

CONNECTED THROUGH PASSION.

30.08. – 07.09.2025



29.08.2025 Preview Day

Travel & Nature – The tourism area of CARAVAN SALON
Information & participation models for exhibitors

Ideeller Träger



CARAVAN SALON 2024 - figures

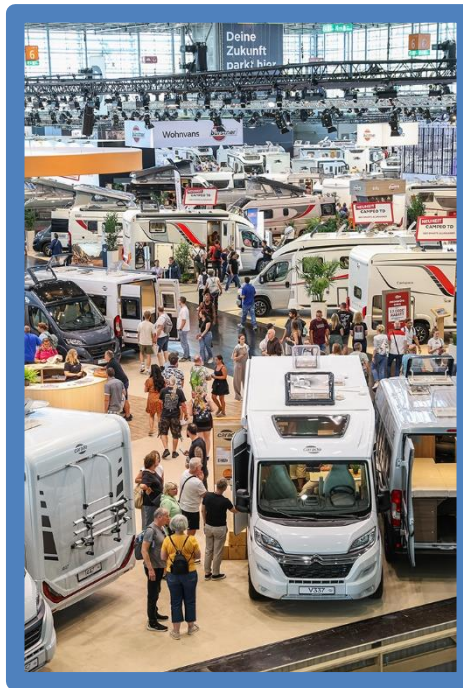
783 exhibitors from 34 countries

129.043 m² net space

255,211 visitors from 71 countries

> **28,000** international visitors

> **20,000** trade visitors



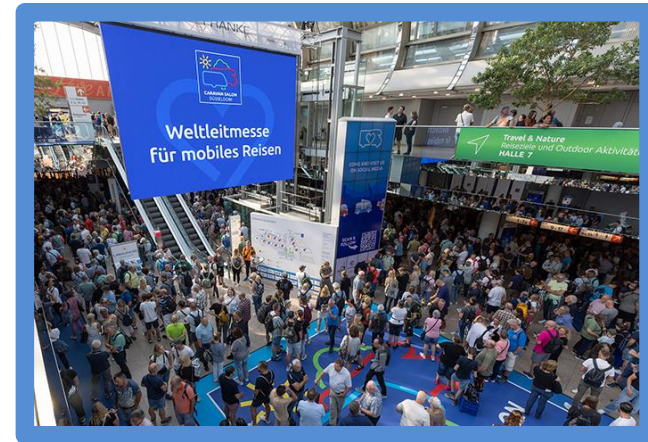
> **1,200** accredited journalists from 34 countries

> **227,000** CARAVAN SALON Club members

Social media >**100.000** follower

Approx. **300** accredited content creators

- ... 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



**Affluent customers with $\emptyset > \text{€ } 5700,-$
monthly household income**

38 % First-time visitors

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

**International appeal: 28,000 foreign
visitors**

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

63 % are planning a caravanning vacation

**40 % would like information about
destinations**

50 % are interested in Travel & Nature

**42% are interested in the Travel & Nature
CONNECTED stage program**



CARAVAN SALON – exhibitors survey 2024

- 90 % satisfied to very satisfied **overall**
- 85 % said they would definitely or probably **come again**
- 91% are very satisfied or satisfied with the **number of visitors**
- 82% of exhibitors are very satisfied or satisfied with **visitor quality**
- 80% very satisfied or satisfied with **business success**
- 82% very satisfied or satisfied with **specific purchase intentions**



Where?

Centrally located in **Hall 7.0** in the turnstile between the North Entrance, Hall 5, 7a and Hall 9

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!



Travel & Nature – The tourism area of 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



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

Destination future 2024

- 4th German Pitch Day
- CARAVAN SALON InnovationStage
- Symposium: Nature.Tourism.Future.
- Travel Industry meets Caravanning
- Camping Destination Day
- Hiking Quality Day
- Outdoor Host Day



Participation opportunities for exhibitors



Complete duration (10 days:

Friday 29.08. - Sunday 07.09.2025)

- **individuel** with **own stand construction**
- with Complete stand offer via Messe Dusseldorf or special complete tourism offer...
- ... Tourismus „Share“ (full term or part-time*, see following slide for stand construction information)

*Part-time participation 5 days**:

- Either from Friday 29.08. to Tuesday 02.09.2025 or
- Wednesday 03.09. to Sunday 07.09.2025

** Only bookable as part of our exclusive complete stand offer Tourismus „Share“ (see following slides)

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

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 offer [Tourismus „Share“](#)



Package price**

	<u>5-days</u>	<u>10-days</u>
Row stand:	300 €/m ²	350 €/m ²
Corner stand/End of block:	310 €/m ²	360 €/m ²

**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

Contact



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

Stand rental/exhibitor service:

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Stage program/specials:

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THANK YOU FOR
YOUR ATTENTION!

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