

CARAVAN SALON 2025

Exhibitors total	811	Net space total (sqm)	121.439
Exhibitors Germany	492	Net space Germany	80.525
Exhibitors other countries	319	Net space other countries	40.914
Number of countries	40		

Visitors total	270.421
from Germany	88%
from abroad	12%
Number of countries	82

Basis visitor data: visitor survey

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Netherlands	29%
Belgium	22%
Switzerland	7%
France	5%
Luxembourg	4%
Austria	4%
Spain	3%
Great Britain and Northern Ireland	2%
Italy	2%
Sweden	2%



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Düsseldorf • Germany
29.08 - 07.09 2025

www.caravan-salon.com

1.141 accredited journalists from 26 countries and 341 content creator from 22 countries

Market Research / October 2025

Structure of private visitors

Based on the results of 3.998 interviews with private visitors during CARAVAN SALON 2025 conducted by means of the Computer-Interview-System

Interest in product ranges

(Several answers possible)

Motor caravans	53%
Vans (camper vans with bathroom)	33%
Caravans/trailers	31%
Camping vans (camper vans without bathroom)	14%
Mobile homes	6%
Basic vehicles	5%
Energy supply/electrical installations/-appliances	16%
Detachable parts and components for caravans and motor caravans	14%
Installation/heating systems/gas/water/diesel	12%
Vehicle parts/chassis units/axles/trailer equipment	10%
Antennas/receivers/navigation systems	8%
Caravanning/campsite equipment	30%
Outdoor	26%
Tents	15%
Caravanning tourist/outdoor activities	11%
Campsite equipment suppliers/ leisure equipment suppliers	8%
Purchasing/financing/insurance	4%
Media	3%
Rental agents	3%
Associations and federations	2%

Ownership of leisure vehicles

(Several answers possible)

Yes	62%
- Caravans/travel trailers	37%
- Motor caravan/motor home	34%
- Vans	17%
- Camping vans	12%
- Expedition vehicle	2%
- Roof tent	2%
- others	4%

Purchase intention of leisure vehicles*

Yes	57%
Yes, before the end of 2024	14%
Yes, at a later date (from 2025)	43%

Age

up to 20 years	1%
21 - 30 years	5%
31 - 40 years	11%
41 - 50 years	19%
51 - 60 years	35%
61 - 67 years	21%
67 years or older	8%

Reasons for visit

(Several answers possible)

General information about new vehicles	39%
Testing, trying out	38%
Planning the purchase of a new vehicle	36%
Search for components/accessories	30%
Planning to extend/convert a vehicle	14%
Information about used vehicles	9%
Information about renting vehicles	6%
other	12%

New suppliers / products were found

Yes	77%
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Overall assessment

Satisfied	96%
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Recommendation

Yes	97%
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*difference to 100% = no answer

