

PRESS RELEASE

3 November 2008

Increased Visitor Numbers Buck Industry Trends at International Caravan and Motorhome Show

International Caravan & Motorhome 2008 proved it was the place to be last week for nearly 70,000 cara-fans (69,838 visitors subject to audit) as the UK's favourite caravan and motorhome show rolled into Birmingham for its third consecutive year. With an increase in visitor numbers, the industry's leading event continues to offer a winning formula with a wider selection of brand new models, a greater choice of accessories and terrific show deals.

Running from 14 - 19 October, International Caravan & Motorhome 2008 gave visitors the opportunity to meet representatives from almost 300 exhibiting companies, and receive essential information on what to look for when choosing new vehicle together with the best places to stay.

This year's event offered the biggest and best choice of 2009 models for visitors to purchase and have delivered in time for the new season. It also provided an enormous accessory megastore and expert advice from dealers including Swift, Bailey and Explorer.

Launched in 2006 to meet the huge increase in demand from both visitors and exhibitors in the industry, the show has gone from strength to strength and this year moved to new halls at the NEC.

Visitors to the show voiced their support of the move to new halls with Catherine Hart from Solihull commenting; "Moving to the new halls was a great idea, the place doesn't feel as crowded as it did last year due to the extra space and we like the way it has all been laid out. There is plenty to see and lots of temptation!"

Covering an area equivalent to five football fields the event showcased thousands of models. The walkways became 'roads' with many 'roundabouts' and 'road signs' strategically placed to ensure visitors found what they wanted quickly and easily. Outside, The Camping and Caravanning Club offered visitors the chance to take to the highways and byways of Birmingham towing a caravan with an expert instructor beside them.

One of the main attractions this year was iconic star Patrick Duffy from 1980's hit show Dallas. He officially opened the show and unveiled The Caravan Club's concept Airstream van, the EcoStream, possibly the most eco friendly caravan ever built. Designed and created by ex Top Gear presenter Steve Berry and cinematographer Tighe Grainger the EcoStream proved to be a hit with cara-fans keen on learning how to lower their carbon footprint whilst on the road.

This year's show offered something for everyone – from the enthusiast to the novice, the traditionalist to the uber-cool, all 'cara-fans' were catered for, with models that suited every taste and budget.

Sam North, Show Director commented:

"The show was a great success. Our attendance figures for the week are just shy of 70,000, which is an increase on last years audited figures. Feedback from exhibitors is that they met not only keen caravanners & motorhomers but also lots of young families looking for an affordable holiday option."

The dates for International Caravan & Motorhome 2009 are already booked and the show will return to the NEC for the fourth year from 13 – 18 October, proving that caravanning and motorhoming is here to stay as growing and popular holiday of choice.

However, visitors who didn't make the NEC show can rest easy as The Caravan & Motorhome Show 2009, Manchester Central, formally G-Mex, is just around the corner. Running from 22 – 25 January the Manchester show will be packed with super deals and a huge accessories hall containing everything needed for a holiday on the road.

-Ends-

Notes to Editors

Dates for 2009

The Caravan & Motorhome Show 2009

22 – 25 January, Manchester Central – (formally G-Mex)

Ticket Hotline number: 0871 230 1090

International Caravan & Motorhome 2009

13 - 18 October 2009, NEC Birmingham

For further information on both shows, visit www.caravanshows.com

For further information or images, please contact:

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