at the midway point of the fair.

“We are delighted at the excellent visitor numbers and the fact that the caravanning sector is posting increases in all areas including the caravan and alcove segments,” says Daniel Onggowinarso, Managing Director of the association Caravanning Industrie Verband e.V. (CIVD). “This means



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25.08. Fachbesuchertag
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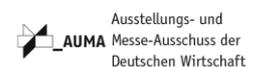
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this year's CARAVAN SALON is seamlessly continuing the successful year in 2017," added Onggowinarso. In the first seven months of the year 48,384 leisure vehicles were newly registered – a strong increase of 13,7 percent and the best result of all times for this period of the year.

CARAVAN SALON DÜSSELDORF is still open until Sunday, 3 September, from 10.00 am to 6.00 pm daily.

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