

The entire range of mobile leisure

Exciting and varied program at CARAVAN SALON Düsseldorf

At CARAVAN SALON Düsseldorf from August 28 to September 5, 2021 (trade visitor day on August 27), visitors are invited to experience the entire range of mobile leisure. During these ten days, the Düsseldorf exhibition grounds will be transformed into a true caravanning paradise. In 13 halls and on the open-air grounds of the Düsseldorf exhibition center, 590 exhibitors will present leisure vehicles, equipment and accessories for every taste and budget. In addition to motorhomes, caravans and campervans, the range of products includes vehicle technology, components and expansion parts, tents, mobile homes, caravanning and camping accessories & equipment, outdoor clothing and equipment, tourism destinations as well as nature regions, camping and site offers.

Important for all visitors: All tickets can only be booked online at www.caravan-salon.com, which means that, as in 2020, no box office will be open. To ensure the best possible protection for all participants, proof of complete immunization or an official negative test will be a prerequisite for admission to CARAVAN SALON - only visitors who have been vaccinated, tested or have recovered will be admitted.

CARAVAN SALON celebrates 60th birthday

This year, the CARAVAN SALON will take place for the 60th time. Since the first CARAVAN SALON, which opened its doors at Messe Essen in 1962, the world's leading trade fair for mobile leisure, which is now based in Düsseldorf, has undergone impressive development.

34,500 visitors came to the first CARAVAN SALON in 1962, where 61 exhibitors from 8 countries presented caravans and accessories on 15,000 square meters. The previous record CARAVAN SALON was visited by over 270,000 caravanning fans in 2019. They saw caravans and motorhomes, accessories, expansion parts, tents, mobile homes and travel destinations presented by 645 exhibitors from 31 countries, who occupied around 214,000 square meters in 13 halls and the outdoor area. These record numbers reflected the great enthusiasm for caravanning by the public. Under normal conditions, new records could also have been expected in 2020, but the Corona pandemic put the brakes on the world's leading trade fair for motorhomes and caravans. Nevertheless, CARAVAN SALON 2020



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was also a great success, albeit under completely different circumstances. With 107,000 visitors last year, it was the trade fair with the highest attendance within the Corona pandemic and ensured very good sales results and satisfied faces among the participating exhibitors. With the comprehensive hygiene and infection control concept, Messe Düsseldorf and the Caravaning Industrie Verband (CIVD) are therefore looking forward to the upcoming event with optimism and confidence.



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StarterWorld as a contact point for information and advice

Last year, 42 percent of visitors came to CARAVAN SALON for the first time. This high rate of first-time visitors shows that the popularity of caravanning as a form of vacation has continued to grow. "The CARAVAN SALON StarterWorld in Hall 12 explains how to get started with this very special form of vacation. Here, basic questions about the appropriate model type, the permissible total weight or even technical details of the vehicles are answered clearly by experts. In the StarterWelt, visitors can get a first impression, in order to then dive into the diverse and fascinating world around mobile leisure in the various areas of the CARAVAN SALON," explains Project Director Stefan Koschke. In addition to an informative and varied stage program and the central info point with advisors, visitors can also examine the various vehicle types to get an overview of the range of caravanning.

Also in Hall 12, members of the CARAVAN SALON Club will find the Club Lounge, where visitors can simply relax for a moment in an exclusive atmosphere.

1st German Pitch Day and sample pitch in the outdoor area

The sales figures for motorhomes in particular, which have been rising for years, pose challenges for the caravanning infrastructure in Germany in the future. If the capacities of motorhome parking spaces do not grow adequately, bottlenecks threaten in some places. In order to promote the expansion, the 1st German Caravan Pitch Day will take place on Monday, August 30, at this year's CARAVAN SALON. Tourism representatives, scientists and experts, campsite operators and trade journalists, will discuss current developments in motorhome tourism. The main focus will be on the economic opportunities offered by the creation of pitches for tourists and local politicians. Following the positive response last year, a model site on the open-air site will once again demonstrate what successful site concepts

can look like. The exhibition area and the range of products and services on offer, which also includes individual advice, will be expanded compared with last year.

New Hall 3: Equipment & Outdoor and Travel & Nature

This year, Hall 3 will celebrate its premiere at CARAVAN SALON. Here, exhibitors from the Equipment & Outdoor and Travel & Nature segments will present their offerings. Visitors will find a wide range of products on the topics of travel, destinations, regions, camping and pitches as well as tents, awnings, direct sales and equipment for outdoor enthusiasts and caravanning fans.

An informative and varied program awaits on the "Travel & Nature connected" stage. According to the motto "from the world to the hall, from the hall to the world", interactive lectures will be held here for trade fair visitors as well as interested parties and tourism professionals who cannot visit the CARAVAN SALON on site this year. A direct exchange with visitors is desired and also the digitally connected interested parties can ask questions via a chat function. In addition to hiking and trekking destinations as well as camping and camping sites, the National Natural Landscapes and the Association of German Nature Parks will present true treasure troves of nature on stage.

Caravan Center

The passion for caravanning does not stop behind the exhibition halls, but also leads many visitors to the popular Caravan Center on the exhibition parking lot P1. Due to the current Corona regulations users of the Caravan Center must therefore be vaccinated, tested or recovered. Furthermore, the rules of our hygiene and infection protection concept PROTaction apply. Reservations are only possible online at www.caravan-salon.com for visitors of CARAVAN SALON.

E-Bike-Parcours in front of Hall 15

In the outdoor area in front of Hall 15, the "e-bike course" offers visitors the opportunity to try out the driving characteristics of electric bikes, e-scooters, electric scooters and eco-movers in a separate terrain.



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Facts and figures

CARAVAN SALON DÜSSELDORF 2021 will be open from Saturday, August 28, to Sunday, September 5, 2021, from 10 a.m. to 6 p.m. each day. For trade visitors and media representatives, the trade fair is already open on Friday, 27 August. The online day ticket costs 15 euros for adults; schoolchildren, students and CARAVAN SALON Club members pay 11 euros, and the ticket for children (6 to 12 years) costs 5 euros. The price for the afternoon ticket (Monday - Friday, 14:00 - 18:00 only) is 9 Euro. Tickets and pitch reservations are available exclusively in advance online, no box offices will be opened! The ticket includes free return travel to the exhibition grounds within the Rhine-Ruhr Transport Authority (VRR) on the day of the trade fair visit (DB 2nd class).

Up-to-date information and news are available on the Internet at www.caravan-salon.com.

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