



EXCELLENT VALUE

All in CARAVANING is

// a Compass of China's Caravaning and Camping Industry

// an Ambassador of RV Culture in China

THEMED CONCURRENT PROGRAMS

Channel of professional knowledge and RV culture



30+

Workshops and Forums

1,000+

Participants

3,000

Families at AIC Club

200

Motor Homes in the AIC Camping Zone



2018

NO.1

Trade Show for Motor Homes and Caravans in China:



35,000 sqm
EXHIBITION SPACE

700 (including campsites)
EXHIBITORS

FROM **20**
COUNTRIES

450
EXHIBITING CARS

www.aicshow.com



22,193

VISITORS

FROM **20**
COUNTRIES

BEST FEEDBACK

Excellent Trade Fair Results for Exhibitors and Visitors

93.3%

were satisfied



90.7%

would visit again



Fair Profile All in CARAVANING 2018

22 -24 June, 2018

Etrong International Exhibition & Convention Center (Beijing)

www.aicshow.com

Exhibitors Total (including campsites)	700	Space Total (sqm)	35,000	Visitors Total	22,193
Number of countries	20			Number of countries	20

300 media visited All in CARAVANING 2018

VISITOR STRUCTURE

Based on the results of 227 questionnaires done by the visitors during AIC 2018

Visitor Structure

Trade visitors	15%
Private visitors	85%

Age

Under 30 years old	16%
30-39 years old	53.3%
40-49 years old	20%
50 years old and above	10.7%

Business Sectors

Caravan users/fans/clubs	17.5%
Caravan manufacturers	15.3%
Caravan parts and components agents/dealers/traders	11.0%
Campground developers/operators	10.2%
Travel agency/RV rental agency	6.6%
RV importers/distributors/dealers/4S	5.8%
Government institutes/associations/research institutes	5.8%
Media/press	3.7%
Tent/camping & outdoor equipments	2.9%
Tourism systems/scenic spots/hotels/real estate	2.2%
Others	19%

Interest in Product Ranges

Motor homes	13.7%
Caravans/trailers	11.5%
Caravan tourist industry	6.9%
Tents	5.8%
Outdoor articles	5.7%
Camping equipment and parts	5.7%
Park trailers/mobile homes	5.3%
Detachable parts & components for caravans and motor homes	5.0%
Vehicle parts/chassis units/axles/trailer equipment/accessories	4.8%
Basic vehicles	4.7%
Energy supply/electrical installations/electrical appliances	4.1%
Camping parks material suppliers	3.8%
Campgrounds service and specialist	3.8%
Installations/heating/gas/water	3.3%
Government institutes/associations/research institutes	3.2%
Specialist literature/media	3.1%
Rental agents	2.9%
Antennas/receivers/navigation systems	2.7%
Campgrounds infrastructure suppliers/recreational equipment suppliers	2.1%
Purchase/financing/insurance	1.9%

Reasons for Visit

Acquiring latest market/product/technology information	28.5%
Search for new suppliers and business partners	18.4%
Purchase order	15.2%
Consolidating existing business contacts	15.2%
Attending conferences and seminars	10.7%
Observing the show for exhibiting at next edition	10.1%
Others	1.9%

Have a Caravan Already?

Yes	2.7%
No	97.3%

Overall Assessment

Very satisfied	25.7%
Satisfied	67.6%
Need to improve	6.7%

Plan to Visit in 2019?

Yes, definitely	68%
Yes, probably	22.7%
Possibly	9.3%



Messe Düsseldorf (Shanghai) Co., Ltd.
Units 307-308, Tower 1
German Centre for Industry and Trade Shanghai
88 Keyuan Road, Zhangjiang Hi-Tech Park
Pudong, Shanghai 201203, P.R.China
Tel (8621) 6169 8300 _ Fax (8621) 6169 8301
Email: shanghai@mds.cn
www.mds.cn

