IL SALONE DEL CAMPER
CARAVAN ACCESSORI PERCORSI E METE

FACTS & FIGURES

16th edition | 13 - 21 september 2025

FIERE DI PARMA

APC
ASSOCIAZIONE PRODUTTORI CARAVAN E CAMPER

INDEX

The numeric leadership: the unique impact among B2C sector events

OVER 107,000 VISITORS

The best performance in recent years

OVER 110,000 SQM OF EXHIBITION SPACE

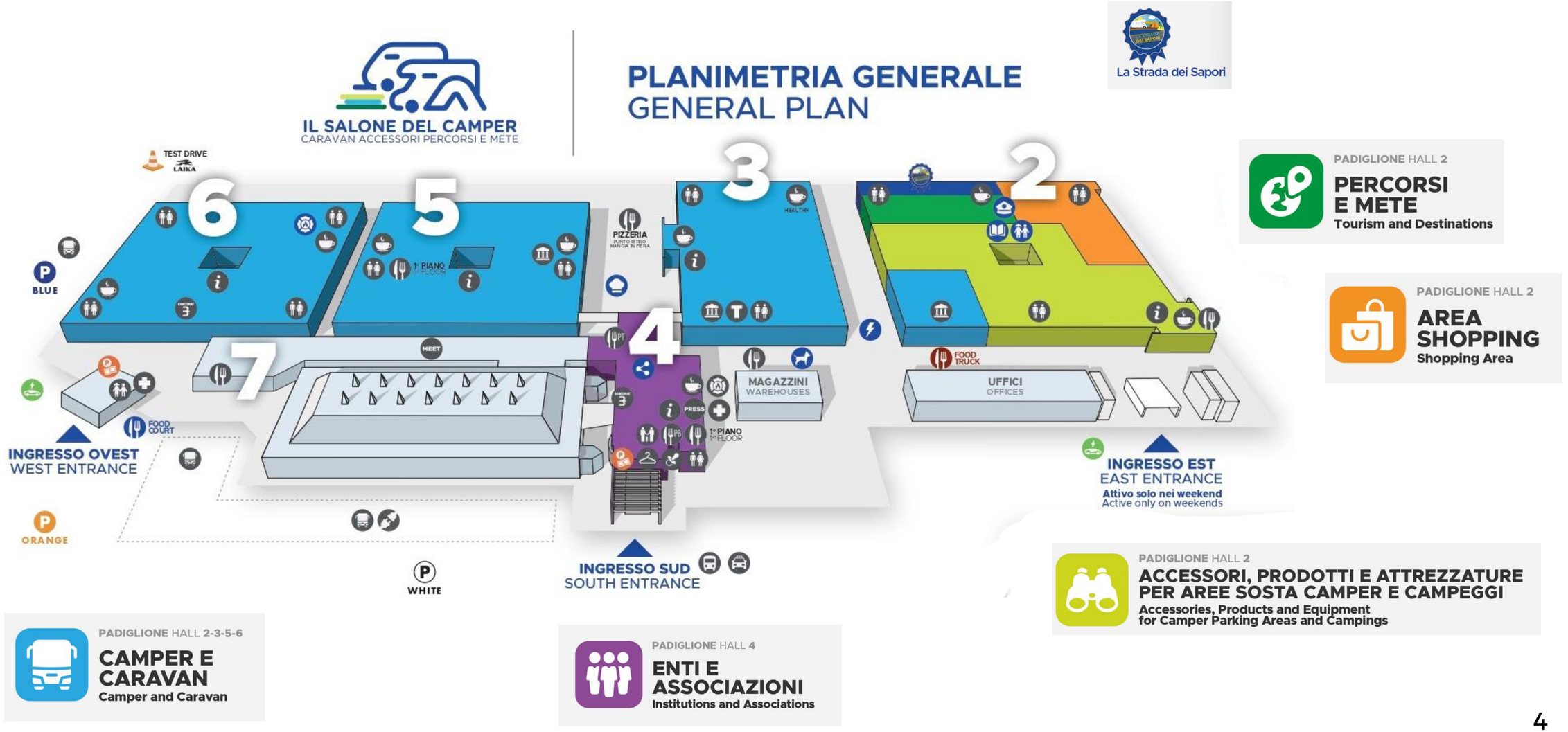
OVER 600 RECREATIONAL VEHICLES ON DISPLAY

OVER 500 JOURNALISTS

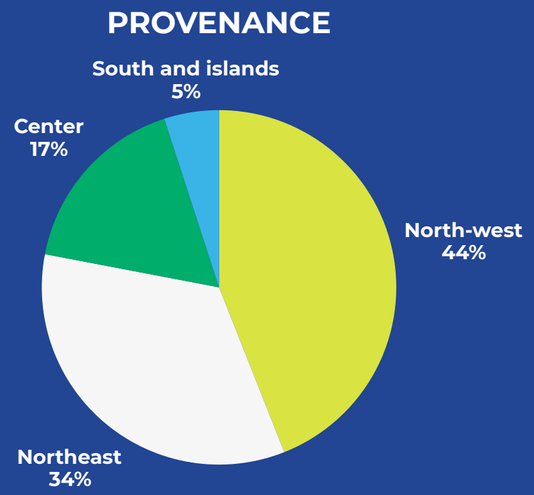
(numerous bloggers and content creators)

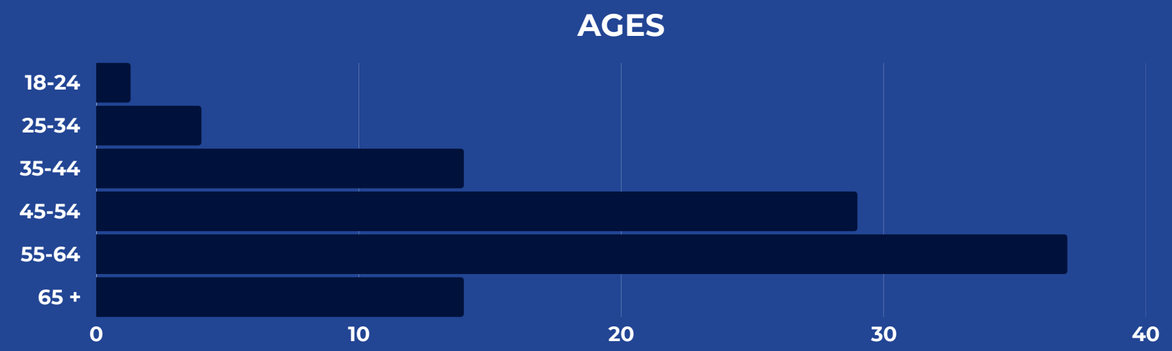
Data confirms Il Salone del Camper as the main gateway to the Italian market and the second European business hub for the open-air industry.

Merchandise segmentation



A business-generating audience: increasing purchase propensity





PREMIUM TARGET

HIGH-SPENDING AUDIENCE
- 66% ARE 45-64 YEARS OLD
- 78% COME FROM NORTHERN ITALY

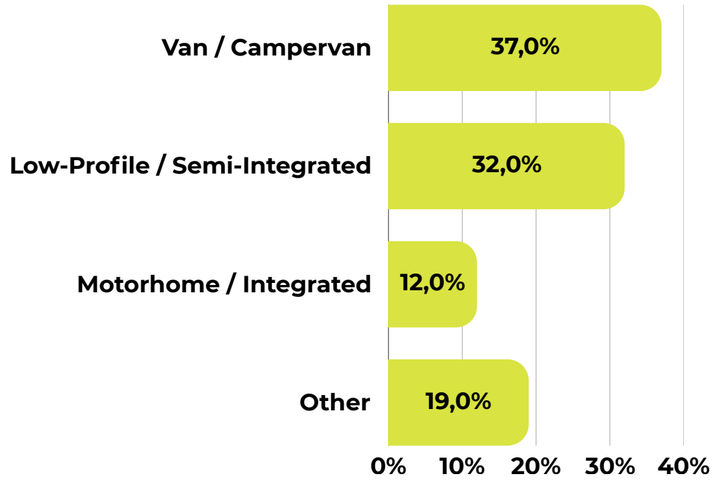
HIGH PURCHASE MOTIVATION

OVER 50% WITH DIRECT PURCHASE INTENTION, INCLUDING :
- 34% VISIT TO EVALUATE VEHICLE PURCHASE
- 20% TO BUY ACCESSORIES

LOYALTY AND RENEWAL

- 66% RETURNING VISITORS (LOYALTY)
- 34% NEW VISITORS
- IL 78.5% INTEND TO RETURN FOR THE NEXT EDITION

Focus: purchase intention

RECREATIONAL VEHICLES		ACCESSORIES
PURCHASE PROJECT	**MOST REQUESTED**	**INSIGHT FOR EXHIBITORS**
70% **Plan to purchase by 2026** 64% **Are looking for a NEW vehicle**		20% **purchase accessories and leisure products at the fair** 60% **of visitors state they want a greater accessory offering**

*The Salon's audience is not only numerous but consists of **active buyers with concrete, short-term projects.***
*The **positive NPS (+31.5)** confirms high satisfaction*

The value of travel: lifestyle and behaviors

The desired experience

Visitors share common values.

They primarily seek the tourist experience in **freedom (88,5%). They want to "stay overnight outside conventional patterns" (52,5%) and "contact with nature" (48,9%)**.

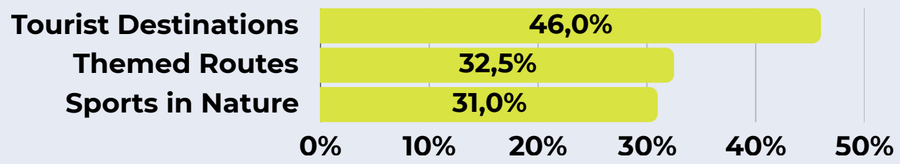
The tourist in motion

They are active tourists who prefer the **Sea** (**73,6**%) and the **Mountains** (**43,4**%).

They use dedicated facilities: **61.8% choose campgrounds** and **42.5% equipped rest areas**

New exhibition opportunities

Visitors are looking for inspiration. They ask for:



The Salon's 360° communication strategy

Strategic Advertising Investment of over € 1,200,000

54%	15%	14%	6%	11%
TV AND RADIO	SOCIAL AND WEBSITE	NEWSPAPERS AND TRADE PRESS	INSITE MARKETING	BILLBOARDS AND BARTER

*An **omnichannel strategy** to maximize visibility. The predominant investment in TV and Radio (54%) **ensures national reach**, supported by a strong digital presence (15%) for **profiled engagement***

Digital communication performance (Paid)

External Resonance: Beyond the Exhibition Presence, Millions of Users Reached

A multi-channel advertising machine (Google & Meta) to intercept a vast and in-target audience

18.1 M

Ad Views (Impression)

4.04 M

Unique Users Reached (Meta Reach)

485.000

Total Clicks on Ads

161.835

Clicks towards Ticket Office

Google campaigns generated the highest converting traffic (126k clicks on ticket office)

Meta (FB/IG) guaranteed massive awareness coverage (15M impressions)

The Authority of Major National Channels

NAtIONAL TV

Prime-Time Coverage on Key Networks (TG2, TG3, Studio Aperto, TGCOM24, ...)

20+ spots

NATIONAL RADIO

Focus on Qualified Audiences (Radio24, Radio Montecarlo, Radio Deejay...)

20+ spots

PRESS & PR

700+ mentions in national and trade publications (La Repubblica, Corriere della Sera, Ansa, La Gazzetta dello Sport, Wired, Plein Air...)

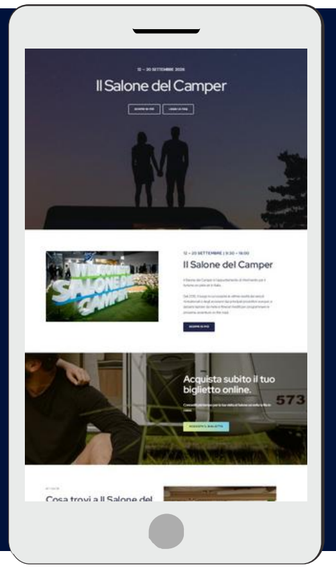
21 press releases and photo news in 2025

The community: engagement on owner channels

New Website: + Engagement

The 2025 site launch improved performance, increasing user engagement by **+26%** **Average visit duration (1m 07s)**

Insight for Exhibitors:
The "Exhibitors Catalog 2025" page is the 4th most visited on the site, with 22,560 views



The Official App: Direct Interaction at the Fair (tabui)

20K TOTAL DOWNLOADS AT THE FAIR

15K CODE SCANS (FROM MAPS, CARDS, AND SIGNAGE) TO ACCESS CONTENT

The community: engagement on owner channels

Social Media: Reach Doubled

A growing community (76 K followers) and highly reactive

5.1 M **Unique Users Reached (+70% vs 2024)**

507.000 **Total Interactions with content**

OFFICIAL CHANNELS

332.029 **Total interactions in the period before and during the event**

The experiential ecosystem: emotional connection and partnership opportunities

Family and Pet

Targeted activities to support family visits and increase stay duration, involving 4-legged friends:

- **Kinderheim**: Professional childcare (3-8 years)
- **Polizia Locale**: Road safety education and "license" for children
- **Area Amici a 4 Zampe**: Agility dog and obedience courses

Lifestyle and Culture

Themed areas that intercept target passions and create engagement:

- **Arena Viaggi, Incontri e Racconti**: Book presentations and travel stories
- **Vigili del Fuoco**: Holiday safety and outdoor rescue

Food and Wine

Events that combine travel with taste and cultural enrichment:

- **Cucinare in Camper:** Showcooking and regional tastings
- **Dopo Salone Food Court:** Music and street food in a relaxing atmosphere until late evening in the outdoor area

The experiential ecosystem: emotional connection and partnership opportunities

	Participation	Product Placement for Sponsorship/Partnership
Cucinare in Camper	**Cooking in a camper** (most favorite activity among visitors in 2025) **700+ PARTECIPANTS**	**Ideal for: Food Brands, Kitchen Accessories, Vehicles**
Area Amici a 4 Zampe	**4-Legged Friends Area** **(200+ PAIRS INVOLVED ON WEEKENDS ONLY)**	**Ideal for: Pet-Friendly Brand**
Arena Viaggi, Incontri e Racconti	**Second most favorite activity among visitors in 2025**	**Opportunity to sponsor Conferences / 18+ hours of programming to position yourself as a sector expert**
Kinderheim	**400+ CHILDREN ON WEEKENDS**	**Ideal for Family-Oriented Brands**

55,6%
Camper Owners with Pets

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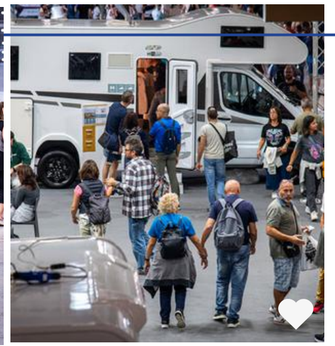
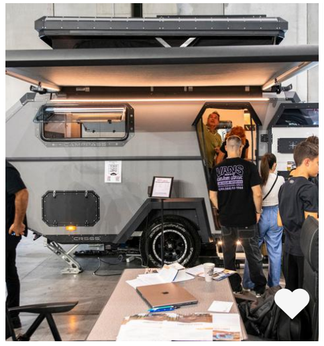
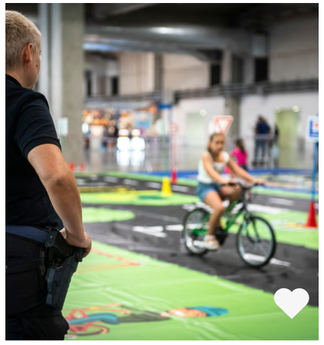
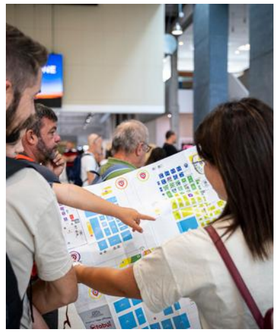
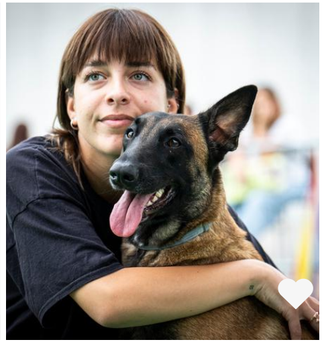
PHOTOGALLERY

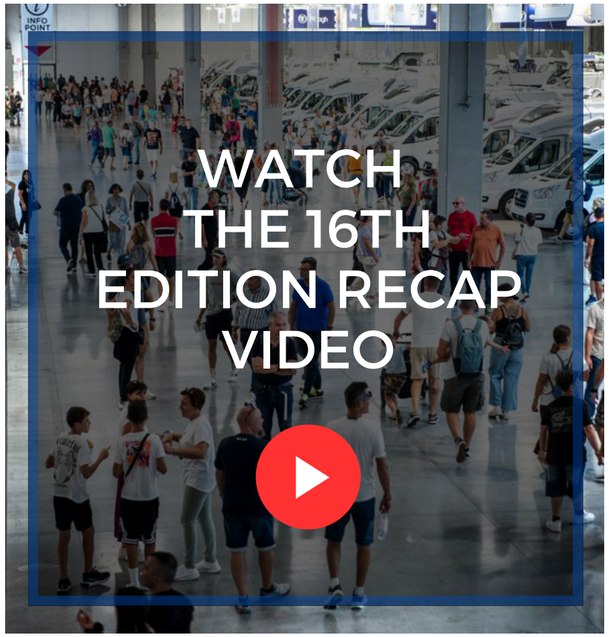












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