

## Fair Profile All in CARAVANING 2021

18 -20 June, 2021

Beijing Etrong International Exhibition & Convention Center www.aicshow.com

Exhibitors Total 200 Space Total (sqm) 39,000 Visitors Total 25,448

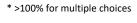
## **VISITOR STRUCTURE**

Based on the results of onsite questionnaires done by the visitors during AIC 2021

First time to visit AIC?	
Yes	74.35%
No	25.65%
Age	
Under 30 years old	16.75%
30-39 years old	56.03%
40-49 years old	18.32%
50 years old and above	8.90%
Business sectors	
Caravan users/fans/clubs	35.00%
Media/press	10.00%
RV importers/	
distributors/dealers/	
4s stores	8.33%
Government institutes/	
associations/research	
institutes	7.50%
Caravan manufacturers	6.11%
Tourism systems/scenic	
spots/hotels/real estate	5.56%
Caravan parts and	
components agents/	
dealers/traders	3.89%
Campground developers	
/operators	3.89%
Travel agency/	
RV rental agency	3.89%
Tent/camping & outdoor	
equipments	0.83%

Interest in product ranges *	
Motor homes	59.44%
Caravans/trailers	27.78%
Caravan tourist industry	20.83%
Tents	19.44%
Outdoor articles	17.78%
Camping equipment and parts	16.11%
Park trailers/mobile homes	14.72%
Basic vehicles	8.89%
Campgrounds/	
Camping parks material suppliers	5.28%
Energy supply/electrical installations/	
electrical appliances	5.00%
Government institutes/associations/	
research institutes	5.00%
Specialist literature/media	5.00%
Campgrounds infrastructure suppliers/	
recreational equipment suppliers	4.44%
Rental agents	4.44%
Campground service/specialist	
Campground design and planning	
/specialist sectors	4.17%
Purchase/financing/insurance	4.17%
Detachable parts & components for	
caravans and motor homes	3.89%
Installations/heating/gas/water	3.89%
Antennas/receivers/navigation systems	3.33%
Vehicle parts/chassis units/axles/	
trailer equipment/accessories	2.78%
Others	1.11%

Reasons for visit *	
Acquiring latest market/	
product/technology	
information	46.15%
Search for new suppliers	
and business partners	33.73%
Purchase order	33.14%
Consolidating existing	
business contacts	15.98%
Attending conferences	
and seminars	13.61%
Observing the show for	
exhibiting at next edition	10.06%
Others	4.14%
Have a RV Already?	
Have a RV Already? Yes	8.38%
•	8.38% 91.62%
Yes	
Yes	
Yes No	91.62%
Yes No Overall assessment	
Yes No Overall assessment Very satisfied	91.62%
Yes No Overall assessment Very satisfied Satisfied Need to improve	91.62% 41.88% 52.36%
Yes No Overall assessment Very satisfied Satisfied	91.62% 41.88% 52.36%
Yes No Overall assessment Very satisfied Satisfied Need to improve	91.62% 41.88% 52.36%
Yes No Overall assessment Very satisfied Satisfied Need to improve Plan to visit in 2022	91.62% 41.88% 52.36% 5.76%



Others

15%



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