

# CONNECTED THROUGH PASSION.

26.08. – 03.09.2023

25.08.2023 Preview Day



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

\*bookable 5 or 10 days



# Travel & Nature – Tourism „Share“ The appearance



here: Stand example for the different units (6, 9 and 12 m<sup>2</sup>)

# 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:	330 €/m <sup>2</sup>
Corner stand / end of block:	335 €/m <sup>2</sup>

#### **10-days:**

Row stand :	350 €/m <sup>2</sup>
Corner stand / end of block:	355 €/m <sup>2</sup>

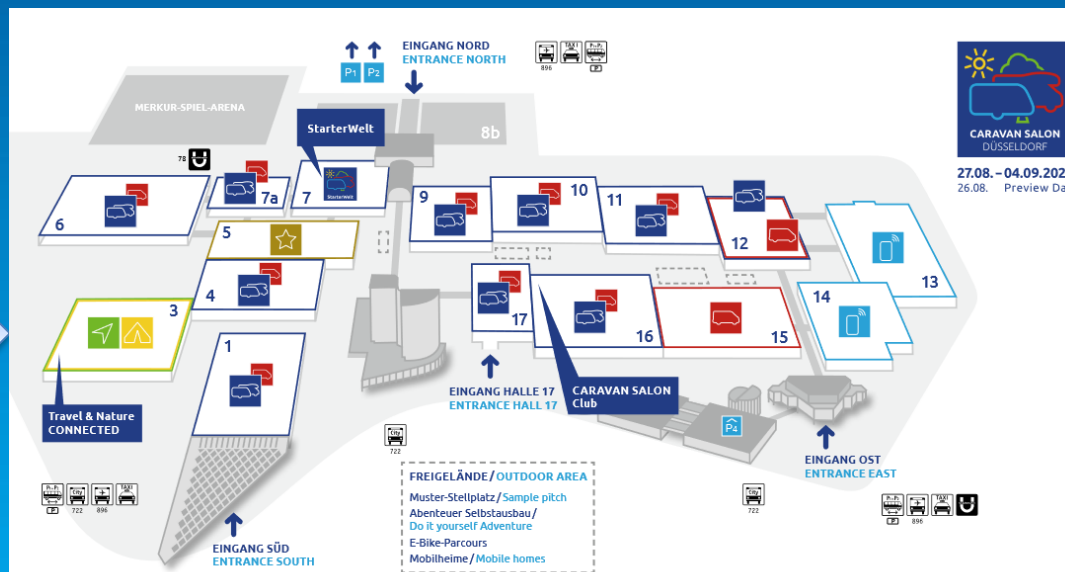
By the way: Use the digital exhibitor profile (online all year round)

\*\* all prices are to be understood as subject to German turnover tax at the statutory rate. Excl. AUMA charge, waste-disposal fee during fairtime and advertising fee

Basis for  
Business



# Travel & Nature – Tourism „Share“ Allocation



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Allocation hall 3

- HALLE/HALL**  
1, 4, 6, 7a, 9–12, 16, 17  
Reisemobile & Caravans  
Motorhomes & caravans
- HALLE/HALL**  
12, 15  
Campervans
- HALLE/HALL**  
5  
Premium
- HALLE/HALL**  
7  
StarterWelt
- HALLE/HALL**  
3  
Travel & Nature
- HALLE/HALL**  
3  
Equipment & Outdoor
- HALLE/HALL**  
13, 14  
Technology & Components

- Parkplätze**  
Carparks
- Bus 894 zum Flughafen  
Bus line 890 to Airport
- Taxi
- Bus 722 zur Innenstadt  
Bus line 722 to City Centre
- U** Straßenbahn,  
Linie U 76, U 79  
zum Hauptbahnhof  
Trams U 76, U 79  
to Central Station
- 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 2022 in a nutshell



**736** exhibitors

**124,177** m<sup>2</sup> stand space  
net

**237,117** visitors  
from **72** countries

**> 18,000** trade visitors



New South Entrance

**37%** First-time visitor  
rate

**> 86,700** followers  
Social Media

# Travel & Nature – Tourism „Share“

## Excerpt from the CARAVAN SALON 2022 visitor survey



**48%** of visitors and **41%** of trade visitors are interested in tourist offers & outdoor equipment.

High reach: approx. **145,000** visitors travelled from more than **50 km** or **300 km** away.



A "different" target audience every year: **75%** of the visitors came to CARAVAN SALON in 2022 who were not there in 2021.

Around **40 %** of visitors come from outside NRW (reaching supra-regional and international target groups).



# 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



- Leading international trade fair and industry get-together at CARAVAN SALON
- Trade fairs as a platform for live encounters are irreplaceable supplements to digital marketing
- Almost half of all visitors are interested in caravanning tourism.
- 10 % of all visitors come primarily for the tourist offer.
- "Travel & Nature" is convincing and growing with approx. 20% more exhibitors and 38% more space compared to the previous year.





# 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”, symposium „Natur. Tourismus. Zukunft“
- 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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Thank you for your attention!

