

CARAVAN SALON 2019

Exhibitors total	645
Exhibitors Germany	421
Exhibitors other countries	224
Number of countries	31

Net space total (sqm)	112.100
Net space Germany	83.480
Net space other countries	28.620



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

Düsseldorf • Germany

31.8. - 8.9.2019

www.caravan-salon.com

Visitors total 270.567

Basis visitor data: visitor survey

Germany	90%
Other countries	10%
- Europe	91%
- Outside Europe	9%
Number of countries	70

Basis visitor data: visitor survey

TOP 10 visitor countries

(Basis: all foreign visitors)

Netherlands	29%
Belgium	19%
France	8%
Great Britain and Northern Ireland	6%
Switzerland	5%
Luxembourg	3%
Italy	3%
Austria	2%
Norway	2%
Portugal	2%

1.515 accredited journalists from 37 countries

(G1-MF/September 2019)

Structure of private visitors

Based on the results of 2,456 interviews with private visitors during CARAVAN SALON 2019 conducted by means of the Computer-Interview-System

Interest in product ranges

(Several answers possible)

Motor caravans	45%
Caravans/travel trailers	35%
Vans	28%
Camping accoutrements/ Camping equipment/-parts	26%
Outdoor and leisure articles	23%
Tents, folding/tent caravans	15%
Caravanning tourist industry, camping sites	15%
Camping vans	14%
Detachable parts and components	14%
Energy supply/electrical installations/-appliances	11%
Installation/heating systems/ gas/water	7%
Vehicle parts/chassis units/ axles/trailer equipment	7%
Antennas/receivers/navigation systems	7%
Mobile homes	5%
Basic vehicles	4%
Rental cars	3%
Trade magazines, publishing houses, other media	3%
Financing/insurance	1%
Other	4%

Ownership of leisure vehicles

(Several answers possible)

Yes	62%
- Caravans/travel trailers	43%
- Motor caravan/motor home	34%
- Vans	13%
- Camping buses	9%
- expedition vehicle	1%
- others	3%
No	38%

Purchase intention of leisure vehicles*

Yes, before the end of 201	13%
Yes, at a later date (from 2020)	47%
No	35%

Age

up to 20 years	1%
21 - 30 years	5%
31 - 40 years	14%
41 - 50 years	22%
51 - 60 years	34%
61 - 70 years	20%
70 years or older	4%

Reasons for visit

(Several answers possible)

New developments/trends	47%
Initiating purchase decisions	32%
Purchase/Order	14%
Identifying new providers/ products (or new suppliers/ business partners)	9%
Contact with existing providers/ suppliers/business partners	7%

New suppliers / products were found

Yes	70%
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Overall assessment

Satisfied	96%
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Recommendation

Yes	97%
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*Difference to 100% = no answer



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