

MOTORHOME & CARAVAN SHOW 2015

13-18 October
NEC Birmingham

The UK's national leisure vehicle show sees new Guinness World Record, record sales and an industry going from strength-to-strength!

John Lally, CEONCCEvents Ltd welcomed everyone to the Motorhome and Caravan Show 2015 - the UK's biggest leisure vehicle launch show, showcasing the very latest in motorhomes, campervans, touring caravans, caravan holiday homes, lodges, trailer tents and more. Plus, you were able to buy the most up-to-date accessories and get plenty of holiday ideas too.

Covering 11 halls at the NEC the show brought visitors the opportunity to browse, compare and indeed buy the very best from iconic brands such as Airstream, new VW T6 campervan conversions to state-of-the-art models from the all leading UK and European brands - all under one roof!

To celebrate 130 years of leisure caravanning this year the Show teamed up with Bright Bricks to build a life size touring caravan made entirely from LEGO bricks. A judge from Guinness World Records joined them on the opening day to confirm if they had broken a world record for the largest caravan made from interlocking plastic bricks. The caravan was on display during the show in Hall 12.

The Show opened with a bang and the setting of a new Guinness World Record for the largest ever caravan made from interlocking plastic LEGO® bricks. Ex-World Superbike Champion Carl 'Foggy'





and personalities including expert advice on buying and getting the most out of owning a leisure vehicle, talks from special guests such as Carl Fogarty, Dave Sims, Julia Bradbury as well as live cooking demonstrations from the likes of Sean Wilson, Dean Edwards, Ali Ray and more. Live product showcases took place each day from leading UK and European leisure vehicle manufacturers including Adria, Auto-Trail, Hillside Leisure, Hymer, Knaus, Lunar, Roller Team and Swift Group.

Fogarty and TV presenter Matt Baker, a guest of The Caravan Club, laid the final bricks and declared the event open in front of a packed crowd eager to see all the new for 2016 leisure vehicle products.

manufacturer product launches in the Experts' Theatre (Hall 9) to include two each day where you could hear from the creators themselves about the inspiration behind their products.

Also back by popular demand the organisers had extended the live

theatre has a fantastic line up of features

Yet again a huge buying audience was delivered to the NEC, for example the UK's largest dealer network Marquis enjoyed its most successful indoor exhibition on record with orders in excess of £10m being taken at the Show. Lowdhams exceeded its expectations with a 50% growth in sales and Swift Group reports sales from the show being so good its order book is almost full for the year, with its Sprite range 10% up on the incredible performance of 2014.



Once the event closed its doors, on Sunday 18th, 94,514 people had visited. It drew its biggest crowd on Saturday 17th, with 25,308 people through the doors and interestingly 48% of all advanced tickets booked to the Show were by people new to the event.

This success is indicative of a leisure vehicle market that is on the up, with new registrations for motorhomes up 25% to 10,461 and new caravans despatched to dealers up 5% compared with this time last year.

The next NCC show, the Caravan Camping & Motorhome Show 2016, will be held at the NEC from 23-28 February 2016.

