

Press Release

German Tourism Day: Raising great caravanning potential in the regions

Caravaning Industrie Verband (CIVD) sees opportunities for touristically less developed destinations and wants more cooperation

Frankfurt, 16th November 2021

Last year, vacationers with motor caravans and caravans generated around 15 billion euros in revenue for German tourist regions, and the trend continues to rise. For this reason, the Caravaning Industrie Verband (CIVD) is calling for more cooperation in the development of infrastructure and services for this segment in Germany on the occasion of today's German Tourism Day 2022 in Mainz. Caravanning and camping are often misjudged development drivers in German tourism. With 9.3 million overnight stays, caravanning and camping in August 2022 were 14.7 percent higher than in August 2019, showing that mobile vacations are an increasingly important building block for the future of Germany as a tourism location.

German destinations must therefore also focus more on caravanning travelers in terms of offers and infrastructure. Above all, sustainable offers must be pushed. CIVD Vice President Dr. Holger Siebert said: "The enormous challenges such as Corona, climate change and the war in Ukraine have brought our own country back into the focus of travelers. There is great potential for sustainable development and value creation through tourism. In order to exploit this potential in a prudent and sustainable manner, the various levels must work together more closely. The federal government, the states, the municipalities and the destinations should find a common path to this end, which we are happy to support actively with our know-how. That is our appeal for the German Tourism Day."

The caravanning industry has experienced steady growth in recent years, and the number of leisure vehicles on the road is at a record high. At the same time, tourist capacities have not grown at the same rate as vehicle inventories. Alternative locations, away from the popular destinations on the coast or in the mountains, have thus come

into focus. Rural regions or regions that have been less developed in terms of tourism have the opportunity to participate in the caravanning boom. "With modern motor caravan sites, municipalities in particular can drive and shape sustainable tourism development on their own responsibility - and with easily plannable investment costs and very little space. A win-win situation for everyone involved," explains Dr. Siebert. The industry is focusing on sustainability. With its "climate-neutral motor caravan site" project, the caravanning industry is setting the course for a future-proof and regionally anchored form of tourism. However, this requires the best possible conditions in the regions, for example in terms of funding and support for investments. Support and coordination in planning, approval and construction as well as a goal-oriented cooperation of all responsible persons on site are urgently required. The most important thing, according to CIVD Vice President Dr. Siebert in conclusion, is that the diverse potential of this form of travel is finally recognized.

For further information about caravanning, please visit our web site:
www.civd.de, where there are also photos available for downloading.

Press contact:

Marc Dreckmeier
Director Marketing & PR
Caravanning Industrie Verband e.V. (CIVD)
Hamburger Allee 14
60486 Frankfurt am Main, Germany
Phone: +49 69 704039-18
marc.dreckmeier@civd.de

Press contact:

Jonathan Kuhn
Manager PR & Marketing
Caravanning Industrie Verband e.V. (CIVD)
Hamburger Allee 14
60486 Frankfurt am Main, Germany
Phone: +49 69 704039-28
jonathan.kuhn@civd.de

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.