

CARAVAN SALON 2018

| | | | |
|----------------------------|------------|------------------------------|----------------|
| Exhibitors total | 611 | Net space total (sqm) | 110,461 |
| Exhibitors Germany | 384 | Net space Germany | 82,311 |
| Exhibitors other countries | 227 | Net space other countries | 28,150 |
| Number of countries | 34 | | |



Visitors total 250,211

Basis visitor data: private visitor survey

| | |
|------------------|-----|
| Germany | 88% |
| Other countries | 12% |
| - Europe | 97% |
| - Outside Europe | 3% |

Number of countries 75

TOP 10 visitor countries

(Basis: all foreign private visitors)

| | |
|------------------------------------|-----|
| Netherlands | 35% |
| Belgium | 25% |
| Switzerland | 8% |
| France | 6% |
| Great Britain and Northern Ireland | 5% |
| Spain | 4% |
| Luxembourg | 4% |
| Austria | 3% |
| USA | 1% |
| People's Republic of China | 1% |

The world's largest trade fair for motor homes and caravans

Dusseldorf • Germany

25.8. - 2.9.2018

www.caravan-salon.com

Preliminary data; Subjects to change
(G1-MF/September 2018)

1,484 accredited journalists from 29 countries

Structure of private visitors

Based on the results of 2,062 interviews with private visitors during CARAVAN SALON 2018 conducted by means of the Computer-Interview-System

Interest in product ranges

(Several answers possible)

| | |
|---|-----|
| Motor caravans | 46% |
| Caravans/travel trailers | 34% |
| Camping accoutrements/ Camping equipment/-parts | 27% |
| Vans | 26% |
| Outdoor and leisure articles | 24% |
| Caravanning tourist industry, camping site | 19% |
| Tents, folding/tent caravans | 16% |
| Detachable parts and components | 15% |
| Camping vans | 14% |
| Energy supply/electrical installations/-appliances | 11% |
| Antennas/receivers/navigation systems | 8% |
| Installation/heating systems/ gas/water | 8% |
| Vehicle parts/chassis units/ axles/trailer equipment | 6% |
| Mobile homes | 5% |
| Rental cars | 5% |
| Basic vehicles | 4% |
| Financing/insurance | 3% |
| Other | 4% |

Reasons for visit

(Several answers possible)

| | |
|---|-----|
| New developments/trends | 50% |
| Initiating purchase decisions | 33% |
| Purchase/Order | 11% |
| Identifying new providers/ products (or new suppliers/ business partners) | 9% |
| Contact with existing providers/ suppliers/business partners | 7% |

Ownership of leisure vehicles

(Several answers possible)

| | |
|----------------------------|-----|
| Yes | 64% |
| - Caravans/travel trailers | 40% |
| - Motor caravan/motor home | 36% |
| - Vans/camping buses | 20% |
| - expedition vehicle | 2% |
| - others | 4% |
| No | 36% |

New suppliers / products were found

| | |
|-----|-----|
| Yes | 74% |
|-----|-----|

Age

| | |
|-------------------|-----|
| up to 20 years | 2% |
| 21 - 30 years | 6% |
| 31 - 40 years | 10% |
| 41 - 50 years | 24% |
| 51 - 60 years | 35% |
| 61 - 70 years | 19% |
| 70 years or older | 4% |

Purchase intention leisure vehicle

| | |
|----------------------------------|-----|
| Yes, before the end of 2018 | 11% |
| Yes, at a later date (from 2019) | 47% |

Overall assessment

| | |
|-----------|-----|
| Satisfied | 96% |
|-----------|-----|

Recommendation

| | |
|-----|-----|
| Yes | 98% |
|-----|-----|



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