

CARAVAN SALON 2026

Travel & Nature –
The tourism area

Information & participation
models for exhibitors

Messe
Düsseldorf



CARAVAN SALON 2025 - figures



811 exhibitors from
40 countries

121.439 m² net
space

270,421 visitors
from **88** countries

270,421 visitors
from **88** countries

270,421 visitors
from **88** countries



> 1,100 accredited
journalists from **22**
countries

> 234,000 CARAVAN SALON
Club members

Social media **>125.000**
follower

Approx. **340** accredited
content creators

The CARAVAN SALON...



- ... is the world's largest and most important trade fair in the caravanning sector
- ... covers almost the entire market in the caravanning segment
- ... is the only trade fair attended by trade visitors, media representatives and associations from all continents
- ... appeals to a broad audience:
 - Young adults & families
 - Best Agers
 - Touristic switchers & caravanning beginners
 - Travel enthusiasts
 - Trade visitors
 - Media representatives & content creators
 - Associations & organizations



CARAVAN SALON – visitor survey 2025

Affluent customers with $\emptyset > \text{€ } 6000,-$
monthly household income

37% First-time visitors

Over-regional appeal: >46,000 visitors
with a journey of over 300 km

Over-regional appeal: >46,000 visitors
with a journey of over 300 km

62% share: vehicle owners with a **need
for touristic inspiration**

65% are planning a caravanning vacation

57% are interested in Travel & Nature

**31% are interested in the Travel & Nature
CONNECTED stage program**



CARAVAN SALON – exhibitors survey 2025

- 96% satisfied to very satisfied overall
- 82% said they would definitely or probably come again
- 83% are very satisfied or satisfied with the number of visitors
- 93% of exhibitors are very satisfied or satisfied with visitor quality
- 87% very satisfied or satisfied with business success
- 83% very satisfied or satisfied with specific purchase intentions



CARAVAN SALON – Reiseziele - Outdooraktivitäten

Where?

Centrally located in hall 7.0 in the turnstile between the North Entrance, hall 5, 71 and hall 9 see [site map 2025](#)

For whom?

Regions, tourist offices, outdoor activity and hiking providers, caravanning tour operators, camping and pitch operators, media, digital & tourism service providers for campers



All providers around traveling, "being on the road & being active" are welcome! & aktiv-sein " sind willkommen!

CARAVAN SALON – Travel & Nature CONNECTED stage (b2c)

- free of charge for exhibitors: participation in Travel & Nature CONNECTED supporting program
- Attractive hall and stage design
- Specials on stage



CARAVAN SALON – conference program DESTINATION FUTURE (b2b)

Varied mix of topics for know-how, innovation and growth in destination development: Destination Future 2025

- 5th German Pitch Day
- CARAVAN SALON InnovationStage
- Symposium: Nature.Tourism.Future.
- Travel Industry meets Caravanning
- Camping Destination Day
- Award Quality certificates *Wanderbares Deutschland* (Hiking Germany) & Outdoornavigation-Hub
- Future Day Active Tourism



CARAVAN SALON – participation opportunities for exhibitors

Complete duration (Friday 28.08. -
Sunday 06.09.2026):

- individual with own stand construction
- with Complete stand offer via Messe Dusseldorf or
- special complete tourism offer Tourism „Share“ (see following slide for further information)

OR

5 days of participation by using the complete package *Tourism „Share“***

- Either from **Friday 28.08. to Tuesday 01.09.2026** or
- **Wednesday 02.09. to Sunday 06.09.2026**

** Tourismus „Share“ see following slide

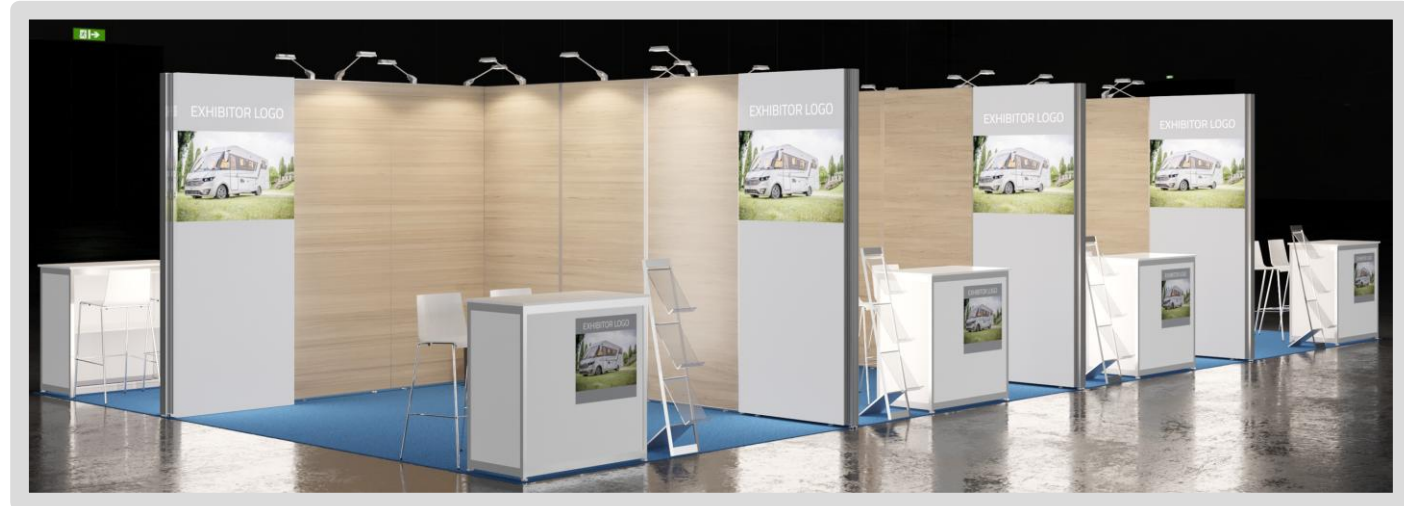
Did you know that you can organize a group stand and thus organize part-time participation yourself?
We will be happy to advise you!!

CARAVAN SALON – complete stand offer *Tourism „Share“*

Tourism „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](#)



Tourism „Share“ - Package price**

	<u>5-days</u>	<u>10-days</u>
Row stand:	310 €/m ²	360 €/m ²
Corner stand /	320 €/m ²	370 €/m ²
End of block:		

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

CARAVAN SALON – contact

The CARAVAN SALON team will be happy to answer any questions you may have:

Stand rental/exhibitor service:
Patricia Barth
Senior Project Manager

+49/211 4560 485
BarthP@messe-duesseldorf.de

Stage program/specials:
Jessica Schmitz
Senior Project Manager
+49/211 4560 546
SchmitzJ@messe-duesseldorf.de





Thank you