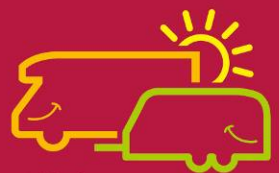


2015 中国国际房车展览会 All in CARAVANING 2015

2015年6月26-28日 北京展览馆·北京
June 26-28, 2015 Beijing Exhibition Centre, Beijing, China



All in
CARAVANING

中国房车·露营产业发展的风向标!

Compass of China Caravaning and Camping Industry!

跨界·融合·专业·突破

Crossing, Consolidating, Specializing, Achieving

展后报告

Post Show Report



www.aicshow.com

主办单位 Organized by :



杜塞尔多夫展览(上海)有限公司
Messe Düsseldorf (Shanghai) Co., Ltd.



雅森国际展览有限公司
YASN International Exhibition Co., Ltd.



中国港中旅集团
China National Travel Service Group
(HKCTS)



中国汽车工业协会房车委员会
China Association of Automotive
Manufacturers Recreational Vehicle
Industry Committee (CMRV)



中国旅游车船协会
自驾游与露营房车分会
China Self-Driving Tour and Camping &
Caravaning Association (STCCA) of CTACA



市场持续升温，贸易成绩优异：2015中国国际房车展览会成功闭幕

Market Continues to Boom: All in CARAVANING 2015 Comes to a Successful End with Good Trade Results

2015年6月28日，2015中国国际房车展览会（All in CARAVANING 2015）在北京展览馆成功地结束了三天的展出。

All in CARAVANING 2015 has successfully concluded its three-day show to positive results in the Beijing Exhibition Centre, Beijing on June 28, 2015.

重要数据 Statistics	2012	2013	2014	2015
展览面积 Exhibition Space	5,000	11,000	20,000	25,000
展商数 Exhibitors	53	99	183	294
观众数 Visitors	10,241	19,122	5,231*	11,507*
媒体数 Media	108	179	200	204
参展车辆 No. of Exhibiting Cars	50+	100+	153	300

*2014 年之前中国国际房车展览会与中国国际改装车展览会同期同地举办，随着展会规模的扩大，自2014 年开始两个展会分开举办。

All in CARAVANING and All in TUNING were held concurrently before 2014. With the fast growing of the two shows, AIC and AIT had be organized separately since 2014.



All in CARAVANING 2015: 跨界, 融合, 专业, 突破

All in CARAVANING 2015: Crossing, Consolidating, Specializing, Breaking

中国国际房车展览会 (All in CARAVANING) 首创于 2012 年, 一年一届, 专为满足中国/亚洲地区的市场需求量身定制。展会汇聚国际知名品牌的自行式及拖挂式房车整车、底盘、零配件以及房车露营地等, 并快速展现当前的业界发展方向, 收集世界有关房车创新、趋势等方面的可靠信息, 为业界同仁提供共同交流探讨的机会。

第四届中国国际房车展览会继续由杜塞尔多夫展览 (上海) 有限公司、雅森国际展览有限公司、中国港中旅集团公司、中国汽车工业协会 (旅居车) 房车委员会、以及中国旅游车船协会-自驾游与露营房车分会联合主办。展会既前承中国房车历史、承载以往三届连续成功举办的行业盛誉而来; 更后启“一带一路”战略理念下的行业新发展, 预示着中国房车与露营产业“跨界·融合·专业·突破”的新风向。

四年来, 主办方凭借丰厚的资源与精准的定位, 紧贴市场前沿, 广纳行业精英, 使得中国国际房车展览会业已成为“中国房车·露营产业发展的风向标”。

Debuted in 2012, All in CARAVANING has continuously adjusting to meet the specific needs of China and Asia market. The exhibition showcased a wide spectrum of caravan products, including caravans and motor homes, accessories, extension components, and campgrounds from international renowned brands, and is the most important source for the hot topics of the industry, providing the industry players with reliable information on the global caravan industry innovations and trends, as well as a wide range of business opportunities.

The 4th All in CARAVANING was jointly organized by Messe Düsseldorf (Shanghai) Co., Ltd., YASN International Exhibition Co., Ltd., China National Travel Service (HK) Group Corporation, the Recreational Vehicle Industry Committee of China Association of Automotive Manufacturers (CAAM) and China Self-Driving Tour and Camping & Caravaning Association (STCCA) of CTACA. Linking the past success and presents “One Belt, One Road” strategy and future dynamics, the brand new slogan of this year is “Crossing, Consolidating, Specializing and Breaking”.

Now, All in CARAVANING is known as “the Compass of China Caravaning and Camping Industry” for its abundant resources, profound insights and extensive expertise.



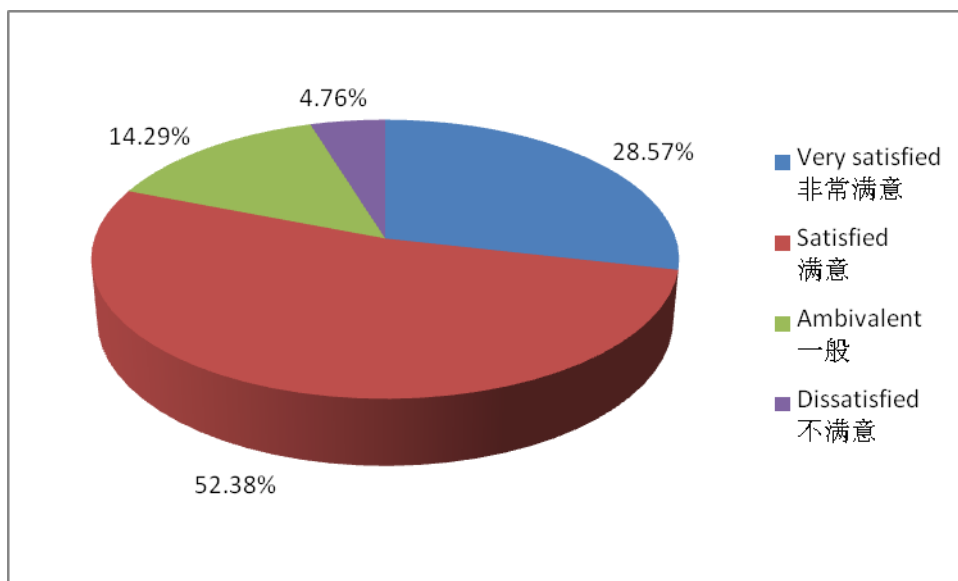
【展商 Exhibitors】

2015中国国际房车展览会共吸引了294家展商，其中48家展商来自海外，246家展商来自中国大陆。

All in CARAVANING 2015 attracted 294 exhibitors in total, including 48 overseas exhibitors and 246 domestic exhibitors.

展商数据 Exhibitors	国内 Domestic	国际 Int'l	总计 Total	国际部分比例 Int'l Ratio
	246	48	294	16.3%

◆ 展商对展会的总体评价 Exhibitors' Comprehensive Comments on All in CARAVANING 2015





现场成交量创新高，企业斩获大量订单

Exhibitors Are Satisfied With Record High Transaction Volume

共有来自中国、德国、美国、英国、荷兰、日本、斯洛文尼亚、土耳其、意大利、比利时、瑞典 11 个国家的 294 家参展商汇聚于此，与上届相比数量激增 60%（上届展商 183 家）。现场展示整车超 300 台，北京展览馆内外被强大的房车阵营所占据，凸显了本届展会将“全球房车，共聚北京”的盛大风貌。

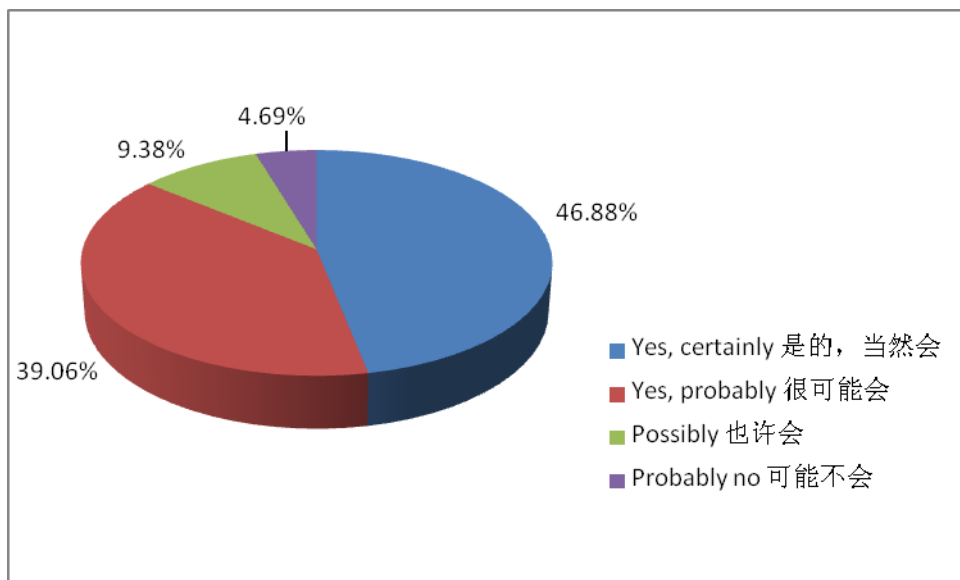
据不完全统计，艾威-Hobby/Fendt、海姆、华晨-阿德瑞、大陆-德福、北方、宇通、中天、隆翠、春田、长城、大连嵩诚、亚特、顺旅、德兴、内江凤凰等企业，分别有多台车现场售出。艾威展台人气极盛，营地型房车意向接近 50 台，而 8 月登陆中国的自行式房车的意向采购甚至达到 100 余台。大陆房车更是早在布展期间就销售出了第一辆房车，而展会三日收到的贸易订单总额超过 2000 万元。德国海姆除现场收获 8 台成交量外，后续意向客户也接近 30 人。同样收获大量贸易订单的华晨集团表示，为了保证售后服务，所有订单将直接转给华晨各地的代理商直接处理，实现品牌、代理、客户三赢的关系。戴德隆翠接受到来自海外的 50 台房车的大订单。长城的全部展车销售一空，并因为库存不足而错失了几笔现场订单。另外，Camp-let 共售出 60 顶露营帐篷，成都原景结识到约 30 个露营地意向采购客户。其他意向订单超过 50 台的企业还包括宇通、北方等企业。

A total of 294 exhibitors from 11 countries (China, Germany, the U.S., the UK, the Netherlands, Japan, Slovenia, Turkey, Italy, Belgium and Sweden) attended, sharply up by 60% against the last edition (183 exhibitors), presenting over 300 caravans at Beijing Exhibition Center.

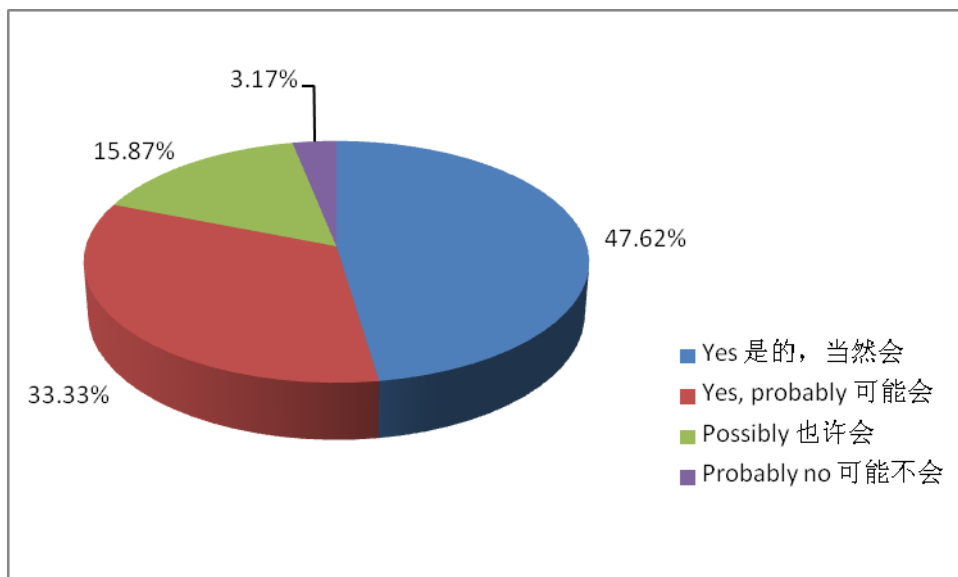
Roughly estimated, RV International-Hobby/Fendt, Hymer, Brilliance Auto Group - Adria, Daloo RV - Dethleffs, North RV, Yutong Bus, Centech, Daide Longtree, Shandong Mountain Special RV, Live Zone Automobile(Great Wall RV), Dalian Hao Cheng, Tangshan Yate, Shanghai Shunlv, Nanjing Dexing and Neijiang Phoenix sold a number of caravans at the exhibition onsite. In particular, RV International signed LOI for about 50 camper vans and over 100 motor caravans. Daloo RV was very delighted for signing more than RMB 20 million contracts during the 3 exhibition days, with the first deal concluded as early as in stand construction phase. Hymer also achieved great results, with 8 caravans sold and 30 LOI signed. Brilliance Auto Group received a large number of orders, saying that all orders would be forwarded to its local agencies for handling to ensure better after service. Daide Longtree captured a large order from an overseas buyer for 50 caravans. Great Wall RV had all of its display caravans sold out, and unfortunately missed several orders on site due to insufficient stock. In addition, Camp-let sold 60 camping tents, and Chengdu Yuanjing established contact with about 30 interested buyers. Other exhibitors who signed LOI for more than 50 caravans included Yutong Bus and North RV, etc.



◆ 展商继续参展的意愿 Exhibitors' willingness to participate in All in CARAVANING 2016



◆ 展商向其他公司推荐展会的意愿 Exhibitors' willingness to recommend participation at this fair to other companies



【展商 Exhibitors】

全球房车，共聚北京 Global Caravans' Great Party in Beijing!





◆ 倾听展商的声音 Voices of Exhibitors

“明显感觉一年比一年好，今年展会上我们卖了 11 台车，意向客户近百台，特别是对我们将要引入的 Hobby 自行式房车感兴趣的人很多。营地商确实也越来越多了。展会应该延长时间，依托展馆的位置优势，再利用好媒体资源广泛宣传，成为亚洲最重要的房车展览会指日可待。”

—德国 Hobby/Fendt 品牌中国区总代理艾威国际房车有限公司总经理 廖红斌

“All in CARAVANING turns to be better year by year. This year, we sold 11 caravans during the exhibition and there are so many visitors who expressed their great interests in our Hobby motor homes which will be introduced to China soon. And, we are meeting more campground operators actually. 3 exhibition days is not enough for us. I believe if the organizers could fully utilize the location advantage and strengthen publicity work, All in CARAVANING will become the NO.1 caravan show in Asia in near future.”

—Mr. Liao Hongbin,

General Manager of RV International Vehicles Trade & Marketing Co., Ltd—General Agent of Hobby/Fendt in China

“本次大陆房车携旗下德福等品牌参展，已经取得了 2000 万元的订单，杜塞的展会我们每年都会来。”

—大陆房车董事长 陆之孝

“This time we came with Dethleffs and several other brands, and so far have signed contracts up to RMB 20 million. We will definitely be happy to attend All in CARAVANING every year in future.”

—Mr. Lu Zhixiao, President of Daloo RV.

“借助杜塞展会这个优质平台，北方旅居向同行学到了经验，扩大了影响，推广了品牌。”

—北京北方旅居车辆有限公司 总经理 张渠

“All in CARAVANING is a perfect business platform, through which we learned much experience from industry peers, and meanwhile further promoted our brands.”

—Mr. Zhang Qu,

General Manager of North Recreational Vehicle Co., Ltd

“中国最大最齐全的房车盛会，可以看出中国房车企业的技术水平在不断的进步。”

—上海汽车商用车有限公司 房车项目组 项目总监 蔡正东

“All in CARAVANING is the largest and most comprehensive RV show in China. By attending this show, I can see that the technological level of China caravan manufacturers is making continuous progress.”

— Mr. Cai Zhengdong, RV Project Director of SAIC Motor Commercial Vehicle Co., Ltd.

“Truma 每年都会参加德国的 Caravan Salon，从 2012 年第一届中国国际房车展览会到第四届我们每年都会参加，因为我们看到了中国房车行业快速发展的未来，也始终相信杜塞尔多夫展览公司能够将这个展会办好。2015 年的展会现场效果超过了我们的期待，观众数量增加了许多，下届展会 Truma 也会继续参加。”

—特鲁马机械技术上海有限公司 董事总经理 Christian Geisreiter

“Truma attended Caravan Salon in Germany every year, and we have been here for four consecutive years since the 1st All in CARAVANING in 2012, as we are seeing a rapid developing future of China's caravanning industry and we strongly believe MESSE DÜSSELDORF can organize the exhibition very well. This year the visitor number is growing so fast and the show far exceeds our expectation. We will certainly come for next year.”

—Mr. Christian Geisreiter, Managing Director of Truma Mechanical Technology Shanghai Ltd.

【观众 Visitors】

专业观众数量激增且质量更高

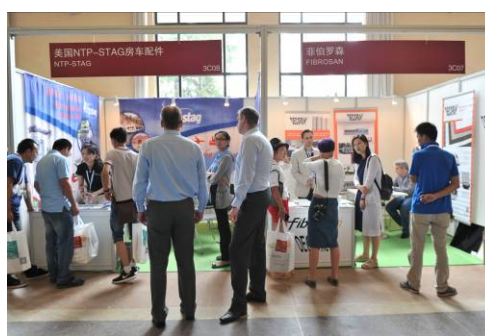
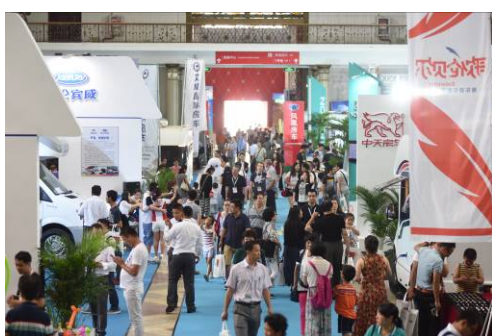
Higher-quality and More Targeted Visitor Groups

展会三天共接待了 11,507 名观众莅临参观, 较上届大幅上升, 人流如织的热闹场面一直持续到展会最后一天。带领家庭成员同来参观的群体明显上升, 说明房车露营这一家庭旅行方式在中国已不是新鲜事物, 而是越发深入普通民众生活, 人气快速升温。

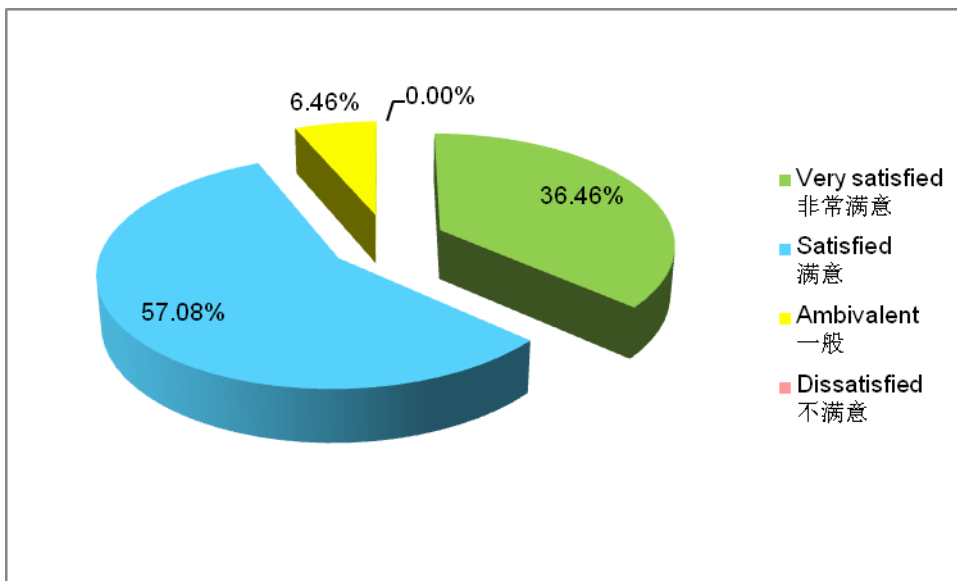
观众来源地区包括中国大陆地区 28 个省及自治区、直辖市, 最主要来源为北京、河北、山东、天津、江苏、广东、上海、河南等地。这些观众中还包含了 30 余家汽车自驾游俱乐部、100 余个中国露营地以及有意开发露营地的当地政府到会参观, 为展商带来了无数洽谈合作商机。此外, 还有来自香港、台湾、德国、意大利、以色列、澳大利亚、韩国、印尼、英国、荷兰、日本、土耳其、新西兰、斯洛文尼亚、泰国、美国、马来西亚、蒙古等国家和地区的国际观众 53 人。

The 3-day exhibition welcomed 11,507 enthusiastic visitors, a dramatic rise against last year. Many people took along their family members, indicating a growing popularity of caravanning as a family activity in China.

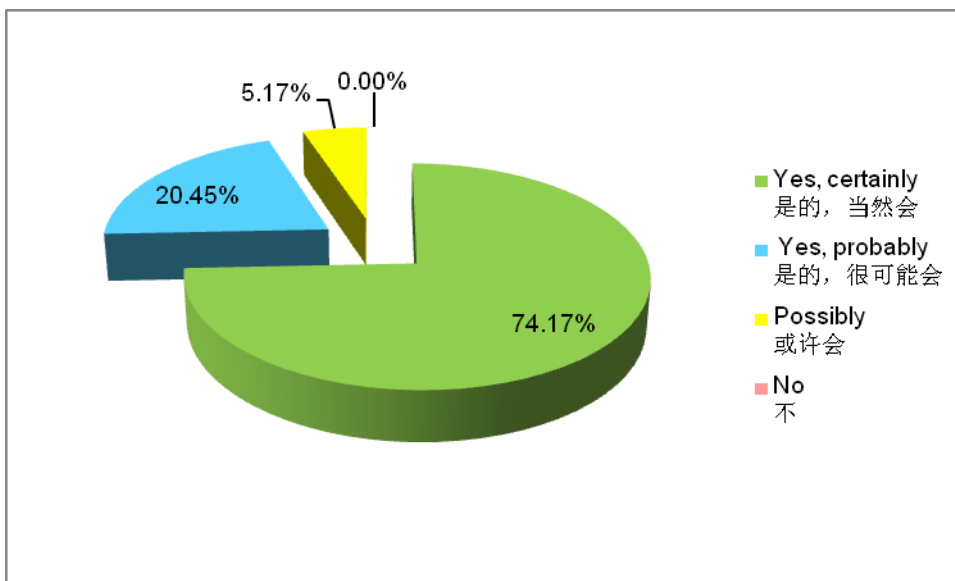
Visitors mainly came from 28 provinces and municipalities in mainland China, predominantly from Beijing, Hebei, Shandong, Tianjin, Jiangsu, Guangdong, Shanghai and Henan. The show has also attracted more than 30 Auto Clubs, over 100 Chinese campgrounds, and local government officials who are inclined to develop campgrounds, generating valuable business opportunities. Besides, there are 53 overseas visitors from HongKong SAR, Taiwan Region, Germany, Italy, Israel, Australia, South Korea, Indonesia, United Kingdom, Netherlands, Japan, Turkey, New Zealand, Slovenia, Thailand, United States, Malaysia and Mongolia.



◆ 专业观众对展会的总体评价 Trade Visitors' Comprehensive Comments on All in CARAVANING 2015



◆ 您是否会参观下届展会 Trade Visitors' Willingness to Visit All in CARAVANING 2016





【高端年会 Annual Conference】

融合资源，携手电商开拓跨界新市场

Cross-Sectoral Collaboration: Annual Conference Presents New Topic on E-Commerce

作为展会同期活动的重头戏，2015 中国房车与露营行业年会继续发出权威声音。今年在传统的“露营地”和“房车”专题外，新设“电子商务”板块。

在“露营地日”，由国家旅游局旅游车船协会牵头，来自露营地产业发展最快地区的当局代表，分享了国内有代表性区域的露营地整体规划和线路产品。而来自澳大利亚 BIG4 露营地公园连锁机构的首席执行官史蒂文·怀特先生也慷慨建言，为中国露营地亟待解决的“盈利模式”问题和诸多困境给予了经验分享。

27 日年会，全新推出“电子商务专题”，途家旅行网、凹凸租车等旅行与租赁电商，以及欧洲最大的房车租赁机构之一的 McRent 集团，共同探讨了电子商务与房车企业跨界合作的新途径，推动旅游电商、房车租赁、房车企业和车友资源的深入共享与多方共赢。

传统的“房车日”版块今年由中国汽车工业协会房车委员会主导，对于在过去一年中起草的关于房车生产制造领域的四十五个专项标准进行了深度解析。

As a major concurrent event, All in CARAVANING Annual Conference 2015 continued to speak the authoritative voice. "Campground Day", "E-Commerce Session" and "RV Day" sections covered the industry's current hot issues.

The "Campground Day", led by China National Tourism Administration STCCA, was attended by high-level representatives from fastest growing campground regions to share typical campground planning and showcase projects nationwide. Mr. Steven Wright, CEO of BIG4, an Australian camping resort, proposed solutions for Chinese campgrounds' dilemmas and pending issues such as profit model.

The newly launched "E-Commerce Session" held on 27 June invited Tujia.com and ATZuche.com, together with McRent, the No.1 specialist for motorhome rental in Europe, sharing their own rental business experience, analyzed the feasibility of caravan rental in China and discussed future challenges and possibilities.

The traditional "RV Day" was led by China Association of Automotive Manufacturers Recreational Vehicle Industry Committee (CMRV) this year. They deeply analyzed the newly developed 45 special standards for caravan manufacturing in the past year.



【高端年会 Annual Conference】

◆ 年会演讲嘉宾来自以下单位:

Distinguished Speakers at All in CARAVANING 2015 Annual Conference are from:

2015.6.26 露营地专题/ Campground Day
<ol style="list-style-type: none"> 1. 中国旅游车船协会 China Tourism Automobile And Cruise Association 2. 全国休闲标准化技术委员会主任 National Technical Committee 498 on Leisure of Standardization Administration of China 3. 北京市旅游行业协会汽车露营旅游分会 Beijing Municipal Commission of Tourism Development Auto Camping Department 4. 江苏省旅游局 Jiangsu Province Tourism Administration 5. 广东省旅游协会房车露营分会 RV and Camping Branch of Guangdong Province Tourism Association 6. 山西房车协会 Shanxi Caravaning Association 7. 云南省自驾车与露营协会 Self-driving and Camping Branch of Yunnan Tourism Association 8. 辽宁省自驾游协会 Self-driving Tourism Industry Association of Liaoning Province 9. 河南省信阳市新县营地项目 Henan Xinyang Xinxian Campground Project 10. 内蒙古森工集团营地项目 (大兴安岭) Inner Mongolian Forest Industry Group Campground Project (Greater Khingan) 11. 湖南长株潭 (长沙、株洲、湘潭) 开发区营地项目 Hunan Changsha-Zhuzhou-Xiangtan Development Zone Campground Project 12. 港中旅集团 China National Travel Service (HK) Group Corporation 13. 奇瑞投资集团 Chery Investment Group 14. 祥发投资控股股份有限公司 Xiangfa Investment (Holdings) Co., Ltd. 15. 澳大利亚 BIG4 露营地公园连锁机构 BIG4 Holiday Parks 16. 北京同和山致景观设计有限公司 Beijing Tourhood Shanzhi Landscape Design Co., Ltd. 17. 奇创旅游规划咨询机构 KChance Tourism Consulting & Operation Institute 18. 北京市汽车摩托车运动协会露营委员会 Beijing Motor Sports Association Camping Committee 19. 奥丁工程设计有限公司 Odin Engineering Design Co.,Ltd. 20. (ODM) 上海露营地设计公司(ODM) Shanghai Campground Architecture Company 21. 艺行营地(北京) 投资咨询有限公司 ART CAMP 22. 《房车与露营》杂志 RV and Camping Magazine
2015.6.27 电子商务专题/ E-commerce Session
<ol style="list-style-type: none"> 1. 途家网 www.tujia.com 2. 凹凸租车 ATZuche.com 3. 云南奥特多房车露营旅游发展有限公司 Yunan Outdoor RV Camping Tourism Development Co., Ltd. 4. Hymer 集团董事 (欧洲 McRent) Hymer AG (McRent) 5. 歌伦贝尔 (北京) 文化发展有限公司 Golomber (Beijing) Cultural Development Co.,Ltd.
2015.6.27 房车专题/ RV Day
<ol style="list-style-type: none"> 1. 中国汽车工业协会 China Association of Automotive Manufacturers 2. 中国汽车工业协会房车委员会 China Association of Automotive Manufacturers Recreational Vehicle Committee 3. 德国房车工业协会 Caravaning Industrie Verband e.V. (CIVD) 4. Thule Group 5. 埃贝赫集团 Eberspacher 6. 宁波广润汽配有限公司 Ningbo Guangrun Auto Parts Co., Ltd.



▼ 年会现场 Glance at All in CARAVANING Annual Conference 2015



【房车活动 Events】

精彩活动，动静结合，打造合家共享趣味空间

A Big Family Party of Funniest Events

◆ 2015 中国房车文化传播大使 China Caravan Ambassador 2015

真实的人生故事是最有效的正能量。为了推动房车与露营文化在中国的普及，鼓励追求自由和个性化的房车旅行文化，2015 年中国国际房车展览会的重头戏之一仍然是已成功举办过三届的“中国房车文化传播大使”评选活动。借大使评选的契机，本届展会继续致力于寻找最动人的房车旅行家梦想，传播房车用户的使命感和责任感，推广房车出行的积极生活态度与旅行方式。

True life stories always stimulate positive energy.

One of the most exciting highlights from this year's All in CARAVANING remains the “China Caravan Ambassador” award, which has been successfully held for three consecutive editions for promoting a free and personalized caravanning lifestyle in China. Taking this opportunity, the event continues to look for the most soul-touching caravan dreams, share caravanners' missions and visions, and advocate a positive life attitude and sustainable travel approach.



▼ 2015 中国房车文化传播大使获奖者 Winner of 2015

杨蓓女士——带着四位古稀老人开房车勇闯欧洲

Ms. Yang Bei – Taking a caravanning adventure in Europe with 4 old people (all in their 70s)!



【房车活动 Events】

- ◆ 中国房车露营行业意见领袖联盟大会
China Caravaning & Camping Industry Opinion Leaders Union Conference



主办方在全国范围的房车制造、露营地建设经营、房车用户及俱乐部中召集了20名勇于发现问题、提出问题、解决问题、传播正能量的行业领袖们。来自15个省份的他们首次集结在北京、通过提出产业发展中遇到的共性问题，向广大媒体、相关主管部门发出最真实的呼声和提案。由北方、宇通、中天、长城和隆翠为意见领袖们赞助的超值“购房车、享优惠”抵扣券，在全国最低价的基础上仍享有5千至10万元的购车优惠。

20 foresighted opinion leaders representing caravan manufacturing, campground construction and operations, caravan users and club members from 15 provinces nationwide had a historic meeting in Beijing to discuss most concerned issues and make their voices heard. They got special offer from North RV, Yutong Bus, Centech, Live Zone Automobile(Great Wall RV) and Daide Longtree (best price + RMB 5,000 ~ 100,000 coupons).

- ◆ 中国房车年度车型评比 Chinese Caravan Brand of 2015

所有到场观众均可投票给自己最喜欢的车型！15个房车品牌最终获得了“2015中国最佳房车品牌”称号。

Visitors could vote for their favorite caravan brand onsite! Finally, 15 caravan brands won the awards.



◆ 房车文化展示区 Caravan Culture Demonstration Zone



该展区不仅展示了全国 168 家加入 2015 年中国露营地体验计划的优秀露营地，更全面介绍了四届参加“中国房车文化传播大使”的获奖者和优秀候选人，同时播放了精彩的房车电影，吸引了诸多房车爱好者在这里驻足停留，细细品味，真正达到了房车文化传播的目的。



The Caravan Culture Demonstration Zone not only showcased the 168 excellent campgrounds nationwide which had joined China Campground Experience Program, but also comprehensively introduced winners and outstanding candidates who participated in "China Caravan Ambassador" contests, and played the interesting RV movies, which attracted many caravan lovers to watch and appreciate.



movies, which attracted many caravan lovers to watch and appreciate.

◆ 房车手工大赛 Caravan Handcraft Award

全新升级的“房车手工大赛”，其前身是人气活动“手绘大赛”，今年参赛小朋友不仅可以展示自己的绘画技能，更能发挥自己的手工制作天分，或将魔法玉米粒变为房车，或将手中的彩泥赋予灵感，一个个极具创意的房车作品使得赛区成为展会最亮丽的角落。卓美儿童英文剧团所组织的彩绘脸谱活动也受到小朋友们的欢迎，一张张色彩斑斓的生动面孔惊艳了房车展。

"Caravan Handcraft DIY Contest" - an upgraded version of "Caravan Handpaint Contest" - offered kids the opportunity to show their drawing skills and explore their handcraft talents. The "Painted Face" organized by Dreamaker Drama Academy was also very popular. Happy kids walking around with elaborately painted faces left a deep impression to everyone at All in CARAVANING.



◆ 卡雷拉路轨赛车争霸赛 Carrera Racing Game

来自德国的，被誉为“车模届 F1”的卡雷拉路轨赛车竞赛入驻展会现场，每天都吸引来无数发烧友驻足，小到 5、6 岁的孩子与大孩子、大人们同台竞技！高低起伏的弯道直道，道道不同，考验手指灵活性和大脑预判力，比一级方程式更好玩！

The exciting on-site Carrera Racing Game attracted a crowd of car racing fans- not only kids, but also adults. They were able to enjoy exciting games of "Formula One", where finger dexterity and fast reaction turned out to be crucial!



◆ 第九届泛户外论坛 The Ninth Pan-Outdoor Forum

秉承“跨界”与“融合”的宗旨，中国国际泛户外产业协会和杜塞尔多夫展览（上海）有限公司共同主办第九届中国国际泛户外产业高峰论坛。包括私人飞机、游艇等各种户外旅行新模式及户外休闲与家居产业齐聚一堂，与房车露营产业跨界对话，致力于促进产业项目和资本对接，提升产业融合发展共赢意识。



Aimed at “Crossing” and “Consolidating”, the Ninth Pan-Outdoor Forum was co-hosted by China International Pan-Outdoor Industry Association and Messe Düsseldorf (Shanghai) Co., Ltd. At the Forum, caravanning & camping joined hands with private planes, yachting and other outdoor travel and leisure industries to brainstorm new ideas for cross-sectoral collaboration and common development.



【媒体跟踪篇 Media Coverage】

主流媒体纷纷聚焦，掀起房车新热潮

Abundant Exposures and Reporting in Famous Media Enhanced the Reputation and Influence of All in CARAVANING



共有 204 位来自房车露营行业以及大众媒体的新闻记者至现场热烈报道盛况，涵盖电视、视频、网络、报纸、杂志等多方平台，他们对主办单位、特色展商展品、现场观众、民间代表性房车车友等进行了深度采访，新潮时尚的房车生活方式和房车旅行理念得到广泛传播。

204 journalists from TV, video, Internet, newspapers, magazines and other major media outlets crowded the scene, seizing every chance to

interview the organizers, exhibitors, visitors, and caravan owners. This extensive media coverage helped further promote a caravanning lifestyle and culture.



【AIC 2016 再见! See You in All in CARAVANING 2016】



2016 中国国际房车展览会 All in CARAVANING 2016



2016年6月18-20日
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China Self-Driving Tour and Camping &
Caravaning Association (STCCA) of CTACA

