



Fair Profile All in CARAVANING 2021

18 -20 June, 2021

Beijing Etrong International Exhibition & Convention Center

www.aicshow.com

| | | | | | |
|------------------|-----|-------------------|--------|----------------|--------|
| Exhibitors Total | 200 | Space Total (sqm) | 39,000 | Visitors Total | 25,448 |
|------------------|-----|-------------------|--------|----------------|--------|

VISITOR STRUCTURE

Based on the results of onsite questionnaires done by the visitors during AIC 2021

First time to visit AIC?

| | |
|-----|--------|
| Yes | 74.35% |
| No | 25.65% |

Age

| | |
|------------------------|--------|
| Under 30 years old | 16.75% |
| 30-39 years old | 56.03% |
| 40-49 years old | 18.32% |
| 50 years old and above | 8.90% |

Business sectors

| | |
|---|--------|
| Caravan users/fans/clubs | 35.00% |
| Media/press | 10.00% |
| RV importers/ distributors/dealers/ 4s stores | 8.33% |
| Government institutes/ associations/research institutes | 7.50% |
| Caravan manufacturers | 6.11% |
| Tourism systems/scenic spots/hotels/real estate | 5.56% |
| Caravan parts and components agents/ dealers/traders | 3.89% |
| Campground developers /operators | 3.89% |
| Travel agency/ RV rental agency | 3.89% |
| Tent/camping & outdoor equipments | 0.83% |
| Others | 15% |

Interest in product ranges *

| | |
|--|--------|
| Motor homes | 59.44% |
| Caravans/trailers | 27.78% |
| Caravan tourist industry | 20.83% |
| Tents | 19.44% |
| Outdoor articles | 17.78% |
| Camping equipment and parts | 16.11% |
| Park trailers/mobile homes | 14.72% |
| Basic vehicles | 8.89% |
| Campgrounds/ Camping parks material suppliers | 5.28% |
| Energy supply/electrical installations/ electrical appliances | 5.00% |
| Government institutes/associations/ research institutes | 5.00% |
| Specialist literature/media | 5.00% |
| Campgrounds infrastructure suppliers/ recreational equipment suppliers | 4.44% |
| Rental agents | 4.44% |
| Campground service/specialist Campground design and planning /specialist sectors | 4.17% |
| Purchase/financing/insurance | 4.17% |
| Detachable parts & components for caravans and motor homes | 3.89% |
| Installations/heating/gas/water | 3.89% |
| Antennas/receivers/navigation systems | 3.33% |
| Vehicle parts/chassis units/axles/ trailer equipment/accessories | 2.78% |
| Others | 1.11% |

Reasons for visit *

| | |
|---|--------|
| Acquiring latest market/ product/technology information | 46.15% |
| Search for new suppliers and business partners | 33.73% |
| Purchase order | 33.14% |
| Consolidating existing business contacts | 15.98% |
| Attending conferences and seminars | 13.61% |
| Observing the show for exhibiting at next edition | 10.06% |
| Others | 4.14% |

Have a RV Already?

| | |
|-----|--------|
| Yes | 8.38% |
| No | 91.62% |

Overall assessment

| | |
|-----------------|--------|
| Very satisfied | 41.88% |
| Satisfied | 52.36% |
| Need to improve | 5.76% |

Plan to visit in 2022

| | |
|-----------------|--------|
| Yes, definitely | 63.87% |
| Yes, probably | 33.51% |
| Not sure | 2.62% |

* >100% for multiple choices



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