

Press Release

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RENT AND TRAVEL:

Knaus Tabbert appeals to new caravanning customers with innovative ideas

- Five years on a steep trajectory of success
- More than 2,200 vehicles available
- The perfect entry into the world of caravanning
- Convenient and secure digital booking options

Jandelsbrunn. Caravanning is currently experiencing an unprecedented boom. This is borne out by the latest figures from RENT AND TRAVEL, the rental brand of Knaus Tabbert AG. This fascinating and independent form of holiday is appealing to increasing numbers of young families, couples and singles. Free of limits and restrictions, be it in far-flung natural surroundings or on spontaneous visits to the cultural treasures of European cities: holidaying in motorhomes and caravans in summer 2021 has never been more popular. "RENT AND TRAVEL is a highly successful model for Knaus Tabbert," says Gerd Adamietzki, Director/CSO of Knaus Tabbert AG, underscoring the current figures: "With RENT AND TRAVEL, we are reaching many thousands of new customers who are discovering caravanning for themselves as a safe form of holiday."

We have seen a dramatic increase in the number of beginners who are enjoying the exceptional freedom of this type of travel for the first time. For these customers, RENT AND TRAVEL is an ideal and innovative partner. Since its launch five years ago, the business has gone from strength to strength: There are currently more than 2,200 vehicles available from rental companies throughout Germany. The number of rental stations (2021: 180) and travel agents (2021: 440) that RENT AND TRAVEL lists in its portfolio has also risen sharply.

The increasing numbers of beginners who are finding their way into the world of caravanning is also due to the convenient and secure booking platform based on sophisticated software that quickly made RENT AND TRAVEL popular. In particular, customers with no previous experience of mobile living benefit from lots of practical information as well as expert assistance in choosing the right vehicle. Prospective buyers also appreciate the fact that they can easily test different vehicle formats before making a purchasing decision.

The success story of RENT AND TRAVEL is also confirmed by an award presented by the German Institute for Service Quality. At the end of May 2021, RENT AND TRAVEL received the coveted “Germany’s best online portal” award in the “Motorhome rental” category. The award is the result of a comprehensive consumer survey covering topics such as the quality and diversity of services on offer.

The user-friendly RENT AND TRAVEL app, which offers comprehensive services before and after a journey, has also proven to be exceptionally practical – even offering a digital check-in. With quick, uncomplicated user interfaces, numerous options and, last but not least, an excellent range of vehicles on offer, RENT AND TRAVEL impresses customers with a smart and customised experience before their unique holiday even begins. This is also demonstrated by the trend in age structure: In 2020, more than 43 percent of website visitors were below the age of 34 – a substantial increase of roughly a quarter over the previous year. This number proves beyond all doubt the extent to which the young target group is discovering this form of holiday. Conversely, the average age of purchasers remains between 51 and 57 years.

Despite the large number vehicles in our fleet, RENT AND TRAVEL currently recommends making a booking for summer 2021 as soon as possible. This year, in particular, when a gradual return to travelling without limits will finally be possible after the long months of restrictions, RENT AND TRAVEL anticipates a further rapid increase in demand.

Caption:

Tested negative for Corona, the RENT AND TRAVEL team is happy about the award “Germany’s best online portal”.

Photo: Knaus Tabbert AG

About Knaus Tabbert

Knaus Tabbert AG is a leading manufacturer of leisure vehicles in Europe. The company’s headquarters are located in Jandelsbrunn, Germany. Additional locations in Germany include Mottgers and Schlüsselfeld as well as Nagyroszi in Hungary. Since September 2020, the company has been listed in the Prime Standard segment on the Frankfurt Stock Exchange (ISIN: DE000A2YN504) and in 2020 generated via its brands KNAUS, TABBERT, T@B, WEINSBERG, MORELO and the internet platform RENT AND TRAVEL sales of almost EUR 800 million and with about 3,000 employees manufactured more than 24,000 recreational vehicles. More information: www.knaustabbert.de



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