

CARAVAN SALON as a showcase for innovations and new products

High level of satisfaction among exhibitors and visitors

Mobile leisure form caravanning proves popular

After the first half of CARAVAN SALON DÜSSELDORF Messe Düsseldorf draws a very positive interim balance: "The excellent mood among exhibitors and visitors is proof of the enormous popularity of caravanning as mobile leisure form. There is a great atmosphere in the exhibition halls and on the open-air grounds. Once again it is evident that CARAVAN SALON remains indispensable as the world's most important trade fair and industry meeting place. Visitors want to experience the innovations and new products which can be found at the trade fair," says Project Director Stefan Koschke. For the first time in the history of the fair, the entire range of caravanning can be explored in 16 halls with 736 exhibitors. Including Wednesday, 31st August, more than 140,000 visitors came to the trade fair. "This great popularity is also a confirmation of the excellent joint work of the exhibitors, the Caravanning Industrie Verband and our trade fair company," said Koschke.

He added that the range of products at the fairgrounds had also appealed to many young people and families. For these newcomers, the advice offer "StarterWelt" is the place to go for initial orientation and service assistance.

The Caravanning Industrie Verband e.V. (CIVD) is very satisfied with the course of CARAVAN SALON so far: "The atmosphere in the 16 halls is excellent. According to the exhibitors, the visitors are again showing great interest in motorhomes, caravans and accessories this year and are very well informed. In view of the challenging general conditions we all face, the unabated high demand and enthusiasm for our products is another reason to look to the future with optimism," reports Daniel Onggowinarso, Managing Director of the CIVD. Daniel



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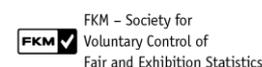
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Onggowinarso very much welcomes the fact that CARAVAN SALON is no longer just about the products, but that the trade fair has also developed into an important platform for dialogue: "In the past few days we have welcomed numerous representatives from politics and the tourism industry here in Düsseldorf. This is further proof that caravanning is increasingly being understood as an important economic factor and form of tourism with potential that is far from being exhausted. Therefore, we are pleased that CARAVAN SALON has also developed into a forum for exchange with political and tourism decision-makers."

At CARAVAN SALON DÜSSELDORF, 736 exhibitors from 34 countries are presenting leisure vehicles, equipment and accessories for every taste and budget in 16 halls and on the open-air site until 4 September. In addition to motorhomes, caravans and campervans, the range of products includes vehicle technology, components and finishing parts, tents, mobile homes, caravanning and camping accessories & equipment, outdoor clothing and equipment, tourist destinations as well as nature regions, camping and other offers.

You will find a large selection of photos at <http://medianet.messe-duesseldorf.de/press/caravan-salon/main>.

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