

# CARAVAN SALON 2020

<b>Exhibitors total</b>	<b>337</b>
Exhibitors Germany	209
Exhibitors other countries	128
<b>Number of countries</b>	<b>23</b>

<b>Net space total (sqm)</b>	<b>70,827</b>
Net space Germany	47,633
Net space other countries	23,164



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

Düsseldorf • Germany  
04. - 13.09.2020

[www.caravan-salon.com](http://www.caravan-salon.com)

<b>Visitors total*</b>	<b>106,741</b>
Basis visitor data: visitor registration	
from Germany	92%
from abroad	8%
<b>Number of countries</b>	<b>53</b>

Basis visitor data: visitor registration

<b>TOP 10 visitor countries</b>	
<i>(Basis: all foreign visitors)</i>	
Netherlands	38%
Belgium	20%
Switzerland	7%
Luxembourg	5%
France	5%
Poland	5%
Austria	4%
Great Britain and Northern Ireland	3%
Czech Republic	2%
Denmark	2%

\*Common visitor numbers of both CARAVAN SALON and TourNatur

936 accredited journalists from 22 countries

Preliminary data, subject to changes  
Market Research / September 2020

## Structure of private visitors

Based on the results of 2,457 interviews with private visitors during CARAVAN SALON 2020 conducted by means of the Computer-Interview-System

<b>Interest in product ranges</b>	
<i>(Several answers possible)</i>	
Motor caravans	50%
Caravans/travel trailers	36%
Vans	28%
Camping accoutrements/	
Camping equipment/-parts	25%
Outdoor and leisure articles	24%
Camping vans	17%
Detachable parts and components	16%
Caravanning tourist industry/	
camping sites	13%
Energy supply/electrical	
installations/-appliances	11%
Folding/tent caravans	9%
Installation/heating systems/	
gas/water	7%
Vehicle parts/chassis units/	
axles/trailer equipment	6%
Antennas/receivers/navigation	
systems	6%
Rental cars	6%
Mobile homes	5%
Trade magazines, publishing	
houses, other media	4%
Basic vehicles	3%
Financing/insurance	2%
other	4%

<b>Ownership of leisure vehicles</b>	
<i>(Several answers possible)</i>	
Yes	52%
- Caravans/travel trailers	41%
- Motor caravan/motor home	30%
- Vans	15%
- Camping buses	10%
- Expedition vehicle	2%
- others	5%
No	48%

<b>Purchase intention of leisure vehicles*</b>	
Yes, before the end of 2020	18%
Yes, at a later date	
(from 2021)	50%
No	30%

<b>Age</b>	
up to 20 years	1%
21 - 30 years	8%
31 - 40 years	13%
41 - 50 years	23%
51 - 60 years	38%
61 - 70 years	15%
70 years or older	2%

<b>Reasons for visit</b>	
<i>(Several answers possible)</i>	
Planning the purchase of a new vehicle	42%
General information about new	
vehicles	36%
Fun, experience, leisure	33%
Testing, trying out	26%
Search for components/accessories	23%
Planning to extend/convert a vehicle	14%
Information about used vehicles	7%
other	8%

<b>New suppliers / products were found</b>	
Yes	68%

<b>Overall assessment</b>	
Satisfied	95%

<b>Recommendation</b>	
Yes	96%

\*difference to 100% = no answer



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