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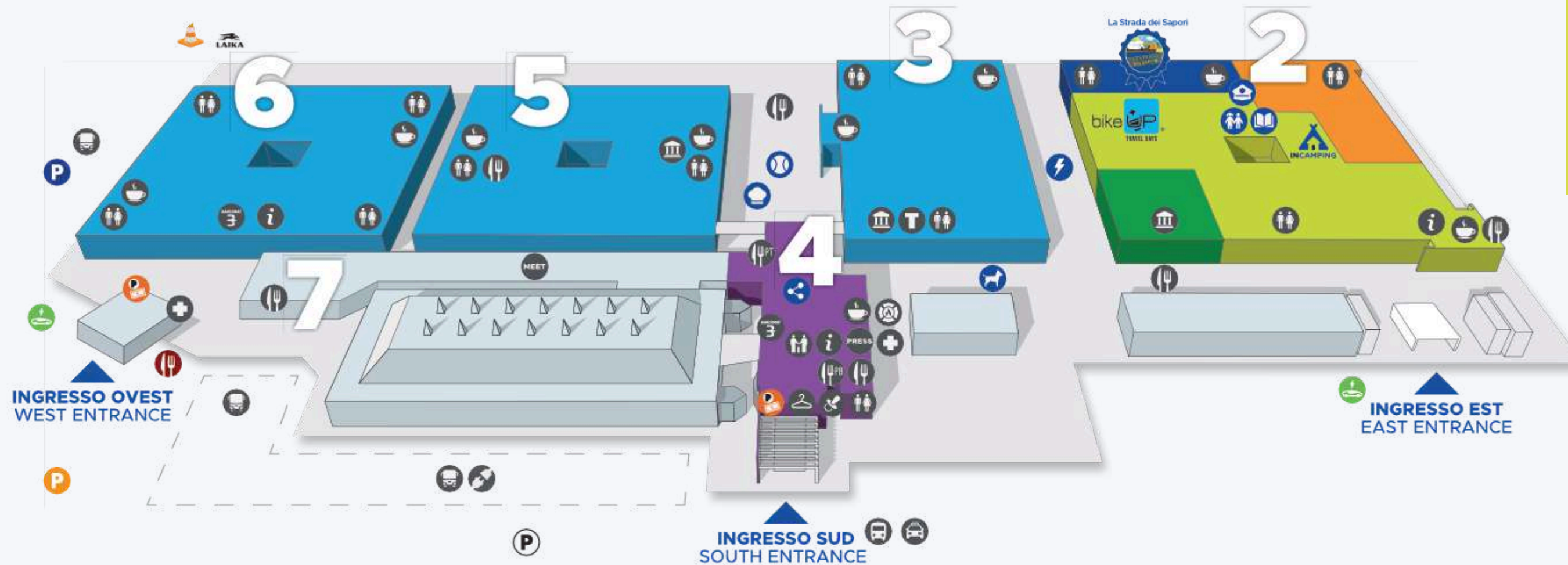
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ITALY'S LARGEST EVENT DEDICATED TO RECREATIONAL VEHICLES AND B2C TOURISM

A high-intensity commercial B2C hub integrating the outdoor industry, innovation, and destinations—transforming passion and interest into contacts, product testing, and purchases.



VEHICLES

Ranges and news from major European manufacturers.

ENTITIES & ASSOCIATIONS

Key industry associations.

ACCESSORIES & SERVICES

Performance, comfort and services.

TOURISM

Territories, destinations, and experiences.



2026 EDITION DATA



THE NUMBERS BEHIND A CONSOLIDATED SUCCESS

100.000+

visitors

110.000+

sqm exhibition area

600+

displayed vehicles

330+

exhibiting companies

500+

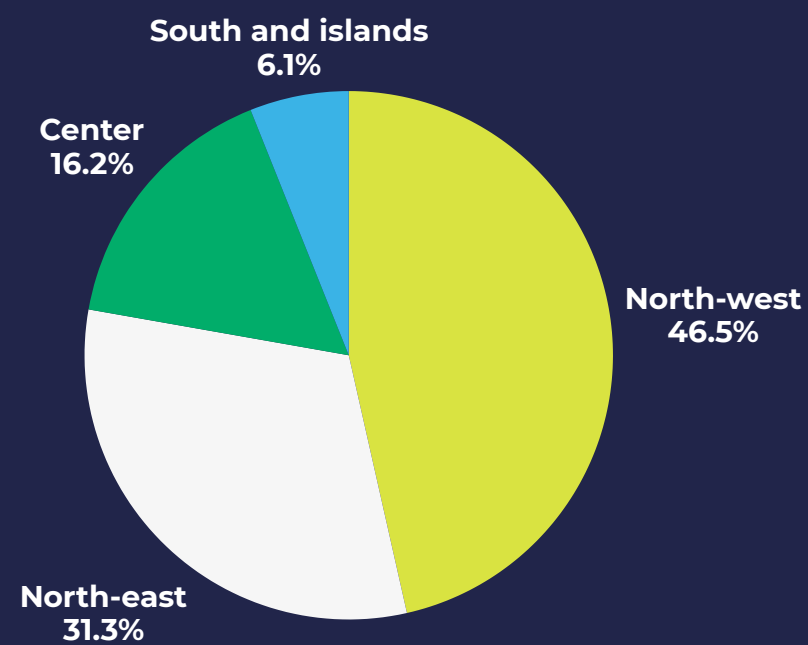
journlaist and creators

The 2026 figures confirm Il Salone del Camper as the primary gateway to the Italian market and the second-largest European business hub for the outdoor industry.

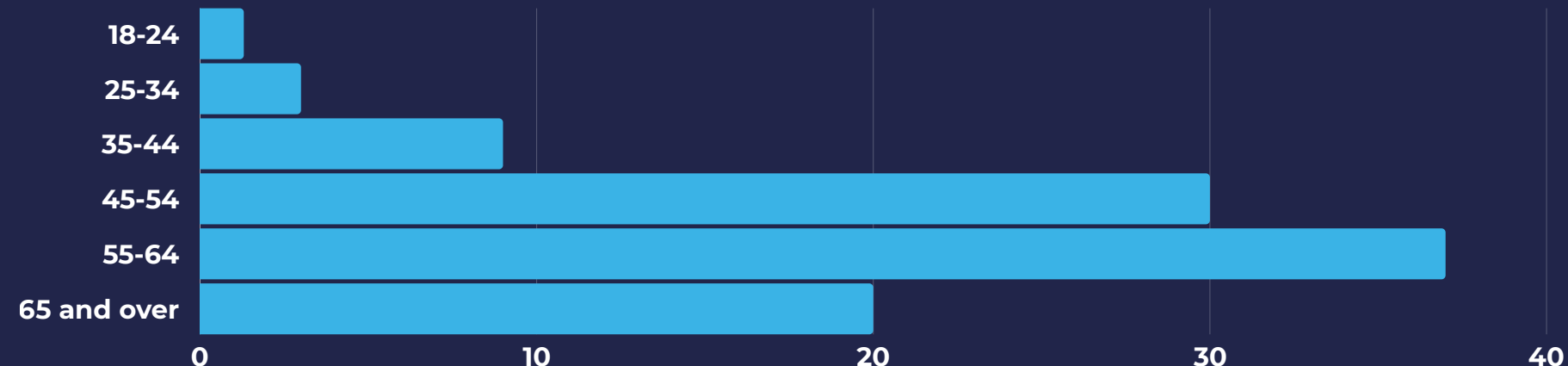
02 VISITOR PROFILE & PURCHASE INTENT

A high-purchasing-power audience driving real business

PROVENANCE



AGES



TARGET PREMIUM

HIGH-PURCHASING-POWER AUDIENCE

- 80%+ AGED 45-64
- 77% FROM NORTHERN ITALY



HIGH PURCHASE MOTIVATION

OVER 50% ATTEND WITH DIRECT PURCHASE INTENT:

- 33% TO EVALUATE PURCHASING A VEHICLE
- 23% TO BUY ACCESSORIES



LOYALTY & RENEWAL

- 74% RETURNING VISITORS
- 26% NEW VISITORS
- IL 75% PLAN TO RETURN FOR THE NEXT EDITION



VISITOR PROFILE & PURCHASE INTENT

Focus: purchase intent

RECREATIONAL VEHICLES		ACCESSORIES AND SERVICES
PURCHASE INTENT	MOST REQUESTED	INSIGHT PER ESPOSITORI
<div>77%</div> <div>plan to purchase by 2027</div> <div>58%</div> <div>are looking for a NEW vehicle</div>	<div><div>Low-profile/Semi-integrated32,3%</div><div>Van/Campervan29,6%</div><div>Motorhome / Integrated13,8%</div><div>Other24,3%</div></div>	<div>23%</div> <div>buy accessories, services, and leisure products directly at the show</div> <div>60%</div> <div>of visitors request a broader offering</div>

NPS: Positive Net Promoter Score (+30) confirming high visitor satisfaction.

THE VALUE OF TRAVEL: THE DRIVER GUIDING THE PURCHASE

Il Salone del Camper is not just a vehicle exhibition, but the hub where the desire for exploration turns **into concrete purchasing decisions**.

The Desired Experience



"Visitors are united by a passion for open-air tourism and the territory.

Engagement Drivers:

- 87% seek an outdoor travel experience in total freedom and comfort.

Core Message: The journey is the promise; the products are the tools to fulfill it.

The Traveler on the Move



An active audience that selects tailor-made accommodations and experiences for their itineraries:

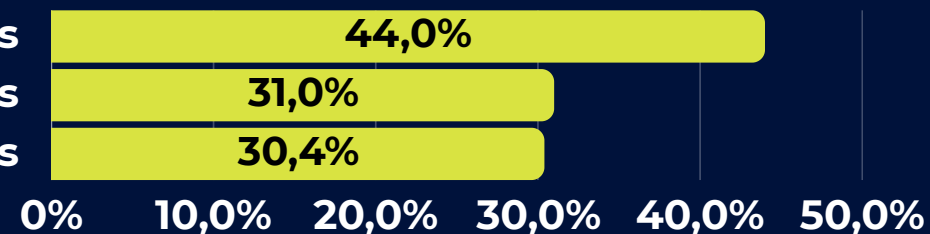
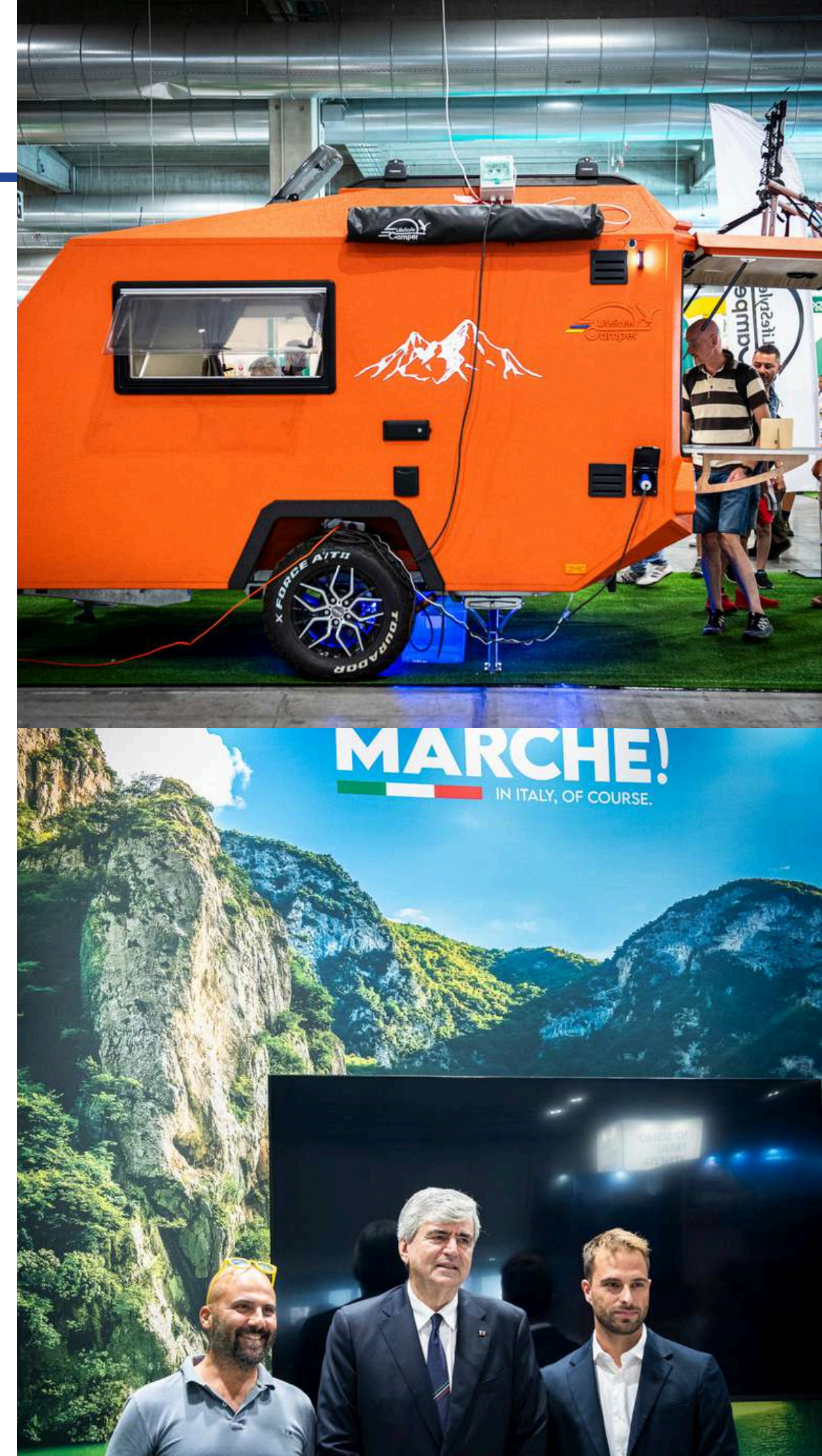
- 75% prefer coastal/sea destinations
- 47% choose mountain/outdoor routes
- 64% stay at campsites/holiday villages, and 44% in equipped stopovers.

"Routes and Destinations" Area (Hall 2): Regions, Tourism Boards, and Consortia provide trip ideas for upcoming holidays.

New Exhibition Opportunities

Visitors request inspiration in Tourist Destinations

Tourist Destinations
Themed Routes
Outdoor Sports



Il Salone del Camper's 360° communication strategy allows for maximum visibility even beyond the fair.

Strategic Advertising Investment starting from
€ 1.200.000,00



An omnichannel strategy to maximize visibility. The predominant investment in TV and radio (54%) ensures a national reach, supported by a strong digital presence (68K) for profiled engagement.

FIGURES OF THE 2026 STRATEGIC MEDIA PLAN

Digital media performance (Paid)



Digital investment reaches millions of users every year

A multi-channel advertising machine (Google & Meta) to reach a large, targeted audience



26.7 Mln

Million Impressions



5.5 Mln

Million Unique Users
Reached (Meta Reach)



493 K

Search Clicks



FIGURES OF THE 2026 STRATEGIC MEDIA PLAN

The authority of big national channel

NATIONAL TV



20+

TV prime-time broadcasts (TG2, TG3, Studio Aperto, Rai News 24)

RADIO NAZIONALE



20+

National Radio broadcasts (Radio24, Rai Italia, Radio Montecarlo)

STAMPA & PR



700+ press articles

(La Repubblica, Corriere della Sera, Ansa, ...)

16 Press Releases

FIGURES OF THE 2026 STRATEGIC MEDIA PLAN

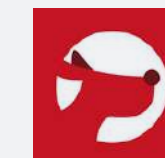
Website, newsletter, social media, and official app:
The dialogue with the public begins **before**, develops **during**, and continues **after** the fair.

WEBSITE

280K visit on the website

23K impression Visit on Exhibitors Catalogue page
+ 20% by 2025

OFFICIAL APP



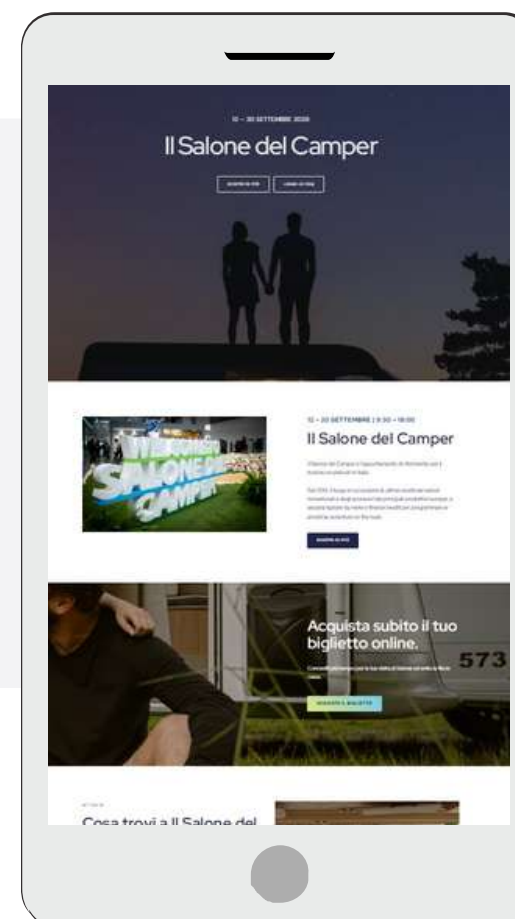
26K download

16K + QR code scan
from maps, cards and signs to access the
contents and the map of the fair

SOCIAL MEDIA

81K + follower on 3 key social media

10,26 millions of impressions and interaction



NEWSLETTER

**a direct contact channel with
community**

The newsletter keeps the dialogue with
the public open throughout the year.

80K+ Newsletter Subscribers





TOWARD THE 2027 EDITION

AN EXPERIENTIAL ECOSYSTEM THAT FACILITATES BUSINESS

Beyond vehicle displays, the event offers high-impact experiential areas

Showcooking · Pet area

Test area · **Event arenas**

Conference room · **Family areas**

Demo areas

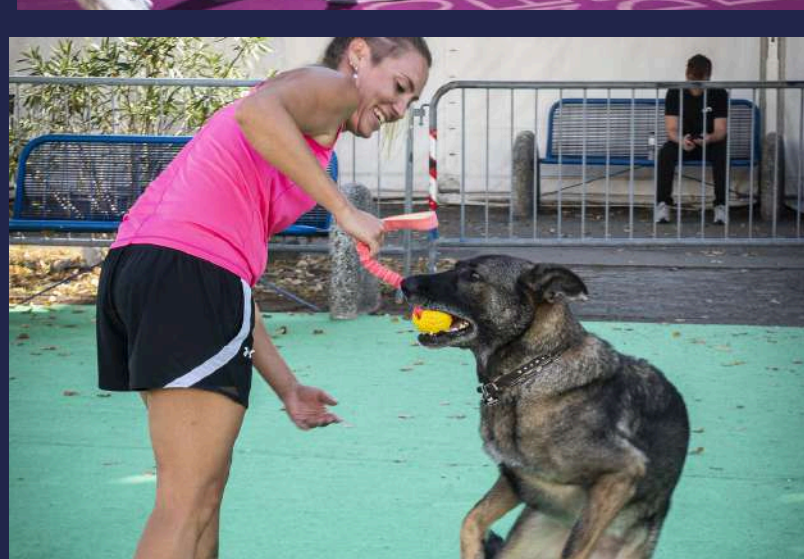
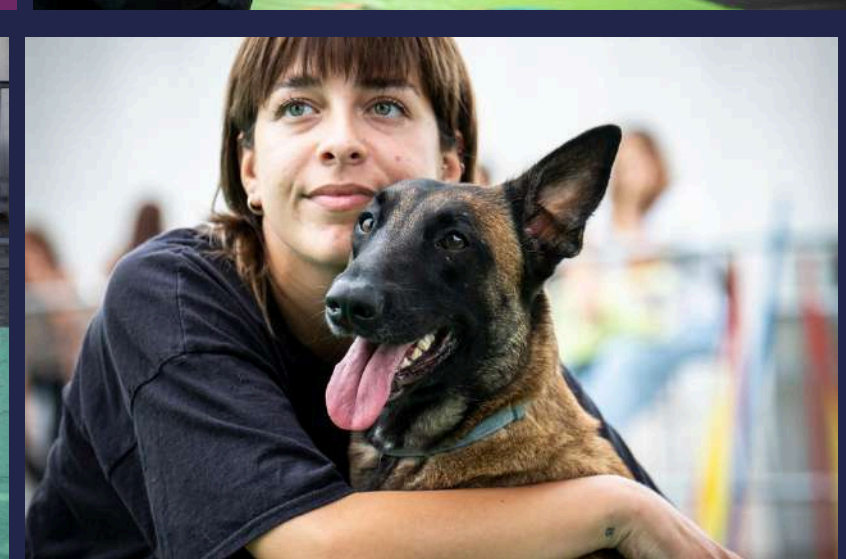
2026 Data

31+

events & talks

14+

Entertainment &
Experiential Activities



Why exhibit



SALES & LEAD

Direct contact, profiling, and purchase conversion on-site



PRODUCT LAUNCH

High visibility, live testing, and immediate feedback



LEADERSHIP

Leverage competitive positioning and authority



SATISFACTION & LOYALTY

94%+ exhibitor re-booking rate for 2027

87% consider it the benchmark event in Italy

35% present new products

Customized display solutions for every product category and brand requirement

PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

Tailor-made projects to foster strategic year-round dialogue:

Main objectives:

- **increase brand visibility in a curated, credible, and relevant context.**
- **Produce original content and connect with a highly engaged audience.**
- **Product/service placement in a real, human, and inspirational setting.**

Product exclusivity available on selected categories.

2026 PARTNERS INCLUDED





IL SALONE DEL CAMPER
CARAVAN ACCESSORI PERCORSI E METE

The future of outdoor tourism goes through Parma

We look forward to growing together

18th EDITION

SEPTEMBER 11–19 2027 | FIERE DI PARMA



www.salonedelcamper.it/en/



CONTACTS

Brand Manager
Gloria Oppici

 g.oppici@fiereparma.it
 **+39 0521 996255**



Key Account Manager

William Bavone
Camper, Caravan, Accessories

 w.bavone@fiereparma.it
 **+39 0521 996333**



Iacopo Nicoli
Tourism, Shopping, Accessories

 i.nicoli@fiereparma.it
 **+39 0521 996873**



Marketing Specialist

Nicolò Ferrari
Partnership

 n.ferrari@fiereparma.it
 **+39 0521 996871**



FIERE di PARMA