

CONNECTED THROUGH PASSION.

26.08. – 04.09.2022



The new participation model exclusively for tourism providers
Travel & Nature - Tourism „Share“ *

***bookable 5 or 10 days**

Ideeller Träger



Travel & Nature – Tourism „Share“ The appearance



here: Stand example for the different units (6, 9 and 12 m²)

Travel & Nature – Tourism „Share“

Details & Conditions



Included services*:

Stand space rental

Stand construction & equipment:

- 3 graphics for your display
(2x illuminated back wall
1x counter)
- Counter with 2 bar stools
- Brochure stand
- 3-fold socket
- Lighting

3 exhibitor passes

Booking possible as individual exhibitor, on demand also with other participants

* Details see form S2

Package price**:

5-days:

Row stand:	250 €/m ²
Corner stand / end of block:	260 €/m ²

10-days:

Row stand :	280 €/m ²
Corner stand / end of block:	290 €/m ²

By the way: Use the digital exhibitor profile (online all year round)

** all prices are to be understood as subject to German turnover tax at the statutory rate. Excl. AUMA charge and advertising fee

Travel & Nature – Tourism „Share“ Allocation



28.08. – 05.09.2021
27.08. Fachbesuchertag
Trade visitor day

Allocation hall 3

HALLE/HALL
1, 4, 9–11, 16, 17
Reisemobile & Caravans
Motorhomes & caravans

HALLE/HALL
12, 15
Campervans

HALLE/HALL
5
Premium

HALLE/HALL
3
Travel & Nature

HALLE/HALL
3
Equipment & Outdoor

HALLE/HALL
13, 14
Technology & Components

P Parkplätze
Car parks

Taxi

U Straßenbahn,
Linie U 78, U 79
zum Hauptbahnhof
Trams U 78, U 79
to Central Station

Bus 896 zum Flughafen
Bus line 896 to Airport

Bus 722 zur Innenstadt
Bus line 722 to City Centre

Kostenloser Buspendeldienst
von den Parkplätzen P1/P2
zu den Eingangsbereichen
Free shuttle service between
car parks P1/P2 to entrances

Hall 3 Themes

- Travel & Nature
(with stage)
- Equipment &
Outdoor

Nearby:
New South
Entrance

Basis for
Business



Travel & Nature – Tourism „Share“

CARAVAN SALON 2021 in a nutshell



653 exhibitors

105,239 m² stand space
net

185,599 visitors
from **70** countries

41% First-time visitor
rate



New South Entrance

207,000 club members

> 73,500 followers
Social Media

12,15 Mio. reach Social
Media

Travel & Nature – Tourism „Share“

Excerpt from the CARAVAN SALON 2021 visitor survey



46% of visitors are interested in tourist offers & outdoor equipment.

40% of visitors would like to see an even broader tourist offer.



Most popular desinations

64% Germany; **25%** Italia, **22%** Netherlands, **18%** Austria, **18%** France, **13%** Sweden, **13%** Denmark, **12%** Norway, **12%** Spain und **9%** Switzerland

Preferences

75% loves the sea,
53% the mountains, **47%** seas und
29% cities.

Travel & Nature – Tourism „Share“

Economic power and potential of caravanning tourism*



2021: €14.1 billion turnover (German; +12% increase vs. 2016)*

2020: Ø 50 € daily expenditure/person (4.5 billion €/year in the destination)*, **

2020: 10 million overnight stays (motorhome pitches); increase in market share of total overnight stays over 50%**

2016-2021: Supply of motorhome pitches/ stands: +30/ 15%**



2016-2021: Overnight stays +16%/3%**

*Source Wirtschaftsfaktor Caravanning tourism 20/21 – dwif survey

** Source institut für demoskopie allensbach: caravanning in deutschland: a 2022 survey of owners and potential buyers

Travel & Nature – Tourism „Share“

Good reasons



- CARAVAN SALON 2020 & 2021 Europe's largest consumer event in terms of visitor numbers
- Caravanning and outdoor tourism professionals benefit from common target group
- Personal customer contact is irreplaceable and complements digital marketing
- Opportunities for all regions: through trade fair presence Promotion and guidance of their own visitor flows in their destinations through targeted and target group-specific offers



Travel & Nature – Tourism „Share“ Good reasons



- Boom caravanning: very high demand for tourist offers and destinations.
- Since 2020: Pitch advice at the sample pitch, German Pitch Day
- Own stage: Travel & Nature CONNECTED for exhibitors with on-site and live stream communication



If you are interested in participating and have any questions, please do not hesitate to contact us:

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Ideeller Träger



Caravaning
Industrie Verband e.V.



Messe
Düsseldorf