

CARAVAN SALON 2017

Exhibitors total	608	Net space total (sqm)	109,321
Exhibitors Germany	383	Net space Germany	81,737
Exhibitors other countries	225	Net space other countries	27,584
Number of countries	33		



Basis visitor data: visitor survey

Visitors total	233,702	TOP 10 visitor countries	
From Europe	99%	<i>(Basis: all foreign visitors)</i>	
- Germany	88%	The Netherlands	33%
- Other Europe	11%	Belgium	17%
From Non-European countries	1%	France	7%
Number of countries	69	Switzerland	6%
		Great Britain	5%
		Spain	4%
		Luxembourg	4%
		Denmark	2%
		United States	2%
		Austria	2%

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

Dusseldorf • Germany

26.8. - 3.9.2017

www.caravan-salon.com

1,140 accredited journalists from 29 countries

(GI-MF/September 2017)

Structure of private visitors

Based on the results of 2,003 interviews with private visitors during CARAVAN SALON 2017 conducted by means of the Computer-Interview-System

Ownership of leisure vehicles

(Several answers possible)

Yes	66%
- Caravans/travel trailers	28%
- Motor caravan/motor home	26%
- Vans/camping buses	11%
- expedition vehicle	1%
- others	3%
No	34%

Interest in product ranges

(Several answers possible)

Motor caravans	53%
Caravans/travel trailers	38%
Camping accoutrements/	
Camping equipment/-parts	33%
Outdoor and leisure articles	26%
Caravanning tourist industry,	
camping site	24%
Vans	22%
Detachable parts&components	19%
Tents, folding/tent caravans	17%
Camping vans	16%
Energy supply/electrical	
installations/-appliances	13%
Antennas/receivers/navigation	
systems	9%
Installation/heating systems/	
gas/water	8%
Vehicle parts/chassis units/	
axles/trailer equipment	7%
Mobile homes	5%
Rental cars	4%
Basic vehicles	4%
Financing/insurance	2%
Other	4%

Reasons for visit

(Several answers possible)

New developments/trends	51%
Initiating purchase decisions	38%
Purchase/Order	12%
Identifying new providers/	
products (or new suppliers/	
business partners)	10%
Contact with existing providers/	
suppliers/business partners	7%

Purchase intention leisure vehicle*

Yes, before the end of 2017	12%
Yes, at a later date (from 2018)	46%
No	38%

New suppliers / products were found

Yes	76%
-----	-----

Age

up to 20 years	1%
21 - 30 years	5%
31 - 40 years	11%
41 - 50 years	26%
51 - 60 years	35%
61 - 70 years	18%
70 years or older	4%

Overall assessment

Satisfied	97%
-----------	-----

Recommendation

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

*Difference to 100% = no answer



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Germany
Tel. +49 (0) 211/45 60-01
Fax +49 (0) 211/45 60-6 88
www.messe-duesseldorf.de

