



The three holiday exhibitions  
of Messe Stuttgart





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

Caravaning

Tourism

Cycling & Hiking

Golf & Wellness ►

Water-Based Holidays

Culinary Journeys

Photography

## ► Golf & Wellness

- **Industry meeting point for the golf community** | The golf section covers all facets of golf and is one of the most important meeting points for the industry. It is the ideal event for a successful start to the new golf and holiday season
- **In tune with the market** | The close cooperation with associations and the large number of represented clubs creates great interest among visitors and brings the golf community together. For example the Annual Press Conference of the German Golf Association (DGV), which takes place during CMT in Stuttgart.
- **First-class conditions** | A large catchment area, the high expertise of the visitors and regular visitors with strong purchasing power are secure foundations for successful participation in the exhibition.
- **Great market potential** | The high level of satisfaction among visitors is the result of a perfectly matched exhibition programme. Participation in the exhibition ensures that these visitors are directly addressed and enables exhibitors to stand out from the competition.
- **Strong exhibition performance** | The latest trends are always the focal points of the golf and wellness sections in the individual exhibitions. Additional attractions create positive experiences and provide a wide range of entertainment. For example, the driving range in Stuttgart is used as a test station and for competitions.
- **All four pillars of wellness** | The focal points of the wellness section are relaxation, nutrition, exercise and emotional support.
- **Everything integrated** | Thanks to the proximity to other exhibition sections, for example the caravanning and camping areas, topics such as "sports holidays" are ideally complemented.





#### Golf exhibition area






- Golf hotels and resorts
- Golf equipment, fashion and accessories
- Golf guidebooks and media
- Golf courses
- Golf course equipment, golf club supplies
- Golf travel organisers and agencies
- Golf schools
- Golf associations
- Tourist organisations and offices
- Insurance companies



#### Wellness exhibition section:

- Wellness holidays
- (Spa and health holidays, ayurveda and yoga holidays, nutrition, fasting, detox)
- Wellness hotels and resorts
- Wellness associations and organisations
- Wellness accessories
- Day spas
- Thermal spas and baths

# 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	<b>Golf- &amp; WellnessReisen</b> 9 days, throughout the entire exhibition	Hall 9
	FreizeitWelten at Messe Hamburg	February, 5 days	77,000	 5 days, throughout the entire exhibition	Hall B7
	Central Germany's largest holiday exhibition	November, 5 days	70,000	 5 days, throughout the entire exhibition	Hall 4
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