



第15届中国(北京)国际房车露营展览会 第8届中国国际房车露营大会

The 15th China (Beijing) International RV & Camping Exhibition
The 8th China International RV& Camping Rally

展后报告 Post Show Report

2017年9月7-10日

房车世界·北京房车博览中心

Sept. 7-10, 2017

RV World • Beijing RV Expo Center



展会概览 General Overview

同行十五载，共赢创未来

15 Years Together for a Win-Win Future

中国(北京)国际房车露营展览会一直以市场为导向，以服务为己任，以推动产业发展、传播房车露营文化为最终目标，创立至今已成功举办15届，展会累计展出面积达90多万平，累计观众超过80万人次，被业界视为行业的晴雨表与风向标。

China (Beijing) International RV & Camping Exhibition has always been led by the market, taken the responsibilities for services, and set the ultimate goal of pushing industry development and communicating RV & camping culture. 15 Exhibitions have been successfully held with a total area of over 900 thousand square meters and 800 thousand visitors. It has been regarded as the indicator of this industry.

15届中国(北京)国际房车露营展览会恰逢21世纪房车成立15周年，在这个标志性的双“15”节日里，主办方持续深化房车露营产业生态链，为展商和终端用户搭建了集采购、洽谈合作、技术交流等为一体的一站式合作平台。

The 15th China (Beijing) International RV & Camping Exhibition coincides with the 15th anniversary of 21 RV. On this “double 15th” milestone event, the Organizer continued to deepen ecological chain of RV camping industry, and build a one-stop platform which integrates procurement, negotiation & cooperation and technical exchange for exhibitors and end-users.



展会面积 (平方米)	Show area(sq.m.)	60,000
参展商数量	No. of exhibitors	350
观众数量 (人次)	No. of visitors	61,920
露营者数量(人)	No. of campers	4,000
现场成交量 (亿元)	Total amount of transaction (a hundred million)	4.85

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



北京福铃汽车技术发展有限公司

Beijing Fu Ling Automotive Technology Development Co., Ltd

展商统计 Exhibitors Statistics

行业知名品牌倾力加盟

Overwhelming Support from Star Brands

第15届中国(北京)国际房车露营展览会参展商来自中国、美国、德国、澳大利亚、意大利、日本、韩国、马来西亚等十多个国家和地区。参展品牌数量刷新秋季展记录, 旌航房车、博微房车、唐山风行、蜗途、天津车汇美、亚星、皇族、大连吉姆西、艾维、江改、克劳德、三盛、阿尔维、星舟等行业后起之秀同台亮相, 打造房车界的饕餮盛宴。

Exhibitors are from over 10 countries and regions such as Germany, USA, Australia, UK, Italy, France, Japan, Korea and China. RV enterprises has broken the record of exhibitor brands along with such rising stars as Jinghang RV, Brainware, Tangshanfengxing, Wotu, Tianjinhuimei, Eurise, Huangzu RV, GMC RV, Aiwei, Jianggai, Anyuan Cloud RV, Sansheng RV, Viking RV, Starship RV to build the feast of RV industry.

房车 RVs



配件 RV Accessories



营地 & 装备 Campsite & Equipment



木屋 Mobile Home

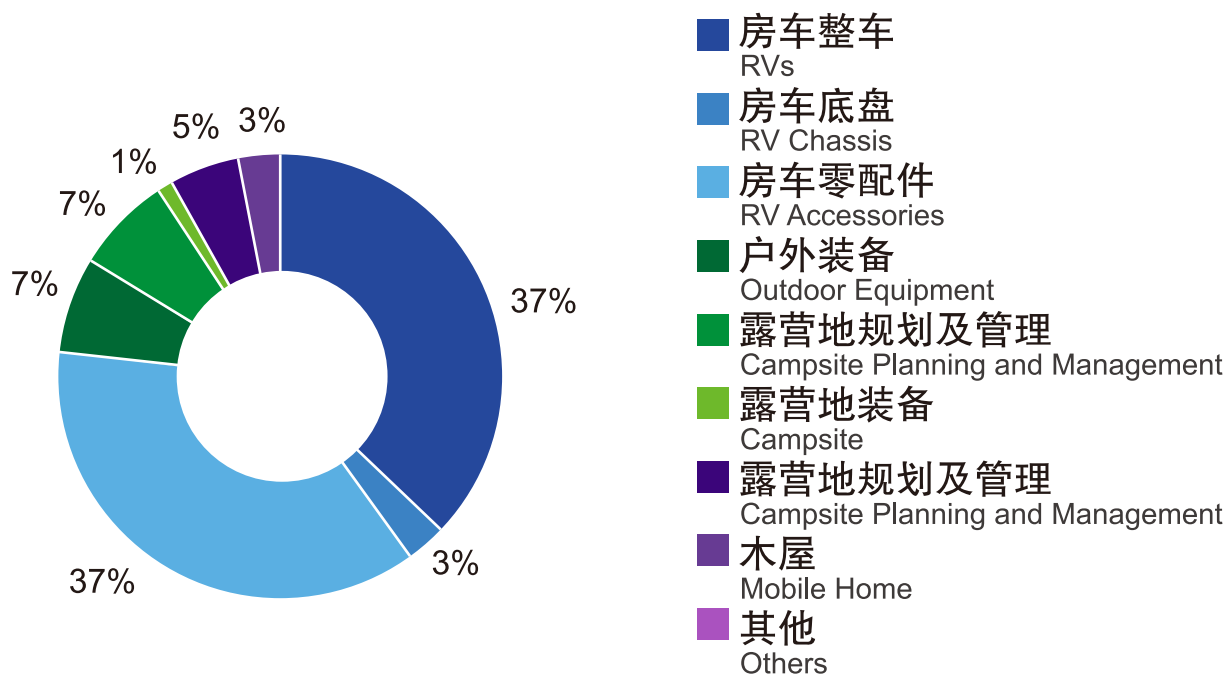


户外产品 Outdoor Products



以上排序不分先后
This list is in no particular order

展商统计 Exhibitors Statistics



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

91% 达成参展目标

Achieve exhibition target

96% 对观众质量表示满意

Conclude the quality of visitors from good to excellent

97% 认为未来展会的重要性会持续提升

Think exhibition will be getting more and more important in future

观众分析 Visitor Statistics

海内外观众齐聚，搭建最佳商贸平台

Visitors from Home and Abroad to Build the Industry's First Commercial Platform

房车露营旅游热度攀升，人们对户外休闲的需求不断高涨，第十五届北京房车露营展吸引了众多国内外的行业专家、房车爱好者。四天的展会观众达到61920人次，同比增长13%。

Along with the growing passion and need for RV & camping travel as well as outdoor leisure activities, The 15th China (Beijing) International RV & Camping Exhibition has attracted a huge number of industry experts & RV fans from home and abroad. The 4-day exhibition has attracted 61920 person-time visitors till the conclusion, which has 13% year-on-year increase.

业务性质

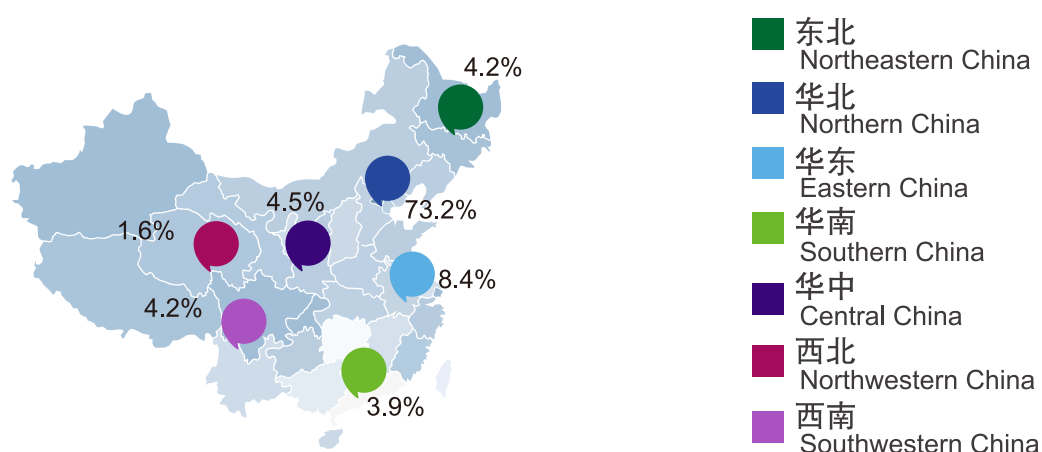
By Business Nature

1	终端买家 Terminal Buyers	55.3%
2	房车、房车配件制造商 RV manufacturers & RV parts or accessories manufacturers	7.1%
3	房车、配件经销商 RV, RV parts and accessories dealer	5.9%
4	房车改装租赁企业 RV tuning & RV rental enterprise	6.5%
5	户外用品生产商 Outdoor products manufacturer	1.96%
6	户外用品经销商 Outdoor products dealers	2.7%
7	露营地设计、规划、经营 Campsite design, planning and management	5.9%
8	影视、体育、休闲旅游企业 Film, PE, Leisure & Tourism	1.9%
9	相关政府机关、大专院校、协会组织 Relevant government departments, colleges & universities & associations	5.0%
10	金融投资 Financial investment companies	2.1%
11	新闻媒体 Media	1.3%
12	其他 Others	4.4%

观众分析 Visitor Statistics

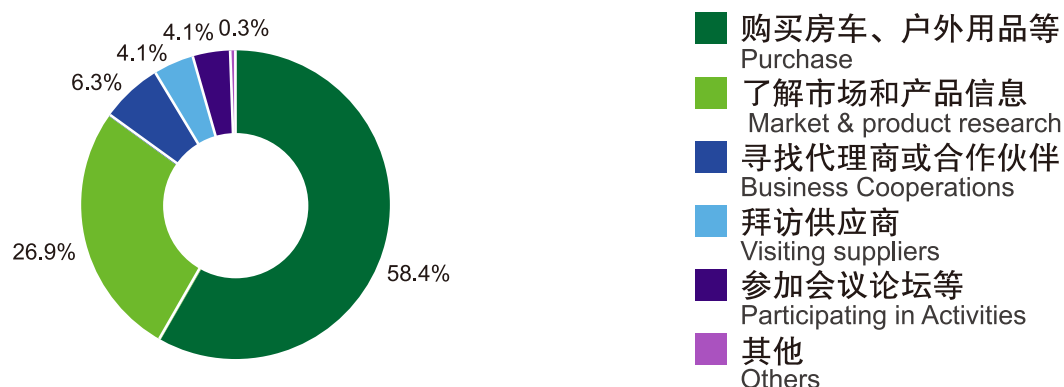
观众地域分布

By Geographical Origins



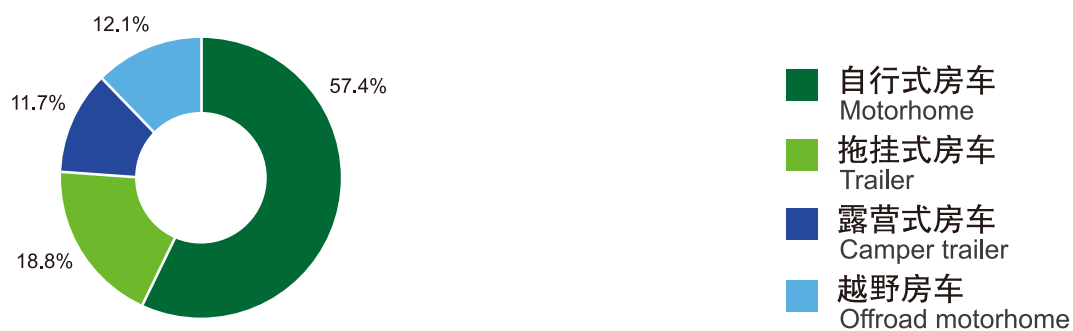
参观展会的目的

By Purpose of Visitors



买家意向车型

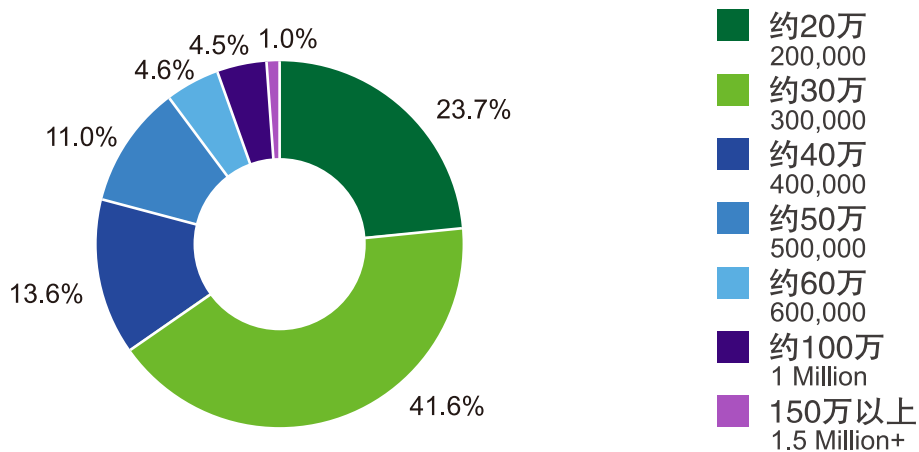
RV Type Preference of Visitors



观众分析 Visitor Statistics

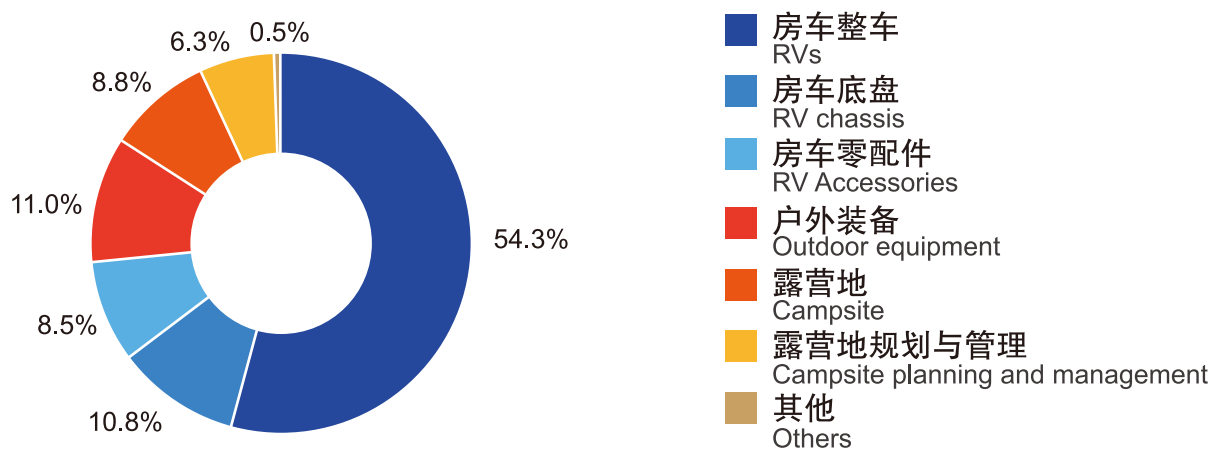
买家购车价格偏好 (元/CNY)

Price Preference for RVs



感兴趣的产品

By interested Product Group



观众对展会的印象

General Comments on the Fair

91%

对展会总体表现表示满意

Conclude the exhibition from good to excellent

90%

对展品质量表示满意

Conclude the quality of exhibits from good to excellent

90%

对展商质量表示满意

Conclude the quality of exhibitors from good to excellent

同期活动 Accompany Program

同期活动，聚焦行业热点

Accompany Program in Focus

展会同期举办30余场同期活动，紧跟发展趋势，聚焦行业热点，为房车露营产业发展出谋献策。

More than 30 accompany programs were held focusing on industry trend and hotspot to propose industry development.

"务实·创新·共赢"中国国际房车露营高峰论坛

Practical, Innovative and Win-win — China Int'l RV & Camping Industry Development Summit Forum 2017



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?



2017中国露营地规划运营与盈利模式专业研讨会

China Campsite Planning, Operation and For-profit Model Professional Seminar



“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 Domestic & Imported RVs



同期活动 Accompany Program

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



房车家族萌宠技能大赛
RV Family Pets Game



房车家族运动会
RV Family Sports Games



房车家族音乐节
RV Family Music Festival



行业评价 Comments from Industry

业界好评如潮

Rave Reviews



蔡煦阳 总裁

上海缘义特斯通房车有限公司

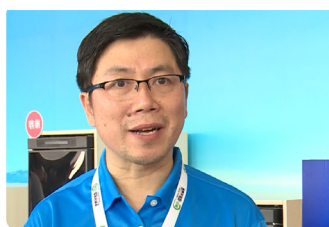
Charles Cai

President

SHANGHAI YUANYI TESITONG
RV COMPANY, LTD

这是我们上海缘义特斯通房车有限公司在中国第一次亮相，也是我们第一次把特斯通这个全美第一的品牌带入我们中国来。我们是从商业角度考虑，21世纪房车网的这个展会绝对是受众面最大，效果最明显的。当然我们在中国之前也有一些合作伙伴，他们也告诉我们，的确从受众、商业角度来看这是最好的一个选择。从目前的效果来看我们也取得了比较好的收效。第一天超出我们预期的好。

This is the first time we make our debut, and it is also our first time to introduce the Top 1 brand (Tesitong) in the United States to China. Considering from a commercial point of view, the show held by www.21RV.com can gain the largest visitors and receive most significant result definitely. Of course, we had some partners in China before, and they also told us that it would be a best choice indeed. And we have achieved good results from what we have seen previously, the benefits of first day is better than what we expected.



杨可跃 总经理

赛特福德（深圳）贸易有限公司

Yang Keyue

General Manager

Thetford (Shenzhen) Trading Limited

今年是第六个年头，每年都给我们很大的欣喜，不单单是从他的规模，观众的质量，同时参展房车的制造水平，整个供应链的配套水平也是逐年的往上提升。这个平台，不仅是为房车届的同仁提供宣传交流平台，更是把房车消费理念传达到最终消费者这个终端。只有消费者被拉动，整个产业才会走向更加繁荣更加健康的未来。

It is the sixth time since 2012, and it gives me a really big surprise every year, not just from the scale, visitors quality, but also the manufacturing level of exhibitors' products, and the supporting level of the entire supply chain has also been upgraded by year. This platform is not only for the advocacy and communication between colleagues in RV industry, but will better convey the RV consumption concept to the terminal of final customers, and the entire industry will move towards a more prosperous and sounder market only if the customers are driven.

行业评价 Comments from Industry



王万宇 (默照) CEO
北京猎户座户外用品有限公司
Wang Wanyu (Mo Zhao)
CEO
Beijing Lehero Outdoor Products
Co., Ltd.

这个展会的价值在于它聚集了一些国内露营地的业主，来看新产品来、新模式，交流思想，我们借助这个展会的平台召开了《77天电影与77家营地之约》的定向发布会，效果还不错，现在已经有几家营地签约。

The value of the show lies in that it brings together many campsite owners to look for new products, search new camp modes and exchange ideas. We have also organized a targeted film launch titled An Appointment of 77 Days of Films with 77 Camps on the show and the result is pretty good as several camps have signed with us.



郎先生 露营者
Mr. Lang Camper

第三次参加这个露营大会，到露营大会广交房车车友，交流驾驶房车的感觉，驾驶路线，房车装备。这个地方房车集中，各种人才都有，能学到不少知识，长很多见识。21世纪房车网给广大露营者提供了非常方便的条件，到这来水电免费，停车免费，还有一些活动。

It is my third time to attend the camping conference, and I can meet with RV fans and exchange RV driving experience, driving route and RV equipment. This place gathers together all kinds of RVs and talents, so I am very happy because I can learn a lot of knowledge and gain experience. 21RV provides very convenient conditions for campers, so that they can enjoy free electricity and water here as well as free parking, and can participate in some activities.



观众
Visitor

这是第二次来参加这个展会，展会上的车型比较多。未来是有计划自己买辆房车带着家人游遍全国。21世纪房车网是业界做的最好的房车平台，也是从这里了解房车相关信息。

This is my second time to participate in the show, displaying more car models. For me, I am planning to buy a RV in the future to travel all over the country with my family. www.21RV.com is the best RV platform in the industry, from which I have access to the information about the RV show.

行业评价 Comments from Industry



沈巍 执行董事&总经理
江苏旌航汽车有限公司
Shen Wei
Executive Director & GM
JIANGSU JINGHANG Automobile
Co., Ltd.

展会一年比一年规模大，展商越来越多，21世纪管理越来越有序。希望21世纪房车在全国都有展会，更多的让我们去参与，对市场推广更有利。我很看重西南市场，10月份的成都展我们肯定会去参加，还准备在成都落户。

The show scale gets bigger and bigger year by year, attracting more and more exhibitors, and the management of www.21RV.com is becoming more and more well-organized. I hope that www.21RV.com can hold shows in various places across the country, so that we can have more opportunities to participate in, which is also more favorable for marketing. In addition, I value the southwest market, and we will definitely participate in the show in October and will settle in in Chengdu.



刘玉蛟 销售总经理
河北览众专用汽车制造有限公司
Liu Yujiao
Sales General Manager
Baoding LivezoneAuto Services Ltd.

客户的消费理念、对房车的认识是在逐年提高，已经不是停留在什么是房车，而是深入到车应该怎么做，我的需求是什么等，这说明这个市场趋向成熟。展会变化很大，展会规模，办展的专业水平不光是得到业内企业的认可，消费者和媒体的评价也是越来越好。

we have found that customer's consumption concept and understanding of RVS are increasing year by year. It is no longer about what a RV is, but how to develop your product and what my demands are. The users are making really high standards, indicating that the market is mature. The show has changed a lot in terms of the professional level of the organizer and the scale of the show, and it has not only been recognized by the enterprises in the industry, but is well praised increasingly by customers or third-party media at home and abroad.



关景兆 销售总监
中天高科特种车辆有限公司
Guan Jingzhao
Sales Director
Zhongtian High-tech Special Auto
Co., Ltd.

这个展会，中天房车参加了15届，一次也没有落过。这次中天主要是发布一些自己的产品，奔驰新款，季风6+和季风7代，我们想把最好的，最新的产品带过来。这个展会有如此庞大的车友队伍，是最宝贵的财富。祝房车展越办越好，把真正的标杆一直做下去，让中国的房车事业一直像现在这样良性的发展下去。

We have attended the show for 15 years. This time, we mainly want to release some own products, such as new Benz products, JF6+ and JF7. We would like to display our best and latest products on the platform. 21RV has so many RV fans, which is the most valuable fortune for the show. Wish RVCHINA better and better future and hope it can keep going as a real benchmark to bring China's RV course into a benign development like now.

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

300家合作媒体在展前、展中、展后进行全程报道，将展会信息全方位传递与传播。

300 cooperate media spread news of the exhibition throughout the entire process.

首席媒体 Chief Media Partner



战略媒体 Strategic Media Partner



重点媒体 Well-known Media Partner



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新闻《都市晚高峰》



BTV新闻《红绿灯》



BTV生活《我爱我车》



爱奇艺汽车



腾讯视频



数字电视中国交通



酷6汽车



旅游卫视《超级马力》



风行汽车

网络媒体 Web Media



太平洋汽车



58汽车



搜狐汽车

媒体报道 Media Cooperation



腾讯网



网易汽车



爱卡汽车



新华网



中国网



中国新闻网

自媒体 We Media



汽车点评



AM车镜



夏至观车



车图腾



汽车观察家



文武车道



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

The 16th China (Beijing) International RV & Camping Exhibition
China (Beijing) International Camping Fair 2018

三月再见

See you next year

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

