



第14届中国(北京)国际房车露营展览会 2017中国(北京)国际户外露营展览会

The 14th China (Beijing) International RV & Camping Exhibition
China (Beijing) International Camping Fair 2017

展后报告 Post Show Report

2017年3月23-26日

房车世界·北京房车博览中心

March 23-26, 2017

RV World • Beijing RV Expo Center



中国汽车工业协会房车委员会



21世纪房车
WWW.21RV.COM



房车世界

展会概览 General Overview

历经十四届，见证行业发展与繁荣

Dated back to 2010, RVCHINA Witnesses the Rise and Development of China's RV Market

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，以最多参展商、最全产品链、最大展出规模及最多露营者的参与而成为中国房车露营行业的晴雨表与风向标。第14届中国(北京)国际房车露营展览会、2017中国(北京)国际户外露营展览会于3月23日历时四天，在房车世界·北京房车博览中心拉下帷幕。展会的成功举办为进一步传播世界先进的房车文化与理念，带动国内房车露营产业的经济发展起到重要的推动作用。

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 gone 14 times to become the most influential RV & camping exhibition in Asia and be its indicator and benchmark with the largest number of exhibitors, the most complete product line, the largest scale and the most campers participation.



展会面积（平方米）	Show area(sq.m.)	80,000
参展商数量	No. of exhibitors	400
观众数量（人次）	No. of visitors	78,020
露营者数量（人）	No. of campers	3,800
现场成交量（亿元）	Total amount of transaction (a hundred million)	8.7

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



北京新能源汽车营销有限公司

Beijing Electric Vehicle Marketing Co., Ltd.

展商统计 Exhibitors Statistics

行业知名品牌倾力加盟

Overwhelming Support from Star Brands

第14届中国(北京)国际房车露营展览会、2017中国(北京)国际户外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，汇聚全球知名房车露营品牌及技术资讯。不出国门，了解行业发展，掌握前沿趋势。

Exhibitors are from over 10 countries and regions such as Germany, USA, Australia, UK, Italy, France, Japan, Korea and China. All brands and technical information gather here to present an opportunity of experiencing them without going abroad

■ 房车 RVs



■ 配件 RV Accessories



■ 营地 & 装备 Campsite & Equipment



■ 木屋 Mobile Home

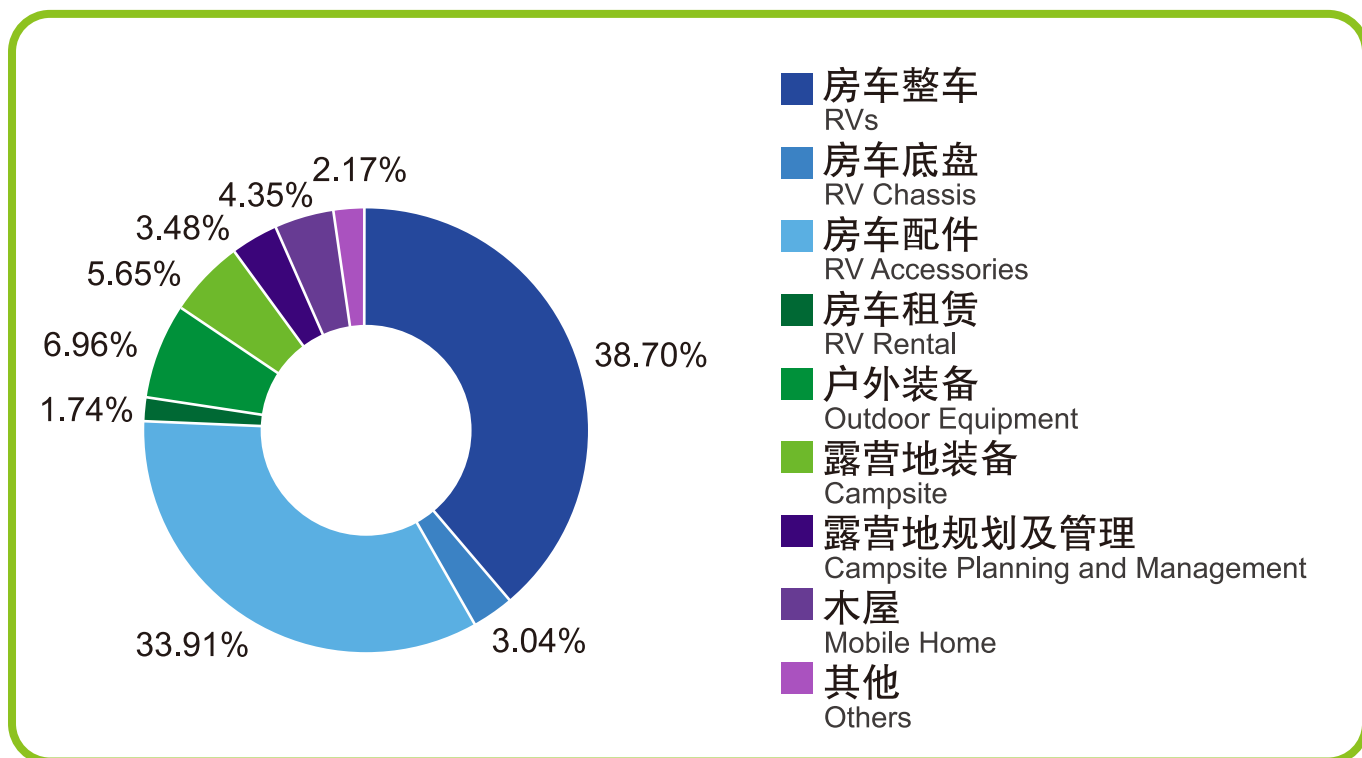


■ 户外产品 Outdoor Products



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

97% 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

97% 对观众质量表示满意

Conclude the quality of visitors from good to excellent

96% 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

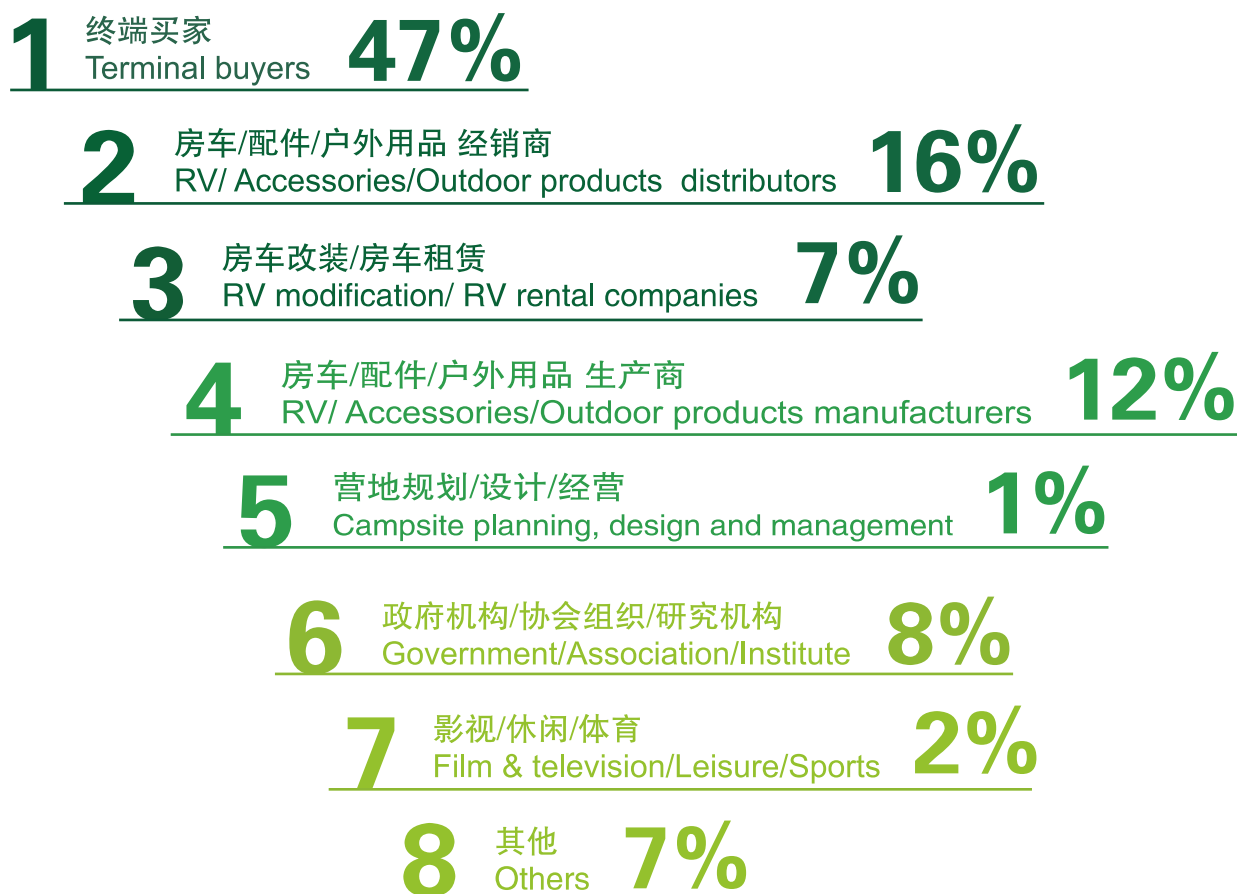
Visitors from Home and Abroad to Build the Industry's First Commercial Platform

展会立足北京辐射全球，14届积累形成强大精准数据库，资源覆盖数十万行业观众，终端买家，致力于打造业内第一商贸平台。

Exhibition is based in Beijing, radiation of global, 14 Exhibitions accumulation, forms powerful and accurate database, covers hundreds of thousands of industry audience, terminal buyers, it is committed to build the industry's first commercial platform.

业务性质

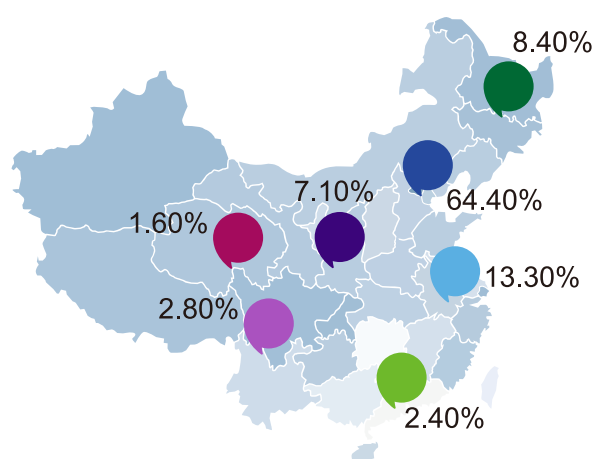
By Business Nature



观众分析 Visitor Statistics

观众地域分布

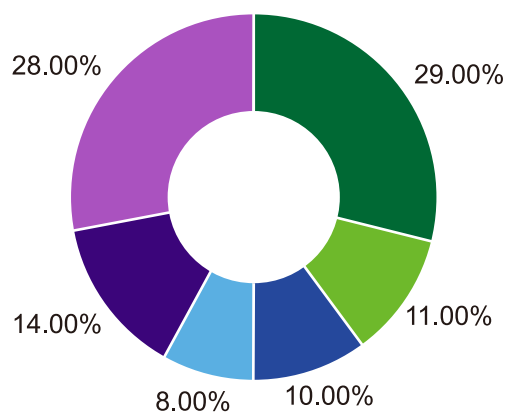
By Geographical Origins



- 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

参观目的

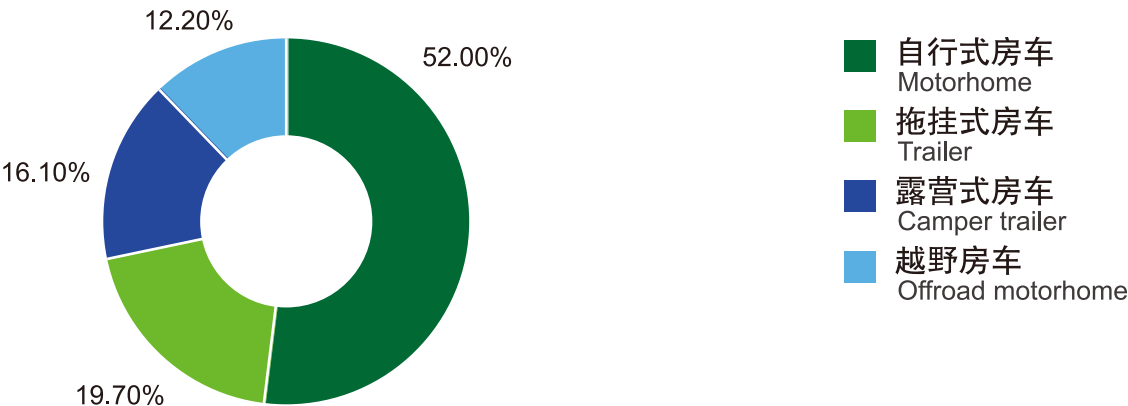
Visiting Purpose



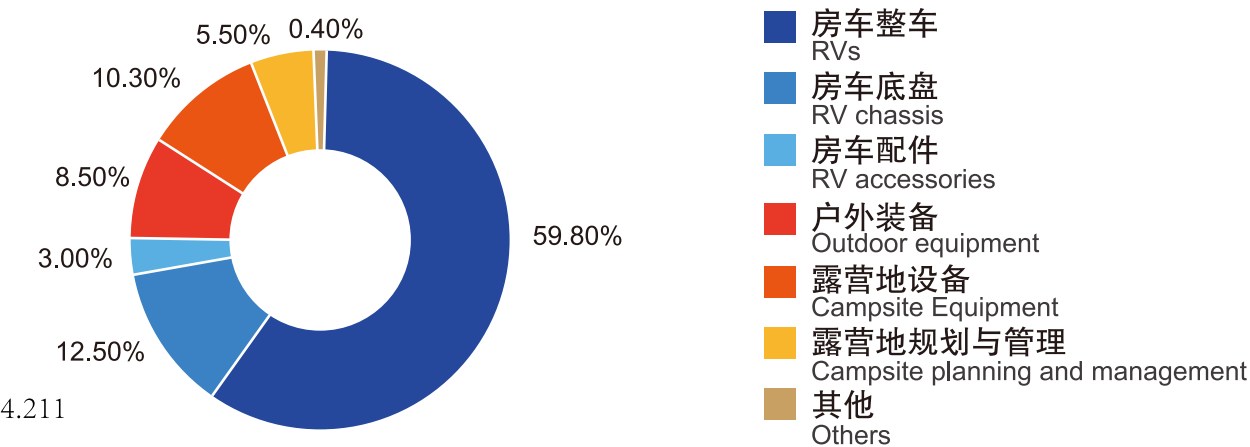
- 购车
Purchase
- 拜访供应商
Visit suppliers
- 参加会议、论坛
Participating in activities
- 寻找代理商或合作伙伴
Cooperations
- 收集市场产品信息
Market news collection
- 学习咨询
Learning

观众分析 Visitor Statistics

买家意向车型
RV Type Preference of Visitors



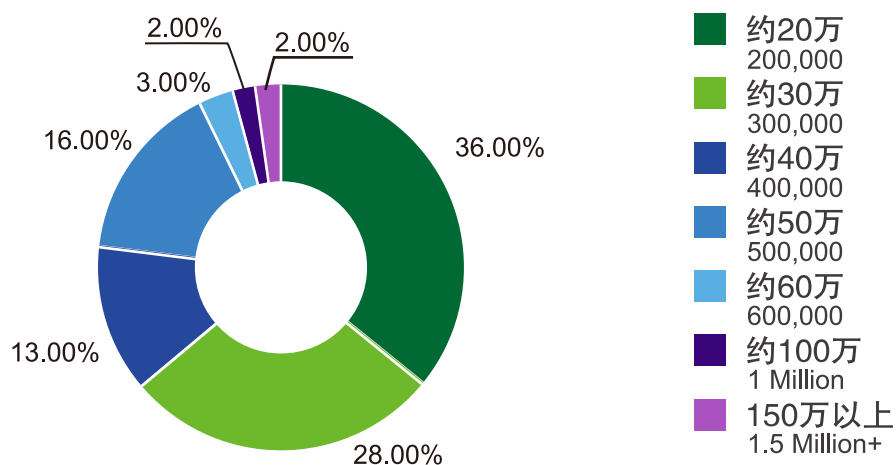
感兴趣的产品
By interested Product Group



观众分析 Visitor Statistics

买家购车价格偏好 (元/CNY)

Price Preference for RVs



观众对展会的印象

General Comments on the Fair

92%

对展会总体表现表示满意

Conclude the exhibition from good to excellent

91%

对展品质量表示满意

Conclude the quality of exhibits from good to excellent

93%

对展商质量表示满意

Conclude the quality of exhibits 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.

创新·变革·共赢—2017中国国际房车产业发展高峰论坛
Innovation, Revolution & Win-win — China International RV & Camping Industry Development Summit Forum 2017

亚特房车-21RV房车家族答谢晚宴
Yate RV-21RV RV Family Appreciation Party



2016-2017年度中国房车露营行业品牌颁奖典礼
2016-2017 China RV & Camping Industry Brand Award Ceremony

2017中国露营地规划建设与发展高峰论坛
China Camp Planning & Development Summit Forum 2017



同期活动 Accompany Program

2017中国房车生产新技术及应用高峰论坛
China RV Manufacturing Technology and Application Summit Forum 2017



2017房车家族“亚欧之旅”交流会
2017 RV Family "Eurasian Journey" Communication Meeting



底盘改装研讨会
Chassis Modification Workshop



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?



“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



“房车驾驶技能培训及拖挂房车驾驶技巧”专题讲座
Lecture on RV Driving Skills Training & Trailer Driving Technique Lecture



行业评价 Comments from Industry

业界好评如潮

Rave Reviews



刘飞 副总监

上汽大通房车科技有限公司
房车业务部

Liu Fei

SAIC Maxus Deputy Director of
RV Business Department

这次展会非常成功，人气旺，参展厂家多，每家都带出了各自最新的产品，可以说是一个很好的平台。这是上汽大通第三次参展，感到整个展会设置和组织与国际接轨，房车的风尚在中国已经起来了。丰富、规范和热闹是我对这次展会的感想。

This is a very successful exhibition which attracts a lot of visitors and manufacturers. The manufacturers have brought their latest products to this fantastic platform. This is the third time that Maxus participates the exhibition and we are impressed by the international standards as regards to overall arrangement and organization. RV has become a fashion in China. Diversity, standardization and excitement are what I feel from this exhibition.



Norbert van Noesel

市场总监

塞特福德（中国）

Norbert van Noesel

Marketing Director
Thetford (China)

这是塞特福德第五次参展，我很高兴能来这次展会。在欧洲我就听过很多关于中国房车市场发展的消息，在这儿身临其境后，我更能感受到这点。中国的人们越来越享受房车，我想中国市场在未来几年会有更大的发展。对于中国房车市场我们抱有很高的期待，虽然目前这个市场还不是很大，但我预期五到十年后，中国的市场会比整个欧洲市场更大。

This is the 5th time that Thetford attended this exhibition and I am pleased to be here. Back in Europe, I have heard a lot of stories regarding the development of China's RV market. I can feel it more being here. Chinese people enjoy more and more from RV. I believe that China market will embrace bigger development in the next few years. We hold high expectation for China's RV market, which is relatively small now, yet will be bigger than European market in the next 5 to 10 years.



徐女士（车友）

Ms. Xu (RV fan)

我来自辽宁沈阳，是在辽宁做二手车市场的，我玩房车已经10多年了。通过21世纪房车网，不仅结交了很多房车界的朋友，也学会了如何更好地去销售房车。

I come from Shenyang, Liaoning Province, and do second-hand vehicle business in Liaoning. I have been a RV fan for over 10 years. Via 21 RV, I have met a lot of RV friends and learned how to better sell RV.

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

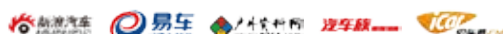
300家合作媒体在展前、展中、展后进行全程报道，将展会信息全方位传递与传播。
300 cooperate media spread news of the exhibition throughout the entire process.

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



This list is in no particular order

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媒体报道 Media Cooperation

视频媒体 Video Media



BTV新闻《都市晚高峰》



BTV财经《首都经济报道》



旅游卫视



爱奇艺汽车



腾讯视频



数字电视中国交通



优酷汽车



土豆汽车



风行汽车



酷6汽车



有样儿



TVBS

媒体报道 Media Cooperation

网络媒体 Web Media



新浪汽车



手机搜狐



网易汽车



凤凰汽车



易车网



爱卡汽车



太平洋汽车网



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中国新闻网



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

九月再见 See you in September

September 7-10, 2017
RV World • Beijing RV Expo Center



联系我们 Contact Us

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Beijing RV & Camping Exhibition Co., Ltd.

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