



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

100

Motor Homes in Dometic Caravaner Parking Area



2019

NO.1

Trade Show for Motor Homes and Caravans in China:



37,000 sqm
EXHIBITION SPACE

200

Brands

FROM **22**
COUNTRIES

500
EXHIBITING CARS

www.aicshow.com



24,008

VISITORS

FROM **21**
COUNTRIES

BEST FEEDBACK

Excellent Trade Fair Results for Exhibitors and Visitors

95.1%

were satisfied



92.6%

would visit again



Fair Profile All in CARAVANING 2019

14 -16 June, 2019

Beijing Etrong International Exhibition & Convention Center

www.aicshow.com

Exhibitors Total	200	Space Total (sqm)	37,000	Visitors Total	24,008
Number of countries	22			Number of countries	21

300 media visited All in CARAVANING 2019

VISITOR STRUCTURE

Based on the results of 235 questionnaires done by the visitors during AIC 2019

Visitor Structure

Trade visitors	20.5%
Private visitors	79.5%

Age

Under 30 years old	23.6%
30-39 years old	47.1%
40-49 years old	17.8%
50 years old and above	11.5%

Business Sectors

Caravan parts and components agents/dealers/traders	16.8%
Caravan users/fans/clubs	15.9%
Caravan manufacturers	14.9%
Campground developers/operators	8.5%
Tent/camping & outdoor equipments	8.4%
Tourism systems/scenic spots/hotels/real estate	6.5%
Media/press	6.5%
Travel agency/RV rental agency	4.8%
Government institutes/associations/research	4.7%
RV importers/distributors/dealers/4s stores	3.7%
Others	9.3%

Interest in Product Ranges

Motor homes	11.3%
Caravans/trailers	11.2%
Camping equipment and parts	8.1%
Detachable parts & components for caravans and motor homes	6.1%
Outdoor articles	6.1%
Tents	5.7%
Energy supply/electrical installations/electrical appliances	5.3%
Park trailers/mobile homes	5.0%
Caravan tourist industry	5.0%
Vehicle parts/chassis units/axles/trailer equipment/accessories	4.7%
Basic vehicles	4.2%
Campgrounds infrastructure suppliers/recreational equipment suppliers	3.9%
Installations/heating/gas/water	3.6%
Government institutes/associations/research institutes	3.6%
Campgrounds/Camping parks material suppliers	3.6%
Antennas/receivers/navigation systems	3.1%
Campgrounds service and specialist sectors	2.5%
Rental agents	2.4%
Specialist literature/media	2.4%
Purchase/financing/insurance	1.9%
Others	0.3%

Reasons for Visit

Search for new suppliers and business partners	27.4%
Acquiring latest market/product/technology information	22.8%
Purchase order	18.7%
Consolidating existing business contacts	13.7%
Attending conferences and seminars	7.9%
Observing the show for exhibiting at next edition	7.8%
Others	1.7%

Have a Caravan Already?

Yes	6.5%
No	93.5%

Overall Assessment

Very satisfied	44.7%
Satisfied	50.4%
Need to improve	4.9%

Plan to Visit in 2020?

Yes, definitely	50.4%
Yes, probably	45.6%
Possibly	4.0%



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