

CARAVAN SALON DÜSSELDORF: Trade fair concept works

Caravanning very popular / Excellent sales and good atmosphere in the halls

After the first half of CARAVAN SALON DÜSSELDORF (28 August to 5 September 2021) both organisers and exhibitors take satisfactory stock and can report great attendance figures for the first major general-interest fair in Germany: "Until Wednesday included we succeeded in welcoming more than 100,000 visitors to our exhibition grounds. The trade fair concept worked out extremely well. By consistently complying with the VRT rules (Vaccinated, Recovered, Tested) and thanks to the really mindful attitude of our exhibitors and visitors we have been able to moderately increase the original daily visitor quota of 20,000," delights Michael Degen, Executive Director of Messe Düsseldorf, and goes on to say: "For the second weekend we recommend visitors to take to the Park & Ride lots in Düsseldorf and to use the Rheinbahn trams. Their online tickets include the free round trip by bus and tram in greater Düsseldorf."

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.

For caravans three quarters of the manufacturers report a higher number of business deals closed than in the previous year – across the entire product range. The remaining 25% stated they had made sales at last year's record levels. Hard to imagine but business was even better for motor caravans. Here, the overwhelming majority of 83% producers posted higher sales than in 2020. 30% stated that sales had "risen strongly". The remaining suppliers so far registered results at 2020 levels. The mobile home segment also saw all vehicle classes benefit from this trend and compact models continued to sell especially well.

"CARAVAN SALON again serves as a pioneer and shows like last year: with the right precautions trade fairs can be held safely and successfully. The atmosphere in the halls is excellent. Exhibitors are delighted to have an attractive sales platform offered to them and visitors are happy to be able to explore the complete range of models and products "live" and at ease – after all, this is only possible here. Caravanning has been the No. 1 trend for holiday-making since the COVID pandemic if not before. Rephrasing the VRT-



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

rule for visitors you could say that the world's largest caravanning trade fair also complies with the VRP-rule: "Visited, Reviewed, Purchased". We are particularly delighted with visitors' low average age and the extremely high percentage of first-time visitors," says Daniel Onggowinarso, CEO of the Caravanning Industrie Verband (CIVD).

At CARAVAN SALON DÜSSELDORF 2021 653 exhibitors from 31 countries present in 13 halls and on the open-air grounds of the Düsseldorf exhibition center, 653 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.

For current information and the latest news visit www.caravan-salon.com

Photos can be found on the Portal at:

<http://medianet.messe-duesseldorf.de/press/caravan-salon/main>

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