

2019 another record-breaking year for German caravanning industry

Ever growing numbers of Germans are opting for vacation with motor caravans and caravans

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Sales of new motor caravans and caravans in the German market rose by 13.6 percent last year. The nearly 81,000 vehicles that this figure represents have set yet another sales record for the German caravanning industry, with double-digit sales increases being registered for both caravans and motor caravans. Around 54,000 new motor caravans rolled out of dealer showrooms in 2019, thus setting an all-time sales record. Sales of new caravans were robust as well, with nearly 27,000 units sold – the best result since 1996. Last year was already the sixth consecutive year of sales growth for the German caravanning industry, and the prospects for continued growth in the coming year are excellent.

The popularity of setting out on holiday in a caravan or motor caravan remained high in 2019, a year in which an all-time sales record for new motor caravans and caravans in Germany was set. Sales of new motor caravans and caravans exceeded 80,000 for the first time ever, for a total of 80,699 new vehicles sold – an impressive increase of 13.6 percent compared to the prior year. 2019 was the third consecutive year of record sales for the German caravanning industry, and the sixth consecutive year of sales growth.

More than 50,000 new motor caravans registered for the first time ever

Sales of new motor caravans last year exceeded the record set in 2018, reaching 53,825 units – a very robust increase of 15.1 percent. 2019 was the ninth consecutive year that the German motor caravan sector achieved record sales. Sales of new motor caravans have more than doubled over the past five years.

New Caravan sales reach highest level since 1996

Sales of new caravans rose as well last year, the sixth consecutive time this has occurred. The 26,941 new caravans sold, which represent the sector's best sales performance since 1996, represent a sales increase of 10.7 percent over the prior year.

"Caravanning holidays make it possible for people to set their own agendas for their leisure time and open up myriad new options. Which is why setting off on holiday in a caravan or motor caravan is a highly popular option among a growing number of Germans of all ages and from all walks of life, regardless of whether they are travelling alone or with their family," notes Daniel Onggowinarso, Managing Director of the caravanning industry association CIVD. "The more than 80,000 new motor caravans and caravans sold last year far exceeded our already optimistic forecasts for sales in 2019. Against this backdrop, we are confident that we will be seeing a significant sales jump in the coming year as well," 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.

Caravanning Industrie Verband (CIVD) is the trade association for the industrial arm of the German caravanning sector. Our members include German and European caravan and motor caravan manufacturers, numerous caravan and motor caravan supply vendors and service providers, as well as public institutions and associations. Founded in 1962, CIVD represents the interests of the German caravanning 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 caravanning industry trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European caravanning industry.