

CARAVAN SALON DÜSSELDORF with best result in history / Tops 200,000 visitors for the first time

CARAVAN SALON DÜSSELDORF 2015 exceeded all expectations and markedly improved even last year's record result. Held for the 54th time, the World's Largest Trade Fair for Motor Homes and Caravans experienced the most-attended year in the event's history. "Of course we're thrilled about setting yet another record with 202,000 visitors. Visitors appreciate that Düsseldorf serves as the showcase for industry innovations and provides a comprehensive overview of the market", said Joachim Schäfer, managing director of Messe Düsseldorf GmbH, in summing up the event. The share of international visitors was very high again. What's more, exhibitors delighted in rising sales. "Some 55% of this year's visitors arrived with concrete purchasing intentions. That's particularly exciting because CARAVAN SALON DÜSSELDORF is considered the trend barometer for the upcoming season. The positive response at CARAVAN SALON shows the caravanning's societal significance as a way to go on holiday", Schäfer added. He said both the new hall distribution and the successful special show "StarterWorld" worked well. Recording more than 70,000 overnight stays, the trade fairs very own campsite, the Caravan Center, set a new record as well.

Hermann Pfaff, the president of the German trade group Caravanning-Industrie Verband, feels enthusiastic about the way CARAVAN SALON went: "Interest in caravanning is still very high and actually increased compared to last year – which is reflected in part in the further increase in visitor numbers. Similarly, registration numbers this year already indicate that we're operating on a very high level." Visitors, he said, were interested primarily in the numerous new models on display, but they were equally excited by the presentations at the stands. "The new hall layout was very well received by exhibitors and customers alike. The fact that the pure vehicle halls are now offered in one continuously walkable stretch is an improvement", said Pfaff. The excellent mood among manufacturers, retailers and customers raises expectations that the industry will continue to benefit from the current caravanning boom over the next few months, he said.

The German caravanning industry continued its rapid ascent in the first seven months of the year, as first-time registrations of motor homes and



29.08. – 06.09.2015
28.08. Fachbesuchertag
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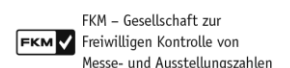
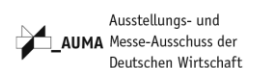


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caravans jumped to 36,646, a massive 10.4% increase over the same period last year.

CARAVAN SALON DÜSSELDORF strives to bring caravanning holidays to life. Doing so involved not just a vast range of offerings from 590 exhibitors from 29 countries presenting motor homes, caravans, accessories and destinations but also an entertainment programme on all things mobile recreation, which was very popular among visitors. CARAVAN SALON exhibitors also expressed their satisfaction, reporting great interest and increased sales across the board.

“We’re exceedingly satisfied and will be able to top last year’s record result by another 20%. We see the trade fair as clear evidence that there is still great interest in caravanning as a way to holiday”, said Gerd Adamietzki, managing director of Knaus Tabbert GmbH. While it’s a good thing that demand in the caravan segment is on the rise, he said, customer interest is particularly enormous when it comes to van campers. “We’ve seen sales figures jump nearly 100% in this area”, said an excited Adamietzki.

Dr. Holger Siebert, managing director of Eura Mobil GmbH, emphasised that the bundling of van campers in a dedicated hall had a positive impact. “That way customers can tackle the various market segments with even more focus.” In general he was pleased with the large number of visitors, which in large parts was a result of the successful TV advertising campaign launched by the Caravanning-Industrie Verband. “On the one hand, we noted a strong boost in the entry-level segment with the brands Forster and Roller Team. On the other hand, there is also considerable demand for premium vehicles with special design aspects, including our Mobilvetta brand.”

Holger Schulz, managing director of Hobby-Wohnwagenwerk Ing. Harald Striewski GmbH, was excited by one of the best CARAVAN SALONS in a long time: “The positive mood we felt very strongly in the run-up and during the entire event benefitted our trade fair results. We’re extremely satisfied, posted strong sales and closed some excellent deals with our dealer partners.” The increase in customer interest was particularly noticeable in the caravan segment, he said.

Bernhard Kibler, managing director of the Hymer brand, noted that strong demand at this year’s CARAVAN SALON would provide manufacturers with



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a tail wind as they're heading into autumn and next season. "Our sales figures are even better than last year's already terrific result. There's a particular trend towards vehicles from the premium segment. Overall, customers care more and more about excellent quality, plus they demand comprehensive and competent advice. In addition, he said, more international contacts were made. CARAVAN SALON impressively underscored its leading position as an exceptional event once more, he said.

The trade fair was equally successful for suppliers. "We were overwhelmed by dealer and visitor interest in networked recreational vehicles. We noticed that customers came to use with targeted enquiries and that they appreciate excellent service", said Mark Joseph Müller, Truma Gerätetechnik GmbH's international sales, marketing and service director, in summing up the event. He was also delighted by the increasing share of visitors from abroad. "We had a chance to welcome lots of international business partners at our stand, especially from Australia, the US, China and other Asian countries."

The increase in visitor numbers was also reflected in increased traffic at the stands in the accessories area, which showcased tents, folding/tent caravans, camping gear, and outdoor and leisure products. "We are highly satisfied with the move to the new Hall 5. Messe Düsseldorf managed to get lots of visitors to tour CARAVAN SALON not only on the weekends but especially on regular weekdays. Customer traffic was enormously high every single day. The bottom line: we had an excellent event", said a delighted Michael Haus, managing director of Doréma Vorzelte GmbH. In particular, he noted just how many international dealers attended on the trade visitor day – especially from the Netherlands, the UK, Asia and Scandinavia.

The 55th CARAVAN SALON DÜSSELDORF will take place from 26 August (trade visitor and media day) to 4 September 2016. www.caravan-salon.de

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