

# *The* **MOTORHOME & CARAVAN SHOW** **11-16 OCT 2011** **NEC BIRMINGHAM**

Date of issue: 18<sup>th</sup> October 2011

## **RECORD BREAKER!**

### **INDUSTRY'S NEW NATIONAL SHOW SETS HIGH STANDARDS FOR SALES AND VISITOR ATTENDANCE**

#### **THE MOTORHOME & CARAVAN SHOW, NEC BIRMINGHAM**

The Motorhome & Caravan Show at the NEC Birmingham, last week, attracted a record-breaking **93,323\*** visitors (excluding exhibitors and press) and saw a significant increase in sales for many companies compared to similar exhibitions at the same time of year or venue.

The combination of a great value ticket price, starting at just £7, plus widespread support from the industry's major manufacturers and dealerships, many of which chose the event to launch their 2012 product ranges, helped to drive in a total number of 83,401\*\* paying visitors.

From the opening day (Tuesday 11<sup>th</sup> October), attendance was higher than anticipated with 13,811 people visiting the Show. The first day was also Caravan Club Day with Dallas actor and caravan enthusiast Patrick 'Bobby Ewing' Duffy officially opening the event and undertaking interviews with ITV breakfast show 'Daybreak', Radio 4, BBC West Midlands and Central News, the Midlands' regional evening news programme, amongst others.

Attendance remained consistently high throughout the week culminating in a phenomenal 25,912 visitors flooding through the doors on Saturday (15<sup>th</sup>) and a further 18,238 on Sunday (16<sup>th</sup>).

Free show features also made a trip to the Show worthwhile for both experienced and new caravanners.

Italian chef Gino D'Acampo made special guest appearances in the Show's AGA Rangemaster Cookery Theatre entertaining hoards of people with his cheeky banter and an impromptu book signing.

Another popular feature was the Experts' Advice Centre offering twice daily presentations and Q&A sessions on useful topics such as 'New to Caravanning' and 'Towing and the Law'. The Centre was run by the Caravan Writers' Guild.

The Motorhome & Caravan Show has the support of both The Caravan Club and The Camping and Caravanning Club. Both associations offered visitors the opportunity to get behind the wheel of a tow car and caravan or a motorhome under expert tuition.

This was the first Show run by NCC Events, the exhibitions arm of the National Caravan Council, and exhibitors have praised the smooth running and promotion of the event.

NCC Events was established at the request of the major manufacturers who wanted the UK's National Show to be run by the Industry and for the good of the industry and its consumers; any profits from the event will be invested back into future shows and into initiatives such as subsidised dealer training.

Says John Lally, CEO NCC Events; "The Show is a success because of teamwork. Everyone in the Industry has pulled together and worked hard to deliver an exceptional national showcase that is packed with innovative products, good looking stands and helpful and welcoming staff."

"The public now know they can come to shows and find an unrivalled range of products, information, advice and entertainment and all for a great value ticket price," he added.

All eyes are now firmly fixed on the next big industry event The Motorhome, Caravan & Camping Show, a new addition to the Show calendar taking place at London ExCeL from 14<sup>th</sup> – 19<sup>th</sup> February 2012.

Throughout the week, exhibitors have been snapping up their share of the 62,000 sqm Show, which is billed as the new 'Spring Showcase' and the only February show attended by the major manufacturers and dealers, such as Bailey, Coachman, Elddis, Lunar, Swift, Trigano, ABI, Auto-Trail, CI, Chausson, Broadlane Leisure, Glossop Caravans, Rapido, Pilote, Lowdham Leisureworld, Pathfinder Park Homes, Prestige Park & Leisure Homes, Adria, Romahome, Hobby, Airstream Europe, Isabella Int., Wessex, Whale, Dometic, Fiamma, Towsure, Coleman, Vango and Outwell.

The Caravan Show is the Show's official partner, with over 25% of its member households located within a 120 minute drive time of the ExCeL venue. The Camping and Caravanning Club is also a supporter of the Show.

The Show website is now live at [www.motorhomecaravanandcamping.co.uk](http://www.motorhomecaravanandcamping.co.uk) and tickets are on sale. Advance tickets are priced at £7 for seniors aged 60 years and over (£9 on the door) and £8 for adults (£10 on the door). Tickets include a comprehensive show guide and parking, subject to availability (a £1 transaction fee applies to all advance tickets).

## **ENDS**

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### **Editors' Notes**

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

\*\* The difference between total visitors and paying visitors is made up of complimentary tickets awarded to competition winners through marketing and PR initiatives, children 5-15 years and the carers of disabled visitors.

The following comments were made by companies exhibiting at The Motorhome & Caravan Show 2011:

#### ***The Camping and Caravanning Club – Michelle Jewell***

"We were pleased to support NCC Events' first show and welcome both members and non-members of all ages, who were seeking expert advice and/or information, to our stands over the course of the week. We have always been the Club for all forms of camping whilst championing the richness money can't buy, and this was highlighted by our recruitment figures which were nine per cent up on the previous year."

### **CARAVANS:**

#### ***Coachman Caravans – Jim Hibbs***

"The October NCC Caravan show has delivered a quality audience well above our wildest dreams. We have ended the show with retail sales much higher than our target. The new team at NCC Events are to be congratulated on their performance and we look forward to the same experience at The Motorhome Caravan & Camping Show, ExCeL London in February."

#### ***Eddis – Rob Quine***

“To sell significantly more products than last October is obviously testament to how well our own 2012 Eddis and Buccaneer touring caravan ranges have been received by the buying public – but also to how well the vision of the founder members of the NCC to regain control of the industry shows has been implemented by the dedicated *NCC Events Ltd team*.”

***Swift – Nick Page***

“NCC Events have delivered a first class show for manufacturers, suppliers, dealers and customers, we are delighted with both the quantity and quality of the customers who visited the show. An outstanding show from start to finish. We have spoken to record numbers of customers - both existing and new- and even had to have extra brochures delivered to the show to cope with the demand! We have sold right across our ranges and are also delighted with the response with our new Challenger and Eccles Sport ranges and the interest shown in the Sprite brand, which was launched at the show. Our sales have far exceeded our expectations and we now look forward to the ExCeL show in London in February.

***Bailey – Simon Howard***

“Many congratulations to the NCC Events Team on the organisation of a truly outstanding show. In spite of adverse economic conditions they have managed to deliver an event, which has attracted a record number of potential buyers. We now look forward to ExCel with great confidence.”

***Lunar – Martin Henderson***

“The Show has been exceptional from start to finish. NCC Events has delivered a fantastic show providing the smoothest build up we have ever had, record attendance spread across the full week delivering quality buyers and returning sales far in excess of expectations. The Lunar ranges have again been received tremendously well with the lightweight, luxury Clubman and Delta models yet again being the best sellers. We are now looking forward to the next NCC Events Show at ExCeL London, in February.”

***Fifth Wheel – Adrian Parry-Jones***

“We have experienced an excellent flow of visitors through the stand, the weekend proved to be if anything too busy, not placing the show in the half term school holidays proved to be significantly better. We are delighted with an increase in sales and orders placed at the show; there has been an excellent response to the new Inos model especially. It has been a quality show, much improved from last year, well done NCC and NCC Events.”

## **MOTORHOMES:**

### ***Elddis – Rob Quine***

“The October 2011 NCC Events Ltd show provided the perfect vehicle for us to launch our “ Belts = Berths “ Motorhome Seat belt crusade - and the general public responded by buying our Elddis Autoquest and Elddis Aspire motorhomes in increasing numbers

### ***Auto-Trail – Stuart Turpin***

“Congratulations to all the team at NCC Events in helping making this show such a tremendous success. In recent years sales of motorhomes produced by Auto-Trail have continued to grow and this trend continued at the Show.... We were also extremely pleased with the large numbers of visitors attending the show, it was very encouraging to see both existing users replacing their motorhome and the many first time buyers who either purchased a new motorhome or who were planning to in the very near future.”

### ***Swift – Nick Page***

“We have had a fantastic show and our sales have far exceeded our target and also beaten last year’s figures. All ranges have sold well. The introduction of the Euro 5 engine along with award winning products and new model introductions have created a real reason for customers to change and we are delighted with our performance.”

### ***Chausson – Jeff Kenrick***

“A great show with strong sales. The higher than expected audience allowed us to introduce newcomers to our brand. We now look forward to the ExCeL show in February.”

### ***Bailey – Simon Howard***

“We chose to use this event to launch our first ever motorhome range and the retail sales performance of both these vehicles and our touring caravan ranges have wildly exceeded expectations.”

### ***Lowdham Leisureworld – Steve Sharpe***

“Visitor levels at the show have been excellent, the weekend proved to be extremely busy and with a steady stream of visitors on week days there have been no slow or quiet periods. There has been a nice atmosphere on the stand. Levels of sales have increased from last year across both caravans and motorhomes, resulting in increased profit from last years show. We have booked already for next year.”

***Broadlane Leisure – Darren Brown***

“What a fantastic “shot-in-the-arm” for all concerned. We were overwhelmed by the sheer volume of visitors who genuinely love their hobby of camping, caravanning and motor homing! Isn't it a warming thought that so many people out there want to get away 'into' the great outdoors? We rushed to rebook for next year!”

**HOLIDAY HOMES:**

***Pathfinder – Mike Wills***

“Well done to the NCC Events, what a fantastic show, The show was good for trade and public enquiries, Pathfinder had an exceptional show, we can't wait for the ExCeL Show in February 2012 also run by NCC events.”

***Prestige – Silvano Geranio***

“I was totally surprised by the huge number of visitors to this show and is a credit to the hard work of the NCC events team. Airtime on breakfast TV and having celebrities to promote the show definitely helped raising the profile of the exhibition. The quality of leads was very good. I would like to congratulate the whole team for a well organised show and now looking forward to ExCeL even more than before.”

***Swift – Nick Page***

“We showcased our holiday home product on our main stand and we are delighted with the response that we received. Our dealers and parks who manned the stand have received an outstanding number of leads and appointments which bodes well for an encouraging season. They have all asked for space on our stand at the ExCeL show.”

***Stately Albion – Nigel Derrick***

"Congratulations to NCC Events for a magnificent exhibition. "The Motorhome & Caravan Show 2011" at the NEC was very well organised and the visitor attendance exceptional. We feel sure that this event will have been a resounding success for all those involved and we look forward to the forthcoming show at ExCeL, London in February 2012."

***Haulfryn - Rod Tucker***

"It was a fantastic week, and we were pleased to see so many people coming through the doors with a genuine interest in learning about our leisure and residential lodges. Since the show opened, we received a number of leads from people interested in owning a lodge of their own, and hits to our website have increased dramatically as a direct result of the show."

**ACCESSORIES:**

***Whale – Patrick Hurst***

"Well done to the NCC - the first show run by the industry for the industry. We were busy each day with genuinely interested customers and there was a great, positive buzz to the show. We all benefited from better value; cost effective stand space for exhibitors and attendance spurred on by a lower entrance fee. This was a great effort by all and NCC events. Well done!"

***AL-KO – Paul Jones***

"The Motorhome & Caravan Show 2011 at the NEC has been an overwhelming success for AL-KO. We are really pleased with how well organised the Show and the visitor attendance has been superb, driving more sales and orders for our products. We have seen increased sales and orders for the AL-KO Mammut Caravan Mover and other accessory products over previous Shows. We are now looking forward to repeat success both to the London Show in February and when we return to the NEC in October 2012."

***Care-avan - Derrick Hemingsley***

"Just to confirm this has been our best show for 4 years at the NEC Birmingham and would like to thank the show organisers for a well run show."

***German National Tourist Board – Vaughan Wrenn***

"This is the best ever consumer show we have ever been to. The busiest day at the stand by far was Saturday with an approximate 1,400 visitors on an average weekday we recorded 800

visitors to the stand. It was a great opportunity to highlight Germany as a holiday destination. We could not believe we distributed all our brochures we brought with us and in fact ran out of the camping guides yesterday.”

***Riversway – Stuart Lee***

“Footfall at the show has been phenomenal, it has been a fantastic show and sales have been great. There will always be a natural level of apprehension when new organisers take over a show however it has to be said that The NCC and NCC Events have delivered, brilliant job done by all, we are looking forward to next year.”

***Towsure – Gareth Walton***

“This show has gone really well for us. It’s a great show that has been very well organised, much improved from last year and previous shows. The reduction in ticket prices and a great marketing/PR plan has contributed to the success of the show. We have loved the daily exhibitor newsletter. More footfall has increased our sales, we are very happy.”

***Truma – Vicki Latham***

“We are absolutely over the moon at the response we have had from visitors to this Show, not only on the Truma stand but on other stands alike. It is great to see so many members of the public and businesses attending the Show and showing their support for the industry.”

***VB Airsuspension – Oliver Drinkwater***

“When you invest a large proportion of your marketing budget into one show, you really hope it pays off. I’m pleased to say that this has been the most successful show we’ve ever done. All our products have been well received and the show has clearly been well received by the public, judging by the visitor numbers. We’ve taken plenty of orders and I can’t wait for next year’s show.”

***Milenco Ltd – Nigel Millbank***

“We have been absolutely amazed by the staggering attendance figures achieved at this year’s NEC Show and particularly the strong quality of visitor. Our retailers reported record breaking sales of Milenco product and we are delighted with the results”