

Fair Profile All in CARAVANING 2023

June 16-18, 2023

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

VISITOR STRUCTURE

First time to visit AIC?

Exhibitors Total	98	Space Total (sgm)	22.000	Visitors Total	8.300
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Based on the results of pre-register & onsite questionnaires done by the visitors of AIC 2023

Yes	81.13%
No	18.87%
Age	
Under 30 years old	33.96%
30-39 years old	39.62%
40-49 years old	15.09%
50 years old and above	11.33%
Business sectors	
Caravan users/fans/clubs	26.04%
Caravan parts and	
components agents/	
dealers/traders	14.06%
Caravan manufacturers	13.02%
Media/press	9.90%
RV importers/	
distributors/dealers/	
4S stores	8.33%
Campground developers	
/operators	8.33%
Government institutes/	
associations/research	
institutes	5.73%
Tent/camping & outdoor	
equipments	3.65%
Travel agency/	
RV rental agency	3.13%
Tourism systems/scenic	
spots/hotels/real estate	2.08%
Others	5.73%

Interest in product ranges *	
Motor homes	45.31%
Caravans/trailers	35.93%
Caravan tourist industry	20.31%
Outdoor articles	19.79%
Tents	18.75%
Camping equipment and parts	18.23%
Vehicle parts/chassis units/axles/	
trailer equipment/accessories	14.06%
Park trailers/mobile homes	13.02%
Basic vehicles	12.50%
Energy supply/electrical installations/	
electrical appliances	12.50%
Detachable parts & components for	
caravans and motor homes	11.98%
Installations/heating/gas/water	8.33%
Antennas/receivers/navigation systems	7.81%
Campgrounds infrastructure suppliers/	
recreational equipment suppliers	7.29%
Campgrounds/	
Camping parks material suppliers	7.29%
Specialist literature/media	6.25%
Government institutes/associations/	
research institutes	5.73%
Rental agents	5.21%
Purchase/financing/insurance	5.21%
Campground service/	
Campground design and planning	
/specialist sectors	4.69%

Reasons for visit *	
Acquiring latest market/	
product/technology	
information	52.52%
Search for new suppliers	
and business partners	49.64%
Purchase order	30.94%
Consolidating existing	
business contacts	24.46%
Observing the show for	
exhibiting at next edition	21.58%
Attending conferences	
and seminars	20.86%
Others	1.44%
Have a RV already?	
Yes	11.03%
No	88.97%
Budget for RV purchase (RMB)
Less than 0.2 million	27.05%
0.2-0.3 million	29.45%
0.3-0.4 million	18.71%
0.4-0.5 million	9.61%
More than 0.5 million	15.18%
Preferred RV model	
Motorhome	76.77%
Caravan	21.18%
Others	2.05%



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