



FOR IMMEDIATE RELEASE

28 February 2016

A RECORD BREAKING YEAR FOR THE CARAVAN, CAMPING AND MOTORHOME SHOW

- **Record breaking attendance**
- **87,589 visitors over six days**
- **26,055 visitors on the Saturday of the show**
- **10.3% increase in the sale and dispatch of new touring caravans, motorhomes and caravan holiday homes in the UK during 2015¹**
- **90% of tents sold by PJ Outdoors contained inflatable technology**
- **Life-sized Guinness World Record breaking caravan made of over 215,000 LEGO® bricks on display**
- **Caravan, Camping & Motorhome Show took place from 23-28 February 2016 at National Exhibition Centre, Birmingham**

A record breaking 87,589 visitors attended the Caravan, Camping and Motorhome Show between the 23-28 February at the NEC Birmingham, with over 350 exhibitors across five halls. Brands such as Bailey, Coachman, Lunar and Vango were on display alongside the Guinness World Record breaking LEGO® brick caravan, an array of activities, displays and celebrities to keep the public entertained and informed about the leisure vehicle industry.

Visitors were welcomed on opening day by Chris Packham, Matt Baker, and Julia Bradbury, but the star-studded programme didn't stop there, with sessions from Good Morning Britain's Charlotte Hawkins, Britain's Got Talent winners Ashleigh and Pudsey, Michelin-starred chef Glynn Purnell, celebrity chef Aldo Zilli, extreme adventurer Sean Conway and many more throughout the week.

Andy Vaughan, Managing Director of NCC Events says:

'We are delighted with the success of the show this year, we have had fantastic feedback from both exhibitors and visitors alike. With the increase of 10.3% in sales and dispatches of new touring caravans, motorhomes and caravan holiday homes in the UK during 2015¹ the success of the show further reinforces that the industry is going from strength-to-strength. We are really looking forward to the rest of 2016 and the Motorhome and Caravan Show which will be taking place back at the NEC Birmingham 11-16 October 2016.'

Exhibitors from all corners of the industry presented their latest products and services throughout the week, Rob Quine, Managing Director of The Explorer Group Limited gives an insight in to why they exhibit at the show;

'The February Caravan, Camping and Motorhome show is a vitally important date in the annual calendar for anyone to explore the possibilities of making the most of the great outdoors and the excellent leisure vehicles, products and advice that all the exhibitors at the show have to offer.

We love to take advantage of the opportunity that the show affords us to connect to our existing users and hopefully many new potential customers.'

Tom Anderton, Marketing Manager at Swift Group Limited commented on the companies' experience of exhibiting at the show;

'We are delighted to have welcomed many visitors to our stand across the week, interested in finding out more about our full product range of touring caravans, motorhomes and caravan holiday homes. There has also been a great deal of interest from first time buyers, looking for advice and information which is great to see and really promising for the continued growth of the industry.'

Richard Forman, Owner of PJ Outdoors comments;

'We always have a great turn out for the February show, but this year we had even surpassed last February's sales as early as the Saturday of the show. Our new camping brand accessories stand has been a great hit with the public, as has the innovative new technology on display, with 90% of tents sold containing inflatable technology.'

If you missed out on the festivities of the February show, no need to wait until 11-16 October to plan your next getaway, Freedom to Go is on-hand all year round with helpful hints, tips and advice for Caravanning, Camping and Motorhoming newcomers, find out more at <https://www.freedomtogo.co.uk/>.

¹ NCC statistics based on 2015 trade sales data collated from NCC members for touring caravans and caravan holiday homes, motorhomes and DVLA registrations

- ENDS -

Notes to Editor

The NCC is the trade body for the UK caravan industry, encompassing touring caravans, motorhomes, caravan holiday homes and park homes. The NCC represents some 800-member outlets in manufacturing, park operations, distribution, retailing, and in the provisions of specialist suppliers and services within the UK caravan industry, which is worth in excess of £6 billion per annum (sale of products, services and holiday spend).

Press contact: PR Team, RSM Agency – CCMS-PR@rsm-agency.com – 01908 635300