



Fair Profile All in CARAVANING 2024

April 19-21, 2024

Beiren Etrong International Exhibition & Convention Center, Beijing, China

www.aicshow.com

VISITOR STRUCTURE

Exhibitors Total	95	Space Total (sqm)	27,000	Visitors Total	12,075
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Based on the results of pre-register & onsite questionnaires done by the visitors of AIC 2024

First time to visit AIC?

Yes	68.49%
No	31.51%

Age

Under 30 years old	24.66%
30-39 years old	39.73%
40-49 years old	20.55%
50 years old and above	15.07%

Business sectors

Caravan users/fans/clubs	40.67%
Caravan parts and components agents/dealers/traders	14.35%
Media/press	9.10%
Caravan manufacturers	8.61%
RV importers/distributors/dealers/4S stores	7.18%
Tourism systems/scenic spots/hotels/real estate	5.74%
Government institutes/associations/research institutes	3.35%
Tent/camping & outdoor equipments agents/dealers	3.35%
Travel agency/RV rental agency	2.87%
Campground developers/operators	2.39%
Others	2.39%

Interest in product ranges *

Motor homes	58.37%
Caravans/trailers	44.02%
Camping equipment and parts	25.84%
Outdoor articles	25.36%
Caravan tourist industry	24.88%
Tents	24.40%
Vehicle parts/chassis units/axles/trailer equipment/accessories	21.05%
Park trailers/mobile homes	19.14%
Detachable parts & components for caravans and motor homes	18.66%
Energy supply/electrical installations/electrical appliances	17.22%
Installations/heating/gas/water	14.83%
Antennas/receivers/navigation systems	12.44%
Campgrounds infrastructure suppliers/recreational equipment suppliers	11.48%
Campgrounds/Camping parks material suppliers	11.48%
Basic vehicles	11.00%
Campground service/Campground design and planning	8.61%
/specialist sectors	8.61%
Rental agents	6.22%
Purchase/financing/insurance	5.26%
Government institutes/associations/research institutes	0.96%

Plan to visit AIC 2025?

Yes, definitely	80.82%
Possibly	19.18%

Reasons for visit *

Acquiring latest market/product/technology information	59.56%
Search for new suppliers and business partners	53.68%
Purchase order	32.35%
Consolidating existing business contacts	29.41%
Attending conferences and seminars	20.59%
Observing the show for exhibiting at next edition	19.85%
Others	1.47%

Have a RV already?

Yes	6.59%
No	93.41%

Budget for RV purchase (RMB)

Less than 0.15 million	5.56%
0.15-0.3 million	52.64%
0.3-0.4 million	28.39%
0.4-0.5 million	0%
0.5-0.6 million	5.56%
More than 1 million	7.85%

Overall assessment

Very satisfied	67.12%
Satisfied	28.77%
Need to improve	4.11%

* >100% for multiple choices



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