



**New theme
at Caravaning Brno**

7-10 November 2024
Brno Exhibition Centre



**CARAVANING
BRNO**



CARAVANING BRNO



30,000+

visitors

20,000 sqm

occupied area

3

halls

- **The most important event** of its kind in the Czech Republic
- **Complete sectoral range** – motorhomes, caravans, mini-caravans, overlanders, extensions, roof tents, accessories and equipment
- **Travel as a newly highlighted topic** – presentation of regions, districts and recreational areas
- Travellers' lectures – **travel tips for adventurers as well as comfortable travel fans**
- **Technical advice** – focus on independence, autonomy and safety
- **Expert workshops** – infrastructure of regions/campgrounds (Stellplatz)
- **Discussions with travellers**, exchange of experiences, travellers' inspiration
- **Popular guests** and faces from the world of travel and culture
- **Caravan Bazaar** – secondhand caravans for first time caravanners
- **Caravan Park** – a community meeting with friends on the premises of the Brno Exhibition Centre

WHO VISITS CARAVANING BRNO?

Caravaning Brno is attended by a highly relevant target group of visitors who come to the expo with the **aim of buying and obtaining information about specific products and services.**

Visitors are also highly interested in the travel sector.

67 % of visitors seek inspiration for travelling at the expo

79 % of visitors attend the extra programme focused on travellers' tips

85 % of visitors expressed their satisfaction with travellers' extra programme

90 % of visitors to Caravaning Brno plan to come back in 2024 as well



THERE IS A GREAT INTEREST IN TRAVELING BY CARAVAN

210,000 new caravans registered in Europe in 2023

120,000 registered caravans in the Czech Republic

380 billion CZK earned by the European caravan market

Caravanners are a very creditworthy clientele. For every euro spent on parking at the campsite/stellplatz, caravanners spend on average an additional 12 euros (300 crowns) for various services and shopping on site. This amount is significantly higher than the average spending of guests in hotels, guesthouses and among other visitors.

Caravanning also brings economic benefits to less touristic areas or out of season. It thus contributes to the development of other places and at the same time does not promote overtourism in the most desirable locations and dates.





Highlighted theme focusing on travel

- The **Travel & Adventure** theme is a new addition to the Caravaning Brno fair, aimed at enthusiasts of independent travel.
- The goal is to offer visitors a comprehensive **range of tips and products for adventurous travel**.
- The project will also feature an **extra programme** of lectures and workshops.

COMBINING THE THEMES OF ADVENTURE AND TRAVEL



Travel

- districts, regions
- recreational areas
- tourist destinations
- sights, attractions
- travel apps
- new technologies



Hall V Travel & Adventure Hall



Adventure

- offroad caravans
- mini caravans
- built-ins, extensions
- roof tents
- accessories and equipment for travel





Destinations

Representatives of regions in the Czech Republic and Slovakia will have the opportunity to present tourist destinations, cities and other travel destinations with a focus on adventurers (mountains, wellness, winegrowing regions, etc.)
Space for presentation of campgrounds (Stellplatz) and cycle paths in the region



Recreational areas, sights

Representatives of sights and other areas attractive to travellers



Regions

Representatives of tourist attractions in the regions



Tour operators

Tour operators and agencies focusing on adventure travel

TOPICS PRESENTED AT THE FAIR

- Tourist destinations.
- Adventure travel destinations and lesser known tourist areas in the Czech Republic and abroad.
- Natural areas (hiking, cycling, nature trails).
- Historical and other monuments (castles, chateaux, lookout towers...).
- Recreational areas and places (wellness/spas, mountain resorts, hotels...).
- Amusement and sports parks, aquaparks.
- Gastro attractions, wine regions.
- Social events in the regions (festivals, festivals...).
- Stellplatz
- Accompanying programme on stage focused on adventure travel - Fotr na tripu, Jiří Kolbaba, Vandráci (Liška & Révai & Bernard).



FOCUS OF HALL V

DISPLAYS

Exhibitors who will present their stands in the exhibition area

PROGRAMME

Extra programme for the **public** on hot issues:

- Travellers' lectures
- New modes of travelling.
- How to travel independently.
- Workshops (how to pack under 10 kg, photography, etc.)

Space for **specialist** programme:

- Discussion on creating infrastructure for caravanners – campgrounds (stellplatz), focus on municipalities

NETWORKING

The expo will offer opportunities for travellers, professionals and the public to share experiences

CARAVANING BRNO



Caravaning Brno 2023

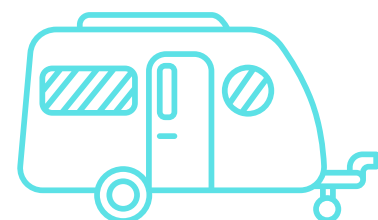


Adventure Hall at Caravaning Brno 2023

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