



Fair Profile CARAVAN SALON DÜSSELDORF

The world's largest trade fair for motor homes and caravans
27th August - 4th September, 2016
www.caravan-salon.com

Preliminary data, Subject to change (G1-MF/September 2016)

Exhibitors total	560
Exhibitors by origin	
Germany	364
Other countries	196
Number of countries	30

Net space total (sqm)	104,461
Net space by origin	
Germany	78,098
Other countries	26,363

Visitors total	204,477
Visitors by origin	
Germany	176,254
Other countries	28,223
Number of countries	67

1,027 accredited journalists from 28 countries

Structure of private visitors

Based on the results of 1.955 interviews with private visitors during CARAVAN SALON DÜSSELDORF 2016 conducted by means of the Computer-Interview-System

Origin of the visitors	
Germany	88%
Other countries	12%

Germany	
West Germany	61%
Southwest Germany	15%
North Germany	12%
South Germany	8%
East Germany	4%

Other countries	
Europe	97%
- EU	89%
- Other european countries	8%
Outside Europe	3%

Countries of origin (Top 5)*	
Netherlands	42%
Belgium	12%
Luxembourg	8%
Switzerland	6%
France	6%

Age	
Up to 20 years	1%
21 - 30 years	5%
31 - 40 years	10%
41 - 50 years	27%
51 - 60 years	33%
61 - 70 years	19%
More than 70 years	5%

Ownership of recreational vehicles	
<i>(Several answers possible)</i>	
Yes (net)	65%
- Motor caravan/motor home	28%
- Caravans/Trailers	27%
- Vans/camping buses	10%
- Van/expedition vehicle	2%
- others	2%
No	35%

Purchase intention recreational vehicle**	
Yes, before the end of 2016	10%
Yes, at a later date (from 2017)	46%
No	40%

Reasons for visit	
<i>(Several answers possible)</i>	
Innovations/trends	50%
Preparation of purchase decision	36%
Purchase/Order	11%
Contact to existing suppliers and business partners	4%
Search for new suppliers and business partners	3%

Interest in product ranges	
<i>(Several answers possible)</i>	
Motor caravans	56%
Caravans/Trailers	33%
Camping accoutrements/ Camping equipment/-parts	31%
Outdoor and leisure articles	27%
Caravanning tourist industry, camping site	22%
Vans	20%
Detachable parts&components	18%
Tents, folding/tent caravans	16%
Camping buses	14%
Energy supply/electrical installations/-equipment	11%
Antennas/receivers/navigation systems	9%
Vehicle parts/chassis units/ axles/ trailerequipment/ accessories	8%
Installation/heating systems/ gas/water	8%
Mobile homes	5%
Rental cars	3%
Basic vehicles	3%
Financing/insurance	2%
Other	3%

New suppliers/products found	
Yes	74%

Overall assessment	
Satisfied	98%

Recommendation	
Yes	98%

*Basis: other countries

**Difference to 100% = no answer



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