

CARAVAN SALON Düsseldorf a Catalyst for the Caravanning Industry

Messe Düsseldorf and the “Caravanning Industrie Verband” association (CIVD) both view the future with optimism and they are looking forward to being permitted to hold CARAVAN SALON 2020. This trade fair revolving around mobile vacationing will take place from 4 to 13 September, inviting all visitors to find out about the wide variety of mobile leisure. “We are firmly convinced that CARAVAN SALON can generate key impulses for the entire industry and that it is indispensable to offer companies a stage again to reboot the economy. It is important for us to stress once again that the safety and health of our visitors, exhibitors and employees is always our top priority. We will put the required hygiene and safety requirements in place in a comprehensive and responsible manner,” says CARAVAN SALON Director Stefan Koschke.

In close exchange with the Ministry for Health and Economics of the North Rhine-Westphalian government a viable health concept is currently being developed that makes it possible to hold trade fairs within the present frameworks and standards. The necessary hygiene and infection protection standards will be complied with across the entire fairgrounds and inside the exhibition halls. Describing the key cornerstones, Stefan Koschke says: “By adapting layout plans in all areas of the exhibition centre we are making it possible to keep the mandatory minimum distance of 1.5 m everywhere. All hygiene measures will be stepped up, there will be hand sanitising dispensers made available for stand staff and visitors at all hall entrances and stands, to name but one precaution. Only several persons at a time, who are not subject to contact restrictions, will be permitted inside vehicles – on top of this, wearing face coverings is mandatory. With this move we are putting the measures into practice that are accepted and followed by large parts of the population as things stand now.” The spread of people inside the halls and compliance with minimum distancing measures, he adds, will be ensured and enforced with the help of existing video systems and an increased deployment of staff. Additionally, the maximum number of visitors admitted will be limited to 20,000 per day. “We can guarantee this top limit by exclusively offering online tickets in advance for each day. This will also ensure visitors are registered by name,” says Koschke.

CARAVAN SALON is of particular relevance as a trend barometer for the



05.–13.09.2020

04.09. Trade Visitor Day

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**Messe
Düsseldorf**

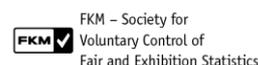
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industry especially in these unusual times. “We can offer a very wide diversity of products across all categories in our halls. What is particularly important this year is that CARAVAN SALON showcases the novel items and innovations of the coming 2021 generation of vehicles which can be compared directly with each other by interested visitors. Visitors can look forward to a great line-up of brands, models and vehicle layouts. It is, of course, regrettable that some companies will not be joining the fray but this is obviously their own individual decision,” says Michael Degen, Executive Director at Messe Düsseldorf. Not least the profile of visitors puts those responsible in a positive mood. Since in excess of 90% of visitors of the previous CARAVAN SALON came from Germany and the BeNeLux countries, the distances to travel for this target group are relatively short. Likewise, the end of the travel warning announced by the German Government for 31 countries is a positive signal, stresses Degen.

“The entire team at Messe Düsseldorf looks forward to the re-start in September and will do its utmost to channel its competence, passion and lifeblood into also making this year’s CARAVAN SALON, with the highest possible hygiene standards, an unforgettable experience again,” says Michael Degen.

Current information and the latest news can be found online at www.caravan-salon.de

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