



# 第18届中国(北京)国际房车露营展览会

The 18<sup>th</sup> China (Beijing) International RV & Camping Exhibition

## 2019第18届中国国际房车露营大会

The 18<sup>th</sup> China International RV & Camping Rally 2019

# 展后报告

## Post Show Report

2019年3月12-17日

房车世界·北京房车博览中心

March 12-17, 2019

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每年春秋两季，在房车世界·北京房车博览中心举行。自2010年创办以来，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。展会至今已成功举办18届，累计展出面积达117多万平米，累计观众超过119万人次，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风向标。

China(Beijing)International RV & Camping Exhibition is held at RV World·Beijing RV Expo Center every spring and autumn. Dated back to 2010, it has always been led by the market and set the ultimate goal of pushing industry development and communicating RV & camping culture. 18 exhibitions have been successfully held with a total area of over 1.17 million square meters and 1.19 million 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18届展会回顾

Review of Last Show

### 第18届展会各项数据再创新高

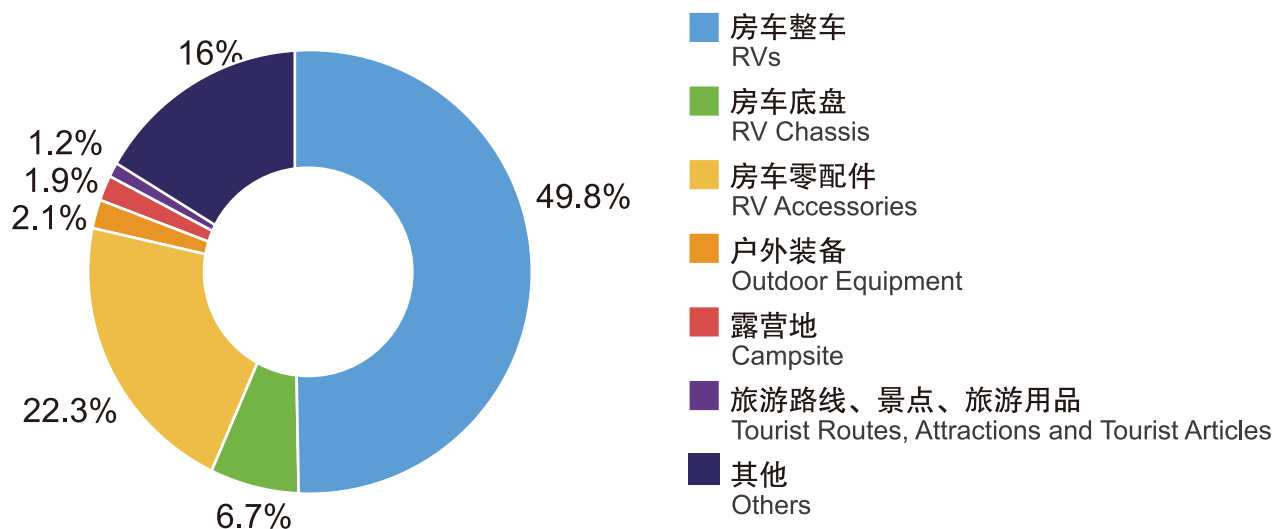
Numbers Hit a Record



# 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
- 85% 达成参展目标  
Achieve exhibition target
- 93% 对观众质量表示满意  
Conclude the quality of visitors from good to excellent
- 95% 有意愿参与第18届展会  
Are willing to participate in the 18<sup>th</sup> exhibition



# 展商统计 Exhibitors Statistics

## 展商评价

Exhibitor Statements

### 房车 RVs Exhibitors



柯传灯

Ke Chuandeng

总经理

General Manager

安徽瑞奇瑞弗特种车辆科技有限公司

Anhui CHERY REV Specialty Vehicle Technology Co., Ltd.

北京房车展应该说是从规模和参加人数来讲，包括参加的房车的主机厂来讲应该是规模最大的房车展之一，所以我觉得这样的展会能够给所有的主机厂，包括给所有的房车的爱好者，包括房车的潜在客户提供一个非常好的平台，让所有的厂商能够向更多的用户区展示我们的产品。

Beijing RV exhibition should be said to be one of the largest RV exhibition in terms of scale, the number of visitors and RV manufactures. I thin the exhibition support a very good platform for RV manufactures, campers, potential RV customers. By attending the exhibition, RV manufactures can exhibit their products and brands.



张黎明

Zhang Liming

副总裁兼首席营销官

Vice President and Chief Marketing Office

新吉奥集团

New Gonow Group

本次展会地处首都北京，人流量，客流量都非常得大，观众质量也非常得棒，有很多玩家和旅友参加了本次房车展。昨天我们已经出据了四台定单，我们争取在本次车展要拿下50台定单。

This exhibition is located in Beijing, the capital, with large flow of visitors and the quality of visitors is very good. There are a lot of campers and travelers attend in this exhibition.

Yesterday we had got 4 orders. We are trying to get 50 orders in this exhibition.



卢鹏

Lu Peng

专用车事业部副总经理

Special Vehicle Division Vice General Manager

郑州宇通客车股份有限公司客车专用车分公司

Specialty Bus Branch, Zhengzhou Yutong Bus Co., Ltd.

我觉得咱们整个的策划还是比较好的，第一个就是整体的时间延长了，这个会给我们最终的用户会让他们更对房车增加了一些了解，让他们更有时间去选择一款他们比较中意的房车。

I feel the plan of the exhibition is good. At first the extension of exhibition time gives our final customers more time to comprehend RV and have more time to choose the one they prefer.



# 展商统计 Exhibitors Statistics



**于 贺**  
Erik.Yu

**房车事业部 副总经理**  
RV Business Division Vice-g

华晨专用车装备科技（大连）有限公司  
Brilliance Special Vehicle Equipment Technology (Dalian) Co.,Ltd.

我觉得户外展更贴近于房车的使用情景，咱们这个展会到现在为止也是历经多年，客户群体的基盘是有的，这也是我一直吸引这个展会的原因。从这个时间上来说时间跨度更大，我们可以接待更多的客户。

I think outdoor exhibition is closer to the RV life scene. The exhibition has gone through many years , which has customer base. That is why I have always attracted this exhibition.

Because of the extension of exhibition time, we have more time to receive customers.



**刘玉蛟**  
Liu Yujiao

**营销总监**  
Marketing Director

保定览众汽车服务有限公司  
Baoding Lanzong Automotive Service Co., Ltd.

21世纪房车的这个展会我们是从第一届开始到现在我们是一直在参加，合作这么多年非常愉快。通过这个展会我们可以做一个很深入的交流，和思想上的碰撞，可以聊一聊我们未来几年发展一个什么样的趋势，我觉得也非常不错。

We have been participating in the exhibition organized by 21RV since the first one. It has been a pleasure to cooperate for so many years. By attending the exhibition, we can have a very in depth exchange and ideological collision. We can talk about the future of industry trend . I think it is very good.



**李海涛**  
Li Haitao

**设计部部长**  
Design Department Manager

新凯汽车集团有限公司  
Xinkai Automobile Group Co.,Ltd.

我们是从第一届开始就一直和21RV合作，合作的往届非常愉快。今年看来观众的质量越来越偏向于专业的喜欢房车旅游的这些朋友，还有各个配套厂家，向着专业方面发展的越来越好，这个也是我们作为一个生产企业是希望看到的。

We have been cooperating with 21RV since the first session and every time we cooperated very happily. This year viewed from the quality of visitor, more and more professional RV travelers come here. Also RV accessories manufactures are developing to become more professional, which is what we as a RV manufacture hope to see.





# 展商统计 Exhibitors Statistics

## 配件 Accessories Exhibitors



肖和平

Xiao Heping

董事长

Chairman

江苏三乔控股集团有限公司

Jiangsu Sanqiao Holding Group Co., Ltd.

我参加过很多汽车上的展览会，今年我们还第一次来参展，应该说我们举办的比较成功。这个展览会应该说代表了我国目前房车界最高水平，最大规模的这样的一个展览会。（它）把很多需要我们配件商跟房车生产制造商能相应的联合在一起，共同发展。

I have attended in a lot of auto exhibitions, and this year we are here for the first time. I think it is very successful. The exhibition represents the highest level and the largest scale of such an RV exhibition in Chinese current RV industry. It brings RV manufactures and RV accessories dealers to develop together.



Norbert van Noesel

市场经理

Marketing Manager

赛特福德（中国）  
Thetford (China)

我相信21RV房车展特别是王继东先生和王续东先生，他们一直在世界各地参观展览，把最好的东西带回中国，带回到展览会上。我认为展会组织的很完美，发展速度非常快。展会的完美表现促进中国房车市场的发展。

I believe the 21RV show is especial with the Mr. Wang Jidong Wang Xudong .They have been visiting shows they brought best things back to China back to this 21RV show.I think it is perfect organized I think is growing fast is perfect perform to further growth in China.



程涛

Cheng Tao

总经理

General Manager

北京比盖普科技发展有限公司  
BECAP Technology Co.,Ltd.

21世纪房车这个平台一直感觉还是不错的，也做了很多年，我们也是跟着21世纪房车这个展会一起成长起来。总体来说，这个平台有很多的朋友过来，我们一起分享一些对中国房车的一些看法，包括房车一些技术等等，我觉得对大家是一个共赢。

21RV platform has always felt good and has been done for many years. We grew up with 21RV exhibition together. Overall, there are many friends coming to the exhibition and we share views about China RV industry such as RV technology and so on. I think it is a win-win modal.



# 展商统计 Exhibitors Statistics

## 户外 Outdoor Products



李兴华

Li Xinghua

董事长

Chairman

北京禾缘圣东木结构技术有限公司  
Beijing Heyuan Sundon Wooden Structure Tech Co.,Ltd.

房车露营展是我们公司每年的重头戏，每年的三月份我们都在这为大家呈现圣东新的产品和新的经营的思路，这个是我们一直参加的一个非常重要的展览，这个展览为我们公司的品牌和我们公司的销售都带来非常多的好处。

Beijing RV & Camping Exhibition is our company 's major event every year . Every March , we will take Sundon new product and new idea to the exhibition. It's a very important exhibition we have been attending. It benefits for our brand and our sales too much.



黄冠翔

Huang Guanxiang

总经理

General Manager

北京米致露营投资管理有限公司  
Beijing Pinzhi Camping Investment Management Co.,Ltd.

房车展还是在行业内定单比较多的，实际的采购客户比较多的一个展会，这是我们的实际感触。在这里能接触到全国很多的开发商，还有购买业主，比较好，在销售量上我们认为还是最高的，是这个特点。

Comparing with other exhibition, this one has more orders and buyers in RV industry. This is our real feeling. We can contact with developers and buyers from all over the country. In terms of transaction amount, we think it is still the highest, which is the characteristic.



# 观众分析 Visitor Statistics

为期6天的展会中，观众高达131828人次，较去年同期增长53.4%，专业观众远超预期。

During the six-day exhibition, the number of visitors reached 131828, representing an increase of 53.4% over the same period of last year and the number of professional visitors far exceeded the expected level popularity.

## 业务性质

By Business Nature

1	终端买家 Terminal buyers	66.4%
2	房车、房车配件制造商 RV manufacturers & RV parts or accessories manufacturers	6.4%
3	房车、配件经销商 RV, RV parts and accessories dealers	5.2%
4	房车改装租赁企业 RV tuning & RV rental enterprises	4.7%
5	户外用品生产商 Outdoor product manufacturers	1.1%
6	户外用品经销商 Outdoor products dealers	1.6%
7	露营地设计、规划、经营 Campsite design, planning and management	4.6%
8	影视、体育、休闲旅游企业 Film, PE, leisure & tourism	1.3%
9	相关政府机关、大专院校、协会组织 Relevant government departments, colleges & universities & associations	3.8%
10	金融投资 Financial investment companies	1.2%
11	新闻媒体 Media	1.0%
12	其他 Others	2.8%

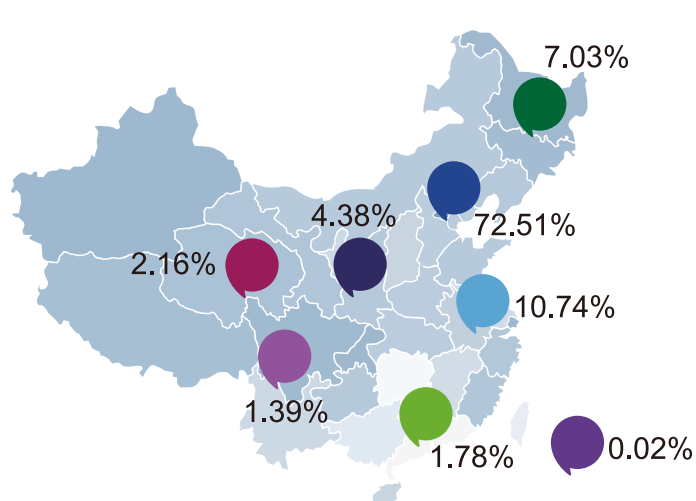




# 观众分析 Visitor Statistics

## 观众地域分布

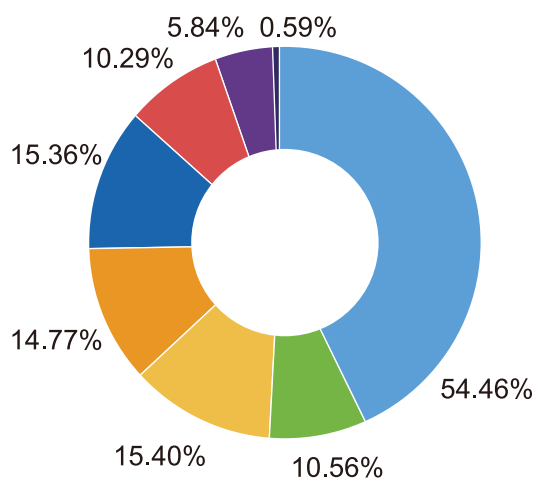
By Geographical Origins



- 东北  
Northeastern China
- 华北  
Northern China
- 华东  
Eastern China
- 华南  
Southern China
- 华中  
Central China
- 西北  
Northwestern China
- 西南  
Southwestern China
- 海外  
Overseas

## 观众感兴趣的产品

Products Visitors Interested in



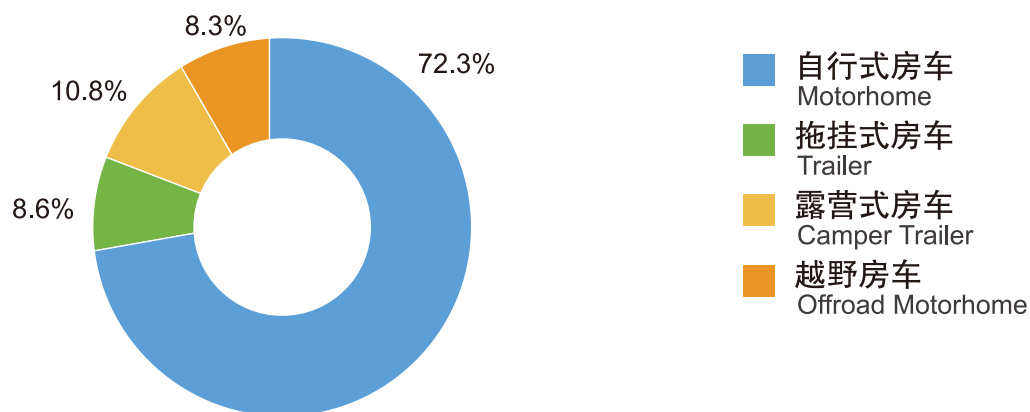
- 房车整车  
RVs
- 房车底盘  
RV Chassis
- 房车零配件  
RV Accessories
- 户外装备  
Outdoor Equipment
- 露营地  
Campsite
- 露营地规划与管理  
Planning and Management
- 其他  
Others



# 观众分析 Visitor Statistics

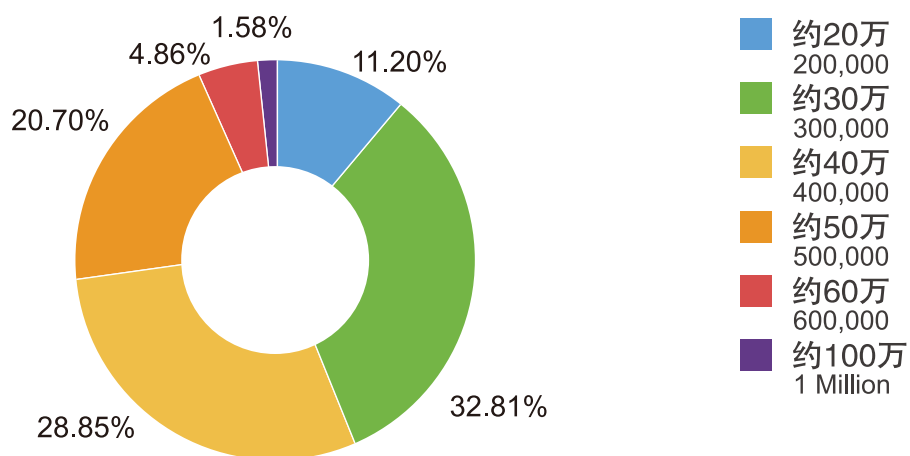
## 买家意向车型

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

## 2000名车友，700台露营车汇聚现场

2000 RV Family Campers, 700 Camping RVs

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

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



# 观众分析 Visitor Statistics

## 观众寄语

Comments from Visitors



观众  
Visitor

主要还是想买一辆房车，对这个比较有热情度，就想看一下这个格局，还是品牌，因为这个房车展览会它的规模也比较大，品牌也比较多，我们就过来做一下深度的了解。因为家里有老人，还有孩子，就想每年就带他们出去玩玩，这个房车还是比较方便的。

I mainly want to buy a motorhome and more enthusiastic about it .I want to watch some layout and brands of motorhomes. The exhibition is relatively large inscale and the brands is more, we come here to do a deep understanding. We have parents and child and we want to take them to travel every year.I think motorhome is suitable for family travel.



观众  
Visitor

我是昨天早上到这里的，到了以后我听了王续东总的讲座，下来以后我就到展会中心这边去对比了一下，之后我就买了房车。买完以后我准备到新疆和西藏去转一转，一直以来有这个想法，这次正好买完车可以去转一转。

I arrived here yesterday morning. After that I listened Mr.Wang Xudong's lecture.And then I came to the exhibition to compare the RVs and bought one RV. After buying I will drive the RV to Sinkiang province and Tibet province. I have always had this idea. This time I just bought an RV and can go for a tour.



房车家族车友  
RV Family

我来这首先我感觉这儿有一个很好的气氛，能够见到全国各地的车友，每年都有这么两次机会和全国各地的朋友聚在一块，非常开心。还有车友的一些经验的分享，因为玩房车这个东西我觉得车友的经验非常重要，这也是我特别感兴趣的地方。

First of all, I feel that there is a nice atmosphere. I can meet campers from all over the country. I am very happy that every year we have two opportunities to get together with friends across the country every year. In addition, campers will share some travel experience. Sharing experience is very important for RV travel, so that is reason I am very interested to participate it.





# 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18届中国（北京）国际房车露营展览会 2019第18届中国国际房车露营大会开幕式

The 18<sup>th</sup> China(Beijing) International RV & Camping Exhibition,  
The 18<sup>th</sup> China International RV & Camping Rally 2019 Opening Ceremony



### 中国国际房车旅游博览会新闻发布会

China International RV Tourism Exposition (Shanghai) Press



### 展商答谢晚宴暨2018年度中国房车露营行业 品牌颁奖典礼

2018 China RV & Camping Industry Brand Award Ceremony-Exhibitors  
Appreciation Banquet



### 中国房车产业发展研讨会

Development of China RV Industry Seminar



### 露营地灵魂-文化主题项目和活动研讨会

Camping Soul: Seminar on Cultural Theme Projects and  
Activities



### 2019中国房车营地主年度沙龙-房车露营 自驾旅游发展论坛

China RV Campsite Owner Annual Salon 2019- RV Camping Self-driving  
Tourism Development Forum





# 同期活动 Accompany Program

21RV续东解读“如何购买一辆适合您的房车”  
21RV Xudong Lecture on 'How to Buy a Suitable RV'



房车旅行分享  
Experience Sharing of RV Travel



房车使用技巧分享  
Sharing the Use Skills of RV



21RV续东团购团-续东带您选房车  
21RV Xudong Group Buying-Following Xudong to Choose an RV



房车家族车友才艺分享会  
21RV Family Acqierement Sharing



21RV房车家族车友摄影大赛  
21RV Family Photo Competition



# 同期活动 Accompany Program

多美达多彩之夜-21RV房车家族答谢晚宴  
Dometic RV Wonderful Night · 21RV Family Appreciation Banquet



21RV房车家族嘉年华-购车送好礼幸运大抽奖  
21RV Family Carnival-Lucky Draw for RV Buyers



21RV急救科普讲座  
21RV Outdoor Emergency Lecture



房车试乘试驾  
RV Test Drive



21RV房车家族嘉年华——车友大游行  
21RV Family Carnival——Parade



21RV专题讲座“房车的制造工艺及设计”  
21RV Lecture on 'RV Manufacture and Design'



# 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, CCPIIT



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

### 感谢赞助商 Thanks to Sponsors



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赛特福德(中国)



纽福克斯光电科技（上海）有限公司





# 媒体报道 Media Cooperation

## 众媒体深度报道，见证行业发展

Deep focus from a lot of medias are the most telling witness of industry development

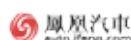
### 首席媒体



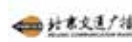
### 战略合作媒体



### 重点合作媒体



### 支持合作媒体



\* 以上排名不分先后 \*



# 媒体报道 Media Cooperation

## 视频媒体 Video Media



BTV财经《首都经济报道》



BTV生活《我爱我车》



BTV新闻《红绿灯》



汽车之家



BTV新闻《都市晚高峰》



旅游卫视《超级马力》



中国交通频道《中国交通资讯》



腾讯视频



爱奇艺汽车





# 媒体报道 Media Cooperation

## 网络媒体 Web Media



人民网



国际在线



中国消费网



中国新闻网



腾讯汽车



汽车之家



太平洋汽车网



搜狐汽车



中国新闻网



房车视讯



房车之家



房车之家





第19届中国(北京)国际房车露营展览会

2019第23届中国国际房车露营大会

The 18<sup>th</sup> China (Beijing) International RV & Camping Exhibition

The 23<sup>rd</sup> China International RV & Camping Rally 2019

# 八月再见

See you next year

2019年8月22-25日

房车世界·北京房车博览中心

Aug. 22-25, 2019

RV World · Beijing RV Expo Center



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