



Fair Profile CARAVAN SALON DÜSSELDORF

The world's largest trade fair for motor homes and caravans
29th August - 6th September, 2015
www.caravan-salon.com

Preliminary data, Subject to change (UI-MF/September 2015)

Exhibitors total	544
Exhibitors by origin	
Germany	368
Other countries	176
Number of countries	30

Net space total (sqm)	94.660
Net space by origin	
Germany	72.866
Other countries	21.794

Visitors total	203.116
Visitors by origin	
Germany	176.711
Other countries	26.405
Number of countries	62

1,144 accredited journalists from 26 countries

Visitor structure

Based on the results of 2,269 interviews with visitors during CARAVAN SALON DÜSSELDORF2015 conducted by means of the Computer-Interview-System

Origin of the visitors	
Germany	87%
Other countries	13%

Germany	
West Germany	63%
Southwest Germany	15%
North Germany	10%
South Germany	8%
East Germany	4%

Other countries	
Europe	95%
- EU	87%
- Other european countries	8%
Asia	3%
- South/East/Central Asia	3%
North America	1%
Australia/Oceania	1%

Countries of origin (Top 5)*	
The Netherlands	34%
Belgium	25%
Switzerland	7%
France	6%
Great Britain/Northern Ireland	6%

Visitor structure features	
Private visitors	93%
Trade visitors	7%

Decision-making powers**	
Decisively	27%
Contributory	30%
In an advisory capacity	16%
No influence	14%

Business sectors (TOP 5)**	
Manufacturer and dealer of mobil homes/caravans	20%
Manufacturer/dealer of accessories & small components	6%
Commercial mobile-home hire company	6%
Supplier of vehicle components, axles, etc	6%
Media	4%
Technology, development, design	4%

Age	
Up to 20 years	1%
21 - 30 years	5%
31 - 40 years	10%
41 - 50 years	29%
51 - 60 years	33%
61 - 70 years	18%
More than 70 years	4%

Reasons for visit	
<i>(Several answers possible)</i>	
Innovations/trends	50%
Preparation of purchase decision	33%
Purchase/Order	11%
Contact to existing suppliers and business partners	6%
Search for new suppliers and business partners	4%

Interest in product ranges	
<i>(Several answers possible)</i>	
Motor caravans	54%
Camping accoutrements/ Camping equipment/-parts	35%
Caravans/Trailers	32%
Vans/camping buses	24%
Caravanning tourist industry	24%
Outdoor articles	23%
Tents, folding/tent caravans, camping accessories, outdoor products and leisure items	21%
Detachable parts&components	18%
Energy supply/electrical installations/-equipment	13%
Antennas/receivers/navigation systems	0,11
Installation/heating systems/ gas/water	10%
Vehicle parts/chassis units/ axles/ trailer equipment/ accessories	10%
Mobile homes	5%
Basic vehicles	4%
Rental agents	3%
Financing/insurance	1%
other	3%

Purchase intention caravan, motor home, mobile home or leisure vehicle	
Yes	55%

New suppliers were found**	
<i>(Basis: Visitors looking for new suppliers and business partners)</i>	
Yes	71%

Overall assessment	
Satisfied	97%

Recommendation	
Yes	98%



*Basis: other countries

**Basis: trade visitors (without Pupils/Students 2%; housewife/-husband 1%; (retired) pensioner 8%; unemployed 2%)

***Basis: private visitors

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