

Fair Profile

CARAVAN SALON



Based on the results of
2,070 interviews with visitors
by means of Computer Interview System
Subject to change
UI-MF/ October 2010

International Fair for Motorhome
and Caravans
27th of August - 5th of September 2010

Total number of exhibitors 545

Origin of the exhibitors

Germany 399

Other countries 146

Number of countries 22

Space (net, sqm) 80,876

Germany 63,596

Other Countries 17,280

Accredited journalists 996

Number of countries 29

Total number of visitors 171,475

Origin of the visitors

Germany 86 %

Other countries 14 %

Germany

North Germany 12 %

West Germany 64 %

East Germany 3 %

Southwest Germany 14 %

South Germany 7 %

Other countries

Europe 95 %

- EU 86 %

- Other European countries 9 %

Outside Europe 5 %

Countries of origin (Top 5) *

Netherlands 35 %

Belgium 20 %

U.K. 9 %

France 7 %

Switzerland 5 %

Visitor structure features

Trade visitors 9 %

Private visitors 91 %

Frequency of visits

First-time visitors 28 %

Regular visitors 34 %

Age

Up to 20 years 2 %

21 - 30 years 4 %

31 - 40 years 12 %

41 - 50 years 31 %

51 - 60 years 29 %

61 - 70 years 19 %

More than 70 years 3 %

Influence on purchasing/ procurement decisions**

Decisively 30 %

Collectively 21 %

In an advisory capacity 25 %

No influence 24 %

Business sector**

Manufacturer/dealer of mobile
homes and caravans 23 %

Technology, development,
design 8 %

Supplier of vehicle parts,
axles etc. 6 %

Manufacturer and dealer of
consumables 6 %

Commercial hire company for
mobile homes 5 %

Media 5 %

Campground company 3 %

Importer 3 %

Dealer/manufacturer of outdoor
and leisure items 3 %

Purchaser 2 %

Tourism/tour operator 2 %

Local authority with RV site/
campground 2 %

Other 32 %

Visitors` interests

(Several answers possible)

Caravans/trailers, mobile homes,
vans, basic vehicles 84 %

Tents and accessories, camping
fittings/equipments and parts,
outdoor/leisure items 35 %

Caravan tourism, campgrounds,
RV sites services 30 %

Detachable parts/components,
technical accessories 28 %

Hired vehicle 4 %

Services/Financing/Insurance 1 %

Other 7 %

Overall assessment

Satisfied 98 %

Unsatisfied 2 %

Recommendation

yes 98 %

* Basis: other countries

** Basis: trade visitors



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Germany
Tel. +49 (0) 211/45 60-01
Fax +49 (0) 211/45 60-6 68
www.messe-duesseldorf.de

