



Date: 22nd October 2012

RECORD BREAKER!

INDUSTRY'S NATIONAL SHOW SETS NEW RECORD FOR SALES AND VISITOR ATTENDANCE

THE MOTORHOME & CARAVAN SHOW, NEC BIRMINGHAM

The industry's national show attracted a record-breaking audience of 98,058* (excluding exhibitors and press) last week, and delivered significant sales during what has been a challenging trading year for the industry.

The Motorhome & Caravan Show ran at the National Exhibition Centre in Birmingham for six days, from Tuesday 16th to Sunday 21st October.

Attendance was up by 5% on the 2011 Show, which attracted 93,323 (audited) visitors and was the first event delivered by NCC Events, the exhibitions arm of the National Caravan Council.

Due to demand for more space from existing and new exhibitors, the Show footprint was increased by 13% to occupy an eleventh hall at the Central England venue (83,400 sq m in total).

The Show benefitted from the support of the major manufacturers and dealerships, including Bailey, Coachman, Elddis, Lunar, Swift and Trigano, who used it as a platform to unveil their 2013 model ranges.

The event attracted many first time exhibitors including Frankia & Bavaria, Hymer, Sunlight, Tripbuddy Ltd, Zone Design, Automotive Leisure Ltd (Eriba) and Horizons Unlimited, plus independent outlets including Eterniti Caravans, Wellhouse Leisure and Leisurehubs who launched new brands and innovative new product ranges into the marketplace.

From the opening day (Tuesday 16th October), attendance was higher than anticipated with 14,144 people visiting the Show. The first day was Caravan Club Day with 'Dukes of Hazzard' star Catherine Bach (Daisy Duke) officially opening the Show from the Club Lounge.

The Camping and Caravanning Club staged the first Real Richness Awards ceremony in the Show's Experts' Advice Theatre, which was presented by TV personality Julia Bradbury.

Attendance remained consistently high throughout the week culminating in a phenomenal 27,176 visitors flooding through the doors on Saturday (20th) and a further 17,820 on Sunday (21st).

Says John Lally, CEO NCC Events, "The last six days have been exceptional. The atmosphere in the halls has been upbeat with everyone pulling together to stage a spectacular display for the tens of thousands of consumers that made the effort to visit.

"As the organisers of an event like this, our measures of success are that visitors enjoy themselves and exhibitors achieve excellent sales results. The feedback so far is that we achieved both of these targets so we're delighted," he adds.

The Motorhome & Caravan Show will return to the NEC from 15th – 20th October 2013.

ENDS

For a high resolution (300dpi) image of the Show taken on Saturday 20th October visit the Media Centre at <http://www.motorhomeandcaravanshow.co.uk>

For press information please contact:

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Editors' Notes

*Pending ABC audit, figures **do not** include exhibitors or press

The following comments were made by companies exhibiting at The Motorhome & Caravan Show 2012:

BAILEY OF BRISTOL - Simon Howard

“Congratulations to the NCC Events team, an extremely successful event. What a fantastic job in bringing large quantities of highly motivated visitors to the show. We look forward to seeing plenty more business in the coming weeks on top of that already secured at the show.”

COACHMAN CARAVANS - Verle Hibbs

“NCC Events has delivered a wonderful audience level for us to showcase our new 2013 season model range and we are very pleased with the sales levels achieved and the excellent response to our products.”

ELDDIS - Rob Quine

“The October show again provided us with the perfect opportunity to present our 2013 touring caravans and motorhomes including the revolutionary SoLiD construction system and our market leading 10-year body shell integrity warranty to an extremely wide audience

“I give much credit to organisers NCC Events Limited, who have created a visitor experience which I believe the general public enjoyed as much as they enjoyed viewing and purchasing our products.”

LUNAR - Martin Henderson

“Thanks go to NCC Events for bringing such a strong audience to the show. The show for Lunar proved to be a massive success, over 10% up on the previous year, and will give huge confidence going into the remainder of the year.”

SWIFT – Nick Page

“Congratulations to NCC Events who have delivered an exceptional Show enabling us to exceed our sales expectations in caravans, motorhomes and holiday homes.”

THE CAMPING AND CARAVANNING CLUB - Jon Dale

“From our Real Richness - The Awards with television presenter Julia Bradbury, to our Worldwide Escapes presentations, Zulu Warriors, towing experience and new exclusive members' area, the Show has proved to be one of the most successful we've ever undertaken.

“We smashed our membership recruitment targets and people couldn't wait to book onto one of our Worldwide Tours which made all of our hard work and efforts worthwhile.

“Despite the tough economic times, the show demonstrated that individuals are still keen to get away with the Club in either a caravan, motorhome or under canvas.

“We'd also like to thank everyone at NCC Events for delivering a show that attracted both the quantity and quality of potential customers.”

THE CARAVAN CLUB - Nikki Nichol

“The Caravan Club was delighted to be a key supporter for the October Motorhome & Caravan Show. Show attendance was tremendous, this was in no small part due to the wide range of choice of exhibitors and products on display; also the features for show visitors to enjoy.”

ADRIA - Kirstie Howe

“We have been overwhelmed by the amount of people who attended The Motorhome and Caravan Show 2012. The organisation of the whole project has been well managed and excellently marketed to attract the amount of people into the halls. For Adria as a company, we can count this as one of our best shows ever with an

excellent quantity of sales and great exposure for our products. We would like to thank each and every customer who purchased at the show and visited our stand."

AUTOMOTIVE LEISURE LTD (Eriba) – Jason Gledhill

"It's our first NEC Show, and we are delighted with the organisation and the quality and quantity of customers. We'll be back next year."

IH MOTORCAMPERS - Ian Hartley

"Our best Show for over a decade."

BURSTNER - Ian Knowles

"This Show has given us a fantastic start for the 2013 season",

ALLANS CARAVANS - Bob Jones

"The best Show in years!"

FIFTH WHEEL - Adrian Parry Jones

"We've had a fantastic Show. We're very pleased with the flow of traffic and visitor numbers gave the Show a great buzz. Thank you NCC Events."

LOWDHAMS – Steve Sharpe

"It's been an excellent Show with great quality visitors who want to buy caravans and motorhomes. Lowdhams are 25% up on last years Show - well done NCC Events."

ISABELLA - Steve Biggs

"Phenomenal Show - a great start to the 2013 season. We've had a fantastic response to our new range. Well done to all at NCC Events."

DUBBOX - Matt Clay

"Best Show ever! Visitors had real intent. Many thanks".

VANMASTER - Lesley Thompson

"It's been a fantastic Show for Vanmaster and has provided the ideal platform to launch the new Signature range."

HYMER - Paul Kershaw

"From start to finish the organisation has been excellent and the footfall amazing. Sales are well above our expectations and we'll be back next year."

TRAVELWORLD - Ross Edwards

"We are pleased with the new Show layout and the traffic flows around halls 9 & 10 are now a very prominent part of the Show with all the prestige brands close together."

CMC - Hilary Shortland

"Concept Multi-Car are very pleased with the organisation and the quality of the attendance."

ETERNITI CARAVANS - Neil Boulton

"The Show has been the perfect platform for the Eterniti launch. The interest and sales have far exceeded our expectations and wildest dreams. Full marks to NCC Events for getting the perfect audience."

PATHFINDER – Dave Hember

"Pathfinder Homes have literally had to hold back the crowds due to the stunning response to the new lodges. A fantastic show, with fantastic visitors viewing fantastic lodges! Roll on 2013!"

AL-KO - Paul Jones

"An extremely positive Show with high quality visitors who spent well."

ALAN ROGERS TRAVEL - Rod Wheat

"It's been a great Show. We're completely sold out."

DOMETIC - Alan Diamond

"The Show's been fantastic for Dometic, extremely busy and we're looking forward to the 2013 season."

TRUMA UK - Martin Fitzpatrick

"As the biggest opportunity of the year to speak to our real customers - "the caravan & motorhome users" the Motorhome & Caravan show 2012 has been an outstanding success for us. Advising on current and newly launched accessories has shown us the market remains vibrant and committed.

Supporting our manufacturing customers with help and advice towards the end of closing sales to customers has been particularly enjoyable and shows that our UK Industry remains a success story.

NCC events has once gain delivered the customers and we look forward to being back next year."

WESTFALIA - Jim Bedford

"A truly excellent Show."

CALORGAS – Samantha Hayward

"We've had really good footfall and we've had a fantastic show. The cookery demos went down a storm. The products have been really popular with customers and the Show has been a fantastic platform to launch new lines."

SCAN TERRIER - Ian Hughes

"This Show has returned the optimism to the industry"

GROVE PRODUCTS - Carol Davies

"The Organisers are fantastic and look after our every need! A great Show with plenty of trade, our new products were well received. We'll be back bigger and better in 2013."