

CARAVAN SALON 2021

Exhibitors total	653
Exhibitors Germany	409
Exhibitors other countries	244
Number of countries	31

Net space total (sqm)	105,239
Net space Germany	70,113
Net space other countries	35,126



The world's largest trade fair for motor homes and caravans

Düsseldorf • Germany
27.08 - 05.09 2021

www.caravan-salon.com

Visitors total 185,599

Basis visitor data: visitor registration

from Germany	91%
from abroad	9%
Number of countries	70

Basis visitor data: visitor registration

TOP 10 visitor countries

(Basis: all foreign visitors)

Netherlands	30%
Belgium	21%
Switzerland	6%
France	5%
Luxembourg	5%
Austria	4%
Poland	3%
Spain	3%
Czech Republic	3%
Denmark	2%

1.140 accredited journalists from 31 countries

Preliminary data, subject to changes
Market Research / September 2021

Structure of private visitors

Based on the results of 2.263 interviews with private visitors during CARAVAN SALON 2021 conducted by means of the Computer-Interview-System

Interest in product ranges

(Several answers possible)

Motor caravans	52%
Vans (camper vans with bathroom)	34%
Caravans/trailers	27%
Camping vans (camper vans without bathroom)	16%
Basic vehicles	5%
Mobile homes	5%
Detachable parts and components for caravans and motor caravans	16%
Energy supply/electrical installations/appliances	15%
Installation/heating systems/gas/water	10%
Vehicle parts/chassis units/axles/trailer equipment/accessories	8%
Antennas/receivers/navigation systems	8%
Outdoor and equipment	28%
Caravanning and campsite equipment	25%
Tents and accessories	20%
Caravanning tourist/outdoor activities	12%
Campsite equipment suppliers/leisure equipment suppliers	7%
Trade magazines, publishing houses, other media	3%
Rental agents	3%
Financing/insurance	2%
Associations and federations	2%
other	5%

Ownership of leisure vehicles

(Several answers possible)

Yes	57%
- Caravans/travel trailers	38%
- Motor caravan/motor home	32%
- Vans	18%
- Camping buses	11%
- Expedition vehicle	1%
- others	3%
No	43%

Purchase intention of leisure vehicles*

Yes, before the end of 2021	14%
Yes, at a later date (from 2022)	47%
No	33%

Age

up to 20 years	1%
21 - 30 years	6%
31 - 40 years	12%
41 - 50 years	22%
51 - 60 years	39%
61 - 67 years	16%
67 years or older	4%

Reasons for visit

(Several answers possible)

Planning the purchase of a new vehicle	40%
Fun, experience, leisure	35%
General information about new vehicles	34%
Testing, trying out	31%
Search for components/accessories	27%
Planning to extend/convert a vehicle	15%
Information about used vehicles	7%
Information about renting vehicles	4%
other	8%

New suppliers/products were found

Yes	72%
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Overall assessment

Satisfied	95%
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Recommendation

Yes	97%
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*difference to 100% = no answer



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