

PRESS INFORMATION

Holding steady

European caravanning industry sales remained stable in 2007

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According to the European Caravan Federation (ECF), the European caravanning industry's sales in 2007 remained at a stable level relative to 2006. 2007 sales in ECF member countries amounted to EUR 12.4 billion, down 0.4 percent compared to the prior year, whereas sales of accessories and new motor caravans registered substantial growth.

The lion's share of European caravanning market sales – EUR 5.56 billion – was accounted for by new caravans and motor caravans, whose sales increased by 0.6 percent over the prior year. The 1.7 percent sales increase (to EUR 4.1 billion) for new motor caravans offset the 2.1 percent decline (to EUR 1.47 billion) in caravan sales. However, sales of pre-owned recreational vehicles were down 3.8 percent to EUR 5.04 billion. Sales of accessories rose by 10.2 percent relative to the prior year, to EUR 1.16 billion. Servicing and maintenance revenues rose by 1 percent to EUR 627 million.

Adding the revenues generated by the European camping- and caravanning tourism the total turnover of the European caravanning sector sums up to 28.325 billion Euros. The University of Munich's Deutsches Wirtschaftswissenschaftliches Institut für Fremdenverkehr (dwif) ("German Tourism Studies Institute") for the first time calculated the joint revenues of camping tourism in Western Europe and selected states of Eastern Europe which in the year 2007 resulted in 15.93 billion Euros.