



**IL SALONE DEL CAMPER**  
CARAVAN ACCESSORI PERCORSI E METE

# REPORT 2021



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# 2021 EDITION: OUTSTANDING NUMBERS

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**100,000**  
visitors



**More than 59,000**  
online tickets sold



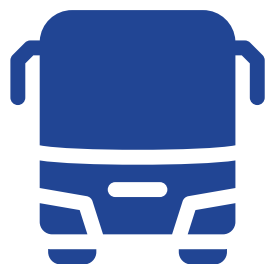
**More than 35,000**  
cars and recreational vehicles  
in the exhibition parks



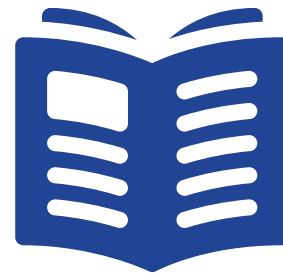
**94,000 sqm.**  
of exhibition surface



**Over 280**  
exhibitors

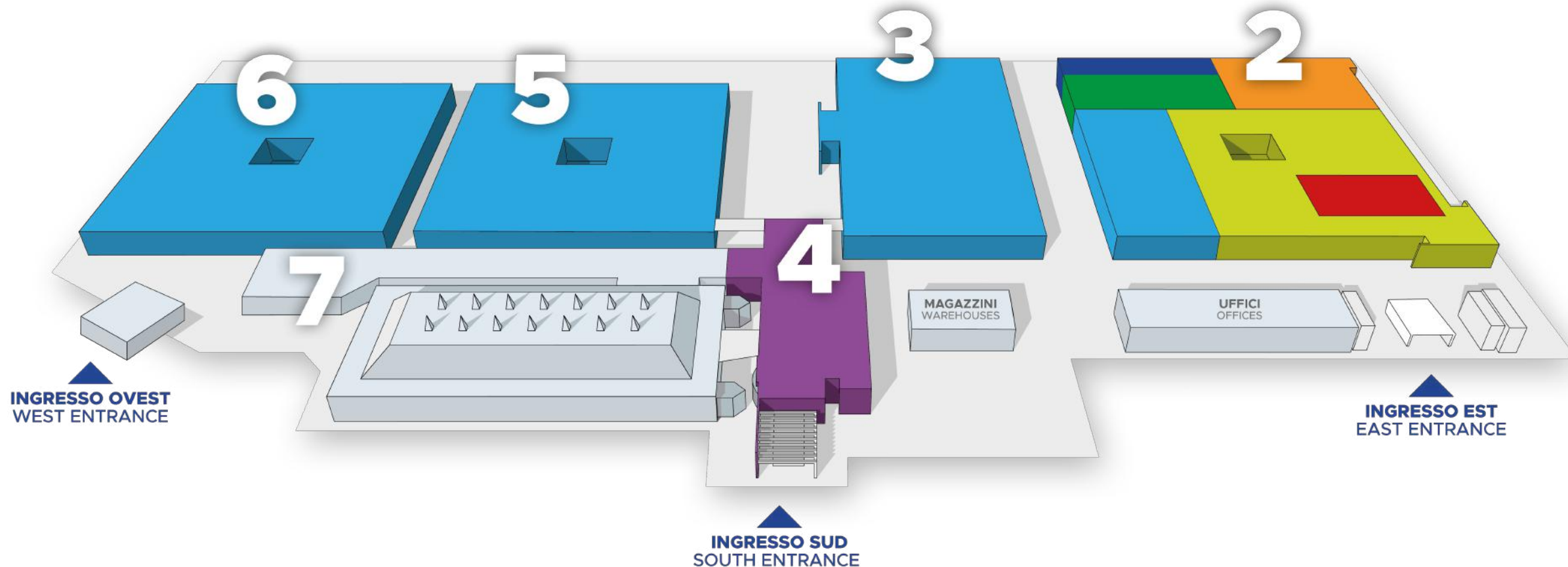


**Over 600**  
vehicles on show



**More than 400**  
accredited journalists

# PRODUCT SEGMENTATION OF THE EXHIBITION





# VISITORS' PROFILE AND CUSTOMER SATISFACTION

Twelfth edition of Salone del Camper confirms to be the unmissable appointment for the community of VR users.

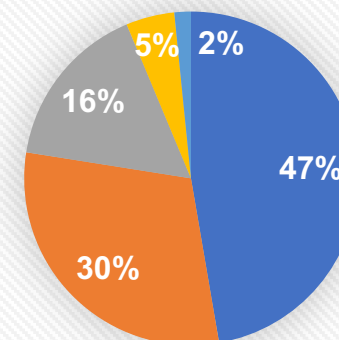
**43% of those who have reached the Exhibition through a caravan are habitual visitors since 6 editions.**

Moreover, the ability to attract a new public is undeniable since 2020 edition.

- **37.2%** out of the total is new visitors
- **57%** of the visitors own a camper or caravan
- **64.5%** male visitors
- **64.1%** out of the total is in the 45 to 64 years old range
- **71.7%** out of the total has reached the trade show Salone by car
- **68.7%** out of the total number of visitors is parents with children

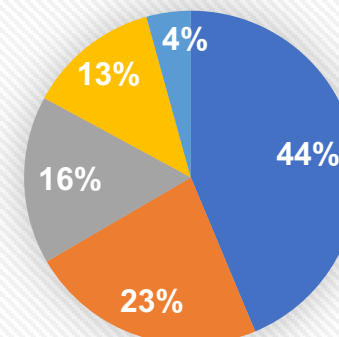
The main reason why visitors have decided to visit the exhibition is **to evaluate the purchase of a new VR (43.7%)**, of semi-integrated typology 33.9% or campervan typology 29.3%, **a scheduled programmed within the year 2022 (51.9%)**. Among them, the 51.2% participated in 2020 edition, while 59.5% participated for the first time in 2021. **44% of visitors who do not own a camper, declare they never had or rented a vehicle.**

## Area of origin



■ North-West ■ North-East ■ Centre of Italy ■ South and Islands ■ Other

## Reasons to visit



■ To evaluate a purchase ■ New products ■ Accessories ■ Curiosity ■ Other

# VISITORS' PROFILE AND CUSTOMER SATISFACTION

What is more it is noted that the general satisfaction of new visitors is very high, higher among visitors of the 2020 edition compared to habitual visitors. Il Salone attracts a family audience of couples with children, who appreciate the exhibition offer *in primis*.

Visitors ask to **improve the offer with tourism destinations (46.4%), thematic destinations and itineraries (45%) and with activities, destinations and accessories for sport in nature (40.3%).**

The **81.3%** of visitors **declare that they will return** to the next edition of Salone del Camper and the **87.7%** of them express an overall positive assessment with a **score of 3.2 out of 4.**

The highest levels of satisfactions are registered in the following areas:

- **3.8** the possibility to purchase the tickets online
- **3.6** the easy access to the exhibition centre
- **3.4** the organisation of exhibition spaces
- **3.4** the quality of exhibitors and product innovations exposed
- **3.0** the signage to reach the exhibition

What visitors expect from a camper experience are:

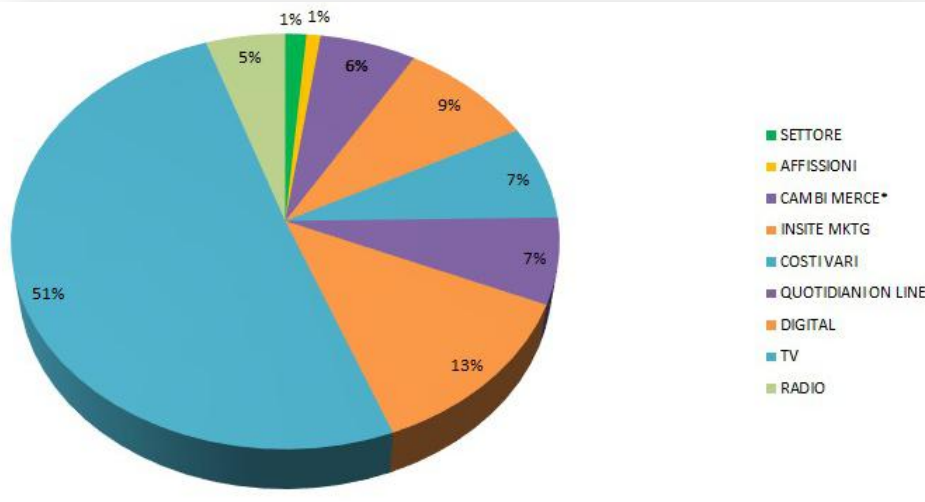
- Freedom (**86.8%**)
- Contact with nature (**57%**)
- Comfort (**43.9%**)

Among the main information channels used for the event:

1. Knowledge, previous participation (**49.4%**)
2. Social Network (**20.5%**)
3. Website (**18.5%**)
4. Word of Mouth (**15.2%**)



# COMMUNICATION, WEBSITE AND SOCIAL MEDIA



**Overall investment € 511,000**  
(not yet based on the balance sheet)



**RAI Isoradio was media partner with  
live transmission from Il Salone**



**267,316**  
website access  
**736,498**  
page views



**61,019**  
app downloads



**153** articles on newspapers  
and magazines  
**833** website articles  
**15** spots on TV  
and national radio stations



**51,332**



**6,899**



**1,001**



**212**



**195**

# ENTERTAINMENT AND ACTIVITIES

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## 4 - LEGGED FRIENDS' AREA

Free outside area dedicated to recreational and sport activities to be carried out together with the faithful friends of the man, guided tests and useful tips for travelling with their own animals, by expert instructors.

## CHILDREN'S PLAYGROUND

Kinderheim: The Tent in the Wood, a dedicated area to the custody and entertainment for children from 3 to 10 years, run by professional educators.  
(330 children participating )



## EASY CAMPER: CAMPER SCHOOL

Projection in Sala Agorà and in Sala Viaggi, Incontri e Racconti of 9 different, emotional and educational video tutorials to illustrate the simplicity of using campers and caravans.



# ENTERTAINMENT AND ACTIVITIES

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## COOKING IN CAMPER

Demonstration area to show the potential of the kitchen in small spaces with all the necessary arrangements to combine practicality and good taste.

(150 users with online pre-registration and 570 on-site subscribers.  
Over 1,000 paper cookbooks delivered)

## SALONE'S GARDENS

Green itinerary of themed green oases inside Pavilions 2-3-5-6 (the Amalfi Coast, the Oak Wood, the South Italy Seacoast and the Tuscan Hill).



## OUTDOOR & BIKE

An area dedicated to all athletes and lovers of outdoor activities, with useful advices for the bike world that uses the recreational vehicle as a trait d'union between tourism, sport and nature. (580 children participants)

# ENTERTAINMENT AND ACTIVITIES

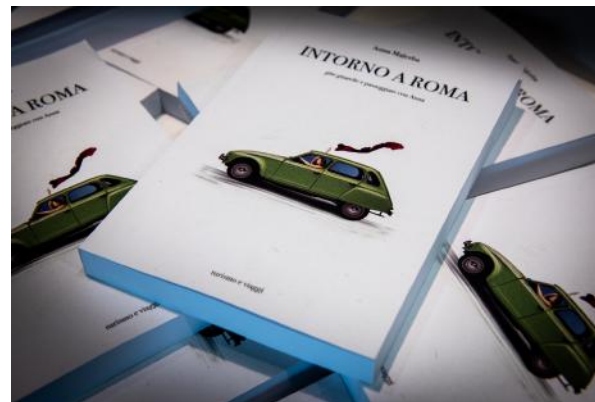


## ROAD SAFETY EDUCATION: HOLIDAYS ON THE ROAD

Safety tips for all type of travellers, young and adult, to transmit the importance of respecting the rules that are essential and that you must never forget even on holiday. (Attended by 800 children and 300 adults)

## TRAVELS, MEETINGS AND STORIES


An open space with a rich schedule of presentation and testimonies of extraordinary travellers.





# WHAT VISITORS SAY ABOUT US

 **Emanuela** Ci sono stata ieri..... Bellissimo organizzato molto bene 🙌🙌 per me era la prima volta  
**Abbraccio** · Rispondi · Invia messaggio · 15 h

 **Elena** Non ero mai venuta ,sono venuta ieri bellissima fiera adoro caravan e camper mi sono fatta gli occhi che belli ragazzi mamma mia,spero un giorno di riuscire a comprare un caravan troppo belli ,con una bella veranda  
**Mi piace** · Rispondi · Invia messaggio · 3 g

 **Susanna**  consiglia Salone del Camper. ...  
23 h · 🌐  
ti fa sognare ad occhi aperti


 **Riccardo**  consiglia Salone del Camper. ...  
13 h · 🌐  
Enorme esposizione di camper di ogni marca. Ne consiglio la visita specialmente a chi vuole avvicinarsi a questo tipo di mezzo per farsi un'idea precisa di cosa si vuole. Ci sono modelli per ogni tipo di esigenza



 **Rosa**  consiglia Salone del Camper. ...  
1 h · 🌐  
Ben organizzato e con tante nuove idee.

 **Anna** Venuta oggi, non molta gente e si girava benissimo. Camper bellissimi, sarebbero da cambiare ogni anno!!!  
 **Abbraccio** · Rispondi · Invia messaggio · 17 h

 **Carlo** Visitato oggi. Come sempre bellissima esperienza e complimenti alle case produttrici per le numerose novità .  
**Abbraccio** · Rispondi · Invia messaggio · 15 h

 **Antonella** Tornati ora a Roma dalla Fiera. Sempre interessante.  
**Mi piace** · Rispondi · Invia messaggio · 2 g

 **Mara** Arrivata ieri sera senza prenotazione né acquisto online del biglietto. Parcheggio 24h x 9€ senza elettricità. Biglietto 8 € e con una gratuità ingresso con tessera club Plein Air. I pelosi possono entrare con museruola. Organizzazione perfetta!!!!  
**Abbraccio** · Rispondi · Invia messaggio · 15 h

 **Monica**  consiglia Salone del Camper. ...  
14 h · 🌐  
Una bella vetrina, nuove idee, è sempre un piacere parteciparvi.

# PHOTO GALLERY







**IL SALONE DEL CAMPER**  
CARAVAN ACCESSORI PERCORSI E METE

**SEE YOU AT, SEPTEMBER 10-18 2022**

