



Fair Profile All in CARAVANING 2017

23 -25 June, 2017

Beijing Exhibition Centre, Beijing, PR China

www.aicshow.com

Exhibitors Total	650	Space Total (sqm)	33,000	Visitors Total	21,826
Number of countries	16			Number of countries	26

240 media visited All in CARAVANING 2017

VISITOR STRUCTURE

Based on the results of 213 questionnaires done by the visitors during AIC 2017

Visitor Structure	
Trade visitors	8%
Private visitors	92%

Age	
Under 30 years old	12.68%
30-40 years old	68.08%
40-50 years old	14.08%
Above 50 years	5.16%

Business Sectors	
Caravan users/fans/clubs	21.86%
Government institutes/ association/research institutes	11.47%
Importers/distributors/ dealers/4S stores	7.17%
Caravan manufacturers	5.38%
Tourism systems/scenic spots/hotels/real estate	5.38%
Media/press	5.73%
Travel agency/ RV rental agency	3.94%
Campground developers /operators	3.23%
Tent/camping & outdoor equipments	2.87%
Caravans parts and components	2.51%
Others	30.47%

Interest in Product Ranges	
Motor homes	14.76%
Caravans/trailers	12.44%
Park trailers/mobile homes	7.41%
Tents	6.81%
Outdoor articles	6.24%
Camping equipment and parts	5.91%
Basic vehicles	5.73%
Caravan tourist industry	5.55%
Installations/heating/gas/water	4.29%
Detachable parts & components for caravans and motor homes	4.19%
Energy supply/electrical installations/ electrical appliances	4.01%
Antennas/receivers/navigation systems	3.85%
Vehicle parts/chassis units/axles/ trailer equipment/accessories	3.55%
Camping parks material suppliers	3.02%
Campgrounds infrastructure suppliers/ recreational equipment suppliers	2.51%
Rental agents	2.31%
Campgrounds service and specialist	2.25%
Government institutes/association/ research institute	2.09%
Purchase/financing/insurance	1.66%
Specialist literature/media	1.41%

Reasons for Visit	
Acquiring latest market/ product/technology information	28.59%
Search for new suppliers and business partners	20.59%
Purchase order	18.90%
Consolidating existing business contacts	11.62%
Observing the show for exhibiting at next edition	11.04%
Attending conferences and seminars	8.06%
Others	1.20%

Have a Caravan Already?	
Yes	2.37%
No	97.63%

Overall Assessment	
Very satisfied	31.60%
Satisfied	64.15%
Need to improve	4.25%

Plan to Visit in 2018?	
Yes, definitely	47.42%
Yes, probably	41.31%
Possibly	11.27%

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