

# CONNECTED THROUGH PASSION.

31.08. – 08.09.2024



30.08.2024 Preview Day

**Travel & Nature – The Tourism area of CARAVAN SALON**  
Information & participation models for exhibitors

Ideeller Träger  
  
**CIVD**  
Caravaning Industrie  
Verband e.V.

  
Messe  
Düsseldorf

## CARAVAN SALON 2023 in figures



**771 exhibitors**

**126.686 m<sup>2</sup> net space**

**256.326 visitors from  
66 countries**

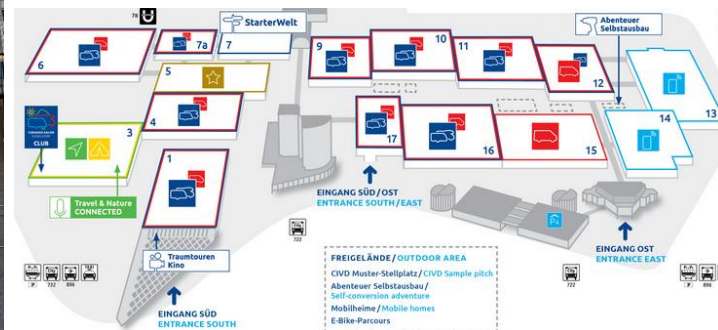
**approx. 20.000 trade  
visitors**

**> 1,300 accredited  
journalists from 34  
countries**



**Social media >100.000 follower**

**16 halls clearly planned:**



Basis for  
Business

**Messe  
Düsseldorf**

## The CARAVAN SALON...



- ... is the **world's largest** and **most** important trade fair in the caravanning sector
- ... is the only trade fair attended by trade visitors, media representatives and associations from **all continents**

### 2023:

- The most successful event in terms of **exhibitors** and **exhibition space** up to now
- With **12 %** the highest proportion of international visitors so far
- With **42%** high first-time visitor rate
- With **30%** a high proportion of newcomers
- Around **39%** of visitors come from outside NRW

## The CARAVAN SALON offers



- ... an **affluent audience** with  
Ø > € 5500,- household income
- ... a strong community with 214,000  
**CARAVAN SALON Club members**
  - Of these > **40% visit** the  
CARAVAN SALON every year

- ... a **wide audience** :
  - Young adults & family
  - Best Ager
  - Touristic switchers
  - Travel enthusiasts
  - Trade visitors
  - Media representatives & content creators
  - Associations & organizations

**61% already have a vehicle and have a great need for tourist inspiration!**

## Travel & Nature - The tourism area



### Where?

Centrally located in **Hall 7.0** in the turnstile between the North Entrance, Hall 5, 7a and Hall 9

### For whom?

Regions, tourist offices, media, outdoor activity and hiking providers, caravanning tour operators, camping and pitch operators, etc.



All providers around traveling, "being on the road & being active" are welcome!

## Travel & Nature - The tourism area



**Add on** Travel & Nature **CONNECTED stage**  
(2023: **40%** of visitors were interested)

**Tourism b2b specialist program** e.g. symposium  
"Nature. Tourism. Future" or "German Pitch Day"





## Good reasons (based on the 2023 visitor survey)



- Boom in caravanning: very high demand for tourist offers and destinations
- Caravanning is a **year-round topic**, regardless of the season (short trips, winter camping & micro-adventures, etc.)
- Top 5 destinations:
  - Germany 61%
  - Netherlands 28%
  - Italy 28%
  - France 24%
  - Austria 21%

- **47%** of visitors and **43%** of trade visitors were interested in tourism offers
- **12%** of foreign visitors offer potential for Germany as a travel destination
- **2/3** of visitors are planning a caravanning vacation. Destinations are elementary for this form of travel

## Participation opportunities



### Complete duration 10 days:

Friday 30.08. - Sunday 08.09.2024...

- ... with **own stand construction**
- ... with stand construction via Messe Düsseldorf or special complete tourism offer Tourism "Share" (see following slide)

### Parttime participation 5 days\*:

- Either from Friday 30.08. to Tuesday 3.09.2024 or
- Wednesday 4.09. to Sunday 8.09.2024

\* Only bookable as part of our exclusive complete stand offer Tourism "Share" (see following slides)



Did you know that you can organize a group stand and thus organize part-time participation yourself?  
We will be happy to advise you!





Stand example for the different units (6, 9 and 12 m<sup>2</sup>)  
bookable: complete duration or 5-day participation

## Complete stand offer *Tourismus „Share“*



### Services included\*

- Stand space rental
- Stand construction & equipment
- 3 graphics for your presentation (2x illuminated back wall, 1x counter)
- Counter with 2 stools
- Brochure stand
- 3-way power socket
- Lighting
- 3 exhibitor passes

\* Details see [form S2](#)

### Package price\*\*

5-days

Row stand: 300 €/m<sup>2</sup>

Corner stand/ End of block: 310 €/m<sup>2</sup>

10-days

Row stand : 350 €/m<sup>2</sup>

Corner stand/ End of block: 360 €/m<sup>2</sup>

\*\*all prices are to be understood as subject to German turnover tax at the statutory rate. Excl. AUMA charge, waste-disposalfee during fairtime and advertising fee

## Contact:



If you are interested in participating and have any questions, please do not hesitate to contact us:

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# THANK YOU FOR YOUR ATTENTION!

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Preview Day 30.08.2024

Ideeller Träger



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