



# The three holiday exhibitions of Messe Stuttgart







The three holiday exhibitions of Messe Stuttgart with the exhibition areas:

Caravanning

Tourism ▶

Cycling & Hiking

Golf & Wellness

Water-Based Holidays

Culinary Journeys

Photography





# Tourism

- Ideal event times in autumn/winter in order to impress visitors with high purchasing power and a desire to travel right on time at the start of the season.
- People have enough money and are keen to travel; special holiday destinations and forms of travel are now very popular.
- Holiday habits have changed and travellers now want personal and competent advice. Direct contacts and a wide range of offers can only be found at exhibitions where people can also let themselves be inspired and surprised.
- The objective of exhibitions is to present as fully as possible regional excursion and holiday destinations (local recreation) through to international destinations and travel organisers.
- Your exhibition success will be guaranteed thanks to high purchasing and booking intentions, as well as loyal regular visitors combined with purposeful advertising measures.
- The accompanying programme (e.g. holiday cinema) will ensure that people stay at the exhibitions for a long time and gain inspirations for their holidays. A visit to the exhibitions will therefore become a holiday day which can be experienced with all senses.
- A large number of trade visitors attracted by the discerning accompanying programme make the exhibitions a meeting point for the industry.
- Professional support by an experienced project team before and during the events.











## Tourism exhibition area

- Destinations (cities, regions, countries, tourist attractions)
- Travel organisers, agencies, booking portals, travel agencies, tour operators
- Leisure facilities
- Travel facilities, rental offers
- Accommodation (hotels, holiday apartments, camp sites)
- Tourist services
- Holiday media



# One topic, every location!

	Exhibition	Duration	Number of visitors	Exhibition area
	The world's largest consumer show for tourism and leisure	January, 9 days	234,000	 9 days, throughout the entire exhibition
	Northern Germany's largest holiday exhibition	February, 4 days	70,000	 4 days, throughout the entire exhibition
	Central Germany's largest holiday exhibition	November, 5 days	55,000	 5 days, throughout the entire exhibition

## Your contacts for all 3 events

Kerstin Heim  
 Manager Exhibition and Event Management  
 +49 711 18560-2543  
 +49 711 18560-2701  
 kerstin.heim(at)messe-stuttgart.de

Katja Huber  
 Manager Exhibition and Event Management  
 +49 711 18560-2690  
 +49 711 18560-2701  
 katja.huber(at)messe-stuttgart.de