



# 第17届中国(北京)国际房车露营展览会

The 17<sup>th</sup> China (Beijing) International RV & Camping Exhibition

## 第9届中国国际房车露营大会

The 9<sup>th</sup> China International RV & Camping Rally

# 展后报告

## Post Show Report

2018年9月13-16日

房车世界·北京房车博览中心

Sept. 13-16, 2018

RV World • Beijing RV Expo Center



# 展会简介 About the Show

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，一直以市场为导向，以积极推动中国房车露营产业发展、传播房车露营文化为最终目标。展会至今已成功举办17届，累计展出面积达107多万平米，累计观众超过106万人次，参展商和观众覆盖中国、日本、韩国、新加坡、印度、德国、荷兰、意大利、法国、英国、美国、澳大利亚等12个国家和地区，被业界赞誉为中国房车露营行业的晴雨表和风向标。

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 always been led by the market and set the ultimate goal of pushing industry development and communicating RV & camping culture. 17 exhibitions have been successfully held with a total area of over 1.07 million square meters and 1.06 million visitors. The exhibitors and visitors have covered 12 countries and regions including China, Japan, Korea, Singapore, India, Germany, the Netherlands, Italy, France, Britain, the United States & Australia. It has been praised as the indicator of this industry.



## 第17届展会回顾

Review of Last Show

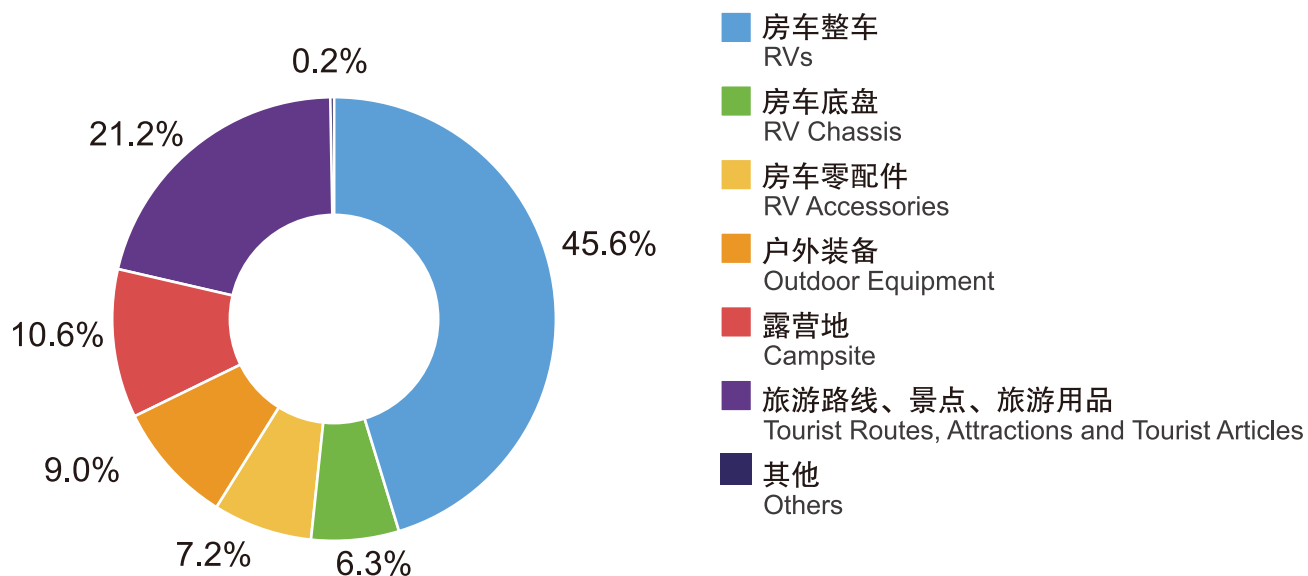
	类别 Item	数据 Data	同比增长 Yesr-on-year growth
展会面积（平方米）	Show area(sq.m.)	70,000	16%
参展商数量	No. of exhibitors	358	2%
观众数量（人次）	No. of visitors	71,208	15%
露营者数量(人)	No. of campers	4,500	12.5%
现场成交量（亿元）	Total amount of transaction (a hundred million)	5.85	21%



# 展商统计 Exhibitors Statistics

## 展品类别

Exhibits Categories



## 展商对展会的评价

General Comments on the Fair

98% 对展会整体表现表示满意

Conclude the exhibition from good to excellent

85% 达成参展目标

Achieve exhibition target

93% 对观众质量表示满意

Conclude the quality of visitors from good to excellent

95% 有意愿参与第18届展会

Are willing to participate in the 18<sup>th</sup> exhibition



# 展商统计 Exhibitors Statistics

## 展商评价

Exhibitor Statements

### 房车 RVs Exhibitors



**刘玉蛟 营销总监**

保定览众汽车服务有限公司

Liu Yujiao

Marketing Director

Baoding Lanzong Automotive  
Service Co., Ltd.

北京房车展是咱们国家第一个也是最专业也是最大的一个房车展，我觉得它在中国的房车展上是一个先头兵，也是一个制高点。我希望21世纪房车网主导的这个博览会能够百尺竿头更进一步，继续创新，继续努力！

Beijing RV exhibition the first RV exhibition in our country that is most professional and largest of all. And I think it is a pioneer and a high point in China RV exhibition. I hope this exhibition, led by 21RV, can make still further progress, continue to innovate and continue to work hard!



**田明辉 总经理**

唐山亚特专用汽车有限公司

Tian Minghui

General Manager

Tangshan Yate Special  
Vehicles Co., Ltd.

我觉得每年我们这个国际露营展都会有一个比较大的提升，今年呢，包括我们的布展面积，我们的布展形式都有一个新颖的创意，我们也希望北京国际房车展给我们房车企业带来更好的宣传平台，也给我们车友带来更好的露营地的这种搭建。

I think the international camping exhibition has made improvement year by year, for example, our exhibition area becomes larger in this year. The exhibition form has shown a new idea. We also hope that Beijing international RV exhibition will bring a better publicity platform for RV enterprises like us, as well as a better construction of camping for RV family .





# 展商统计 Exhibitors Statistics



**施琰华 副总经理**  
浙江戴德隆翠汽车有限公司  
Shi Yanhu  
Vice General Manager  
Zhejiang Daide Longtree  
Automobile Co.,Ltd.

我觉得王总，包括21世纪房车对中国房车事业的发展起到了不可磨灭的作用。从带着这个行业前进，包括引导客户怎么去进行房车的一个旅游消费，包括怎么去选车，我觉得贵公司都做的很好了，而且现在更专业了。

I think that general manager Mr. Wang, as well as the 21RV, has played an indelible role in the development of China's RV industry. It takes the industry to move forward, including how to guide the customer to start a RV tour and how to choose a RV. I think your company has done a good job. And now it's more professional.



**Jon Joed Juwayed 董事长**  
戈士达房车  
Jon Joed Juwayed  
Marketing Director / Partner  
GoldStar RV

展会主办方做的越来越好，比去年有很大进步。参加展会的参展商的品质很高，不论是拖挂房车参展商还是自行式房车参展商。显而易见，每个人都看到了这个行业过去10年的发展。房车行业正在以非常高的速度在迅速发展。

The organization of the this show is very very good much better now than it used to be and the exhibitors themselves which are come here have so much quality. Caravans and motorhomes. It is clearly ,you know, everybody to see how this industry move in the last ten years. It is really moving so quickly in very very high speed.



**张彤杰 总裁**  
埃文海姆集团（EHG）亚太区  
Zhang Tongjie  
President  
Erwin Hymer Group Asia Pacific

这次展会来看车的人，以前是很多玩家，现在有很多爱好者，有闲钱，有闲时间来参与的这种人群变多。这次有很多是实际上已经关注了一段时间。所以从这个角度上来看我们觉得行业的发展真实的开始落到比较实的地方了。

Most of the visitors to this exhibition used to be players. Now there are lots of enthusiasts who have spare money and leisure time to participate in this kind of exhibition and the number is increasing. During this exhibition, many of them have actually been paying attention for some time before coming. So from this perspective, we think that this industry has developed to a stage of actual demands.



# 展商统计 Exhibitors Statistics

## 配件 Accessories Exhibitors



**郭怡 执行董事**  
莫博贸易（上海）有限公司  
Guo Yi  
Managing Director  
Mobo Mobile Trading  
(Shanghai) LLC

我觉得整个行业都在以摧枯拉朽的气势去让这个产业去发展去壮大。我感觉北京房车展是一个聚人气的地方，聚的不单单是厂家的人气、配件商的人气，而且是车友的人气，这点非常重要。

I think that the whole industry is trying the best to make this industry grow and become strong I think that the Beijing RV exhibition is a place gathering not only the popularity of manufacturers and accessories vendors, but also the popularity of RV family which is very important.



**左云贵 董事长**  
纽福克斯  
Zuo Yungui  
Chairman  
WellNew Focus Auto

这是我看到的最大的房车展，品类最全，规模最大，第二，是对我们现在消费升级，自驾，旅行方面有很大的带动作用。今年对比去年又有很大的变化，参加的人数，参加的厂家都有比较大规模的增长。

This is the biggest RV exhibition I have ever seen, with the most comprehensive categories and largest scale. Secondly, it upgrades our current consumption and gives a great driving force for us to promote self-driving tourism. Compared with the last year, great changes have taken place this year in the aspects of the number of participants and the relatively growing scale of manufacturers attended this exhibition.



**Joe 国内销售经理**  
宁波市为朋进出口有限公司  
Joe  
National Sales Manager  
Well Pal Industries Co.,Ltd.

第一次参加北京房车展的时候，我对于在中国有这么多人对房车感兴趣而感到惊讶。如今这种对房车的热情一直在逐年增长。我认为未来中国房车行业会更好，将充满机遇。

The first time I attended the show I was superised about many much interested in the Chinese market for the RV and now we see the interests bigger and bigger every year. I think the future for the China RV industry will be great and it is a great opportunity for everybody in this business.



# 展商统计 Exhibitors Statistics

## 户外 Outdoor Products



### 田礼 总经理

珠海墨轩居建筑科技有限公司  
Tian Li  
General Manager  
Moxuanju Architecture  
Technology (Zhuhai) Co., Ltd.

北京房车露营展会是一个非常好的平台，为国内房车露营行业打造了一个非常专业的品牌，让专业的供应商和客户有一个很好的平台去沟通去了解，这也是为什么我们来这边。

Beijing RV camping exhibition is a very good platform for the domestic RV camping industry to create a very professional brand. It is also a good platform for professional suppliers and customers to communicate more and to understand more. That is why we come here.



### 秦巍 总经理

大连成展篷房技术有限公司  
Qin Wei  
General Manager  
Dalian Chengzhan Tent  
Technology Co., Ltd.

这次明显感觉到主办方很用心，邀请了很多营地主参加了本次展会，我们和很多有效的客户进行了非常良好的沟通，当场售出了很多产品，非常感谢主办方做出的努力。

I find obviously that the organizer was very attentive to hold this exhibition. They invited a lot of campers to participate in this exhibition. We have had very good communication with many effective customers and sold many products right here. Thank the organizer for all their efforts.



### 胡海峰 销售部长

捷登户外用品有限公司  
Hu Haifeng  
Manager of Minister  
Jiedeng Outdoor Products  
Co., Ltd.

借着有21世纪的组织，有这么庞大的一个车友群在展会期间同步出现，这对我们现场的展销，还有对我们一些新品的推出和发布，起到了一个很好的推广和宣传的作用。

Thanks to the organization by the 21RV, there is such a huge group of RV family occurring in the exhibition at the same time, which plays a very good role in our on-site sales, as well as promoting and popularizing the launching and release of some of our new products.



# 观众分析 Visitor Statistics

展会观众高达71,208人次，较去年同期增长15%，专业观众远超预期。

During the four-day exhibition, the number of visitors reached 71,208, representing an increase of 15% over the same period of last year and the number of professional visitors far exceeded the expected level of popularity.

## 业务性质

By Business Nature

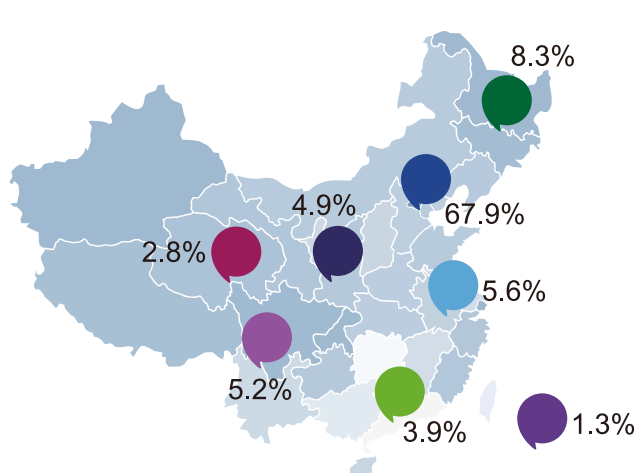
1	终端买家 Terminal buyers	65.3%
2	房车、房车配件制造商 RV manufacturers & RV parts or accessories manufacturers	6.0%
3	房车、配件经销商 RV, RV parts and accessories dealers	5.0%
4	房车改装租赁企业 RV tuning & RV rental enterprises	4.5%
5	户外用品生产商 Outdoor product manufacturers	1.0%
6	户外用品经销商 Outdoor products dealers	1.8%
7	露营地设计、规划、经营 Campsite design, planning and management	4.8%
8	影视、体育、休闲旅游企业 Film, PE, leisure & tourism	1.6%
9	相关政府机关、大专院校、协会组织 Relevant government departments, colleges & universities & associations	4.0%
10	金融投资 Financial investment companies	1.1%
11	新闻媒体 Media	1.1%
12	其他 Others	3.7%



# 观众分析 Visitor Statistics

## 观众地域分布

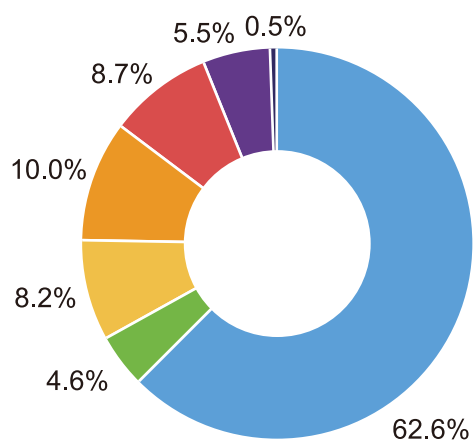
By Geographical Origins



- 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
- 海外  
Overseas

## 观众感兴趣的产品

Products Visitors Interested in



- 房车整车  
RVs
- 房车底盘  
RV Chassis
- 房车零配件  
RV Accessories
- 户外装备  
Outdoor Equipment
- 露营地  
Campsite
- 露营地规划与管理  
Planning and Management
- 其他  
Others

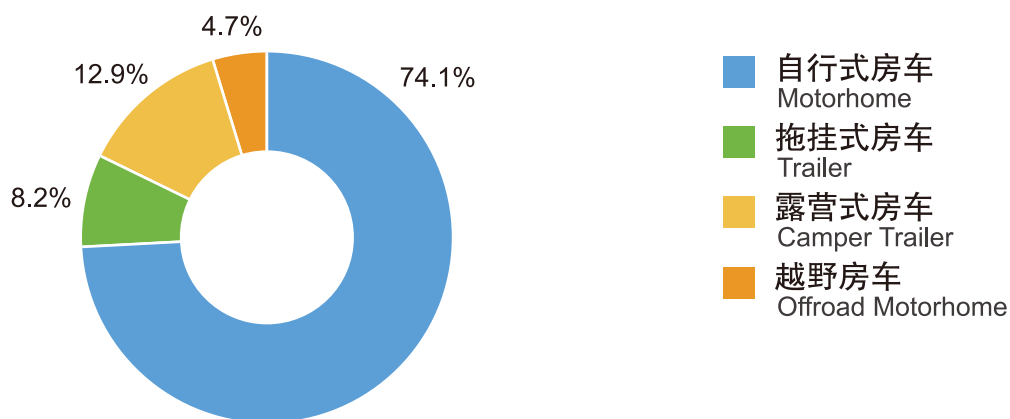




# 观众分析 Visitor Statistics

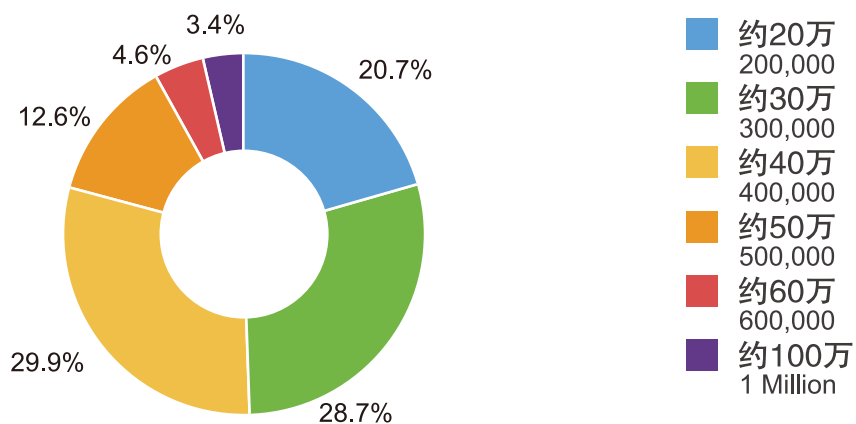
## 买家意向车型

RV Type Preference of Visitors



## 买家购车价格偏好 (元/CNY)

Price Preference for RVs



# 观众分析 Visitor Statistics

## 观众对展会的印象

General Comments on the Fair

99%

对展会总体表现表示满意

Conclude the exhibition from good to excellent

98%

对展品质量表示满意

Conclude the quality of exhibits from good to excellent

99%

对展商质量表示满意

Conclude the quality of exhibitors from good to excellent

## 4500名车友，400台露营车汇聚现场

4500 RV Family Campers, 500 Camping RVs

此次展会吸引了来自五湖四海的车友，包括北京、天津、河北、河南、黑龙江、辽宁、山西、山东、陕西、广东、四川等省市地区。

The exhibition still attracted campers from all corners of the world. Among them, there were many camping enthusiasts from Beijing, Tianjin, Hebei, Henan, Heilongjiang, Liaoning, Shanxi, Shandong, Shanxi, Guangdong and Sichuan.



# 观众分析 Visitor Statistics

## 观众寄语

Comments from Visitors



观众  
Visitor

大家好，我是比较关注21世纪房车网，所以每年的房车展我都来，今年9月份房车展要比往年的规模大很多，去年和前年都是手动挡比较多，今年也推出了很多自动挡，比较方便年轻人的驾驶习惯。

Hello, everyone! I am more concerned about the 21RV, so I come to the RV exhibition every year. The exhibition in this September RV exhibition is much larger than in former years. In last year and the year before last, most of the RVs are of the type with manual transmission. But many with automatic transmission are launched this year, which is closer to young people's driving habit.



印度观众  
India Visitor

我是在谷歌上搜索研究找到21世纪房车的。我来自印度，从事房车制造行业。印度的房车市场现在还很小，但是也像中国一样正在迅速发展。我们可以从北京房车展上获取一些新的想法，从而促进印度房车行业发展。

I found about 21RV on line from Google I researched and I found out about it . I'm from India. I make RVs there. The market is small right now, but it is going like China. It help us to bring the new ideas to India helpfully to make new business.



房车家族车友  
RV Family

我们也觉得21世纪房车是一个好的发展趋势，会给我们带来好的幸福方式，我们会越来越好，我们这些老年人活的越来越健康，心态会越来越好的。

We also think that the 21RV online will have a good development trend and bring us a good way of happiness. Aged people like us will be better and better, living a more and more healthy life, with positive attitude.





# 同期活动 Accompany Program

## 同期活动，聚焦行业热点

Accompany Program in Focus

30多场同期活动精彩纷呈

There were 30 colorful activities onsite

### 第17届中国(北京)国际房车露营展览会& 第9届中国国际房车露营大会开幕式

Opening Ceremony of the 17<sup>th</sup> China (Beijing) International RV & Camping Exhibition, The 9<sup>th</sup> China International RV & Camping Rally



### "共创·共建·共赢"中国国际房车露营高峰论坛 Innovation · Co-construction · Win-win China International RV & Camping Industry Development Summit Forum 2018



### 2018成都国际房车露营户外旅游展览会& 第9届中国国际房车露营大会(成都站)新闻发布会

Press Conference of Chengdu International RV & Outdoor Tourism Exhibition, The 9<sup>th</sup> China International RV & Camping Rally (Chengdu)



### 露营地建设与房车旅游产品开发研讨会 Campsite Construction and RV Tourist Production Development Workshop



### 21RV解读“如何购买一辆适合您的房车” 21RV Lecture 'How to Buy a Suitable RV'



### 21RV专题讲座“房车的制造工艺及设计” 21RV Lecture on 'RV Manufacture and Design'



# 同期活动 Accompany Program

发现房车世界·筑梦房车家族 21RV展商答谢晚宴  
'Discovering the RV World · Enjoying in RV Family' Exhibitor Appreciation Dinner



PowerScience™ 下一代房车供电系统及运营管理平台-新产品发布会  
PowerScience™ Next Generation Power Supply System & Operation Management Platform for RV- New Products Release Event



中国房车行业标准工作会议  
China RV Industry Standards Conference



房车家园V2.0版本发布会暨房车空调新品推介会  
RV Homeland V2.0 Conference and RV Air-conditioning New Product Promotion



2018中国房车营地主年度沙龙  
China RV Campsite Owner Annual Salon 2018



2018中国房车经销商年度沙龙  
China RV Dealer Annual Salon 2018





# 同期活动 Accompany Program

## “老约翰三年领航欧亚大陆自驾游分享会”

Captain Old John Eurasian Self-driving Tour Exchange Meeting



## 赛特福德房车座便器大讲堂

Thetford Lecture on RV Toilet



## 旌航房车-21RV 房车家族多彩之夜

Jinghang RV Wonderful Night · 21RV Family Appreciation Banquet



## 21RV房车家族全国各省车友巡游活动

21RV Family Secretariat Intercommunion Activities



## 21RV房车家族音乐节暨21RV房车家族新歌首发《最初梦想》

21RV Family Music Festival-21RV Family New Single Release 'Original Dream'



## 2019亚欧之旅同行车友沟通与交友会

2019 RV Family Eurasian Self-driving Tour Exchange Meeting



# 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, CCPIT



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

### 战略合作单位 Strategic Cooperation



海尔数字科技

Haier Digital Technology

### 感谢赞助商 Thanks to Sponsors



江苏旌航汽车有限公司



纽福克斯光电科技（上海）有限公司



赛特福德(中国)



捷登户外用品有限公司



刘伶醉酿酒股份有限公司







# 媒体报道 Media Cooperation

## 视频媒体 Video Media



CCTV2 《消费主张》



BTV生活《我爱我车》



BTV财经《首都经济报道》



BTV新闻《红绿灯》



旅游卫视《超级马力》



BTV新闻《都市晚高峰》



房山电视台



优酷视频



腾讯视频



爱奇艺《快车道》



爱奇艺汽车



凤凰视频



# 媒体报道 Media Cooperation

## 网络媒体 Web Media



央广网



网易汽车



凤凰汽车



千龙网



腾讯汽车



搜狐汽车



新华网



人民网汽车



中国新闻网



太平洋汽车



爱卡汽车



58车





# 媒体报道 Media Cooperation

## 网络媒体 Web Media



中国消费网



车讯网



大众侃车



绿野网



越野E族



汽车探索



汽车族



露营天下



感触汽车影像特效



AM车镜



环球低空



智驾传媒





# 第18届中国(北京)国际房车露营展览会 2019中国(北京)国际户外露营展览会

The 18<sup>th</sup> China (Beijing) International RV & Camping Exhibition  
China (Beijing) International Outdoor Camping Exhibition 2019

# 三月再见

## See you next year

## 2019年3月12-17日

## 房车世界·北京房车博览中心

## March 12-17, 2019

## RV World · Beijing RV Expo Center



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