

CARAVAN SALON 2023: industry provides caravanning community with unparalleled bandwidth of products

Current trend themes, innovations and visions for the coming years to be presented in Düsseldorf

Soon, the curtain will rise again at last on the most important event in the caravanning calendar. All indications for the 62nd CARAVAN SALON, bringing together the whole world of mobile travelling from 25 August to 3 September, are excellent. "Its position as the leading global trade fair has also meant our booking figures for this year's CARAVAN SALON speak a clear language. Exhibitors' interest has again proved enormous and we are delighted to have achieved and even surpassed last year's record levels," says Stefan Koschke, Project Director at CARAVAN SALON. In 16 halls and on the outdoor premises of the Düsseldorf exhibition centre over 750 national and international exhibitors will present themselves on 250,000 square metres. "CARAVAN SALON offers the by far biggest range revolving around mobile leisure – visitors do not get to see such a wide variety of brands, models and layouts at any other leisure fair," adds Stefan Koschke.

Caravanning embodies individuality like hardly any other form of holidaying. For people spending their holidays in motorhomes and caravans this not only means flexible travel planning but is also reflected by the choice of vehicle and its furnishings. The industry offers the constantly growing caravanning community an unparalleled spectrum of products and numerous design options. Nowhere is this as evident as at CARAVAN SALON, explains Daniel Onggowinarso, Managing Director of "Caravanning Industrie Verband (CIVD)": "Caravans and motorhomes offer holidaymakers many possibilities for personalising their own vehicles. This is why visitors not only find a plethora of vehicle layouts at CARAVAN SALON but also a huge line-up accessories. These range from outdoor awnings to home entertainment systems. Caravanning enthusiasts place great emphasis on individuality in vehicle design and have a high emotional attachment to their motorhomes or caravans."

Interior design: bright, natural and multi-functional

The demands customers make on caravan and motorhome interiors have increased. Sleeping and living areas are expected to be modern and high-quality. Here natural and bright interior furnishings are trending: interiors are characterised by bright, warm colours and natural wood tones. For furniture and



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accessories designers bank on sustainable materials. With technical equipment the focus is on multi-functional approaches: bed and bathrooms boast folding and fold-out components, worktops are easy to slide and seating facilities can be rearranged. Living space is extended in just a few simple steps. Controlling on-board systems by tablet or smartphone has long been state of the art in the industry; we are now even seeing the first models featuring voice command control. This allows owners to conveniently control water and gas filling levels, or switch on air-conditioning and heating.

Compact meets flexibility meets comfort

Caravans offer holidaymakers plenty of flexibility at their holiday destinations and convince them with a great sense of lifestyle. The diversity of caravan models is rising year on year, thereby opening the door to more and more possible uses. The market has long since offered not only caravans oriented towards family holidays but also models that address such target groups as active sportspeople thanks to their large storage space and furnishing extras.

Likewise, the choice of models for motorhome users is as wide as ever today: next to popular classics such as alcove models and semi or fully integrated models, compact motorhomes are becoming more and more popular. Campervans are the fastest growing segment and accounted for more than half of all new registrations last year. One of the key aspects appreciated in compact vehicles is their easy handling and suitability for everyday use thanks to their size. Those attaching importance to compact layouts, however, do not necessarily have to take to the smallest vehicle category: compact, semi-integrated motorhomes are trending and combine the advantages of the various motorhome types. They stand out with their manageable size and agility, on the one hand, but, on the other, also offer plenty of space and the comfort known from fully integrated models thanks to smart interior solutions. Applying to all motorhome types: owing to the latest technology the driving experience hardly differs from regular passenger vehicles, which additionally eases adoption for caravanning newcomers.

Base vehicles show diversity

On account of the high demand for motorhomes there are also more and more base vehicle manufacturers entering the caravanning market. Next to Fiat Ducato and the identical Citroën and Peugeot models, vehicles by Ford, Iveco, MAN, Mercedes, Renault, and Volkswagen have also long formed part of many



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motorhome manufacturers' ranges. The extended selection of chassis not only offers customers additional options but also provides manufacturers with even more design options.



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Tickets and prices for CARAVAN SALON Düsseldorf 2023:

1-day tickets for adults cost € 19 for weekends, € 17 during the week; discounted tickets (college & university students, Club CARAVAN SALON & boot, ADAC) cost € 16 for weekends, € 14 during the week while for children (aged 6 to 12) the 1-day ticket costs € 8 for weekends and € 6 during the week. In addition, an afternoon ticket will be offered at € 10 from Monday to Friday (2.00 pm to 6.00 pm). Preview Day tickets for adults cost € 35 (discounted € 30), children aged 6 to 12 pay € 8.

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