



# CMT

The Holiday Exhibition.

15-23 January 2022



Information on the  
current situation at:  
[https://www.messe-  
stuttgart.de/cmt/en/  
exhibitors/news/](https://www.messe-stuttgart.de/cmt/en/exhibitors/news/)

Video impressions can be found here:





Record exhibition

THE FIGURES FROM THE MOST RECENT SUCCESSFUL CMT IN JANUARY 2020

**300,000 VISITORS\***  
**2,161 EXHIBITORS**  
**1,700 JOURNALISTS**  
**10 HALLS**

\*Source for this information: CMT market research

The world's largest public exhibition for tourism and leisure impressed the entire travel industry and travel-loving visitors with new records in 2020. Around 300,000 visitors enjoy the nine exhibition days, seeking inspiration for new holidays, booking trips or ordering new motorhomes. The international accompanying and entertainment programme featuring many presentations, forums and a holiday cinema offering fills the

air with a blend of sun, sand and sea. Taking a walk through the colourful CMT holiday world is like enjoying a holiday all over the world. For the 2,161 exhibitors from around 100 countries, CMT is the first and also primarily the most important tourism platform in the year. After all, most holidaymakers look for and book their next holiday in January and invest in new caravans, equipment or accessories.

#### Benefit from worldwide media coverage

Around 1,700 journalists from TV, radio, daily newspapers, specialist magazines and online media turn CMT into a huge PR event. Before, during and after CMT.

Grasp this unique opportunity to promote your topics – for example by holding your own press conferences – in the presence of journalists.

#### Over 100 bloggers

More than 100 Web authors disseminate important information about CMT to their loyal subscribers via social media channels.





AROUND **100** COUNTRIES  
OVER **360** REGIONS  
& CITIES

It is high season at CMT for holiday destinations far and near, package tours and specific tour arrangements. At the exhibition holidaymakers seek inspirations and look for new ideas, tour operators and destinations across the globe. A large number of visitors appreciate the personal advice, want first-hand tips and book their next holiday on the spot. However, tourism experts also appreciate CMT as a source of new ideas and

products which they recommend to their customers. A comprehensive selection of further training courses with seminars, talks and workshops attract travel agents and important decision-makers from across the tourism industry.

**50% go on holiday at least  
three times a year  
77% travel within Europe,  
27% go on long-haul holidays**



**6 CARAVANING HALLS**  
**1,200 VEHICLES**  
**10,000 m<sup>2</sup> ACCESSORIES**

The sales start for the entire motorhome and caravan industry is kicked off in January at CMT. Leisure vehicles, trailers and expedition motorhomes are also enjoying increasing custom from visitors to CMT. The amazing diversity of models with their numerous premières magically attract crowds of affluent visitors and transform the halls into the largest caravanning sales market at the beginning of the year. The event clearly shows the unabated popularity of the caravanning trend as the order books of many manufacturers and dealers fill up. There is a great opportunity to try out camping or caravanning for the first time at CMT. This is accounted for by the increasing number of caravan and motorhome hire companies which have discovered the great potential of CMT for their business.

#### Accessories hall

Campers and caravaners are particularly keen on accessories and equipment. A shopping expedition through the accessories hall is one of the most important reasons why these people come to CMT every year.

#### Camper vans and van life

Camping buses and vans are the number 1 trend topic: Hall 10 is therefore dedicated entirely to both young van life fans and senior citizens who have high spending power and delight exhibitors with specific purchase intentions.

93% of exhibitors attained  
 their sales targets  
 97% would recommend  
 CMT to other people



# 40 SPECIAL EVENTS

## 33,000 TRADE VISITORS

CMT has long become an important meeting place and an interesting training venue for travel experts. Current topics in the tourism industry are explored and discussed in seminars, talks and workshops led by keynote speakers. Besides international know-how transfer, there is time to forge new contacts and carry out networking with colleagues.

### Baden-Württemberg Tourism Day

The state's largest tourism congress.  
Target group: service providers and players in the Baden-Württemberg tourism industry.

### Motorhome Parking Summit with exhibition

Experts present the potential and implementation of caravanning sites.  
Target group: town councils and private site operators.

### fvw Destination Germany Day

Comprehensive range of topics about tourism in Germany.  
Target group: destination managers and tourism marketing managers.

### Travel Market

Eminent experts present current travel topics.  
Target group: travel agency employees, tour operators and interested professionals.

### RadRunde

The Cycling Tourism Conference in cooperation with the Baden-Württemberg branch of the German Cycling Club (ADFC).  
Target group: destination managers and travel organisers focusing on cycling & active holidays.

### Travel Health and Medicine Day

Information about current developments in travel health and medicine.  
Target group: doctors, dentists, vets and pharmacists.

### CMT Nations Day

Independent specialist knowledge about current developments in destination management and platform for international networking.  
Target group: destination managers, Consular Corps and networks in an international environment.

### Venues for your B2B events

A large number of event rooms in different sizes ranging from 11 to 630 m<sup>2</sup> are available around the exhibition halls. Book fully equipped rooms for your product demonstrations, training courses for employees and travel agent clerks, field service conferences or job interviews with interested school leavers, apprentices, students and skilled personnel.

Contact us about your event during CMT and secure one of the coveted rooms.





# ATRIUM STAGE HOLIDAY CINEMA CMT NIGHT

The grand opening event with VIP guests is the official start to CMT and a traditional part of the highly regarded accompanying programme. It includes events such as the CMT Night, the CMT Schools Day, the holiday cinema with 15,000 visitors alone, the competition and the popular exhibitor stand parties. Not forgetting the constantly changing programme on the atrium stage with many dance, music and show acts from all over the world. As an exhibitor at CMT, you can actively take part in the accompanying

programme with your contributions. You can therefore also reach an interested audience with all their senses outside your exhibition stand. Simply contact us regarding your participation in the accompanying programme and enjoy the additional limelight.

**76% of visitors get their ideas  
from the varied accompanying  
programme**





**3** SUBSIDIARY SHOWS  
**2** WEEKENDS  
**70,000** VISITORS\*

The two CMT weekends with their subsidiary shows represent the high season at CMT. Admission to these subsidiary shows is possible for all CMT visitors with one ticket. They attract large crowds in Hall 9. Their holiday topics are aimed at visitors with very special holiday and leisure habits. In

addition to international travel operators, equipment providers are also represented at these weekends. The numerous test and hands-on activities and the concentrated programme focusing on cycling, hiking, golf, wellness, cruises and ship travel are particularly popular with visitors.

**1ST CMT WEEKEND**  
**ALSO ON MONDAY WITH EFFECT FROM 2022**

**2ND CMT WEEKEND**

**Fahrrad- &  
WanderReisen**

**Kreuzfahrt- &  
SchiffsReisen**

**Golf- &  
WellnessReisen**



# 10 HALLS 120,000 m<sup>2</sup>

## YOUR CONTACTS

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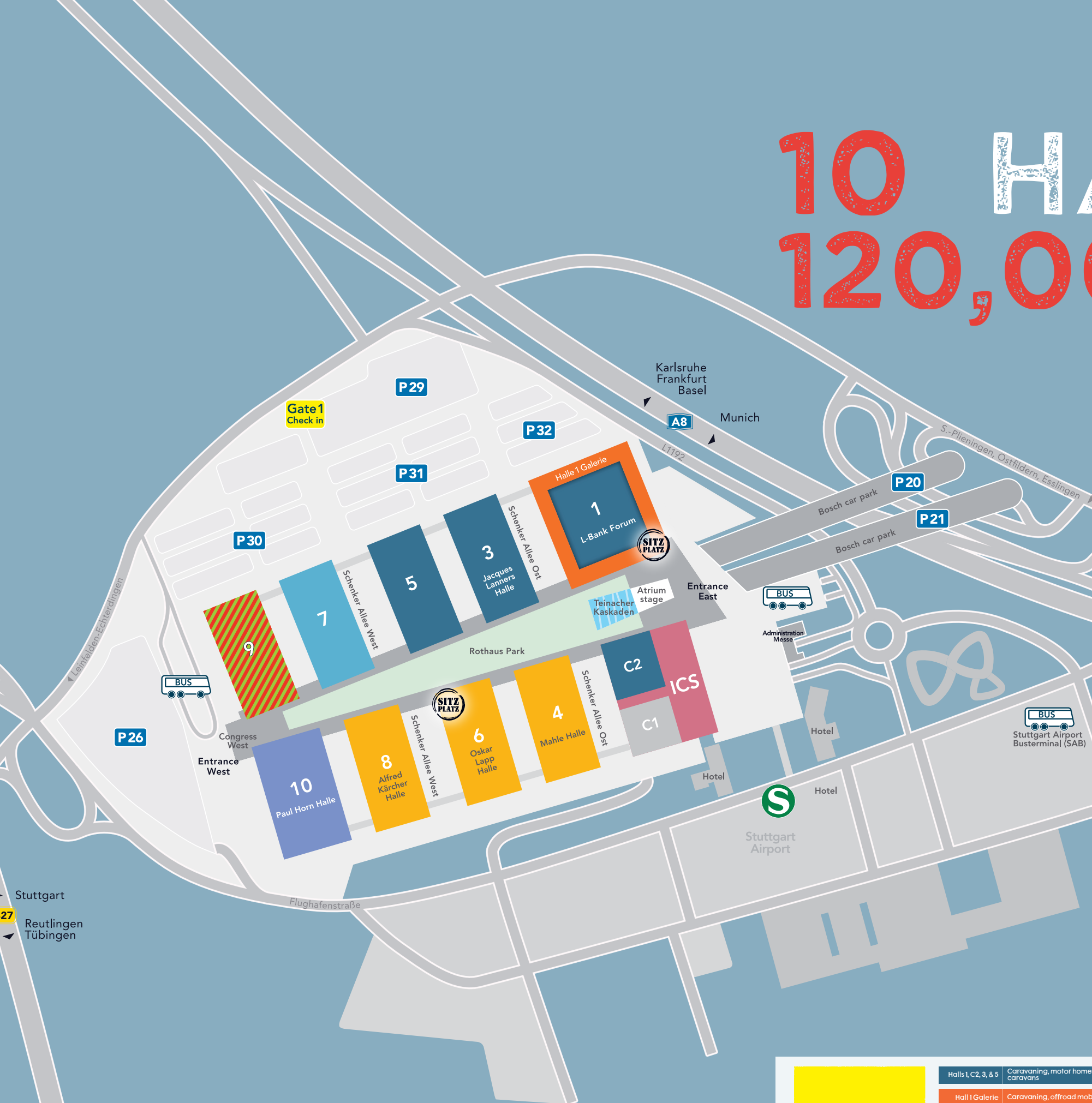
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Halls 1, C2, 3, & 5	Caravaning, motor homes, caravans
Hall 1 Galerie	Caravaning, offroad mobiles
Hall 7	Caravaning & camping accessories
Halls 4, 6 & 8	Tourism and camping grounds
Hall 10	Van and campervan area
ICS	Holiday cinema

1ST CMT WEEKEND	Hall 9	Cycling & Hiking Holidays
ALSO ON MONDAY WITH EFFECT FROM 2022		
2.CMT. WOCHEN-ENDE!	Hall 9	Golf & Wellness Holidays Cruises & Ship Travel





# **GOLD** **FOR GERMANY'S BEST HOLIDAY EXHIBITION**



## **Organiser**

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## **Professional and promotional supporters**

DCHV Deutscher Caravan Handels-Verband  
ADAC Württemberg

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