

## Excellent Mood marks Half-Time of CARAVAN SALON DÜSSELDORF

Perfectly working hygiene concept and rising popularity of caravanning as a form of holidaymaking make for very good sales numbers

After the first half of CARAVAN SALON DÜSSELDORF (4 to 13 September 2020) organisers and exhibitors draw extraordinarily positive conclusions on their interim results. Commenting on this Stefan Koschke, Director of CARAVAN SALON Düsseldorf, said: "We are very satisfied with the results obtained so far and have succeeded in welcoming to the tune of 65,000 caravanning fans to our Exhibition Centre until the end of Wednesday. We are delighted to see our hygiene concept working so outstandingly well and the behaviour rules being accepted by visitors without problems. The mood in the halls is excellent and we are particularly happy about the accomplished re-start of the trade fair business."

Once again, a strikingly high percentage of first-time visitors has been registered at 42%, says Koschke and adds: "This shows that caravanning as a form of holidaymaking has become even more popular. Many of these "newbies" visited the StarterWorld Forum in Hall 11 in order to seek advice about the various types of vehicles, the handling of accessories and the right choice of travel routes and campsites." Many visitors also took an interest in the special show "Caravanning & Bike" – a special proposal for cycling enthusiasts that shows how well leisure vehicles and bicycles, e-bikes and motorcycles fit.

At CARAVAN SALON DÜSSELDORF to the tune of 350 exhibitors will still be presenting motorhomes and caravans of all sizes and price categories plus base vehicles, accessories, technical equipment, detachable parts, tents/awnings, mobile homes, campsites, RV parks as well as travel destinations in 10 halls and on the outdoor spaces until 13 September. Admission tickets can exclusively be purchased online at [www.caravan-salon.de](http://www.caravan-salon.de). There are still tickets available for all other trade fair days.

The outstanding climate in the caravanning industry was confirmed over the first five days of the trade fair. This is also reflected by a survey conducted by the Caravanning Industrie Verband e.V. (CIVD) among its exhibiting members.



**04.–13.09.2020**  
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Messe  
Düsseldorf

Messe Düsseldorf GmbH  
P.O. Box 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Phone +49 211 4560 01  
Fax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Board of Managing Directors:  
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VAT ID number DE 119 360 948  
Tax ID number 105/5830/0663

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Three quarters of caravan producers state that they have concluded more sales deals than in the previous year. The remaining 25% report sales on last year's record levels. Just as positive to note: these top results are posted across the board of the entire caravan product range. For motor homes even 86% of the exhibitors declared they had concluded more deals than in 2019. The remainder has so far posted results on the outstanding 2019 level. Again, all vehicle classes have benefited here; once again compact vehicles are doing particularly well. "Our particular acknowledgements and thanks go to the trade fair company, the exhibitors and also the visitors, who jointly put the hygiene concept into practice so outstandingly. Larger areas and fewer visitors also mean a more relaxed atmosphere. This positively impacts consulting conversations and sales closures. The people coming here show an extraordinarily avid interest in buying. On top of this, they are noticeably younger and include a particularly high number of newcomers. Caravanning has been trending for quite a while now and this form of holidaymaking is now seeing added interest due to the safety offered by this individual and independent way of travelling. We are optimistic for the second half of the trade fair," says CIVD CEO Daniel Onggowinarso.



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**Press Contact:**

Alexander Kempe

Marion Hillesheim

Tel.: +49(0)211/45 60-997/-994

[KempeA@messe-duesseldorf.de](mailto:KempeA@messe-duesseldorf.de)

[HillesheimM@messe-duesseldorf.de](mailto:HillesheimM@messe-duesseldorf.de)