

CARAVANING

Inspiring adventures

11 - 19 OCTOBER 2025

GRAN VIA VENUE



Fira Barcelona

Discover everything
that **only** happens
at **CARAVANING**



CARAVANING

Inspiring adventures

Welcome to the **International Caravaning Trade Fair**, the largest platform for the promotion of caravaning and outdoor tourism in Southern Europe.

It is the **main event for the industry** and the users in Spain, which since 1976 has brought together the largest offering of brands, products and services for lovers of the open road and the traveller tourism community.





The user is at the heart of everything

This **only** happens
at **CARAVANING**

107,600
SM followers

67,089 Fair
Visitors

+250
Leading brand

134
Exhibitors

We are the number one Caravaning community in Spain!

We join the main stakeholder to offer a 360-degree view of the current sector and outdoor lifestyle trends according to **three main themes:**

CARAVANING
Travels

CARAVANING
Sports

CARAVANING
Adventures

The whole industry
under one roof
only happens at
CARAVANING

All sectors represented

Ongoing innovation is the driver of the International Caravaning Trade Fair to keep up with the latest trends and new users.

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

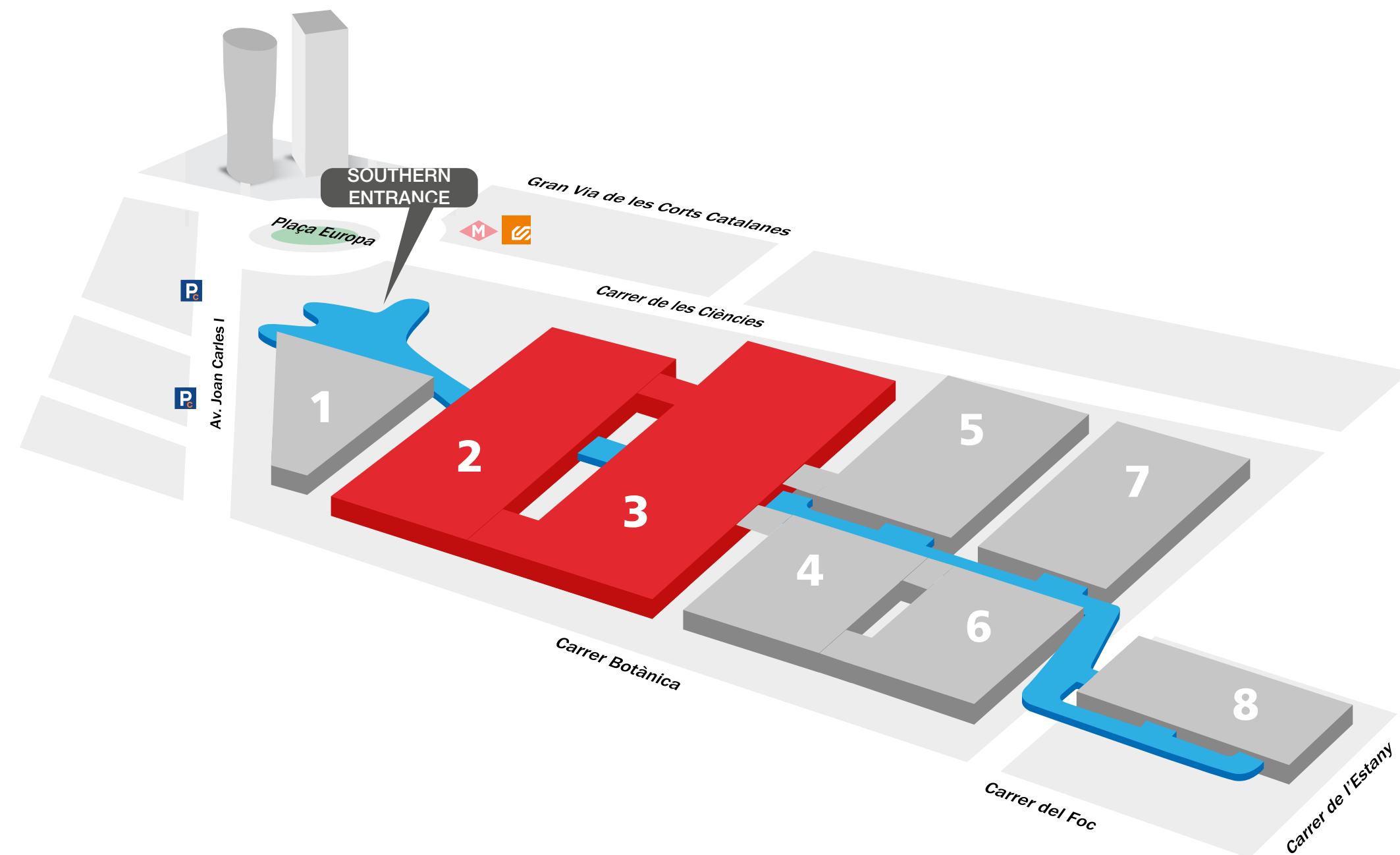




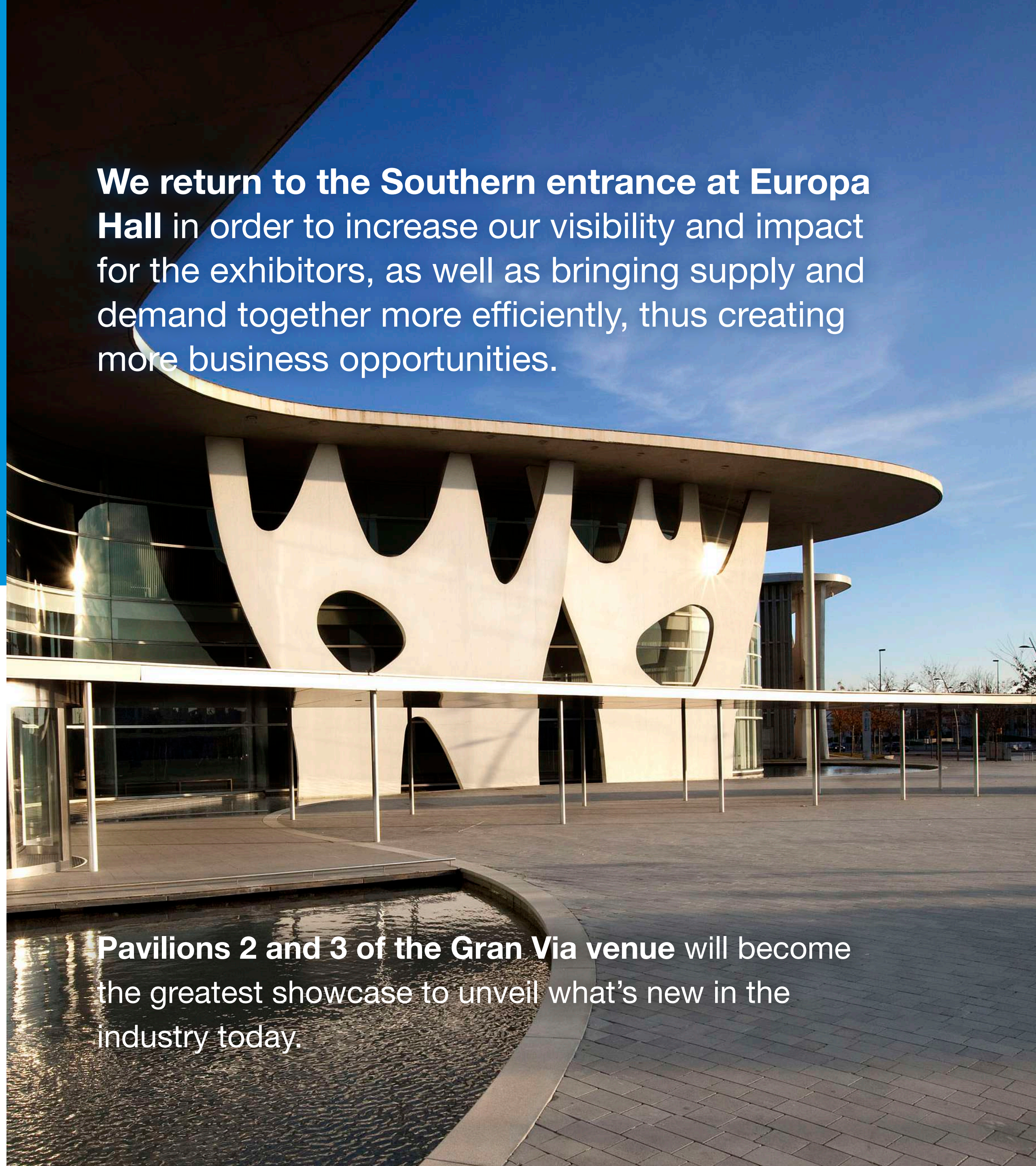
A single venue with
over 65,000 m² of
commercial space

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

At a premium, centrally-located venue with a superb entrance



We return to the Southern entrance at Europa Hall in order to increase our visibility and impact for the exhibitors, as well as bringing supply and demand together more efficiently, thus creating more business opportunities.



Pavilions 2 and 3 of the Gran Via venue will become the greatest showcase to unveil what's new in the industry today.



The largest platform
to power your
business

The foremost event where leading brands can 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.

67,089 visitors in 2023

91% say they will return* and 42% of visitors attend with the intention of buying*.

* 2023 visitor survey

The most representative trading platform in the Spanish market

The 65,000 m² of the trade fair brings together the largest selection of products and services to create the greatest driver for demand in Spain.

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 107,000 social media followers

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

An amazing
experience that
surprises, excites
and inspires

We foster the business contacts
and the urge for buying and generate positive
emotions in the visitor.

The setting, the decoration, the activities,
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!

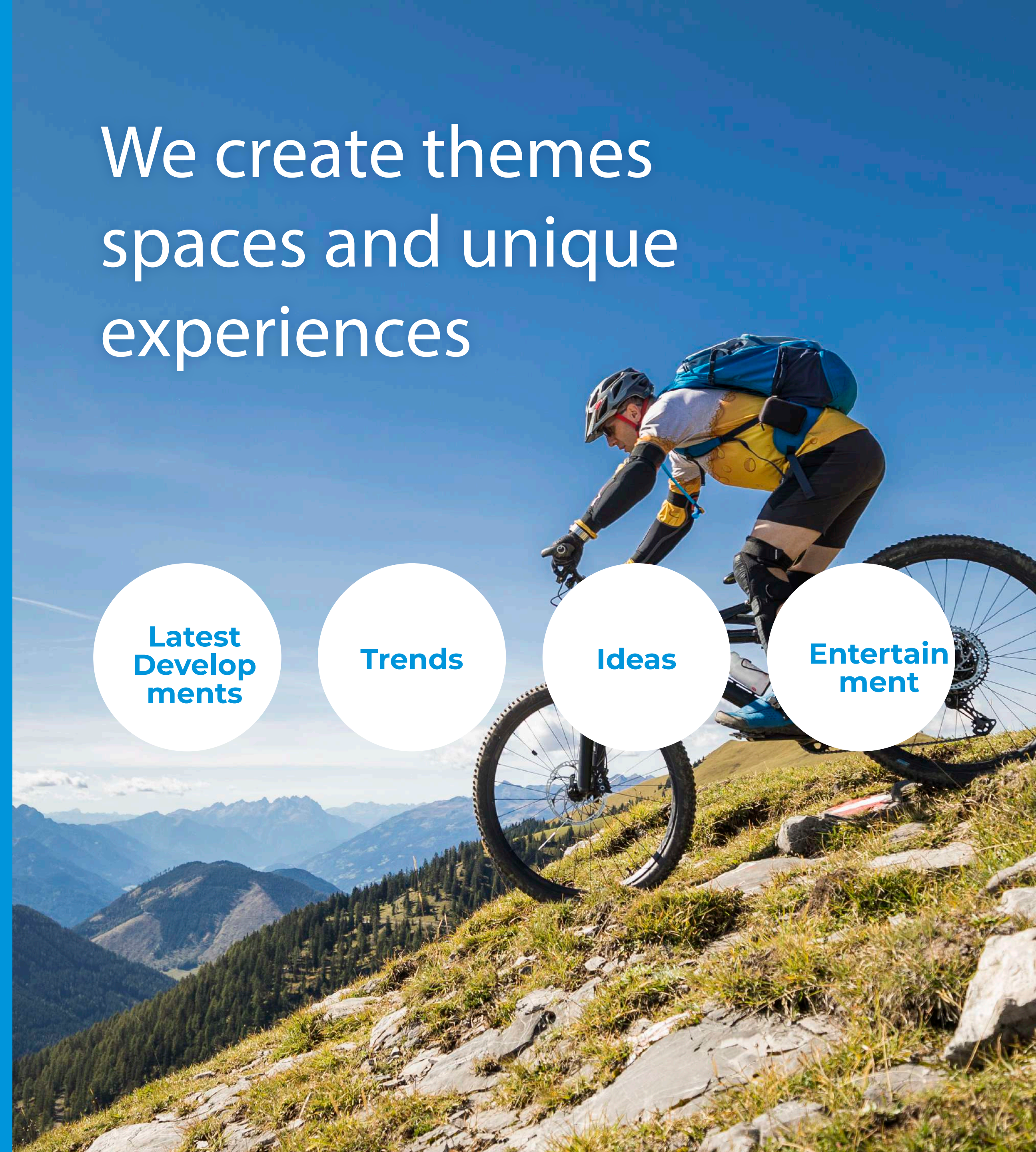
We create themes
spaces and unique
experiences

**Latest
Develop
ments**

Trends

Ideas

**Entertain
ment**



Destinations



Glamping and campsites

Trial & Sports Area



Adventure and outdoor sports

Gastrovaning



Food tasting area

Travelvaning



Programme of talks on routes and journeys

Caravaning Kids



Children's play area



Connecting with over
67,000 potential
buyers **only** happens
at **CARAVANING**

Our visitors are lively, active and adventurous people

Your customers visit, choose and buy at Caravaning, the leading event for the community of outdoor tourism enthusiasts in Spain and Southern Europe. An unmissable event for your company, whether it is to strengthen your brand positioning or expand your market share among fans of outdoor tourism in the country.

18%
Young people
24 - 34 years

44%
Families
35 - 44 years

26%
Enthusiasts
44 - 54 years

12%
Seniors
Over 55 years old

71%
Are regular
users

42%
Intend to make
a purchase
at the trade fair

95.3%
Recommend
the trade fair


91%
Will return
in 2025

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Converting our advertising into a form digital entertainment **only** happens at **CARAVANING**





We generate
more than
100 million hits

We create news and relevant 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.

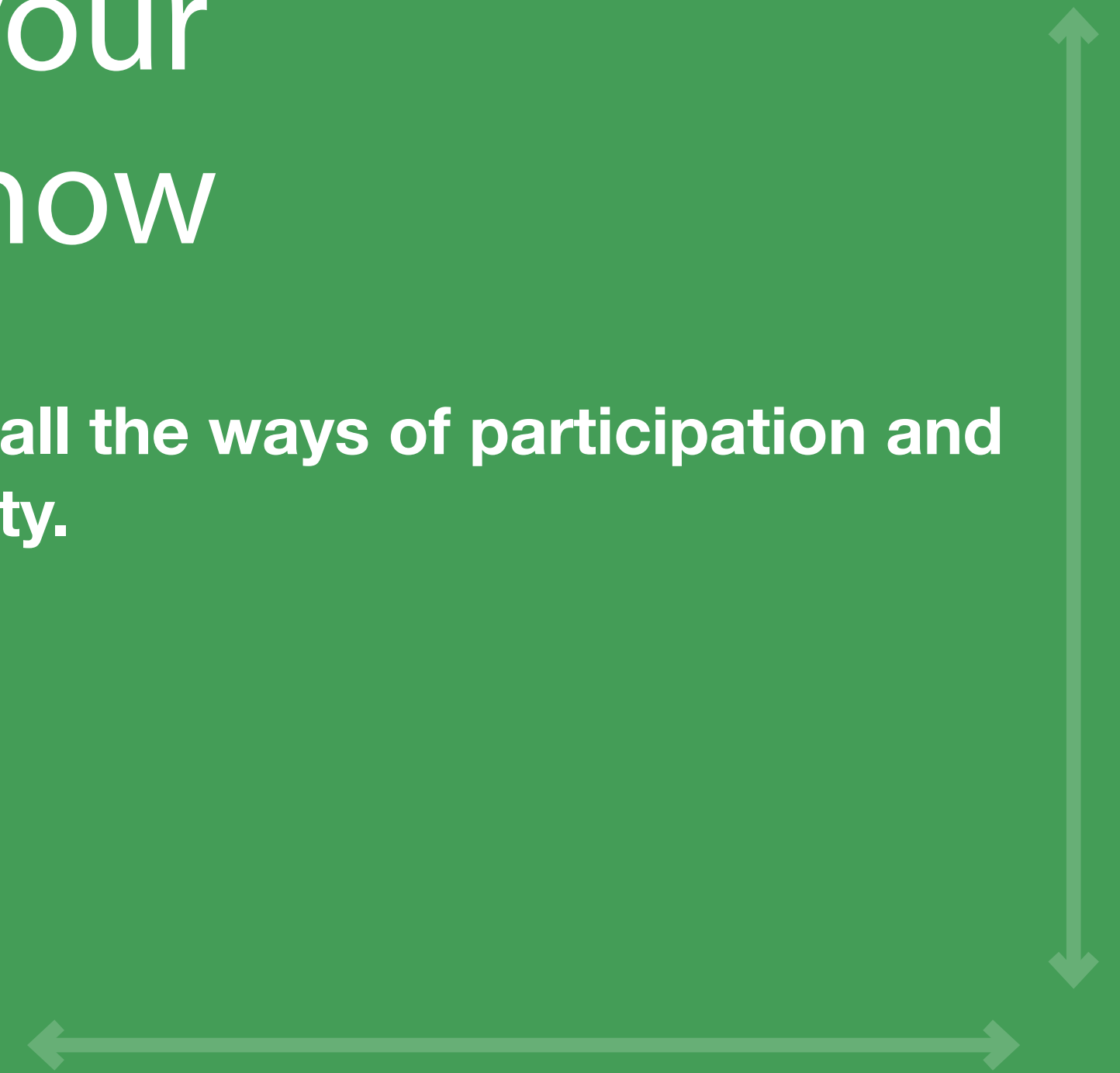




CARAVANING

Book your
place now

Learn about all the ways of participation and
brand visibility.



Participation Fee

€625 Fee
includes insurance

€625 Co-exhibitor

General Rates

16 - 100 m² €105/ m²

101 - 350 m² €89/ m²

+350 m² €72/ m²

Exclusive rates for Aseicar and Gremcar members:

Member Rates

16 - 100 m² €73/

101 - 350 m² €60/

351 - 500 m² €49/

501 - 1,300 m² €43/

1,301 - 2,000 m² €37/

+2,000 m² €31/

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Join the community!

#IAmCaravaning

