

CARAVAN SALON 2022

Exhibitors total	736
Exhibitors Germany	449
Exhibitors other countries	287
Number of countries	35

Net space total (sqm)	124,177
Net space Germany	84,857
Net space other countries	39,320



The world's leading trade fair for mobile travel

Düsseldorf • Germany
27.08 - 04.09 2022

www.caravan-salon.com

Visitors total* 237.117

Basis visitor data: visitor registration

from Germany	88%
from abroad	12%
Number of countries	72

Basis visitor data: visitor registration

TOP 10 visitor countries

(Basis: all foreign visitors)

Netherlands	27%
Belgium	18%
Switzerland	6%
France	5%
Österreich	4%
Greatbritain and Northern Ireland	4%
Spain	4%
Luxembourg	4%
Poland	3%
Italy	3%

1291 accredited journalists from 27 countries

Preliminary data, subject to changes
Market Research / September 2022

Structure of private visitors

Based on the results of 2.756 interviews with private visitors during CARAVAN SALON 2022 conducted by means of the Computer-Interview-System

Interest in product ranges

(Several answers possible)

Motor caravans	52%
Caravans/trailers	31%
Vans (camper vans with bathroom)	31%
Camping vans (camper vans without bathroom)	13%
Basic vehicles	6%
Mobile homes	6%
Energy supply/electrical installations/-appliances	17%
Detachable parts and components for caravans and motor caravans	13%
Installation/heating systems/gas/water	10%
Antennas/receivers/navigation systems	9%
Vehicle parts/chassis units/equipment	9%
Caravanning and campsite equipment	29%
Outdoor and equipment	28%
Tents and accessories	21%
Caravanning tourist/outdoor activities	11%
Campsite equipment suppliers/ leisure equipment suppliers	8%
Rental agents	4%
Trade magazines, publishing houses, other media	3%
Associations and federations	2%
Financing/insurance	2%
other	5%

Ownership of leisure vehicles

(Several answers possible)

Yes	61%
- Caravans/travel trailers	37%
- Motor caravan/motor home	34%
- Vans	16%
- Camping buses	12%
- Expedition vehicle	1%
- others	3%

Purchase intention of leisure vehicles*

Yes	55%
Yes, before the end of 2022	12%
Yes, at a later date (from 2023)	43%

Age

up to 20 years	1%
21 - 30 years	8%
31 - 40 years	12%
41 - 50 years	19%
51 - 60 years	36%
61 - 67 years	18%
67 years or older	6%

Reasons for visit

(Several answers possible)

General information about new vehicles	40%
Testing, trying out	38%
Planning the purchase of a new vehicle	34%
Search for components/accessories	32%
Planning to extend/convert a vehicle	16%
Information about used vehicles	7%
Information about renting vehicles	5%
other	10%

New suppliers / products were found

Yes	72%
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Overall assessment

Satisfied	96%
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Recommendation

Yes	97%
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*difference to 100% = no answer



Messe Düsseldorf GmbH
Postfach 10 10 06 - 40001 Düsseldorf - Germany
Tel. +49 211 4560-01 - Fax +49 211 4560-668
www.messe-duesseldorf.de

