

CARAVANING

Inspiring adventures



7th–15th OCTOBER 2023
Gran Vía venue



GREMCAR

CARAVANING

Inspiring adventures

The **International Caravaning Trade fair** is the largest platform for the promotion of caravanning and outdoor tourism in Southern Europe.

Since 1976 the trade fair has brought together the largest selection of brands, products and services aimed at a community of people passionate about freedom and touring, making it the leading event for the industry and its users in Spain.



Much more than a great Expo

We are the leading Caravaning
Community in Spain

CARAVANING

95,409

Followers on
social media

60,401

Visitors
to the trade fair

Over 200

Leading brands

134

Exhibitors

Where users are at the heart of everything

We offer a 360-degree view of the current sector and outdoor lifestyle trends by means of three main themes:

CARAVANING
Travels

CARAVANING
Sports

CARAVANING
Adventures

CARAVANING

The only trade fair involving the whole industry.

All sectors represented

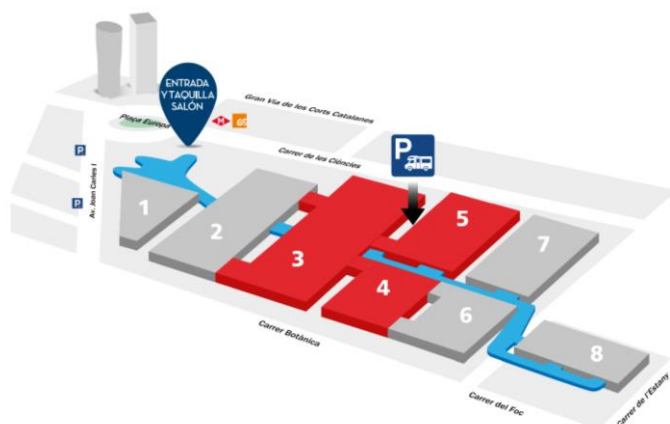
Because the International Caravaning Trade fair innovates constantly in order to adapt to the latest trends and user profiles.

- Motorhomes
- Caravans
- Camper vans
- 4x4 Overland
- Campsites
- Glamping
- Destinations and trips
- Sports fashion and accessories
- Trailers
- Tents
- Insurance
- Associations and clubs
- Travel agencies
- Specialised services
- Media
- Other

Over 65,000 m2 of commercial exhibition space.

A true showcase of the latest developments and trends that each year attracts thousands of enthusiasts and buyers from all over Spain.

Three pavilions and outdoor areas in one state-of-the-art exhibition centre.





Position your brand on the leading platform

- **The foremost event for leading brands to present their latest products.**

135 leading manufacturers, importers and distributors offer a 360-degree view of all the latest developments in the caravanning and outdoor tourism industry.

- **The most representative trading platform in the Spanish market.**

Across 65,000 m2 the trade fair brings together the largest selection of products and services, creating the greatest pull effect for demand in Spain.

- **60,401 visitors in 2021**
93% say they will return* and 42% of visitors attend with the intention of buying*. (* 2021 visitor survey)

- **Aragon, Andalusia, the Balearic Islands, Catalonia, Madrid, the Basque Country and Valencia**

These are the autonomous communities that visit us the most, attracting enthusiasts keen on purchasing products.

- **Over 95,000 followers on social media.**

We promote caravanning as a way of life and help you connect with new audiences and members of the public.

A fantastic experience that surprises, excites and inspires.

We foster business contacts and encourage sales by creating positive emotions for visitors.

From the setting, the decoration, the activities and the set-up, at Caravaning everything is designed so that your customer enjoys their visit with a relaxed, positive and commercially-receptive attitude.

Use it to your advantage!

We create themed spaces and unique experiences

New

Trends

Ideas

Entertainment

4x4 Overland



4x4 camper vans

Destinations



Glamping and campsites

Sports Area



Adventure and outdoor sports

Gastrovaning



Gastronomic tasting area

Travelvaning



Programme of talks on trails and travelling

Caravaning Kids



Children's play area

Connect with more than 60,000 potential buyers

Our visitors are lively, active and adventurous people

Customers visit, choose and buy at Caravaning, the leading event for families and young people in Spain and Southern Europe. An unmissable event for companies seeking to strengthen their brand positioning or market share among fans of outdoor tourism in Spain.

Young people

25–34 years old

18%

Families

35–44 years old

44%

Enthusiasts

45–54 years old

26%

Seniors

Over 55 years old

12%

71%

Are regular users

42%

Intend to make a purchase at the trade fair

95.3%

Recommend the trade fair

93%

Will return in 2023



We generate more than 99 million hits.

We create news and communication content to generate visibility and engagement among Spain's caravan lovers and people who like to travel.

We innovate with new digital communication formats to help you connect with new audiences and members of the public before, during and after the event.

We collaborate with **well-known figures, bloggers and influencers** who share our passion and contribute to promoting the trade fair.

We make our publicity into a form of digital entertainment



Participate!

Find out about all the ways to participate
and boost your brand visibility

PARTICIPATION FEE		GENERAL RATES	
Fee (includes insurance)	€588	16–100 m2	€105 / m2
Co-exhibitor	€588	101–350 m2	€89 / m2
		Over 350 m2	€72 / m2

Exclusive rates for Aseicar and Gremcar members:

MEMBER RATES	
16–100 m2	€71
101–350 m2	€58
351–500m2	€47
501–1,300 m2	€42
1,301–2,000 m2	€35
Over 2,000 m2	€30

Contact us or request a meeting with us



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Join the community!

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Fira Barcelona