



2019 中国国际房车展览会 All in CARAVANING 2019

2019.06.14-16

北京亦创国际会展中心

Beijing Etrong International Exhibition & Convention Center

中国房车·露营产业发展的风向标!
Compass of China Caravaning and Camping Industry!

展后报告 Post Show Report



官方网站
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www.aicshow.com

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主办单位 Organized by :



杜塞尔多夫展览(上海)有限公司
Messe Düsseldorf (Shanghai) Co., Ltd.



中国旅游集团有限公司
香港中旅(集团)有限公司
China National Travel Service Corporation Limited

中国旅游集团有限公司
China National Travel Service Corporation Limited



中国汽车工业协会房车委员会
China Association of Automotive Manufacturers Recreational Vehicle Industry Committee (CMRV)

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中国旅游车船协会
自驾游与露营房车分会
China Self-Driving Tour and Camping & Caravaning Association (STCCA) of CTACA



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展会数据 Exhibition Facts & Figures

-  **展会时间** 2019年6月14-16日
Show Date June 14-16, 2019
-  **展会地点** 北京亦创国际会展中心
Show Venue Beijing Etrong International Exhibition & Convention Center



 **展览面积**
Exhibition Space
37,000sqm

 **参展品牌**
Brands
200

 **观众**
Visitors
24,008

 **媒体**
Media
300

 **参展车辆**
Exhibiting Cars
500

展商分析 Exhibitor Analysis

200 个参展品牌
brands

国际展商比例达到
The international ratio is **48%**

22 个参展国家及地区
exhibiting countries and regions

91% 
的展商对本次展会感到满意
of exhibitors were satisfied with AIC 2019

95% 
的展商有意继续参展
of exhibitors are willing to participate in AIC 2020

展商声音 Voices of Exhibitors

本届展会呈现了专业性、国际性，不仅为行业内部搭建了专业性的交流平台，而且向广大消费者推广了房车消费理念。我们欣喜地看到，更多的消费者接受了房车生活理念，并展现出很大热情。我们将与业内同仁共同努力，推广房车旅游文化，推动行业良性发展，开发符合消费者需求的高品质旅行产品，满足人民美好生活的需要。
AIC is both professional and international. It has established an industry platform for communication, and promoted the lifestyle of caravanning to consumers. We are delighted to see the growth in consumers who embrace this lifestyle with great enthusiasm. We will work together in the industry to promote caravan tourism and market development, while at the same time developing high-quality tourism products that meet the demand of consumers for a better life.

中国国旅集团有限公司董事、总经理 卢路先生
Mr. Lu Lu
Director, General Manager of CITS Group Corporation Limited

风雨探索路，春秋勤耕耘。作为消费者与房车厂商沟通的桥梁，中国国际房车展览会见证了房车市场的蓬勃发展，祝愿中国国际房车展览会不断创新，成为引领国内房车展会的风向标！
Through wind and rain, we explore the pathway forward with diligence and hard work all year around. As a bridge for communication between consumers and RV manufacturers, AIC has witnessed the booming development of the market. I wish that the trade fair will continue to innovate and lead the trends in the industry!

中天高科特种车辆有限公司房车营销部总监 施琳女士
Mrs. Shi Lin
Director of RV Marketing, Centech Specialty Vehicles Co., Ltd.

每一次展会都是一次新的征程，杜塞中国国际房车展览会为中国房车及露营装备产业发展和行业成长及传播在默默贡献着自己的一份力量。衷心祝愿杜塞中国国际房车展览会为未来中国房车及露营产业的发展助力，取得更大辉煌！
Every edition of AIC is a new journey. AIC is contributing to the development of RV and camping industry in China. I sincerely hope that the exhibition will further support the industry in the future and achieve greater glory!

途野露营装备、途野品牌创始人 张学勇先生
Mr. Zhang Xueyong
Founder of Toye Outdoors

我们对中国国际房车展览会非常满意，展会高度专业化，场地整洁干净。展会期间举行的会议数量虽然不多，但每场会议都直切主题。感谢主办方在中国如此精心细致的组织工作，相信势必会对中国房车露营市场产生积极影响。
We are quite satisfied with the show organized by All in CARAVANING. It is a very professional trade show, and the venue is simple and clean. There were not too many meetings during the show, but all meetings just focused on main topics. Thank you for the well organization of the show in China, which be sure to have a positive influence on the market here.

北京比盖普科技发展有限公司总经理、高级工程师 程涛先生
Mr. Cheng Tao
General Manager & Senior Engineer of BEGAP TECHNOLOGY CO LTD

观众分析 Visitors Analysis



95.1%

的观众对本次展会感到满意
of visitors were satisfied with AIC 2019

92.6%

的观众有意继续参观 AIC 2020
of visitors are willing to visit AIC 2020

感兴趣的产品类别 Main Areas of Interest

自行式房车 Motor Homes	11.30%	房车营地设施供应商 / 娱乐设备供应商 Campgrounds Infrastructure Suppliers / Recreational Equipment Suppliers	3.92%
拖挂式房车 / 拖车 Caravans / Trailers	11.15%	安装 / 暖气装置 / 供气 / 供水 Installations / Heating / Gas / Water	3.62%
露营装备及配件 Camping Equipment and Parts	8.01%	房车 / 露营相关政府部门、协会、科研机构 Government Institutes / Association / Research Institute	3.61%
房车用可拆卸零部件 Detachable Parts & Components for Caravans and Motor Homes	6.12%	露营地 / 露营公园材料供应商 Campgrounds / Camping Parks Material Suppliers	3.61%
户外运动用品 Outdoor Articles	6.12%	天线 / 接收器 / 导航系统 Antennas / Receivers / Navigation Systems	3.14%
帐篷 Tents	5.65%	营地服务及专业领域 Campgrounds Service and Specialist Sectors	2.51%
能源供应 / 电力安装 / 电器设备 Energy Supply / Electrical Installations / Electrical Appliances	5.34%	租赁代理 Rental Agents	2.36%
移动别墅 / 移动木屋 Park Trailers / Mobile Homes	5.03%	专业文献 / 媒体 Specialist Literature / Media	2.35%
房车旅游产业 Caravan Tourist Industry	5.02%	采购 / 金融 / 保险 Purchase / Financing / Insurance	1.88%
车辆部件 / 底盘装置 / 轮轴 / 拖车设备 / 零部件 Vehicle Parts / Chassis Units / Axles / Trailer Equipment / Accessories	4.71%	其他 Others	0.31%
动力牵引车 Basic Vehicles	4.24%		



观众职能分布 Visitors' Occupational Position

房车配件进口商 / 代理商 / 经销商 Caravan Parts and Components Agents / Dealers / Traders	16.82%	媒体及出版社 Media / Press	6.54%
房车用户 / 爱好者 / 俱乐部 Caravan Fans & Clubs	15.89%	旅行社 / 房车租赁机构 Travel Agencies / RV Rental Agencies	4.67%
房车生产商 RV Manufacturers	14.95%	相关政府部门 / 协会 / 研究机构 Government Institutes / Association / Research Institutes	4.67%
露营地开发商 / 经营机构 Campground Developers / Operators	8.42%	房车进口商 / 代理商 / 经销商 / 4S店 Agents / Importers / Traders / 4S Shops	3.74%
帐篷 / 露营装备 / 户外用品代理商 / 经销商 Tent / Camping & Outdoor Equipment Agents / Dealers	8.41%	其他 Others	9.35%
旅游系统 / 风景区 / 酒店业 / 地产业 Tourism System / Scenic Spots / Hotel / Real Estate	6.54%		

精彩同期活动 Concurrent Events



All in CARAVANING 2019

房车专业活动

- 首届亚欧房车高峰论坛
- 中德经销商大会
- 配件大课堂
- 高质量旅游与露营地的建设与运营研讨会
- 引导性露营体验中德交流会
- 北京户外融合发展论坛

RV Industry Events

- The 1st Asian RV Conference
- Sino-German Dealer Workshop
- Tech Academy
- Workshop on Construction and Operation of High Quality Tourism and Campgrounds
- Sino-German Guided Camping Experience Exchange Meeting
- Beijing Outdoor Industry Integrated Development Forum

房车文化活动

- AIC房车梦想之旅
- AIC房车新手世界
- AIC亲子俱乐部
- AIC户外俱乐部
- AIC多美达车友停车区

RV Culture Events

- AIC Dream Tour
- AIC Starter World
- AIC Kids Club
- AIC Outdoor Club
- AIC Dometic Caravaner Parking Area



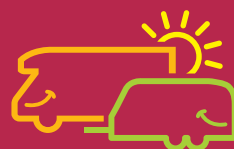
评选活动

- AIC Awards
- AIC中国房车文化传播大使
- AIC配件产品创新奖
- AIC优选配件奖
- AIC最受观众喜爱的房车品牌

AWARDS

- AIC Awards
- AIC Caravan Ambassador
- AIC Innovation
- AIC Selection
- My Favorite RV Brand at AIC





All in
CARAVANING



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