

## CARAVAN SALON DÜSSELDORF posts Record Figures

CARAVAN SALON 2014, the best attended edition in the event's history, has now closed thereby impressively underlining its leading position as the world's largest trade fair for motorhomes and caravans. "With extremely satisfied exhibitors and 192,000 visitors the CARAVAN SALON far exceeded our expectations and we are delighted to have hit a new all-time record this year. We are particularly pleased that our new hall concept went down so well," said Joachim Schäfer, Messe Düsseldorf GmbH Managing Director, summing up the extremely positive results. "Given the current market climate in Europe it is also particularly pleasing that some 25,000 foreign visitors found their way to Düsseldorf. Trade visitors come here from throughout the world primarily to meet business partners and gather information on innovations," explained Schäfer. This, he said, demonstrated the exceptional international position of the CARAVAN SALON within the caravanning sector. The trade fair's own campsite, the Caravan Center, recorded 28,200 vehicles.

Hermann Pfaff, President of industry association Caravanning Industrie Verband, also delighted at the way the CARAVAN SALON went: "We see the rise in visitor numbers as a clear indication of the great and uninterrupted interest in caravan vacationing. The innovations presented here went down excellently and the sales concluded also exceeded expectations. The exceptionally good mood amongst manufacturers and dealers means we can kick off the new season with a good tail wind." Visitors were particularly interested in the numerous new models showcased at the CARAVAN SALON for the first time. The unique and varied range from the 580 exhibitors from 25 countries – presenting motorhomes and caravans as well as base vehicles, accessories, upgrade components, tents, mobile homes and travel destinations alongside the entertainment programme on mobile leisure – all went down very well.

Exhibitors at the CARAVAN SALON were also extremely satisfied and indeed reported on the great interest and increased sales.

"This fair has significantly exceeded our expectations. Response was excellent and this has also greatly impacted sales figures of all makes. We were particularly surprised by the positive growth seen in the caravan



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**29.8. Fachbesuchertag  
Trade visitor day**

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Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
InfoTel +49 (0) 2 11/45 60-9 00  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Joachim Schäfer  
Bernhard Stempfle  
Hans Werner Reinhard (Stv. GF)  
Vorsitzender des Aufsichtsrates:  
Dirk Elbers

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:

 The global  
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U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

segment. Overall, we were able to achieve new record figures at the CARAVAN SALON," delighted Gerd Adamietzki, Managing Director at Knaus Tabbert GmbH.

Dr Holger Siebert, Managing Director at Eura Mobil GmbH, stressed the trade fair concept with its even stronger thematic focus according to product segment. For the first time, a dedicated new van hall was presented in Hall 12 significantly increasing sales of the Karmann-Mobil make, he said. "Customers very much head for those segments that meet their needs and preferences." Particular growth, he said, could also be seen in the semi-integrated motorhome segment, thereby reflecting the market trend. It was also striking that an increased number of visitors came to Düsseldorf from the south of Germany. "Thanks to the great TV ad campaign run by industry association Caravanning Industrie Verband and Messe Düsseldorf's advertising activities, interest in the CARAVAN SALON has risen once again," added Siebert.

Also delighting at the new record sales figures was Hobby Managing Director Klaus Dieter Böcker. "We have outstripped our results from last year in all segments and were able to generate brisk demand in the van model included in our range for the first time now. We noticed a surprisingly high number of well-informed visitors seeking out our stand with specific requests."

Jörg Reithmeier, Managing Director of the Hymer brand, highlighted a major trend towards customisation: "We presented a series of vehicles largely designed in accordance with customer wishes – and the response to this series was huge. Visitors need comprehensive and expert advice. We are extremely pleased with our sales figures that are significantly higher than last year's." Furthermore, he said, they have also seen a rise in the number of international contacts with a particularly high number of Dutch visitors at the Hymer AG stand.

The trade fair was also successful for suppliers. "We were delighted to see many young families with children visiting the stands who were interested in retrofitting their vehicles," said Joachim Kinscher, Executive Vice President of the Dometic Group. "Visitor interest in quality furnishing/fitting components is great and specialist retailers are in a good general mood. Furthermore, we are seeing key signals that post-fair business will develop better than in previous years." There was a striking



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and pleasing rise in visitors from Australia and many Asian countries.

The tourist segment also noticed the increased visitor numbers with a higher footfall at their stands. Indeed, a large proportion of visitors came to them with specific plans, explained Eike Schüürmann, Managing Director of LeadingCampings. “Demand at our stand was huge and we are very satisfied. The CARAVAN SALON has become indispensable for us – also because we can make many high-quality contacts with trade visitors from throughout Europe.”

The 54<sup>th</sup> CARAVAN SALON DÜSSELDORF will be held from 28 August (trade visitors’ and media day) to 6 September 2015.

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**Press Contact**

Alexander Kempe,  
Marion Hillesheim (Assistant)  
Tel.: +49 (0)211/45 60-997 / - 994  
Fax: +49 (0)211/45 60-8548  
[KempeA@messe-duesseldorf.de](mailto:KempeA@messe-duesseldorf.de)  
[HillesheimM@messe-duesseldorf.de](mailto:HillesheimM@messe-duesseldorf.de)



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