

# CARAVAN SALON 2022

<b>Exhibitors total</b>	<b>736</b>
Exhibitors Germany	449
Exhibitors other countries	287
<b>Number of countries</b>	<b>35</b>

<b>Net space total (sqm)</b>	<b>129.289</b>
Net space Germany	89.969
Net space other countries	39.320



## Visitors total\* 237.117

Basis visitor data: visitor registration

from Germany	88%
from abroad	12%
<b>Number of countries</b>	<b>72</b>

Basis visitor data: visitor registration

## TOP 10 visitor countries

(Basis: all foreign visitors)

Netherlands	27%
Belgium	18%
Switzerland	6%
France	5%
Österreich	4%
Greatbritain and Northern Ireland	4%
Spain	4%
Luxembourg	4%
Poland	3%
Italy	3%

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

Düsseldorf • Germany  
27.08 - 04.09 2022

[www.caravan-salon.com](http://www.caravan-salon.com)

1291 accredited journalists from 27 countries

Preliminary data, subject to changes  
Market Research / September 2022

## Structure of private visitors

Based on the results of 2.756 interviews with private visitors during CARAVAN SALON 2022 conducted by means of the Computer-Interview-System

### Interest in product ranges

(Several answers possible)

Motor caravans	52%
Caravans/trailers	31%
Vans (camper vans with bathroom)	31%
Camping vans (camper vans without bathroom)	13%
Basic vehicles	6%
Mobile homes	6%
Energy supply/electrical installations/-appliances	17%
Detachable parts and components for caravans and motor caravans	13%
Installation/heating systems/gas/wa	10%
Antennas/receivers/navigation systems	9%
Vehicle parts/chassis units/equipment	9%
Caravanning and campsite equipment	29%
Outdoor and equipment	28%
Tents and accessories	21%
Caravanning tourist/outdoor activities	11%
Campsite equipment suppliers/ leisure equipment suppliers	8%
Rental agents	4%
Trade magazines, publishing houses, other media	3%
Associations and federations	2%
Financing/insurance	2%
other	5%

### Ownership of leisure vehicles

(Several answers possible)

Yes	61%
- Caravans/travel trailers	37%
- Motor caravan/motor home	34%
- Vans	16%
- Camping buses	12%
- Expedition vehicle	1%
- others	3%

### Purchase intention of leisure vehicles\*

Yes	55%
Yes, before the end of 2022	12%
Yes, at a later date (from 2023)	43%

### Age

up to 20 years	1%
21 - 30 years	8%
31 - 40 years	12%
41 - 50 years	19%
51 - 60 years	36%
61 - 67 years	18%
67 years or older	6%

### Reasons for visit

(Several answers possible)

General information about new vehicles	40%
Testing, trying out	38%
Planning the purchase of a new vehicle	34%
Search for components/accessories	32%
Planning to extend/convert a vehicle	16%
Information about used vehicles	7%
Information about renting vehicles	5%
other	10%

### New suppliers / products were found

Yes	72%
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### Overall assessment

Satisfied	96%
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### Recommendation

Yes	97%
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\*difference to 100% = no answer



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