



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

**Facts & Figures 15th edition**  
**September 14-22, 2024**



**FIERE di PARMA**





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**in the industry**



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\*The data and statistics refer to customer and client surveys conducted via C.A.W.I. by Data Contact on a sample of 1,050 visitors.

# 2024 EDITION

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## A solid leadership in the industry



Over  
**100,000**

visitors



Almost  
**55,000**

tickets sold online



Over  
**42,000**

vehicles parked in  
our stalls



More than  
**110,000**

sqm exhibition area



**330**

exhibitors

**(+10% vs 2023)**

**of which +60**

vehicles producers **(+12%)**



More than  
**600**

recreational vehicles  
available for visit



Over **500**

journalists, bloggers,  
vloggers, and  
Instagrammers accredited



**10**

event areas for  
experiences and  
activities

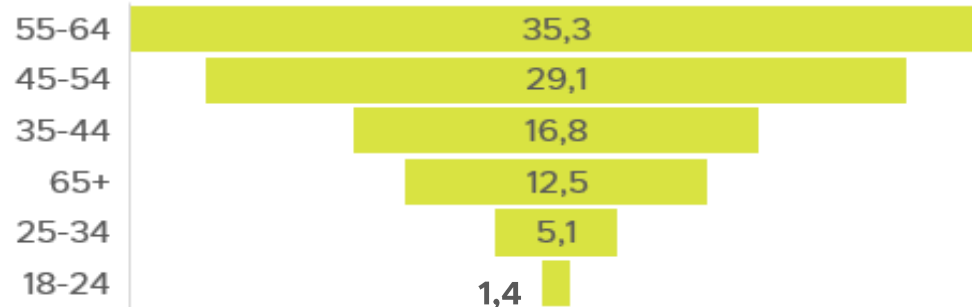
# VISITORS' PROFILE

## Geo-demographic Analysis

### NEW TRENDS COMPARED TO 2023

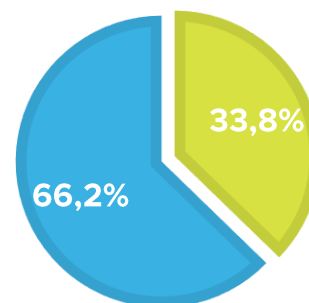
- **So many young camper enthusiasts:** the trend of growth among under-45 visitors continues, with a +5% increase compared to 2023 (and a +15% increase from 2022). In addition to young families, this target also includes many childless couples, whose reasons for purchasing are linked to the possibility of remote work and the opportunity to experience out-of-the-box adventures aboard a motorhome.
- **The event continues to be increasingly representative of the entire territory:** the number of visitors from regions in Nielsen Area 3 continues to grow (+12.5% compared to 2023 and +50% compared to 2022), as well as from regions in Area 4 (+25% compared to 2023 and +66% compared to 2022).

### COMPOSITION OF THE SAMPLE BY AGE (%)



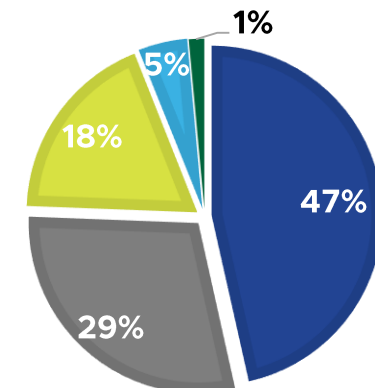
### GENDER

■ Women ■ Men



### ZONE OF ORIGIN IN ITALY

■ North-West ■ North-East ■ Center ■ South ■ Other



# VISITORS' PROFILE

## Behavioral Analysis

### Great engagement, generational change, and new needs

- In the 2024 edition, **"new visitors" reached 40%**, partly thanks to the increased engagement on **social media**, particularly on Instagram.  
Among the new visitors, one-third identify as **camper enthusiasts**, while the remaining two-thirds describe themselves as **tourists seeking new experiences**.  
**3 out of 10 visitors arrived to the show with their own RV**. 88% of them stayed for an average of two to four days (+10% compared to 2023).

### The importance of the traditional purchase channels

- Purchasing an RV proves to be a complex decision, leading users to **prefer official sales channels** for both new (69%) and used vehicles (58%).

### A community of travelers by Passion

- 35% of owners report **using their RV between 21 and 40 days a year** (a stable figure compared to 2023), while 20% use it for up to 50 days. The number of **childless couples** owning an RV or caravan has increased, now representing **39%** of visitors.  
For those traveling with their own RV, accommodation preferences mostly include **campsites** (57%) and **equipped rest areas** (40%).

### Top-5 Key Words

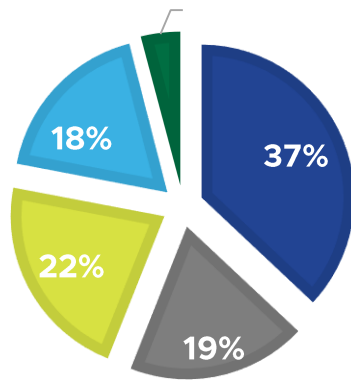
- **Freedom** (indicated by 92 out of 100 visitors)  
**Nature** (59 out of 100)  
**Comfort** (46 out of 100)  
**Sociability** (20 out of 100)  
**Novelty** (18 out of 100)

# VISITORS' PROFILE

## Future spending projections

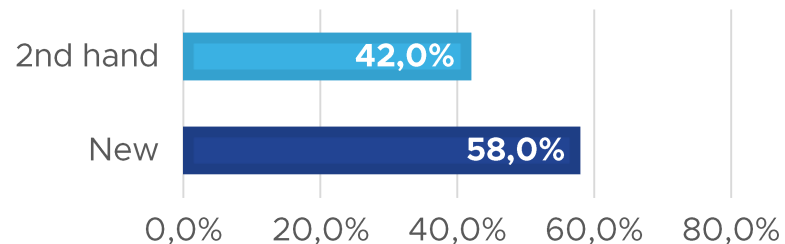
### WHY VISIT THE SHOW

- Buying
- Curiosity
- Staying updated on trends
- Seeking accessories
- Other



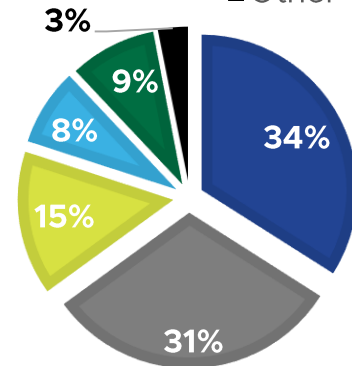
### BUYING A RV: NEW OR 2ND HAND?

- New
- 2nd hand



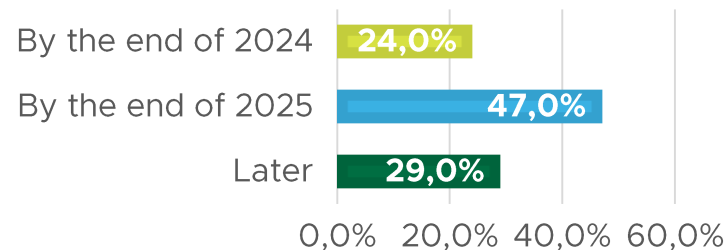
### FAVOURITE RV

- Profiled/Sem-integrated
- Van/Campervan
- Motorhome
- Overcab
- Caravan
- Other



### SPENDING HORIZON

- Later
- By the end of 2025
- By the end of 2024



### NEW FEATURES VS 2023

- **New visitor behaviour:** the percentage of new visitors continues to grow, and in general, there is a strong tendency (over 1 in 2 visitors) to make purchases at the fair, including both accessories and RVs.
- **Entry-level vehicles attract new interest:** compared to 2023, the "van and campervan" category has grown by 3 percentage points.
- **Increased perception of economic safety:** the likelihood of purchasing an RV by the end of the year has risen by 20% compared to 2023.



# VISITORS' PROFILE

## Satisfaction analysis

### STRENGTHS\*

**Quality** of Exhibitors  
**Organization** of the show  
**External communication**

\*The strengths correspond to a weighted average of the qualities most recognized by visitors and those they consider most relevant.

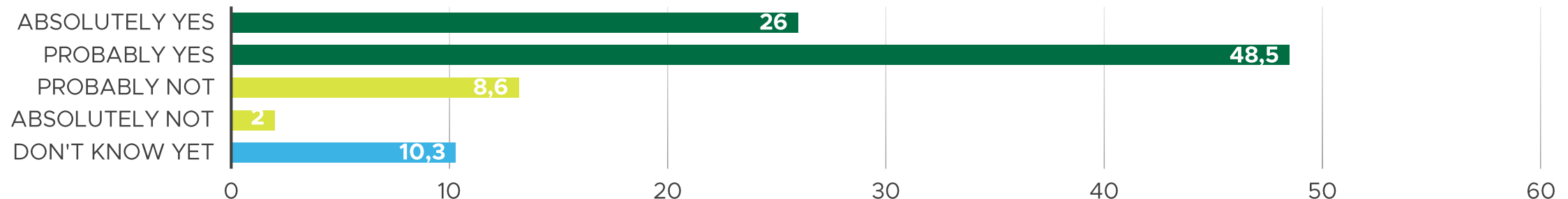
### VISITORS' SUGGESTIONS

More **accessories** for campers and caravans  
Even more **conferences and activities throughout the week**  
A constantly updated selection of **itineraries, routes, and destinations**  
New **accessories for sports**  
A **richer program of collateral activities** in Parma  
Introduction of **rental options**

### A COMPARISON BETWEEN NEW AND RETURNING VISITORS

Both visitor groups agree that the exhibition offering is the key to the success of this edition. There is unanimous approval for the event's organization and communication touchpoints, from the website to the digital ticketing system. Loyal visitors also feel that the fair has improved compared to the previous year, including its appeal, the variety and quality of exhibits, and the services offered.

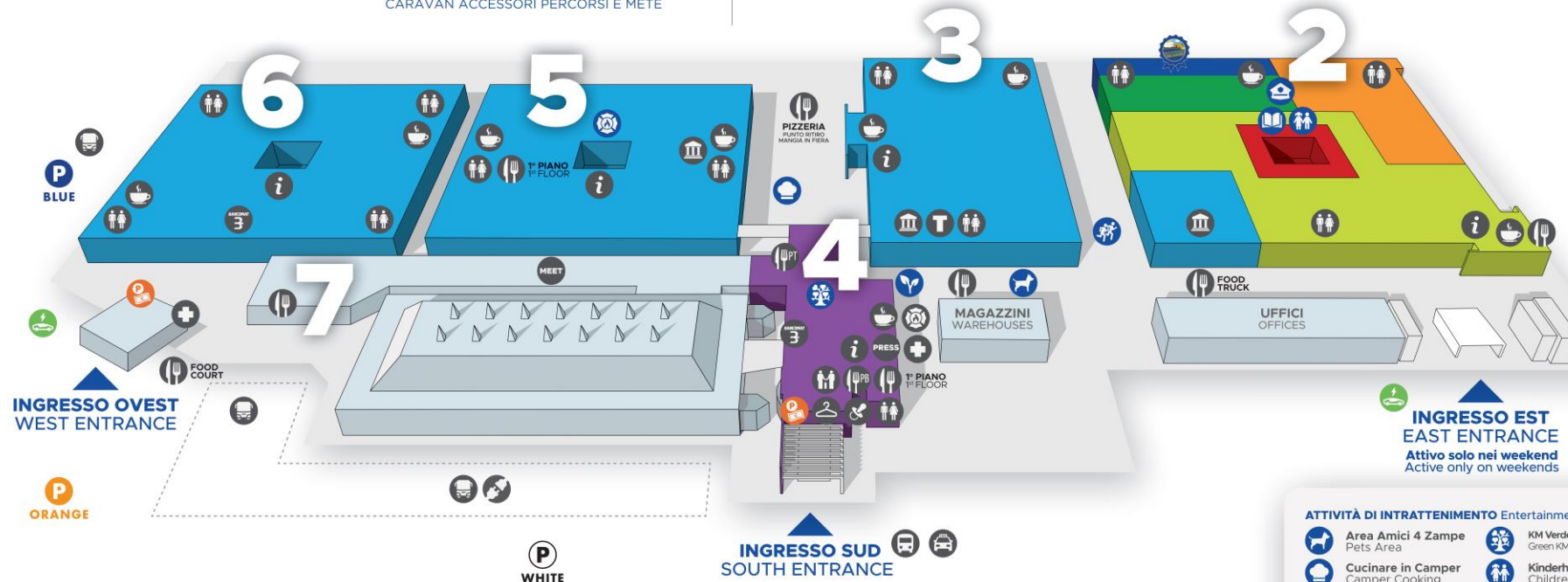
### WILL YOU COME BACK IN 2025? (%)



# SEGMENTATION



## PLANIMETRIA GENERALE GENERAL PLAN



### ATTIVITÀ DI INTRATTENIMENTO Entertainment Activities

- Area Amici 4 Zampe  
Pets Area
- Cucinare in Camper  
Camper Cooking
- Il Villaggio degli Sport  
Sports Village
- Oasi Verde  
Green Oasis
- Viaggi, Incontri e Racconti  
Travels, Encounters and Stories
- KM Verde: l'Amore si Coltiva in Viaggio  
Green KM: Love is Cultivated on the Road
- Kinderheim: la Tenda nel Bosco  
Children's Area
- Vigili del Fuoco: sicurezza anche in vacanza  
Firefighters: safety on holiday with you
- Vigili Urbani in Vacanza con Te  
Traffic Police on Holiday with You

- PADIGLIONE HALL 2  
**ACCESSORI**  
Accessories
- PADIGLIONE HALL 2-3-5-6  
**CAMPER E CARAVAN**  
Camper and Caravan
- PADIGLIONE HALL 4  
**ENTI E ASSOCIAZIONI**  
Institutions and Associations
- PADIGLIONE HALL 2  
**PERCORSI E METE**  
Tourism and Destinations
- PADIGLIONE HALL 2  
**PRODOTTI E ATTREZZATURE PER AREE SOSTA CAMPER E CAMPEGGI**  
Products and Equipment for Camper Parking Areas and Campings
- PADIGLIONE HALL 2  
**AREA SHOPPING**  
Shopping Area
- La Strada dei Sapori

- Allaccio Elettrico Camper  
Camper Electric Connection
- Bagni  
Toilets
- Bancomat  
Cash Withdrawal
- Fermata Bus  
Bus Stop
- Parcheggio  
Parking
- Pronto Soccorso  
First Aid
- Punto Informazioni  
Info Point
- Ristorante  
Restaurant
- Sala Meeting  
Meeting Room
- Sala Agorà  
Agora Room
- Servizio Camper  
Camper Service
- Tabacchi  
Tobacconist
- Ufficio Stampa  
Press Office
- Vigili Del Fuoco  
Fire Fighters
- Cassa Automatica Parcheggio  
Automatic Parking Cash Desk
- Stazione Ricarica Veicoli Elettrici  
Electric Car Charge Station

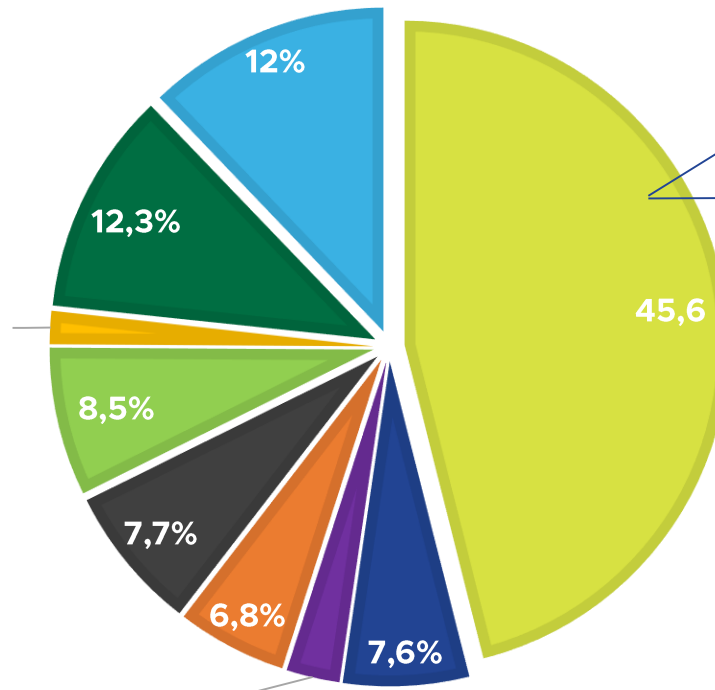


# COMMUNICATION

## Media mix

### MEDIA PLAN 2024 – FINAL DATA

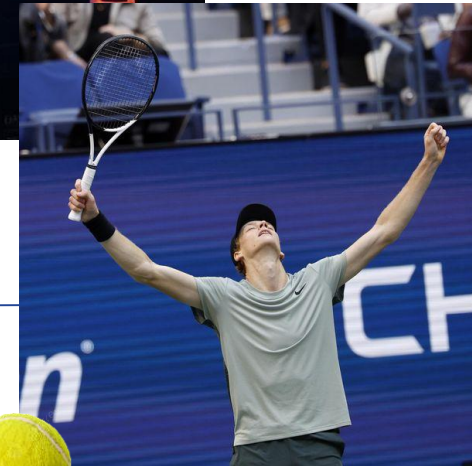
- TV
- Specialized press
- Other costs
- Outdoor
- Radio
- On and offline publishing
- Affiliate marketing
- Field marketing
- Digital marketing



#### Lexical note

**AFFILIATE MARKETING:** a direct marketing activity conducted through a platform or third-party partner, addressing branded communications to its target audience.

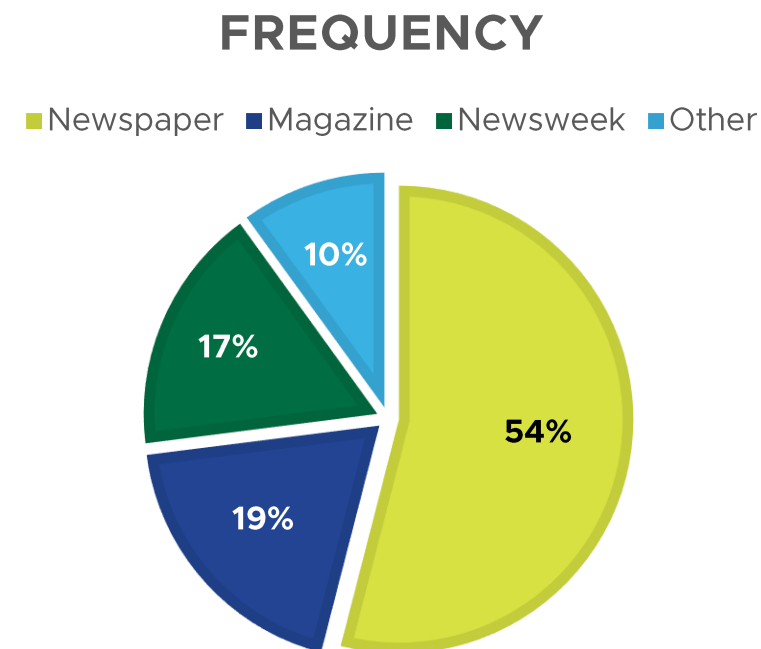
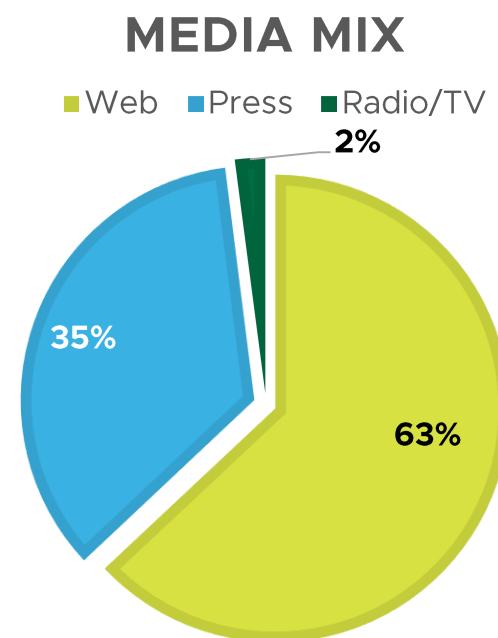
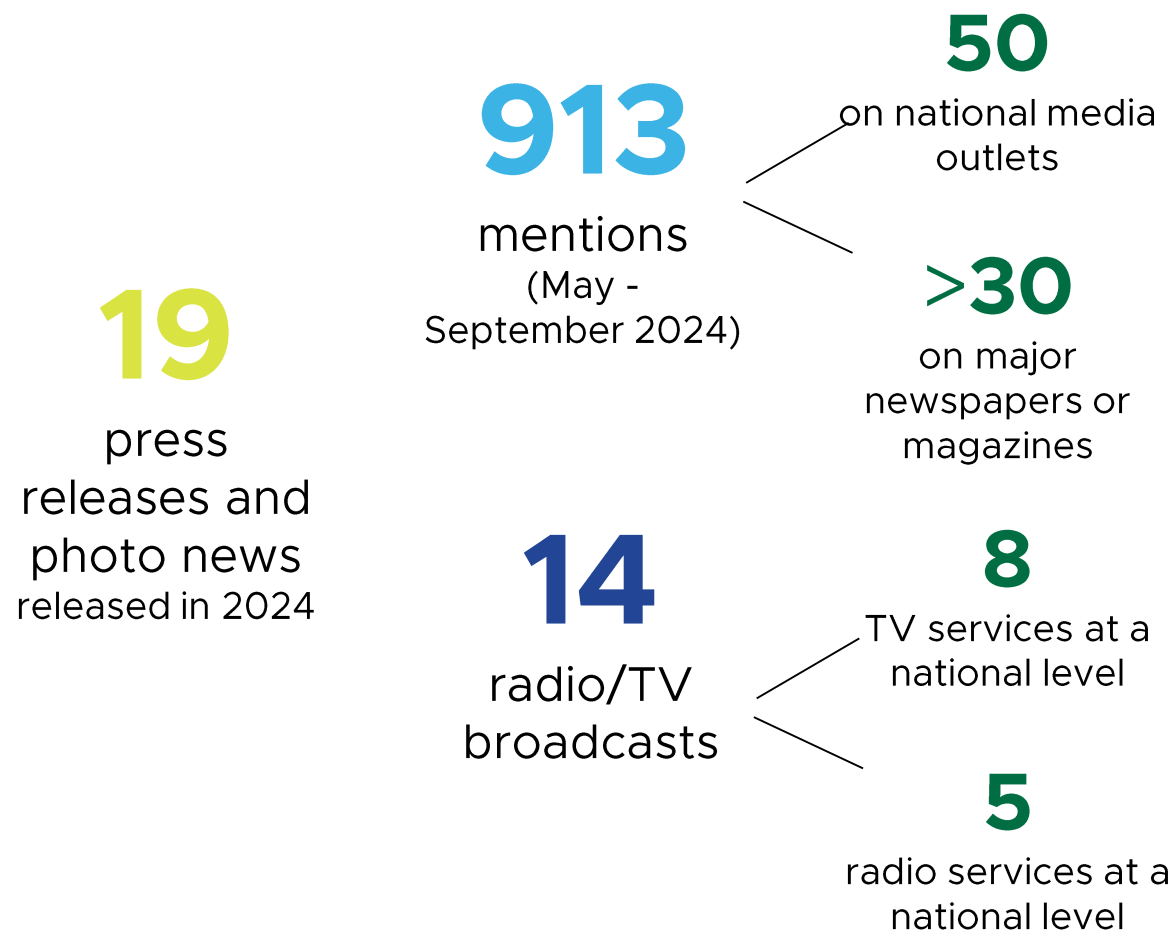
**FIELD MARKETING:** activities aimed at the creation or co-creation of content at the show.



Note the impact of TV coverage on channel 64 – SUPERTENNIS during the key stages of the 2024 US Open. In particular, the final was watched by over 1.7 million viewers (share 10.12%, Auditel data).

# COMMUNICATION

## Press office and Public Relations report



# COMMUNICATION

## Website and web-app



**151.864**

visits

**383.067**

page views

Data from August 1st to  
September 22nd, 2024



Official App in 2024: tabUi

**23.356\***

downloads\*\*

**32.999\***

unique users visiting  
«Il Salone del Camper» section

**16.803\***

unique users reached by push notifications

\*Data refers to the period from September 14th to 22nd.  
\*\*The data should be considered as cumulative compared  
to 2023 (when the app recorded 26,201 downloads).

# COMMUNICATION

## Top-5 page views

RANK	PAGE	TOTAL VIEWS
1	Homepage	222,974
2	/info-utili/	34,546
3	/perche-visitare/	25,886
4	/marchi-presenti/	18,299
5	/domande-frequenti/	7,297

Data from August 1st to September 22nd, 2024

Excluding the show’s homepage, which naturally serve as the landing page for users coming from various digital touchpoints (newsletters, affiliate marketing, ads, etc.), there is notable traffic on several pages, aimed at making visitors navigate the show and the town of Parma:

- **Info Utili**, a guide on what to do at the fair and in the city, including hours, details, and tips to make the most of the visit experience.
- **Perché visitare**, a page designed for newcomers, curious individuals, and aspiring camper enthusiasts, offering basic information for this target audience.
- **Marchi presenti**, the exhibiting brands catalog.
- **FAQ**, a page rich in content, continuously updated, resulting from careful and intensive community management work, as well as from the solid relationship built with returning, new, and loyal visitors.

**The ticketing page is not included in the top 5 because it is hosted on an external marketplace.**



# SOCIAL MEDIA MANAGEMENT

## Facebook, Instagram, X, LinkedIn, YouTube



**58.850**

**57.049** in 2023  
(+2%)



**13.700**

**11.200** in 2023  
(+22%)



**1.118**

**1.099** in 2023  
(+2%)



**543**

**453** in 2023  
(+20%)



**342**


**311** in 2023  
(+10%)

 **Michela Tanzini**  
Stata la settimana scorsa, bellissima, non delude mai, mezzi innovativi e con grande sorpresa per me, i Van, molto molto indecisa ❤️❤️

4 g [Mi piace](#) [Rispondi](#) [Send message](#) [Nascondi](#)

 **Ermelinda DI Matteo**  
Noi ci siamo stati ieri tante novità ...

3 g [Mi piace](#) [Rispondi](#) [Send message](#) [Nascondi](#)

 **Anna Amorese**  
Anche noi siamo stati oggi bellissimi camper 🙌

 **Tiziana Mazzini**  
Noi siamo qui molto bello

4 g [Mi piace](#) [Rispondi](#) [Sen](#)

 **Elena Bovenzi**  
Noi siamo qui 🥰🥰🥰

1 sett [Mi piace](#) [Rispondi](#) [N](#)

 **Grazia Mazzanti**  
Appena usciti, molto bello


1 sett [Mi piace](#) [Rispondi](#) [Nascondi](#)

 **Paolo Bellini**  
Bella fiera bei mezzi

Visualizza tutte le 2 risposte

 **Lory Sic Est**  
Fan più attivo  
Ci sono stata ieri per la prima volta ed ho trovato delle proposte molto interessanti per il mio primo camper 🙌  
Oggi visito la città di Parma, non si può andar via senza vederla

1 g [Love](#) [Rispondi](#) [Send message](#) [Nascondi](#) 3 


 **Luciana Gattoni**  
Visitata ieri. Sempre bellissima.

 **Daniele Zambuchini**  
sono stato domenica, molto bello, mezzi stupendi


4 g [Mi piace](#) [Rispondi](#) [Send message](#) [Nascondi](#)

 **Benedetta Trumbaturi**  
Sono stata oggi già di ritorno a casa devo dire che ha sempre il suo fascino era due anni che non andavo

2 g [Mi piace](#) [Rispondi](#) [Send message](#) [Nascondi](#)

 **Marika Ferrari**  
Noi ci saremo per la prima volta, curiosi di capire come funziona quel mondo e iniziare una nuova avventura

2 sett [Love](#) [Rispondi](#) [Nascondi](#) 5 

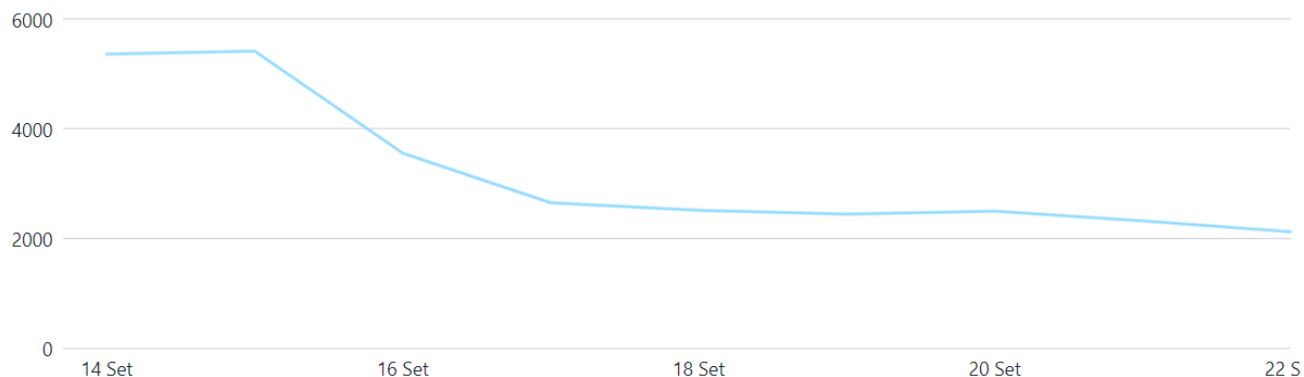
 **Magnotta Crew**  
Anche lui contentissimo!



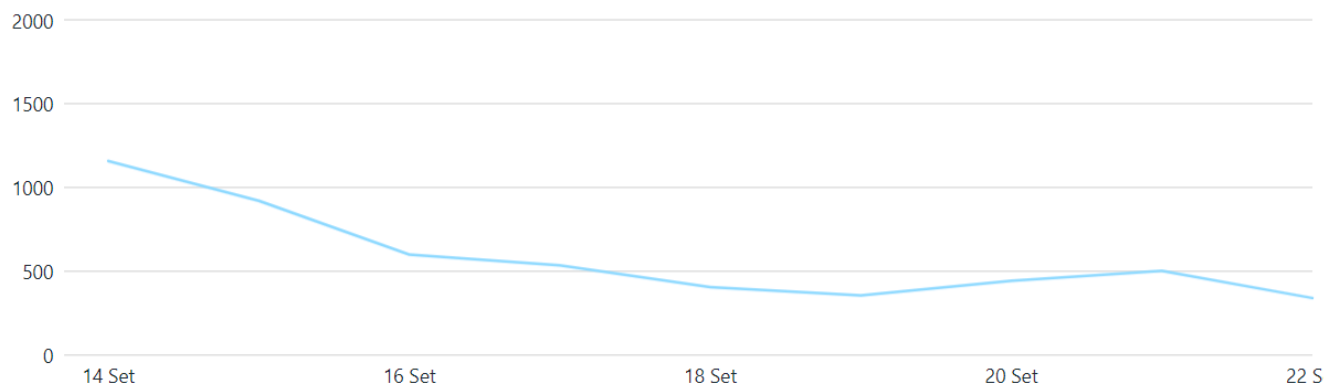
# SOCIAL MEDIA MANAGEMENT

## Social media analytics

**Visits on FB**  
**28,878 (+132.9%)**



**Visits on Instagram**  
**5,256 (+106.4%)**

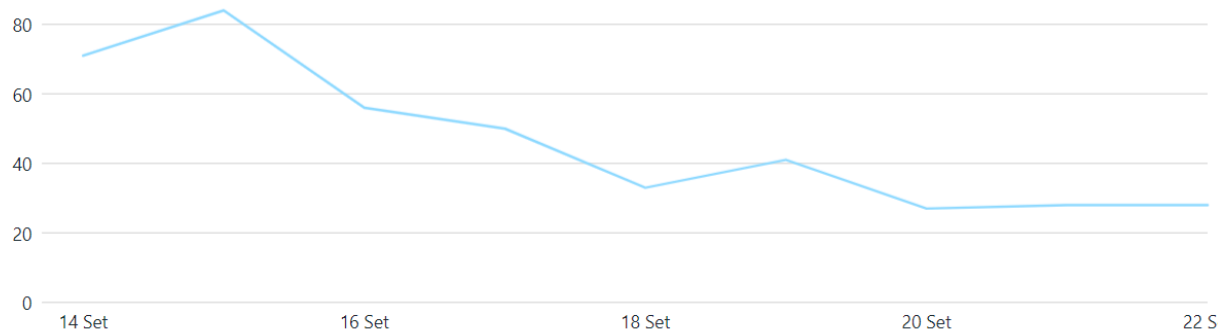


There was great interest on the social media channels of Il Salone del Camper. The 2024 edition saw a significant flow of visits and interactions on Meta platforms, with notable peaks during the first days of the event.

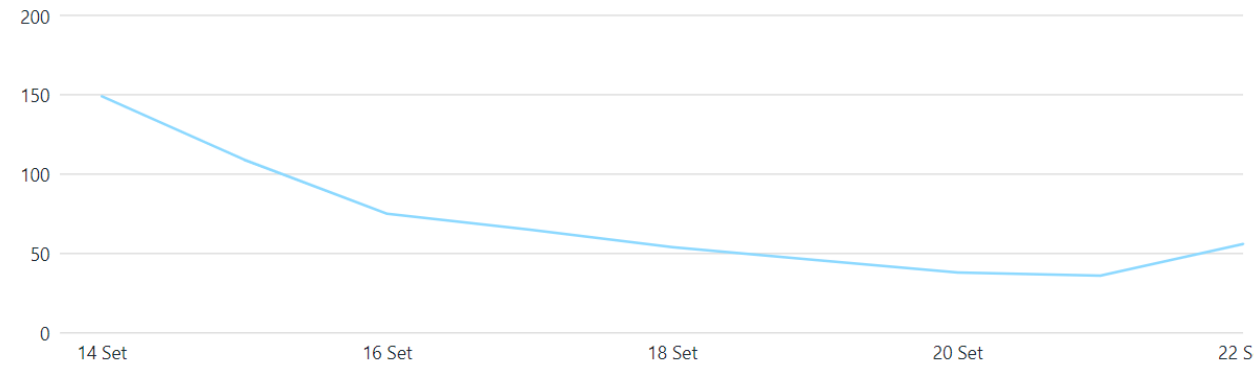
# SOCIAL MEDIA MANAGEMENT

## Social media analytics

**New followers on FB**  
**+424 (+65%)**



**New followers on Instagram**  
**+628 (+59.8%)**



### CONTENT MANAGEMENT AND ENGAGEMENT GENERATION

The creation of interesting and engaging content, such as real-time photos and videos of the event, was a crucial component in fostering community engagement and driving the acquisition of new followers/subscribers.

# SOCIAL MEDIA MANAGEMENT

## Results

CHANNEL	N° PUBLISHED CONTENT	REACH (TOTAL USERS REACHED)	INTERACTIONS WITH CONTENT	NEW FOLLOWERS	TOTAL FOLLOWERS
FACEBOOK	107	1,653,631	212,711	+1,358	58,820
INSTAGRAM	219	650,157	35,186	+2,104	13,600
LINKEDIN	15	3,418	312	+75	538
TOTAL	341	2,307,206	248,209	3,537	72,958

Data from August 1st to September 22nd, 2024



# ENTERTAINMENT PROGRAM

## KINDERHEIM – OBSERVE, LEARN, PLAY

A dedicated childcare and entertainment area for young explorers aged 3 to 8, supervised by professional specialists.

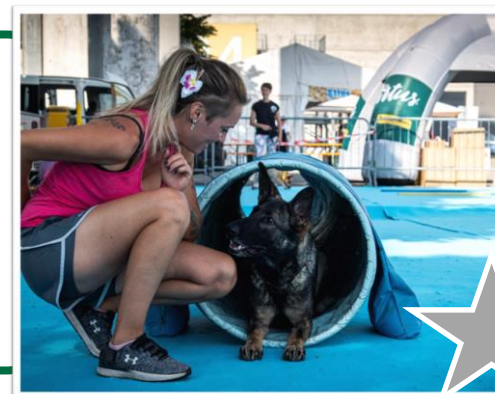


## SPORTS VILLAGE - SPORTINCAMP

An outdoor area for children and teenagers aged 6 to 16, offering a wide range of sports activities, encompassing mini golf, basketball, soccer, hockey, and upon request additional activities such as handball, paddleball, badminton, and mountain biking.

## FOUR-LEGGED FRIENDS AREA

An area dedicated to man's best friend, featuring fun or specific activities such as obedience, agility, proprioception, and scent games. In collaboration with qualified ENCI (Italian National Kennel Club) dog trainers.



**2nd best activity  
according to our visitors**

# ENTERTAINMENT PROGRAM

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## CAMPER COOKING

The activity is carried out by the chefs of the Unione Ristoranti del Buon Ricordo, who reinterpret the great Italian tradition by creating simple recipes for everyday “on-the-road” meals, demonstrating how to manage these preparations even in small spaces, such as camper kitchens.



**Best activity according to our visitors**



## KILOMETRO VERDE PARMA – LET’S CULTIVATE LOVE ON THE ROAD

Educational and fun workshops that engage the young guests of the Camper Show in an interactive way, stimulating their imagination and promoting teamwork.

# ENTERTAINMENT PROGRAM

## GREEN OASIS

A garden for relaxation. An immersive sensory experience, the Green Oasis highlights the importance of green spaces in the outdoor world.



## LOCAL POLICE ON HOLIDAY WITH YOU

An exhibition area dedicated to the Polizia Locale (Italian Local Police) where visitors can actively engage in road safety education through a mobile traffic education workshop, a driving simulator, a road carpet for visual distortion effects of alcohol and drugs, educational board games, and demonstration videos on camper driving regulations.

## FIRE DEPARTMENT, FOR SAFETY EVEN ON VACATION

An exhibition area created in collaboration with Firefighters, where visitors can get an up-close look at rescue activities related to outdoor and leisure activities.





# ENTERTAINMENT PROGRAM



## OFF-SHOW FOOD COURT

An area dedicated to quality street food: bar service, music and food from local producers, to enjoy a deep dive into the culinary tradition of Parma.

## “TRAVELS, PEOPLE, STORIES” ARENA

5 events featuring presentations, seminars, and conferences  
6 hours of programming for the whole family



**3rd best activity  
according to the visitors**



## CONFERENCE PROGRAM

9 panel discussions  
**18+** hours of activities



## PHOTOGALLERY







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

**See you at the 16th edition**  
**Parma | September 13-21, 2025**

