



PRESS RELEASE

January 2026

On the occasion of its 5th edition, the European Rooftop Tent Festival is undergoing a major evolution in its positioning and identity.

Held at Lac de Madine, the event now positions itself as:

European Rooftop Tent Festival – The Outdoor Automotive Show

This change reflects the natural evolution of user practices, audiences, and market expectations.

A Structuring Event in Europe

Over five editions, the European Rooftop Tent Festival has established itself as a leading event for rooftop tent travel and motorized outdoor lifestyles.

The 2025 edition brought together:

- 301 crews travelling with rooftop tents, coming from France, Belgium, the Netherlands, Switzerland, Germany and Luxembourg
- More than 4,000 public visitors
- A professional exhibition area of over 6,000 m²
- The leading rooftop tent and outdoor equipment brands

Beyond being a community gathering, the festival has become a true observatory of real automotive travel practices, bringing together enthusiasts, families, specialized media, industry influencers and brands.

2026: A Transition and Expansion Edition


The 2026 edition marks a strategic milestone:

- A new visual identity and a redesigned website, to be unveiled on March 1st, 2026
- The structuring of the event as an Outdoor Automotive Show
- A clear upscale evolution of the experience offered to brands, visitors and festival participants

See You at Lac de Madine

European Rooftop Tent Festival – The Outdoor Automotive Show

 Lac de Madine – Grand Est Region, France

 September 11, 12 & 13, 2026

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