

Essen, March 3, 2024

North Rhine-Westphalia's largest vacation trade fair:

Reise + Camping successfully heralds the 2024 vacation season

Breathtaking destinations and new camping trends inspired the audience

The vacations can come - at least according to the around 85,000 visitors who flocked to Reise + Camping und Fahrrad Essen at Messe Essen from February 28 to March 3. From luxury motorhomes to tents, from long-distance trips to Australia to city breaks in the Ruhr region: the range on offer at North Rhine-Westphalia's largest vacation trade fair left nothing to be desired. The 800 exhibitors and destinations in eight exhibition halls were particularly busy at the weekend. The unanimous conclusion: travel, camping and cycling are still very popular with Germans, especially in the Rhine and Ruhr regions.

“The response from the industry and the public was outstanding, despite the public transport strike in the meantime. With the partner region Mecklenburg-Vorpommern and the trend themes of barbecuing and vanlife, we have set very successful focal points,” explains Oliver P. Kuhrt, Managing Director of Messe Essen. Knuth Reuther, Chairman of the Board of the BVCD (Federal Association of the Camping Industry in Germany) Mecklenburg-Vorpommern, was also positive: “As this year's partner region, we had the opportunity to present the camping state of Mecklenburg-Vorpommern with its breathtaking landscapes from the Mecklenburg Lake District to the Baltic Sea islands of Rügen, Usedom and Fischland-Darß-Zingst. We were supported by our association members and regional partners at our trade fair appearance, so that visitors had the opportunity to be inspired for their next camping vacation in Mecklenburg-Vorpommern in a maritime atmosphere at stand 39 in the Galeria.”

From cruises to camping vacations

In addition to the camping state of Mecklenburg-Vorpommern, numerous other destinations were presented. These included, for example, the World of Cruises and Destination Germany in Hall 7, as well as the Scandinavian World and international special tours in Hall 8. In the camping area in Halls 2, 3, 6 and 7, the entire spectrum was once again represented: from tents, caravans and motorhomes



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in all price categories to high-end mobile homes with maximum comfort. The Vanlife area in Hall 7 is a relatively new addition to the trade fair, where private owners showcased their customized vehicles alongside commercial providers. This year's absolute eye-catcher was a bus converted into a camper van by Daniel Dobsza from Herne.

The point of contact for all campers at the trade fair was the German Camping Club in Halls 3 and 7. Club President Dieter Albert states: "Reise + Camping is always a highlight for us. As an association cooperation partner of Messe Essen, we are always happy to be here and have the best direct contact with our target group, the campers, during these days. We can present our new products and fulfill our passion to introduce people to one of the most beautiful forms of vacation in the world. Of course, we are also happy to answer questions from trade fair visitors and present our DCC Europe Award-winning campsites here."

The perfect triad of traveling, camping and cycling

Parallel to Reise + Camping, Fahrrad Essen completed the triad of travel, camping and cycling from February 29. Around 200 exhibitors and destinations presented bicycles, accessories and cycle tourism destinations in Halls 4 and 5. On several thousand square meters of course space - including a dedicated e-bike course - visitors tested the models on display for all they were worth. Highlights included an ultra-light children's bike from Bachtenkirch (5.4 kilograms) and a cargo bike from AVNISON that can be folded up in just two easy steps.

The public used Reise + Camping and Fahrrad Essen for more than just information. 80 percent bought or ordered something at the trade fairs or did not rule out doing so in the course of their visit. Camping accessories and e-bikes and pedelecs attracted the greatest interest. 92 percent of visitors also stated that they had received ideas and suggestions at Reise + Camping and Fahrrad Essen. Likewise, 94 percent were completely satisfied or satisfied with their visit to the trade fair.

The next Reise + Camping will take place at Messe Essen from February 19 to 23, 2025. From February 20, Fahrrad Essen will take place again at the same time.

Further information: www.reise-camping.de