

CARAVAN SALON 2024



The world's leading trade fair for mobile travel

Düsseldorf • Germany
30.08 - 08.09 2024

www.caravan-salon.com

Exhibitors total	783
Exhibitors Germany	493
Exhibitors other countries	290
Number of countries	34

Net space total (sqm)	129.043
Net space Germany	89.054
Net space other countries	39.989

Visitors total*	255.211
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Basis visitor data: visitor survey	
from Germany	89%
from abroad	11%
Number of countries	71

Basis visitor data: visitor survey	
TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Netherlands	29%
Belgium	20%
France	7%
Switzerland	5%
Spain	5%
Greatbritain and Northern Ireland	4%
Austria	3%
Italy	3%
Luxembourg	3%
Poland	2%

1.222 accredited journalists from 34 countries and 295 content creator from 20 countries

Market Research / September 2024

Structure of private visitors

Based on the results of 3.421 interviews with private visitors during CARAVAN SALON 2024 conducted by means of the Computer-Interview-System

Interest in product ranges	
<i>(Several answers possible)</i>	
Motor caravans	50%
Caravans/trailers	33%
Vans (camper vans with bathroom)	31%
Camping vans (camper vans without bathroom)	13%
Mobile homes	5%
Basic vehicles	4%
Detachable parts and components for caravans and motor caravans	14%
Energy supply/electrical installations/-appliances	13%
Installation/heating systems/gas/water	8%
Vehicle parts/chassis units/equipment	6%
Antennas/receivers/navigation systems	6%
Outdoor and equipment	29%
Caravanning and campsite equipment	29%
Tents and accessories	22%
Caravanning tourist/outdoor activities	13%
Campsite equipment suppliers/ leisure equipment suppliers	6%
Rental agents	3%
Financing/insurance	2%
Media and magazines (Print/Online)	1%
Associations and federations	1%
other	5%

Ownership of leisure vehicles	
<i>(Several answers possible)</i>	
Yes	62%
- Caravans/travel trailers	40%
- Motor caravan/motor home	32%
- Vans	16%
- Camping buses	11%
- Expedition vehicle	1%
- others	4%

Purchase intention of leisure vehicles*	
Yes	57%
Yes, before the end of 2024	13%
Yes, at a later date (from 2025)	44%

Age	
up to 20 years	1%
21 - 30 years	6%
31 - 40 years	13%
41 - 50 years	21%
51 - 60 years	33%
61 - 67 years	19%
67 years or older	7%

Reasons for visit	
<i>(Several answers possible)</i>	
General information about new vehicles	37%
Planning the purchase of a new vehicle	35%
Testing, trying out	34%
Search for components/accessories	28%
Planning to extend/convert a vehicle	14%
Information about used vehicles	8%
Information about renting vehicles	5%
other	11%

New suppliers / products were found	
Yes	75%

Overall assessment	
Satisfied	96%

Recommendation	
Yes	97%

*difference to 100% = no answer



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