

CARAVAN SALON 2018: International Hot Spot of the Caravanning Industry

The world's largest trade fair for motorhomes and caravans

Düsseldorf invites you to participate again in the major industry event of the caravanning scene, held in late summer! CARAVAN SALON, scheduled from 25 August until 02 September 2018 (trade visitor day on 24 August), plans to offer visitors a program second to none. More than 600 exhibitors will show 130-plus caravan and motorhome brands as well as over 2,100 leisure vehicles at the largest international trade fair for motorhomes and caravans in 13 halls as well as on the outdoor exhibition space, covering an overall exhibition area of 214,000 m². CARAVAN SALON is unique in offering visitors a complete market overview, new products and innovations for the upcoming season, as well as an amazing supporting programme and promotions for the whole family.

“We are again very pleased with the excellent response from our exhibitors from the entire world and the fantastic booking status of our exhibition area. We are happy to announce at this early stage that the halls are fully booked. More and more our trade fair is turning into an international industry hotspot. CARAVAN SALON is becoming a meeting point for high-ranking delegations from Australia, Asia, the USA, and of course Europe, who come to do business in an exclusive atmosphere and a professional environment,” Director Stefan Koschke is pleased to report. He adds that CARAVAN SALON has reinforced its position as leading international trade fair thanks to the record results achieved in the previous year. “This Düsseldorf trade fair is and remains the trend barometer of the industry. We are looking forward to this year's event with optimism and anticipation,” Koschke adds.

Largest vehicle variety and several world premieres

All renowned international manufacturers will be presenting the latest generation of motorhomes and caravans at this year's CARAVAN SALON. Whether compact and clever or spacious and luxurious, the entire range of vehicles is represented at the leading international trade fair. “Nowhere else can one see such a variety and selection of products than in Düsseldorf. Every caravanning fan will find a suitable vehicle here,” says Daniel Onggowinarso, Managing Director of the German Caravanning Industry Association (CIVD). Especially popular are the compact models. “Camperized box wagons and low-profile motorhomes are favoured by



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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

newcomers. Despite their comprehensive and comfortable equipment, these vehicles are compact and easy to move,” explains Onggowinarso.

CARAVAN SALON will also again set the stage for the premiere of several technical innovations. Electronic tools that facilitate ease of use of the vehicles and increase their comfort levels are trending. The ongoing networking of various devices allows for digital level gauges for water tanks, etc. as well as the control of furnaces, air-conditioning and hot water supply via a central service panel or an app. “In order to keep the vehicles agile despite the added equipment, manufacturers are developing more lightweight designs,” says Onggowinarso.

New hall allocation for the accessories and luxury segment

In recent years, the "Technology Order" area has enjoyed great popularity among exhibitors and visitors with technical equipment, components and installations, so that a second technology hall was opened for the first time in 2017. In order to shorten the distances and optimise the division once again, the second "Technology Hall" - supplemented by exhibitors of tents, tent trailers and folding caravans - will be placed in Hall 14.

The luxury motorhome segment will move to Hall 5. Hall 7a will house the “Accessories Paradise” with direct sales of caravan and camping accessories. Right at the North entrance of Hall 7, visitors will find the tourism offers, including camping and motorhome lots, as well as travel destinations. Caravans, motorhomes, and van conversions are shown in Halls 4, 9 to 12, and 15 to 17.

“StarterWorld” with a focus on rentals

CARAVAN SALON attracts many first-time visitors (2017: 34%). The popular special exhibition “StarterWorld: Discover Camping and Caravanning” is aimed at this target group in particular. At the Hall 18 (centrally located in the outdoor area), industry experts offer a neutral and manufacturer-independent contact point for all things related to caravanning. At the various theme worlds, newcomers and experienced caravan owners alike will find out interesting facts and information on the topic of mobile recreation.

The topic “Rentals” is brand-new. Visitors who would like to try out a vacation in a motorhome or caravan will find a contact point offering consultation and many other services.



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In addition, the experts at “StarterWorld” offer practical information and recommendations concerning vehicle types, itineraries, and campground selection. They can also answer individual questions.

Modern catering concept at the Caravan Centre

The Caravan Centre at parking lot P1 is a favourite with all caravanning fans who would like to stay in their own motorhomes or caravans during CARAVAN SALON. More than 3,500 serviced and unserviced spaces are available. Because of the high demand, the lot spaces are limited and should be booked as soon as possible at the ticket shop. Starting in July 2018, visitors can reserve a space online.

After closing of the trade fair, the Caravan Centre turns into a meeting point of the community where exhibitors, visitors, journalists, and all other friends of mobile recreation can get together. The catering and food concept was completely revamped and modernized. “We are responding to the requests and improvement suggestions of our guests. The overall presentation and design of the tents is being updated, and the quality of the food and drinks offered is improved. All in all, it will be more beautiful, modern, and stylish,” says Koschke. In addition to an expanded menu, a lounge area, food trucks and a kiosk will be integrated into the concept for the first time. The beer garden in front of the party tent and the music programme at night guarantee fun, entertainment, and an opportunity to catch up with each other.

Programme for the Whole Family

The CARAVAN SALON is also known for its entertaining supporting programme revolving around mobile vacationing and making a visit to the fair an unforgettable “family affair”. The fixed program includes the dream tour cinema, the popular vintage car exhibition of the “Caravanning Oldie Club” as well as the e-bike course. For children aged 4 and over the Workers’ Welfare Association offers a wide range of games at its stand; furthermore, young people and older children can let off steam to their heart’s desire at the Adventure Camp on the outdoor space.

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



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it only once.

TourNatur held in Parallel in Hall 6

At the same time, the TourNatur will take place in Hall 6 on the second weekend (31 August to 2 September) under the theme "Live Freedom". 275 exhibitors present more than 5,000 destinations for hiking, trekking and holidays in nature as well as the latest equipment with expert advice at this trade fair for outdoor enthusiasts.

Facts and figures on CARAVAN SALON DÜSSELDORF

The CARAVAN SALON DÜSSELDORF 2018 is open from Saturday, 25 August, to Sunday, 2 September 2018, 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 15 for adults, at the cash desk Euro 18; children, schoolchildren, students and CARAVAN SALON Club members pay online Euro 11, at the cash desk Euro 15. Online-Tickets for children (aged 6 to 12) cost Euro 6, at the cash desk Euro 7. All ticket 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.com.

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 motorhomes and caravans, 2017 attracting over 232,000 visitors. Held in parallel to the CARAVAN SALON since 2003, Germany's unique public trade fair for hiking and trekking TourNatur attracts some 45,000 visitors per annum. Every year in January boot Düsseldorf presents water sports in all its facets. With more than 1,900 exhibitors and some 247,000 visitors from all over the world, it is the top trade fair for water sports internationally.

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