

Essen, August 24 2023

The vacation fair: Travel, camping, cycling

## Vanlife area expands significantly at Reise + Camping 2024

On up to 1800 square meters, leading suppliers present creative solutions

Vanlife is booming - and Reise + Camping, North Rhine-Westphalia's largest vacation trade fair, is taking account of the hype surrounding the great freedom to travel. Instead of 900 square meters as before, exhibitors from all over Europe will now present their ideas and solutions for vanlife on an area of over 1800 square meters in Hall 7 of Messe Essen from February 28 to March 3, 2024.

"The entire field of vanlife camping is experiencing a huge influx. It was already noticeable during the last trade fair that many visitors showed particular interest in the vehicles in this area," says Gunter Arndt, Project Manager of Reise + Camping. "We want to take this development into account with the expansion of the area. That's why we have more than doubled the area for exhibitors from this range of topics."

A special highlight in the vanlife area in Hall 7 will be a public service bus that has been converted into a camping vehicle. Youtuber Daniel Dobsza will present his vehicle here and show the ideas and tricks he used to convert it into a real vacation paradise on wheels. For questions and suggestions, the owner of the extraordinary motorhome will be available throughout the event.

## Technology avenue runs through entire exhibition hall

Young people in particular are enthusiastic about vacations in camping vans. This is also noticeable in the industry: "Many new companies have innovative ideas with which they are pushing onto the market. Reise + Camping is the best opportunity to present these innovations and solutions to a broad audience," says Arndt.

In keeping with the vanlife area, there will be a technology avenue in Hall 3, where leading companies in the motorhome industry will be exhibiting technical accessories. From refrigerators to air conditioners to solar modules, everything that makes the camping heart beat faster will be presented in the area. "On a width of 15 meters, our technology avenue stretches through the 300-meter-long hall. Here, visitors will have the opportunity to experience all the innovations and current



MESSE ESSEN GmbH

Messeplatz 1  
45131 Essen | Germany

Presse-Kontakt | Press Contact  
Joel Klaas  
Fon + 49.(0)201. 72 44-241  
joel.klaas@messe-essen.de

Presse-Fotoservice |  
Press Photo Service  
Ayben Dürümoglu  
Fon + 49.(0)201. 72 44-780  
ayben.dueruemoglu@messe-essen.de  
www.messe-essen.de  
www.reise-camping.de

Veröffentlichung kostenfrei –  
Beleg erbeten  
Publication free of charge –  
Copy requested

## INFORMATION

developments that leading manufacturers are offering on the market," explains Gunter Arndt.

Reise + Camping recently attracted over 85,000 visitors. More than 90 percent of the visitors were completely satisfied with the fair and plan a renewed visit. Exhibitors can find registration documents, conditions of participation and information on stand prices on the website [www.reise-camping.de](http://www.reise-camping.de).