

+++ Presse release +++

“Increasing interest amongst younger people”

Motorhome holidays also in big demand in 2017

Polch, March 2017 – Home is still the best place to be. And this year, too, people are taking it with them on their travels – in their motorhome. The advantages are obvious: in a mobile home, the traveller decides where they stay and for how long. Your route lets you visit the natural landscape of a forest or a lake, or head directly into the city for a shopping tour. And you don't have to forego any luxuries: home entertainment, a rain shower and a queen-size bed can all be fitted on request. This type of individual holiday-making is called glamping. Motorhome manufacturers such as Niesmann+Bischoff from Rhineland-Palatinate have specialised in such holidays with their premium offers.

Camping is booming

The demand for motorhomes is consistently increasing. During January 2017, the Caravanning Industrie Verband (Caravanning Industrial Association in Germany, CIVD) recorded 1,252 new registrations, which is approximately 3.6 percent more than in the previous month. Hubert Brandl, Managing Director of Niesmann+Bischoff GmbH, confirms: “We have seen an increase in interest regarding our method of travel, in particular in younger people. This was last perceived at the CMT travel trade fair in January.” At this trade fair, Niesmann+Bischoff highlighted their new Smove motorhome series, which, depending on the model design, can be driven with a class B driver's licence. This is a real incentive for younger target groups. The larger Liner models Arto and Flair, too, simply make us want to travel. Whereas the Arto's appeal is sporty and dynamic, the Flair reveals all the features required for our well-being.

Wherever the road takes you

Once the right model has been found, the only question left open is which coordinates you will first want to enter into the navigation device! Of course, the South of France is always worth a visit – well-known not only for its enchanting natural landscape, which simply invites you to relax, but also for its culinary delicacies. Those looking for a secret camping tip in France can find out more here: www.niesmann-bischoff.com/vive-la-france-on-one-of-the-most-beautiful-campsites-in-europe



Clou inside

About Niesmann+Bischoff

Niesmann+Bischoff GmbH is one of the leading suppliers of exclusive motorhomes. The company headquarters and production site are located in Polch in Rhineland-Palatinate, where 200 staff are employed to date. Currently, more than 600 luxury liners of the Arto and Flair series are produced annually. Every luxury liner undergoes individual value enhancement from planning to final inspection. Niesmann+Bischoff has been part of the Erwin Hymer Group since 1996.

Press contact

Niesmann+Bischoff GmbH, Cécile Rouesné, Cloustr. 1, 56751 Polch,
Email: cecile.rouesne@niesmann-bischoff.com

Reprints free of charge – specimen copy requested



Clou inside