



Messe Stuttgart
Key to Markets



The three holiday exhibitions of Messe Stuttgart





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

Caravaning

Tourism

Cycling & Hiking
Holidays ▶

Golf & Wellness

Water-Based Holidays

Culinary Journeys

Photography



► Cycling & Hiking Holidays

- Outdoor holidays are in demand more than ever before: hiking, trekking, e-bike tours or mountain bike excursions are extremely popular. The unique selling point of the events is the combination of the topics of cycling and hiking, as well as tourism attractions and hardware.
- Thanks to e-mobility, active holidays are no longer just sought after by young and sporting people, they are also attracting interest across the generations.
- Cycling is becoming increasingly more important both in everyday life and while on holiday.
- Outdoor topics will benefit due to the proximity to the caravanning and camping sections. Communal area in the Hiking Pavilion.
- Events will examine the latest trends and developments: startup area, bike parks, cargo bikes, e-mobility.
- The exhibition areas will be supplemented by an accompanying programme for end consumers and trade visitors. The exhibitions are therefore the home of the community and important platforms for technical discussions.
- Extensive testing possibilities on the bike course will create experiences for the visitors.



Cycling exhibition area






- Cycling regions and cycling holidays in Germany and abroad
- Cycling hotels
- Bicycles (city bikes, cross bikes, trekking bikes, mountain bikes, cargo bikes, travel/folding bikes, e-bikes, racing bikes, special bikes and children's bikes)
- Bicycle accessories
- Cycling clothes
- Tour planners | GPS | Cycling maps



Hiking exhibition area

- Hiking regions and hiking holidays in Germany and abroad
- Trekking holidays
- Nordic Walking
- Equipment, outdoor clothing
- Guidebooks, hiking maps and country maps
- Hiking advice

One topic, every location!

	Exhibition	Duration	Number of visitors	Exhibition area	Venue
	The world's largest consumer show for tourism and leisure	January, 9 days	300,000	Fahrrad- & WanderReisen 3 days: Saturday, Sunday and Monday	Separate Hall 9
	FreizeitWelten at Messe Hamburg	February, 5 days	77,000	 5 days, throughout the entire exhibition	Hall B5
	Central Germany's largest holiday exhibition	November, 5 days	70,000	 5 days, throughout the entire exhibition	Hall 4 (tourism hall)
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