

Messe Stuttgart
Key to Markets



BECOME THE PARTNER COUNTRY
**FOR THE LARGEST
HOLIDAY EXHIBITIONS**






3 HOLIDAY EXHIBITIONS FOR A PRESENCE THROUGHOUT GERMANY

GERMAN HOLIDAYMAKERS ARE LOOKING FORWARD TO YOUR COUNTRY

As the partner country of CMT, REISEN & CARAVANING HAMBURG and Touristik & Caravaning Leipzig, you can reach travel enthusiasts in Northern, Central and Southern Germany. Impress holiday fans with the highlights and attractions of your country and turn visitors into your new guests. You will also garner worldwide attention via the international media world, which provides extensive reports on all channels.



Exhibition	Where	Exhibition days	Visitors	Exhibitors	Area in m²	Accredited journalists
	Stuttgart Southern Germany	January Duration 9 days	235,000	2,100 from around 70 countries	120,000	about 2,000
	Hamburg Northern Germany	February Duration 4 days	70,000	485 from 37 countries	77,000	165
	Leipzig Central Germany	November Duration 5 days	55,000	470 from 45 countries	60,000	120
Reach everyone with one partnership	Visitors from all over Germany	18 exhibition days	360,000	3,055 from up to 100 countries	257,000	Over 2,000

PARTNER COUNTRIES IN THE PAST

CMT PARTNER COUNTRIES

2024 Philippines
2023 Mongolia
2020 Montenegro
2019 Carinthia/Austria
2018 Panama & Hungary
2017 Albania
2016 India & Switzerland
2015 Seychelles & Romania
2014 Dominican Republic
& Serbia
2013 Santa Catarina/Brazil
& Slovakia



REISEN & CARAVANING HAMBURG PARTNER COUNTRIES

2023 Mongolia
2020 USA
2019 Mediterranean Special
2018 Denmark
2017 Spain
2016 Focal Point: AlpineDreams
2015 Focal Point: CruiseDreams
2014 Seychelles
2013 Iceland
2012 Malta



TC LEIPZIG PARTNER COUNTRIES

2023 Mongolia
2019 UNESCO World Heritage
region Erzgebirge
2018 Freudenstadt in the Black Forest
2017 Seychelles | Hohe Tauern holiday
region/Wildkogel Arena



AS A PARTNER COUNTRY
A STAR

As a partner country, you have the starring role at the three most important holiday exhibitions for Northern, Central and Southern Germany. Journalists from all over the world, influencers, trade visitors and visitors devote all their attention to the partner country.

This means new potential guests on your partner country stand and international PR effects.





Daks Gonzales, Director for Central Europe,
Philippine Tourist Office in Frankfurt

"Our participation in CMT 2024 as featured country was a complete success! The DOT Frankfurt team and our booth partners are still overwhelmed by the great interest shown by visitors to the trade fair. The large number of presentation areas made it possible for us to turn our motto 'Love the culture, love the nature, love the adventure' into a real experience."



Nadja Schließer,
Swabian Alb Tourism,
Theme Manager Culture & History, Trade Fairs & Events

"We are very enthusiastic about the visitors at the trade fair. We had a lot of interesting conversations, many of them were already familiar with the Swabian Alb and knew where it is located. The atmosphere among the exhibitors is also great, everyone has a friendly word for everyone else. We have already entered into cooperation agreements with our stand neighbors."



Karsten Gräning
Deputy Managing Director
of the Erzgebirge Tourism Association

"TC Leipzig was a fantastic exhibition. We and our 17 co-exhibitors on the Erzgebirge stand were pleased with the high number of visitors and the excellent organisation by Messe Stuttgart. We represented the Erzgebirge region very well and celebrated gaining the title of UNESCO World Heritage region with many visitors on Friday on the Erzgebirge Day."

THE HOLIDAY EXHIBITIONS MAKE A BIG IMPRESSION

BEFORE & DURING THE EXHIBITION

- » Exclusive visitor magnet
- » Maximum media interest

AFTER THE EXHIBITION

- » More traffic on the homepage
- » Increased travel
- » Rise in the number of hotel bookings

EXCLUSIVE LOCATIONS FOR YOUR DESTINATION

Whether Stuttgart, Hamburg or Leipzig, your country is the centre of attention at all three holiday exhibitions. Your premium stand positions directly at the hall entrances attract the attention of every visitor.

Modern infrastructures ensure an easier stay for your team throughout the exhibition.



- Tourism, camping grounds
- Caravaning, mobile homes, caravans
- Caravaning and camping accessories
- Caravaning, offroad vehicles

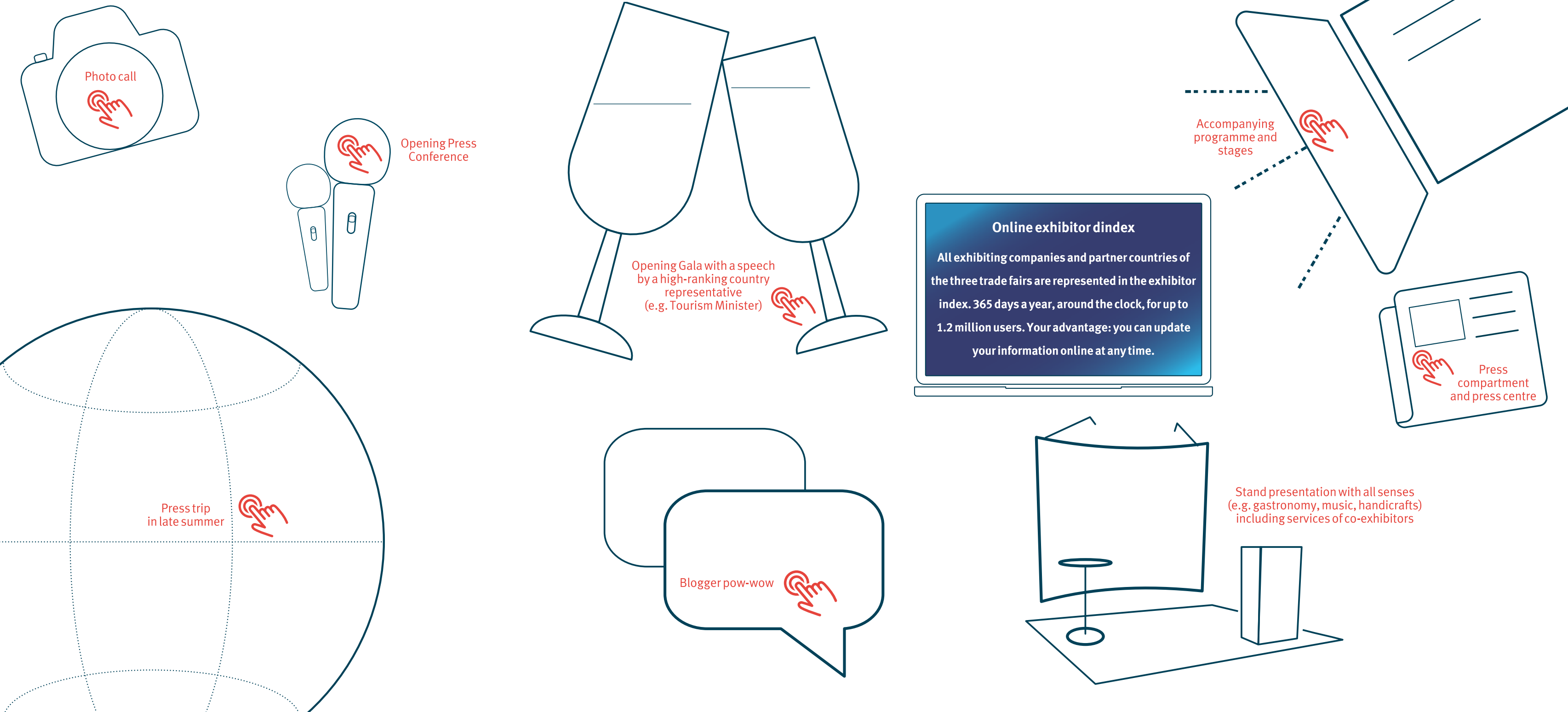


Provisional placement of the partner countries

MAKE YOUR COUNTRY THE MAIN TOPIC

Partner countries are the focal point of interest for visitors who are keen on travelling. Showing a great deal of curiosity and enthusiasm visitors, journalists and tourism experts let themselves be surprised and thrilled by the tourist attractions.

A large number of visitors choose the partner country as their next holiday destination and therefore generate the first bookings of the year. You can also use the holiday exhibitions as a platform for medial and political networking.



PR WORK & ADVERTISING WITH PEAK REACH

We will arouse the interest of the international media through extensive press relations. Over 2,000 accredited journalists from all over the world report on CMT, REISEN & CARAVANING HAMBURG and TC Leipzig.

Eye-catching advertising via traditional media and social media channels create a huge reach and make the partner country the focus of attention among the general public.





**ATTRACTIVE
PACKAGE PRICE FOR
ALL 3 LOCATIONS**

- 1. *Cooperation contribution* for
CMT, REISEN & CARAVANING Hamburg, TC Leipzig
- 2. *Stand fees*
CMT.....stand area minimum 100 m²
REISEN & CARAVANING Hamburg.... stand area minimum 75 m²
TC Leipzig.....stand area minimum 75 m²
- 3. *Individual costs*
Stand construction | Additional advertising, brochures, give-
aways, etc. | Press trip | Folklore/music group | Delegation |
Travel | Hotel accommodation | Speakers | Catering for stand
party (security: included)

A worthwhile investment



CMT DATES:
» 18 TO 26 JANUARY 2025
» 17 TO 25 JANUARY 2026



**REISEN & CARAVANING
HAMBURG DATES:**
» 6 TO 9 FEBRUARY 2025
» 5 TO 8 FEBRUARY 2026



TC LEIPZIG DATES
» 20 TO 24 NOVEMBER 2024
» 19 TO 23 NOVEMBER 2025



**WELCOME AS A PARTNER
COUNTRY FOR THE
HOLIDAY EXHIBITIONS**

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