

# CARAVAN SALON 2026

Travel & Nature –  
The tourism area

Information & participation  
models for exhibitors

Messe  
Düsseldorf



# CARAVAN SALON 2025 - figures



**811** exhibitors from  
40 countries

**121.439 m²** net  
space

**270,421** visitors  
from **88** countries

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**> 1,100** accredited  
journalists from **22**  
countries

**> 234,000** CARAVAN SALON  
Club members

Social media **>125.000**  
follower

Approx. **340** accredited  
content creators

# The CARAVAN SALON...



- ... is the world's largest and most important trade fair in the caravanning sector
- ... covers almost the entire market in the caravanning segment
- ... is the only trade fair attended by trade visitors, media representatives and associations from all continents
- ... appeals to a broad audience:
  - Young adults & families
  - Best Agers
  - Touristic switchers & caravanning beginners
  - Travel enthusiasts
  - Trade visitors
  - Media representatives & content creators
  - Associations & organizations





# CARAVAN SALON – visitor survey 2025



**Affluent customers** with Ø > € 6000,-  
monthly household income

**37% First-time** visitors

**Over-regional appeal:** >46,000 visitors  
with a journey of over 300 km

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**62% share:** vehicle owners with a **need  
for touristic inspiration**

**65% are planning a caravanning vacation**

**57% are interested in Travel & Nature**

**31% are interested in the Travel & Nature  
CONNECTED stage program**



# CARAVAN SALON – exhibitors survey 2025



- 96% satisfied to very satisfied overall
- 82% said they would definitely or probably come again
- 83% are very satisfied or satisfied with the number of visitors
- 93% of exhibitors are very satisfied or satisfied with visitor quality
- 87% very satisfied or satisfied with business success
- 83% very satisfied or satisfied with specific purchase intentions



# CARAVAN SALON – Reiseziele - Outdooraktivitäten



## Where?

Centrally located in hall 7.0 in the turnstile between the North Entrance, hall 5, 71 and hall 9 see [site map 2025](#)

## For whom?

Regions, tourist offices, outdoor activity and hiking providers, caravanning tour operators, camping and pitch operators, media, digital & tourism service providers for campers



**All providers around traveling, "being on the road & being active" are welcome! & aktiv-sein " sind willkommen!**



# CARAVAN SALON – Travel & Nature CONNECTED stage (b2c)



- free of charge for exhibitors: participation in Travel & Nature CONNECTED supporting program
- Attractive hall and stage design
- Specials on stage



# CARAVAN SALON – conference program DESTINATION FUTURE (b2b)



Varied mix of topics for know-how, innovation and growth in destination development: Destination Future 2025

- 5th German Pitch Day
- CARAVAN SALON InnovationStage
- Symposium: Nature.Tourism.Future.
- Travel Industry meets Caravanning
- Camping Destination Day
- Award Quality certificates *Wanderbares Deutschland* (Hiking Germany) & Outdoornavigation-Hub
- Future Day Active Tourism





# CARAVAN SALON – participation opportunities for exhibitors

**Complete duration** (Friday 28.08. - Sunday 06.09.2026):

- individuel with own stand construction
- with Complete stand offer via Messe Düsseldorf or
- special complete tourism offer Tourism „Share“ (see following slide for further information)

OR

**5 days of participation** by using the complete package ***Tourism „Share“***\*\*

- Either from **Friday 28.08. to Tuesday 01.09.2026** or
- **Wednesday 02.09. to Sunday 06.09.2026**

\*\* Tourismus „Share“ see following slide

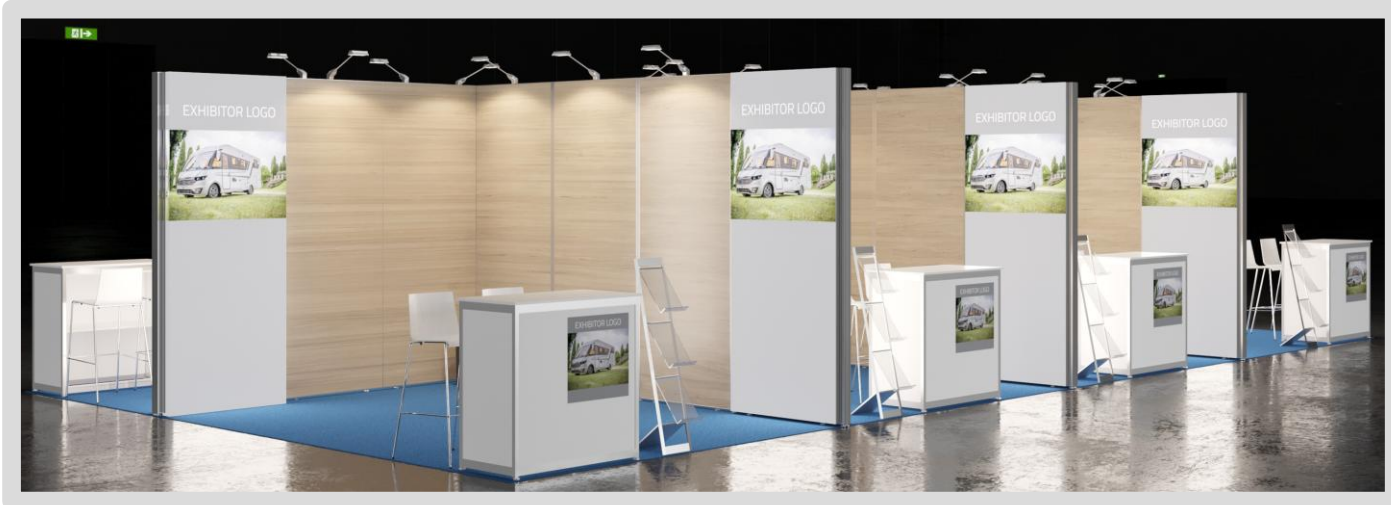
Did you know that you can organize a group stand and thus organize part-time participation yourself?  
We will be happy to advise you!!

# CARAVAN SALON – complete stand offer *Tourism „Share“*

## Tourism „Share“ - Services included\*

- Stand space rental
- Stand construction & equipment
- 3 graphics for your presentation (2x illuminated back wall, 1x counter)
- Counter with 2 stools
- Brochure stand
- 3-way power socket
- Lighting
- 3 exhibitor passes

\* Details see [form S2](#)



## Tourism „Share“ - Package price\*\*

	<u>5-days</u>	<u>10-days</u>
Row stand:	310 €/m <sup>2</sup>	360 €/m <sup>2</sup>
Corner stand /	320 €/m <sup>2</sup>	370 €/m <sup>2</sup>
End of block:		

\*\* all prices are to be understood as subject to German turnover tax at the statutory rate. Excl. AUMA charge, waste-disposal fee during fairtime and advertising fee

# CARAVAN SALON – contact

The CARAVAN SALON team will be happy to answer any questions you may have:

Stand rental/exhibitor service:  
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# Thank you