

### **Improve Framework and Unlock Potential: Caravanning Industry Drafts Claim to MPs**

Successful dialogue between ADAC, Caravanning Industrie Verband and political decision-makers in Berlin

Frankfurt, 21 March 2019

**Today, the German Caravanning Industry Association (CIVD) and the ADAC hosted a dialogue with politicians in Berlin. To the many attendant members of the German parliament, CIVD-president Hermann Pfaff exemplified not only the tremendous importance the caravanning-sector has on the German economy. Moreover, he expressed expectations addressed to the policy makers, such as improving the framework and unlocking the potential caravanning has, especially in rural and economically underdeveloped areas. Here, one of the main issues lies in developing the caravanning infrastructure. The successful conversation between the caravanning industry and political representatives will be continued this year.**

The ADAC and the CIVD invited members of German parliament to discuss the potential leisure-vehicle tourism offers. The political representatives were impressed by the industry's economic key figures and the trend towards leisure-vehicle tourism in Germany. This type of holiday has been on an unprecedented upswing in this decade. In 2018, registrations of new leisure vehicles reached a new high. By now, over three million Germans of all age groups and social classes travel with a leisure vehicle. In total, leisure-vehicle manufacturers registered sales amounting to more than 11 billion euros in 2018.

#### **Leisure-vehicle tourism generates billions in revenues for German economy**

A lot of leisure-vehicle travellers chose national destinations for their holidays. This results in an annual revenue of 12.6 billion euros for the domestic economy. Branches like the catering and hospitality industry, the retail industry, leisure and cultural facilities and even gas stations are the main beneficiaries. Camping and caravanning

tourism has, thus, become a substantial factor for tourism in Germany. Around 180,000 jobs depend on it. Since camping sites and motor caravan pitches are usually placed in the countryside, rural and economically underdeveloped areas profit from this kind of tourism in particular.

### **Infrastructural expansion is required and welcomed by MPs**

At the moment, there are 3,000 campsites and 3,600 motor caravan pitches. Even though the number especially of pitches has increased in the past twenty years, the huge popularity of leisure-vehicle tourism leads to a lack of capacities during high-season. The CIVD calls for a funding and promoting to support expansions and new constructions of pitches. Political representatives for tourism stayed open minded towards this demand.

### **Meet challenges and unlock potential — successful dialogue will continue**

The unique thing about this type of holiday is the closeness to the countryside, the conscious decision to slow down and the possibility of having a self-determined holiday. The driving license regulations and the long approval time for new constructions of motor caravan pitches become increasing obstacles. The constructive exchange between representatives of both the industry and politics resulted in the mutual aim to meet the presented challenges and improve overall conditions and the political framework for camping and leisure-vehicle tourism. “Our discussion was very beneficial, which is why we will continue the dialogue in the coming months,” summarizes CIVD-president Hermann Pfaff pleased after the gathering. The industries’ expectations are clear: “Leisure-vehicle tourism is an economic driving force securing many jobs, especially those in structurally weak and rural areas. Today’s successful dialogue should motivate political decision-makers to unlock the full potential of caravanning tourism,” says Hermann Pfaff in conclusion.

**For further information about caravanning, please visit our web sites:**

[www.caravanning-info.de](http://www.caravanning-info.de) or [www.civd.de](http://www.civd.de), where there are also photos available for downloading.

**Press contact:**

Marc Dreckmeier  
Leiter Marketing & PR  
Caravanning Industrie Verband e.V. (CIVD)  
Hamburger Allee 14  
60486 Frankfurt am Main  
Phone: 069-704039-18  
Fax: 069-704039-24  
[marc.dreckmeier@civd.de](mailto:marc.dreckmeier@civd.de)

**Press contact:**

Daniel Rätz  
Referent Marketing & PR  
Caravanning Industrie Verband e.V. (CIVD)  
Hamburger Allee 14  
60486 Frankfurt am Main  
Phone: 069-704039-28  
Fax: 069-704039-24  
[daniel.raetz@civd.de](mailto:daniel.raetz@civd.de)

**About Caravanning Industrie Verband e. V.**

Caravanning Industrie Verband (CIVD) is the trade association for the industrial arm of the German leisure vehicle sector. Our members include German and European leisure vehicle manufacturers, numerous leisure-vehicle supply vendors and service providers, as well as public institutions and associations. Founded in 1962, CIVD represents the interests of the German leisure vehicle industry for all matters of concern to its members, through lobbying and other communication measures directed at German and European political institutions and government authorities. The CIVD is also the ideal sponsor for CARAVAN SALON, the world's largest vehicle leisure industry trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European leisure vehicle industry.