

ADAC and CIVD hold inaugural edition of “Fachforum Reisemobilstellplätze” at Caravan Salon

Motor caravan tourism offers exciting economic potential for leisure-vehicle pitch operators

Dusseldorf, 3 September 2019

The inaugural edition of the *Fachforum Reisemobilstellplätze* was held in Dusseldorf today at the caravanning industry’s leading trade show, Caravan Salon. For the event, its co-sponsors, the German automobile club ADAC and the caravanning trade association Caravaning Industrie Verband (CIVD) invited a broad spectrum of industry experts to discuss the current development of motor caravan tourism. The event mainly centered around the commercial opportunities offered by the creation of motor caravan pitches for tourism professionals and local government officials. Given the fact that growing numbers of Germans are taking to the open road in their motor caravan during their holidays, motor caravan pitch capacity needs to be expanded.

The German automobile club ADAC and the leisure-vehicle trade association Caravaning Industrie Verband (CIVD) today held the inaugural edition of a by-invitation-only event known as *Fachforum Reisemobilstellplätze* at the caravanning industry’s leading trade show, Caravan Salon in Dusseldorf. In attendance at the forum were numerous stakeholders in the leisure-vehicle industry, the tourism sector, academics and other researchers, industry experts and observers, operators of motor caravan pitches, and journalists who cover the caravanning industry – all of whom gathered to discuss the current status of and future prospects for leisure-vehicle holidaying in Germany. The event, which consisted of a number of presentations by subject experts and a moderated round-table discussion, the tremendous economic potential of motor caravan tourism was discussed, along with the scenarios entailed by

planning for future developments, and current trends in motor caravan tourism such as digitalization.

Motor caravan users generate billions in revenue for German tourist destinations

Given the growing popularity of leisure-vehicle holidaying in Germany, this form of tourism offers exciting possibilities for the tourism sector, local government politicians, and investors. The German think tank Deutsches Wirtschaftswissenschaftliches Institut für Fremdenverkehr e. V. (dwif) recently undertook a study of the importance of camping and leisure-vehicle holidaying for the German economy. The study found that holidayers who travelled around Germany with a motor caravan, caravan or tent last year generated some 14 billion euros in revenue while on holiday. This represents a massive jump of 11.5 percent relative to 2016. This impressive rise worked to the benefit of a broad range of economic sectors and businesses: apart from operators of campgrounds and leisure vehicle pitches, local restaurateurs, retailers and every imaginable type of cultural and leisure-time venue were the prime beneficiaries of this trend. “A surprisingly large number of private and public-sector decision-makers are still unaware of the fact that motor caravan holidayers have above-average purchasing power, which they very much enjoy making use of,” commented Daniel Onggowinarso, Managing Director of CIVD.

Demand for motor caravan pitches is rising steadily

Although the number of motor caravan pitches has risen over the years to its current level of around 4,000, this increase has not been able to keep pace with the tremendous growth in sales of new motor caravans. All told, there are around half a million motor caravans registered in Germany, a 30 percent increase relative to five years ago. Given the double-digit annual growth rates for newly registered motor caravans, this increase is set to continue. Last year, the CIVD analysed the number of motor caravan pitches needed. Although at present there is no discernible general or widespread shortage of pitches, the possibility nonetheless exists that in regions where demand for these facilities is particularly high, such shortages may in fact occur.

Regions that especially need to play catch-up when it comes to expanding their offer of motor caravan pitches include Lake Constance, Upper Bavaria, plus virtually all of Germany's larger cities and cities of historical interest such as Frankfurt, Munich, Leipzig, Heidelberg and Potsdam.

Improving overall conditions and taking full advantage of existing potential

The CIVD advocates for the creation of additional motor caravan pitch capacity, and to this end has undertaken a range of different measures. These include helping to modernize the planning tools currently being used by the German tourism association Deutscher Tourismusverband e.V. (DTV), and launching the website reisemobilstellplatz.info, which provides a broad range of practical advice for the construction and operation of motor caravan pitches. But in the view of CIVD Chief Executive Daniel Onggowinarso, politicians should also be doing their part to improve the relevant conditions – for example by expanding infrastructure elements and reducing red tape. “Policy-makers need to step up to the plate in particular when it comes to the lag time for obtaining building permits to construct motor caravan pitches, the modernization of the Federal Citizens Registration Act (Bundesmeldegesetz), and the driver's license rules for motor caravans that weigh more than 3.5 tons. Only in this way can the tremendous economic potential offered by motor caravan tourism be fully exploited,” Mr. Onggowinarso said.

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

caravanning-info.de or www.civd.de, where there are also photos available for downloading.

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About Caravanning Industrie Verband e. V.

Caravaning 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.