



CARAVAN SHOW

THE LATEST AND GREATEST ON THE MARKET

By Stuart Reichardt Pictures by Stuart Reichardt & Corné Greeff

What grows exponentially every year, is 15 000m², has over 900 exhibitors with more than 350 companies displaying their wares? You guessed it... the 2020 Caravan Show that took place at Gallagher Estate in Johannesburg from 21 - 23 February. What a show it was! Filled to the brim with a full selection of caravan, motorhome, camping, and outdoor delights.

Caravan & Outdoor Life magazine has officially partnered with the Caravan Show and this joint venture is only going to have a positive spinoff in years to come. After chatting to organiser Hampie de Kock, it is clear that this year record attendance numbers were achieved, with 32 665 feet through the

door - an impressive growth of 7 500 attendees from last year's gate figures. This is good news for the caravan, off-road trailer, motorhome, and outdoor industry, and suggests that the market is still very buoyant.

Hampie had the following to say: "The partnership between the Caravan Show and *Caravan & Outdoor Life* magazine is a great symbiotic relationship, and we look forward to many years of working together serving the caravan industry. If this year's attendance and sales at the inaugural Caravan Show for the African continent is anything to go by, we are set for many years in representing the Caravan industry as a whole."

After spending two full days talking to dealers at the show, the general feedback of positivity was a common

thread throughout. Yes, the market is tough and many new players are vying for a slice of the pie, but the overriding consensus is: from quality product and good backup service comes happy, repeat business customers.

The manufacturer attendance at the show constituted more than 90% of the South African market, making it the perfect place to find, compare, view, and purchase all your caravan, off-road trailer, motorhome, and outdoor gear. And believe me, everything from the impressive Dreamcatcher motorhome manufactured by Motorhome World (built to handle the harsh Siberian and Russian winters), to the innovative modular off-road trailer systems from Adventurer - and everything in between - could all be found at the

show. There were a variety of new model caravans, off-road trailers, hybrids, and motorhomes on show, offering some innovative new design features.

The incredible amount of planning and behind-the-scenes preparation by the various dealers and manufacturers needs to be highlighted. Days before the show begins, stands are feverishly being organised and kitted out with the latest caravans, motorhomes, trailers, outdoor products, and accessories. All we see are the finished stands, sparkling clean and ready, awaiting interested browsers and show shoppers.

The Caravan Show at Gallagher Estate has become the benchmark for South African shows and sets the bar incredibly high. It's efficiently run with ample security so that shoppers can take-in their favourite caravan, motorhome, off-road trailer, and outdoor products at their leisure. For those wanting to get off their feet and have a bite to eat or quench their thirst, there were ample restaurants and food stalls with seating areas inside and outside the venue.

The Caravan Show 2020 was a great success, with an excellent mix of manufacturers presenting their latest models and innovations. *Caravan & Outdoor Life* looks forward to partnering the Caravan Show in years to come. 📍

