

## Fair Profile

Based on the results of 4,111 interviews conducted by means of the Computer-Interview-System  
Preliminary data; Subject to change  
UI-MF/October 2011

## CARAVAN SALON

The No.1 show for motor homes and caravans  
27th August - 4th of September 2011  
26th August Trade Visitor Day  
[www.caravan-salon.com](http://www.caravan-salon.com)



<b>Total number of exhibitors</b>	<b>504</b>
<b>Origin of the exhibitors</b>	
Germany	362
Other countries	142
Number of countries	24
<b>Space (net, sq.m.)</b>	<b>84,010</b>
Germany	66,633
Other countries	17,377

<b>Accredited journalists</b>	<b>1,047</b>
<b>Number of countries</b>	<b>34</b>

<b>Total number of visitors</b>	<b>178,954</b>
<b>Origin of the visitors</b>	
Germany	89%
Other countries	11%

<b>Germany</b>	
North Germany	9%
West Germany	72%
East Germany	2%
Southwest Germany	11%
South Germany	6%

<b>Other countries</b>	
Europe	94%
- EU	79%
- Other european countries	15%
Outside Europe	6%

<b>Countries of origin (Top 7)*</b>	
Netherlands	38%
Belgium	18%
Switzerland	10%
Norway	6%
United Kingdom	5%
Luxembourg	4%
Austria	4%

\*Basis: other countries

\*\*Difference to 100% = no answer

<b>Visitor structure features</b>	
Trade visitors	7%
Private visitors	93%

<b>Frequency of visits</b>	
CARAVAN SALON 2010	45%
CARAVAN SALON 2009	45%
First-time visit in 2011	30%

<b>Occupational position</b>	
Independent entrepreneur, co-owner, freelance employee	16%
Managing director, board member, head of an authority	3%
Area, operations, plant, branch manager, office head	3%
Department head/group leader	3%
Employee, civil servant, specialist	43%
Lecturer, teacher	2%
Trainee	0%
Other	3%
Pupil, student	1%
Not working	26%

<b>Age</b>	
Up to 20 years	1%
21 - 30 years	3%
31 - 40 years	12%
41 - 50 years	30%
51 - 60 years	30%
61 - 70 years	20%
More than 70 years	4%

<b>Net household income**</b>	
Up to 900 Euro	1%
900 Euro - 1.500 Euro	3%
1.500 Euro - 2.000 Euro	5%
2.000 Euro - 2.600 Euro	10%
2.600 Euro - 3.600 Euro	13%
3.600 Euro - 5.000 Euro	15%
More than 3.600 Euro	11%

<b>Size of household</b>	
1 person	7%
2 people	53%
3 people	16%
4 people	18%
5 people and more	6%

<b>Interest in product ranges</b>	
<i>(Several answers possible)</i>	
Caravans/trailers, mobile homes, vans, basic vehicles	83%
Detachable parts/components, technical accessories	36%
Tents/accessories, camping fittings/equipment and parts, outdoor-/leisure items	29%
Caravan tourism, campgrounds, RV sites services	18%
Hired vehicles	4%
Services / Financing / Insurance	4%
Other	4%

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