



# 第16届中国(北京)国际房车露营展览会

The 16<sup>th</sup> China (Beijing) International RV & Camping Exhibition

# 2018中国(北京)国际户外露营展览会

China (Beijing) International Outdoor Camping Exhibition 2018

## 展后报告 Post Show Report

2018年3月22-25日

房车世界·北京房车博览中心

March 22-25, 2018

RV World • Beijing RV Expo Center



# 展会简介 About the Show

中国(北京)国际房车露营展览会一直以市场为导向，以积极推动中国房车露营产业发展、传播房车露营文化为最终目标，创立至今已成功举办16届，展会累计展出面积达100多万平米，累计观众超过96万人次，参展商和观众覆盖中国、日本、韩国、新加坡、印度、德国、荷兰、意大利、法国、英国、美国、澳大利亚等12个国家和地区，被业界赞誉为中国房车露营行业的晴雨表与风向标。

China (Beijing) International RV & Camping Exhibition has always been led by the market and set the ultimate goal of pushing industry development and communicating RV & camping culture. 16 Exhibitions have been successfully held with a total area of over 1 million square meters and 960 thousand visitors. The exhibitors and visitors have covered 12 countries and regions including China, Japan, Korea, Singapore, India, Germany, the Netherlands, Italy, France, Britain, the United States & Australia. It has been praised as the indicator of this industry.



## 第16届展会回顾 Review of Last Show

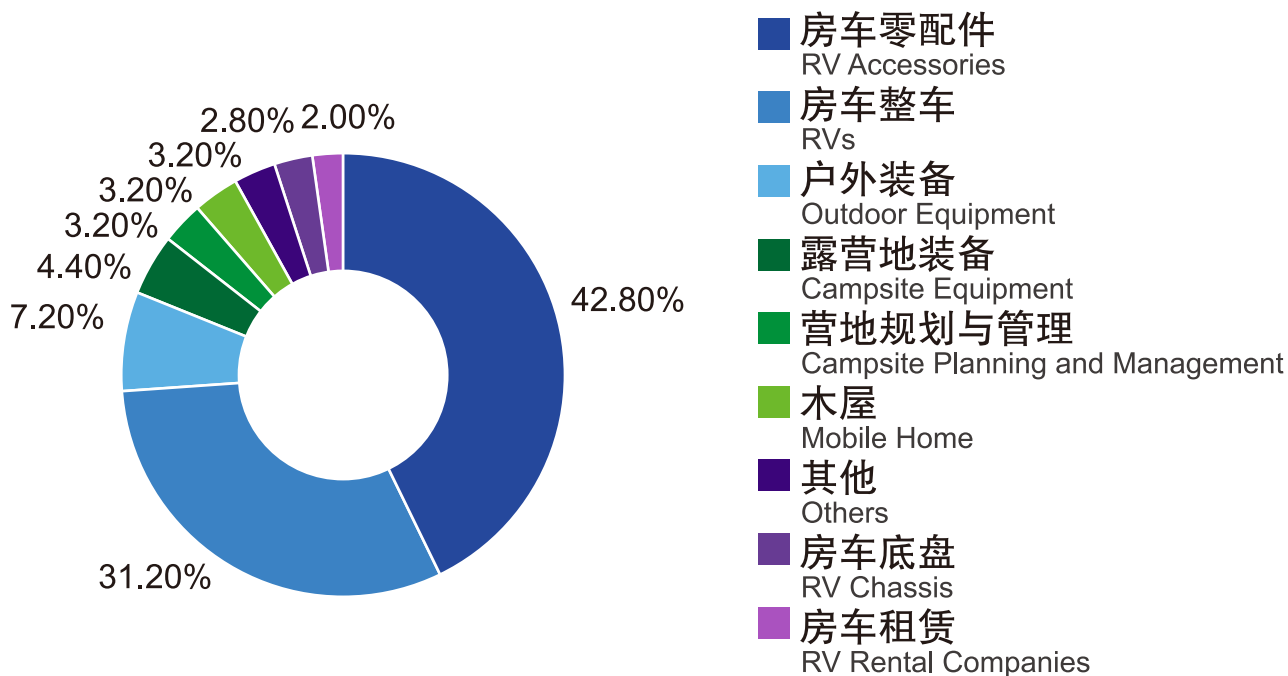
	类别 Item	数据 Data	同比增长 Yesr-on-year growth
展会面积（平方米）	Show area(sq.m.)	100,000	30%
参展商数量	No. of exhibitors	400	15%
观众数量（人次）	No. of visitors	85,920	10%
露营者数量(人)	No. of campers	4,000	5%
现场成交量（亿元）	Total amount of transaction (a hundred million)	9	4%



# 展商统计 Exhibitors Statistics

## 展品类别

Exhibits Categories



## 展商对展会的评价

General Comments on the Fair

98% 对展会整体表现表示满意

Conclude the exhibition from good to excellent

83% 达成参展目标

Achieve exhibition target

95% 对观众质量表示满意

Conclude the quality of visitors from good to excellent

94% 有意愿参与第17届展会

Are willing to participate in the 17<sup>th</sup> exhibition



# 展商统计 Exhibitors Statistics

## 展商评价

Exhibitor Statements

### 房车 RVs Exhibitors



**马蓬勃 房车销售总经理**

郑州宇通客车股份有限公司  
客车专用车分公司

Ma Pengbo

General Manager of RV  
Sales Department  
YUTONG

展会连续举办多年，对于中国房车的普及起到了很大的促进作用。我们可以利用这个展会和行业各个相关企业进行交流和沟通，共同促进产品的提升和完善，同时也对未来房车的发展趋势有更清晰的认识。

The exhibition has been held for so many years, which has played a great role in promoting the popularity of Chinese RVs. We can make use of this exhibition to communicate with all related companies in the industry to jointly promote the promotion and improvement of products and have a clearer understanding of the development trend of RVs.



**柯甫会 总经理**

戈士达房车

Ke Fuhui

General Manager  
GOLDSTAR RV

21世纪举办的国际房车展览会我们已经关注很久了，是国内做的最专业的房车展会。这次展会观众量特别多，专业观众的质量非常高。

The International RV Exhibition held by 21RV has been our concern for a long time. It's the most professional RV exhibition in the country. This exhibition has a particularly large visitors and the quality of professional visitors is very high.





# 展商统计 Exhibitors Statistics



**洪俊华 总经理**

湖南湃力特旅居车有限公司

Hong Junhua

General Manager

HUNAN PILOTE RV CO.,LTD

这一平台可以让我们更好的推广旅居车及露营生活，也可以让客户更好的了解我们的产品。在中国，随着基础设施的不断完善和发展，旅居车作为一种休闲模式，已经开始慢慢的为众人所知，中国的旅居车市场正在蓬勃发展。

This platform allows us to better promote our residential and camping lives, as well as allow our customers to better understand our products. In China, with the continuous improvement and development of infrastructure, as a leisure model, the RVs have begun to be known to the public. The Chinese market for RVs is booming.



**李阳 营销总监/合伙人**

浙江飞神车业有限公司

Li Yang

Marketing Director / Partner

FEISHEN GROUP

今年参加春季展览会的房车厂商、配件厂商越来越多，也说明房车的市场容量在增大。这次展会收获了很多经销商的客户，专业观众的素质在不断的提升。今年会和21世纪房车网有进一步的合作，包括网站，展会的合作、续东的看车团等。

There are more and more RV manufacturers and accessory manufacturers participating in the Spring Fair this year. It also shows that the market capacity of RVs is also increasing. The exhibition harvested a lot of dealer customers and the quality of professional visitors is constantly improving. This year, there will be further cooperation with 21RV, including the cooperation on the website and the exhibition, in-depth Xudong Car Visit Tour.



**张经纬 商务经理**

宁波市科斯房车科技有限公司

Zhang Jingwei

Business Manager

Ningbo Sike RV

Technology Co., Ltd.

这次展会无论从规模还有服务与以往比都是最好的。有很多从世界各地来参观的客户，比如孟加拉，外蒙古，澳大利亚欧洲。全国各地慕名而来的车友也非常多，对品牌宣传是非常大的帮助。

This exhibition is the best from both scale and service compared to the past. This time, there are many customers who come from all over the world, such as Bangladesh, Outer Mongolia, Australia and Europe. There are also many riders from all over the country. It is very good for brand promotion.



# 展商统计 Exhibitors Statistics

## 配件 Accessories Exhibitors



**谈丽君 中国区营销总经理**

多美达集团

Tan Lijun

General Manager of Marketing  
Center of China

DOMETIC WAECO TRADING  
(SHENZHEN) CO., LTD.

展会是越办越好了，规模也是越办越大，参观者越来越多，服务也越来越好。多美达在这边展示的产品越来越多样化，越来越丰富。中国的房车市场在飞速的发展当中，多美达作为全球比较大的房车配件商，我们准备把在海外的经验和好的产品能够更多的引入中国市场，我们非常看好中国的房车市场。

The exhibition is getting better with the larger scale, more visitors and better services. The products that Domestic displayed here are more diverse and more abundant. China's RV market is developing at a rapid rate. Domestic, as a relatively large RV supplier in the world, is ready to introduce more overseas experiences and good products to the Chinese market. We are very optimistic about China's RV market.



**梁娜 市场经理**

苏州融硅新能源科技有限公司

Liang Na

Marketing Manager  
RENOGY

在我们刚刚进入中国的时候，房山博览中心的展会是我们第一个落脚点。今年是我们参与的第二次。我们也参与了很多国内外的展会，这个展会很特别，这里有很多房车在露营，很多车友和用户过来和我们交流，能促使我们做出更符合需求的产品。

When we first entered China, the exhibition at the Fangshan Expo Center was our first stopover. This year marked our second participation. We also participated in many domestic and international exhibitions. This exhibition was very special for us as there were many RVs camping here. Many riders and users came to communicate with us which can help us to make products that better meet demands.



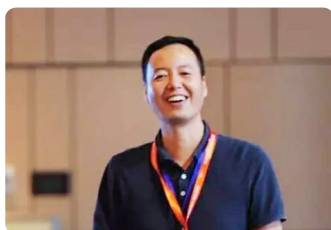
## 户外 Outdoor Products



**汪烨 总经理**  
广州栖星野奢帐篷有限公司  
Wang Ye  
General Manager  
GLITZCAMP

今年展会的规模和档次都有大幅度的提升，展会的组织协调上也秩序井然，各个功能区的分配更加合理。以后会利用我们硬件上的优势，不断支持展场布置的升级。

The scale and grade of this year's exhibition have greatly increased. The organization and coordination of the exhibition were present in an orderly manner and the setup of functional areas was more reasonable. In the future, we will leverage on our hardware advantages to constantly support the upgrade of the exhibition layout.



**张琪 董事长/创始人**  
常州喜马拉雅户外用品有限公司  
Zhang Qi  
President/Founder  
CHANGZHOU HIMALAYA  
OUTDOORS CO.,LTD.

这次展会让我很惊讶，看到了中国市场和国际市场在并轨，看到了很多很新的东西，和国外在同步。这两年21世纪房车网越做越好，我们也希望随着21世纪的发展，我们在这个平台上一一起成长，能够接触到更多好的朋友。

This exhibition surprised me by showing that the Chinese market and the international market are merging and a lot of new things are in sync with foreign countries. 21RV is getting better and better. We also hope that with the development of the 21RV, we will grow together on this platform and we will be able to reach more and more good friends.



# 观众分析 Visitor Statistics

展会观众高达85920人次，较去年同期增长25%，专业观众远超预期。

During the four-day exhibition, the number of visitors reached 85,920, representing an increase of 25% over the same period of last year and the number of professional visitors far exceeded the expected level of popularity.

## 业务性质

By Business Nature

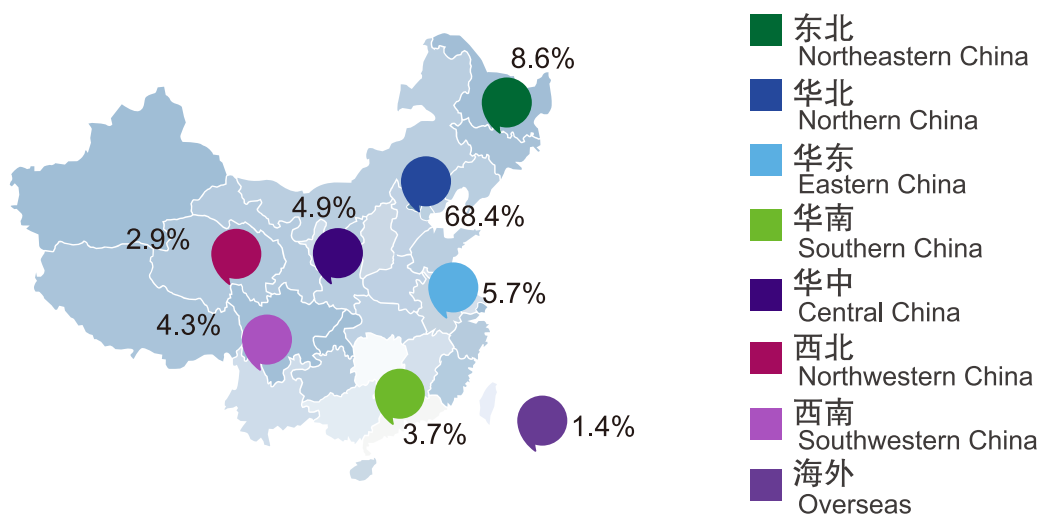
1	终端买家 Terminal Buyers	62.0%
2	房车、房车配件制造商 RV manufacturers & RV parts or accessories manufacturers	6.0%
3	房车、配件经销商 RV, RV parts and accessories dealers	5.0%
4	房车改装租赁企业 RV tuning & RV rental enterprises	5.5%
5	户外用品生产商 Outdoor product manufacturers	1.6%
6	户外用品经销商 Outdoor products dealers	2.3%
7	露营地设计、规划、经营 Campsite design, planning and management	5.0%
8	影视、体育、休闲旅游企业 Film, PE, Leisure & Tourism	1.6%
9	相关政府机关、大专院校、协会组织 Relevant government departments, colleges & universities & associations	4.3%
10	金融投资 Financial investment companies	1.8%
11	新闻媒体 Media	1.1%
12	其他 Others	3.7%



# 观众分析 Visitor Statistics

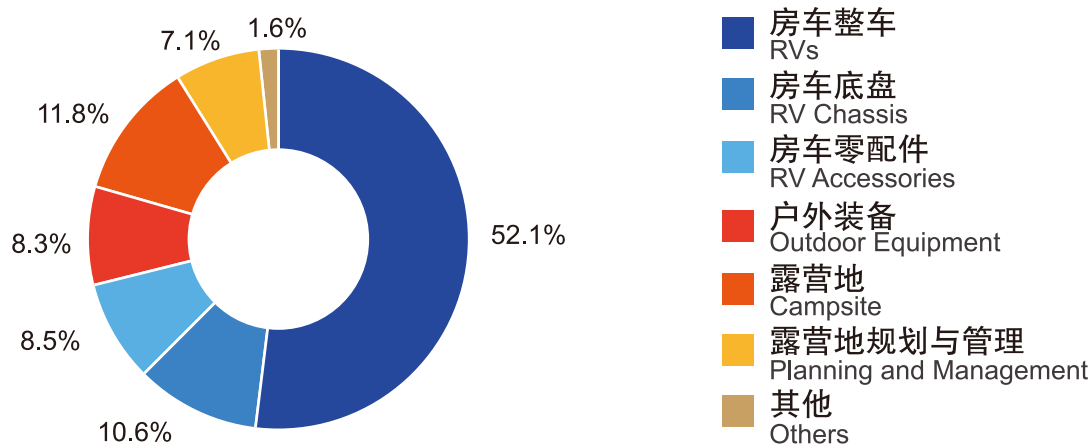
## 观众地域分布

By Geographical Origins



## 观众感兴趣的产品

Products Visitors Interested in

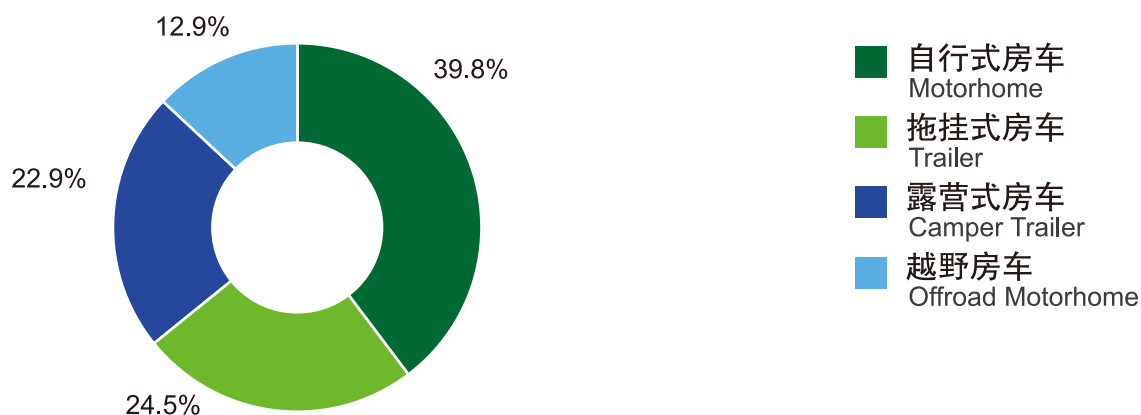




# 观众分析 Visitor Statistics

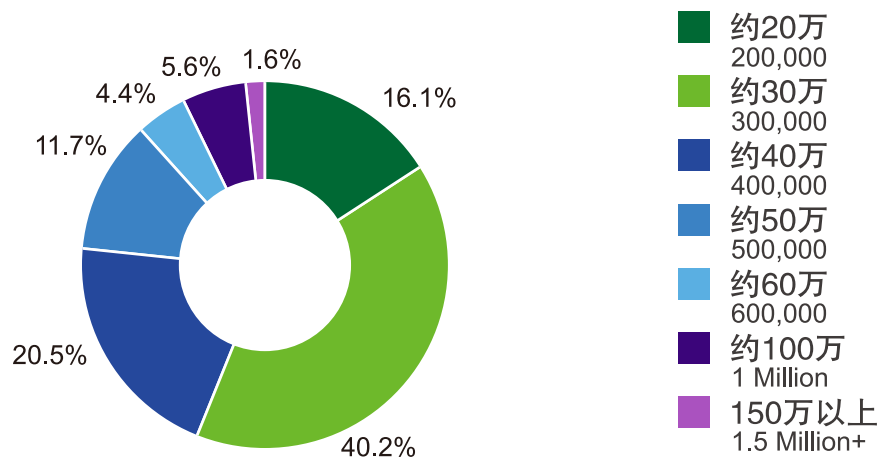
## 买家意向车型

RV Type Preference of Visitors



## 买家购车价格偏好 (元/CNY)

Price Preference for RVs



# 观众分析 Visitor Statistics

## 观众对展会的印象

General Comments on the Fair

99%

对展会总体表现表示满意

Conclude the exhibition from good to excellent

98%

对展品质量表示满意

Conclude the quality of exhibits from good to excellent

99%

对展商质量表示满意

Conclude the quality of exhibitors from good to excellent

## 4000名车友，500台露营车辆汇聚现场

4000 RV Fans, 500 Camping RVs

此次展会吸引了来自五湖四海的车友，包括自北京、天津、河北、河南、黑龙江、辽宁、山西、山东、陕西、广东、四川等地省市。

This exhibition still attracted riders from all corners of the world. Among them, there were many camping enthusiasts from Beijing, Tianjin, Hebei, Henan, Heilongjiang, Liaoning, Shanxi, Shandong, Shaanxi, Guangdong and Sichuan.



# 观众分析 Visitor Statistics

## 观众寄语

Comments from Visitors



**王玉隆**  
**观众(专业观众)**

Wang Yulong  
Trade Visitor

我专业做汽车改装，这次展出的车辆比往年要多，能看出国家对这个行业比较重视。看完展会觉得热血沸腾，展会从最初的几辆车到现在数万平米，非常不容易也非常难得。

I specialize in car modification. The number of vehicles exhibited this time is higher than that of previous years. I see that the national industry pays more attention to this area. I feel very excited at the show as the exhibition has become a large professional show from the first few RVs' participation. It is hard to come by.



**李伟岸**  
**北京车友**

Li Weian  
RV Fan from Beijing

我和房车结缘也是通过房车世界，三年前想去欧洲旅行买了人生中第一辆房车，带着家人跟着21世纪房车的王总横穿了欧亚大陆。作为北京本地的车友，每次展会都会参加，见证了房车世界的茁壮成长，房车世界也见证了一步一步壮大的车友队伍。

I knew about RV through the RV World. I wanted to travel to Europe and bought my first RV three years ago. Mr. Wang, the vice president of 21RV brought me and my family across the Eurasia. As a local rider in Beijing, I participated in each exhibition, witnessed the sturdy growth of the RV World. The RV World has also witnessed a step-by-step growing team of riders.



**观众**  
Visitor

去年秋天的展会就参加了，今年春天的展会规模大、车型多、选择多，能够与车友交流经验，购买房车能够让自己旅行更方便。在这次展会已经订好车型，顺利的话5月份就可以带着家人去旅游。

I participated in the exhibition in last fall. This spring, the exhibition is large in scale, with many RVs and many options. It is possible to exchange experiences with riders and purchase of a RV can make it more convenient for us to travel. In this exhibition, I have bought one RV, If it is smoothly, my family can travel with it in May.





# 同期活动 Accompany Program

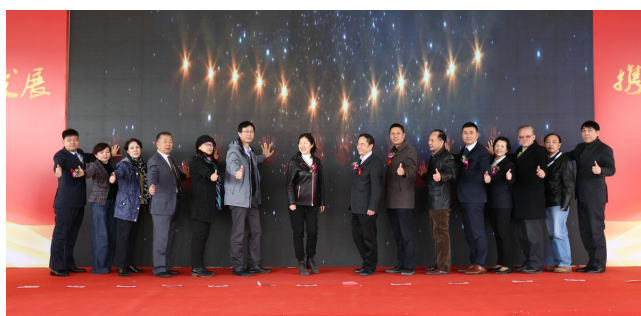
## 同期活动，聚焦行业热点

Accompany Program in Focus

30多场同期活动精彩纷呈

There were 30 colorful activities onsite

第16届中国(北京)国际房车露营展览会&  
2018中国(北京)国际户外露营展览会开幕式  
Opening Ceremony of the 16th China (Beijing) Int'l RV & Camping  
Exhibition、China(Beijing)International Camping Fair 2018



"品牌·融合·发展"中国国际房车产业高峰论坛  
"Brand, Amalgamation and Development" China RV Industry  
Development Summit Forum



展商答谢晚宴暨2017年度中国房车露营行业  
品牌颁奖典礼  
2017 China RV & Camping Industry Brand Award Ceremony-Exhibitors  
Appreciation Banquet



2018房车家族亚欧之旅、  
百辆房车自驾俄罗斯发车仪式  
Eurasian Self-driving Tour 2018、  
Hundreds of RVs Self-driving Russia Departure Ceremony



2018年房车旅游租赁与运营模式研讨会  
RV Rental and Operation Model Seminar 2018



中国国际房车底盘技术研讨会  
China Int'l RV Chassis Technology Seminar





# 同期活动 Accompany Program

## 2018中国房车经销商年度沙龙

Annual Salon of Chinese Recreational Vehicle Dealers in 2018



## 中国房车行业标准工作会议

China RV Industry Standards Conference



## 王续东解读“如何购买一辆适合您的房车” Wang Xudong Lecture: How to Buy a Suitable RV



## “国产及进口房车的使用维护与驾驶技巧”专题讲座 Lecture on Proper Driving and Maintenance of RVs



## “如何规划一次完美的房车旅行”主题分享 Lecture on How to Plan a Dream RV Travel



## 旌航房车--21RV房车家族多彩之夜 Jinghang— 21RV RV Family Return Banquet





# 同期活动 Accompany Program

2018房车家族亚欧之旅自驾交流会  
& 房车家族百辆房车自驾俄罗斯启动交流会  
2018 RV Family Eurasian Self-driving Tour Exchange Meeting  
& Hundreds of RV Family RVs Self-driving Russia Kick-off Meeting



房车家园供应链金融产品发布会  
Financial Product Launching of Homeland Supply Chain in 2018



莫博房车大学堂:美国Lippert墙面拓展机构安装及维护  
MOBO RV Academy: Lippert In-Wall Slide-out System  
Installation and Maintenance



多美达房车大学堂  
RV Academy by Dometic



赛特福德房车座便器大讲堂  
Thetford Workshop: Getting the Most Out of Your Thetford  
Appliances



景玉科技智能水电桩上市发布会  
Jing Yu Science and Technology Intelligent Hydropower  
Post Listing



# 行业支持Support from Industry

## 权威单位联袂支持，打造星级盛会

Long Term Support from Authoritative Organizations to Build Marketing-leading Exhibition

### 主办单位 Directed by



中国汽车工业协会房车委员会

China Association of Automotive Manufacturers Recreational Vehicle Industry Committee



21世纪房车

21 RV



房车世界

RV World

### 承办单位 Organizer



北京露营者房车展览有限公司

Beijing RV & Camping Exhibition Co., Ltd.

### 支持单位 Supporters



中国旅游车船协会自驾游与露营房车分会

Self-driving , Camping and RV Branch of China Tourism Automobile and Cruise Association



中国汽车摩托车运动联合会汽车露营分会

Automobile and Camping Branch, Federation of Automobile and Motorcycle Sports of China



中国国际贸易促进委员会汽车行业分会

Automotive Industry Committee, CCPIT



北京房车露营自驾旅游协会

Beijing RV Camping and Self-Driving Tourism Association



中国房车露营联盟

China RV & Camping Association



中国品牌房车联盟

China Brand RV Alliance



中国品牌营地联盟

China Brand Campgrounds Alliance



房建集团

Beijing Fangjian Investment Management Co., Ltd.



北京联合大学旅游学院

Tourism Institute of Beijing Union University



北京京铃顺汽车销售有限公司

Beijing Jinglingshun Car Sales Co., Ltd.



# 媒体报道 Media Cooperation

## 媒体深度聚焦，见证行业影响力

Deep focus from media is the most telling witness of industry influence

为期4天的展会吸引了来自国内外300多家媒体的关注。包括国内知名媒体CCTV新闻、腾讯汽车、车讯网、新华网、央广网汽车、中国经济网、人民网、中国日报、BTV公共《红绿灯》、BTV生活《我爱我车》、旅游卫视、爱奇艺、优酷汽车、58车、太平洋汽车网及30多家国内极具影响力的汽车类自媒体，以及来自德国MOTORHOMECHINA。

The four-day Exhibition attracted more than 300 media at home and abroad, including domestic well-known media such as CCTV News, Tencent Auto, Chexun, Xinhua, CNR, China's Economy, People, China Daily, BTV Public Traffic Light, BTV Life, I Love My Car, Travel Channel, iQIYI, Youku Auto, 58 Vehicles, Pacific Automobile, and more than 30 domestic influential automobile we-medias, as well as MOTORHOMECHINA from Germany, etc.

首席媒体 Chief Media Partner



主要合作媒体 Media Partner



长阳社区报



\*以上排序不分先后\*

\*This list is in no particular order\*





# 媒体报道 Media Cooperation

## 视频媒体 Video Media



BTV生活《我爱我车》



BTV财经《首都经济报道》



BTV新闻《红绿灯》



爱奇艺汽车



腾讯视频



CRI数字电视-中国交通



风行网汽车报道



酷6汽车



旅游卫视-超级马力



# 媒体报道 Media Cooperation

## 网络媒体 Web Media



58车



车讯网



触感汽车影像特效



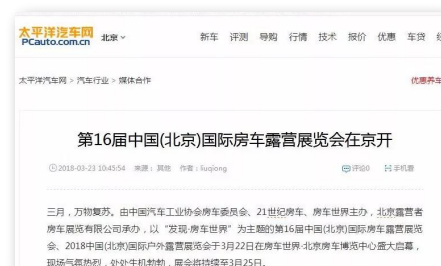
凤凰网汽车



绿野网



汽车头条



太平洋汽车网



汽车族



央广汽车



中国经济网



中国网



中国青年网







# 第17届中国(北京)国际房车露营展览会 第9届中国国际房车露营大会

The 17<sup>th</sup> China (Beijing) International RV & Camping Exhibition  
The 9<sup>th</sup> China International RV & Camping Rally

## 九月再见 See you in September

September 13-16, 2018  
RV World • Beijing RV Expo Center



### 联系我们 Contact Us

北京露营者房车展览有限公司  
Beijing RV & Camping Exhibition Co., Ltd.

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