

# THE THREE HOLIDAY EXHIBITIONS

## OF MESSE STUTTGART

WATER-BASED HOLIDAYS

Messe Stuttgart  
Key to Markets

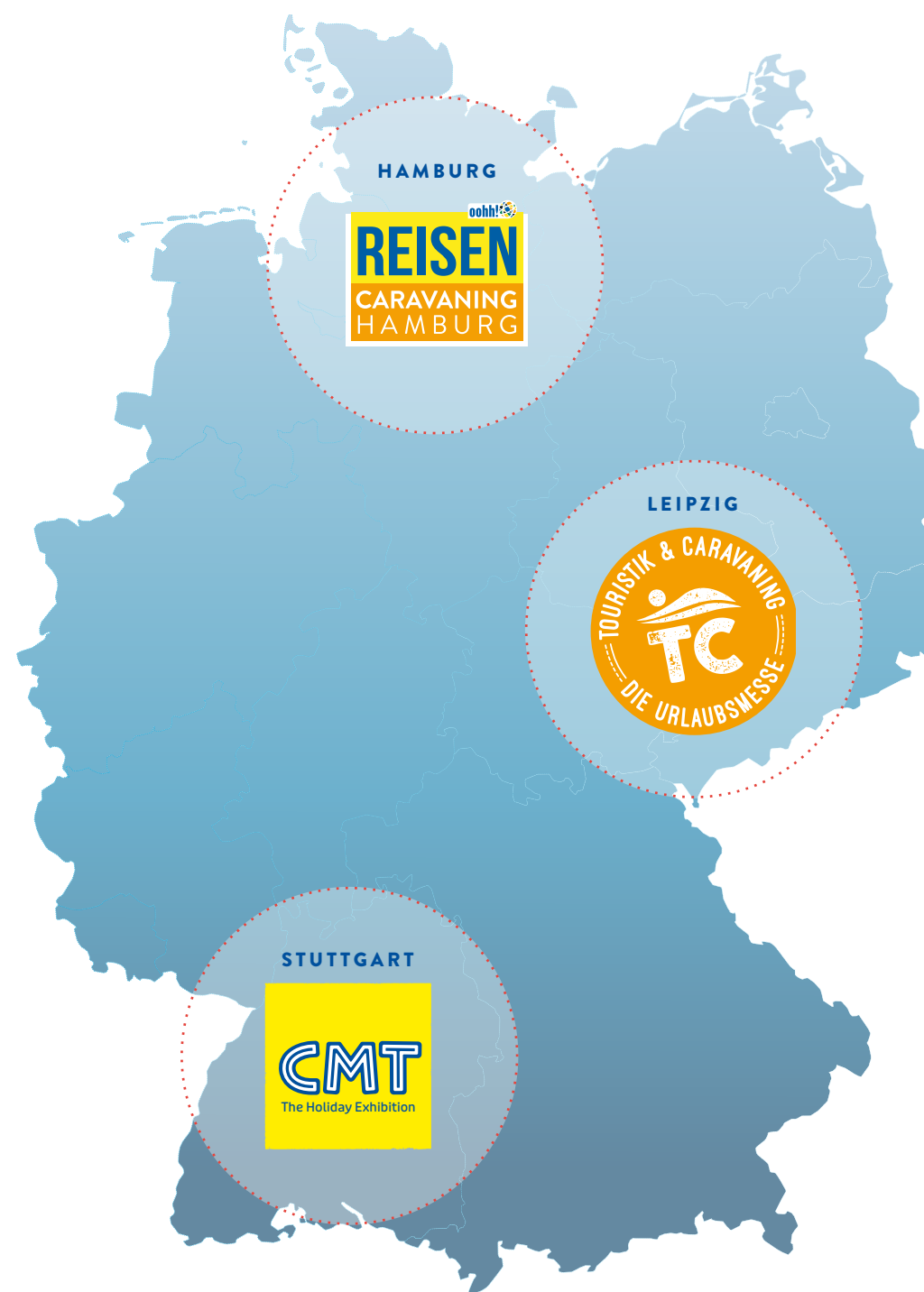


**CMT**  
The Holiday Exhibition

ooh!  
**REISEN**  
CARAVANING  
HAMBURG







# ONE TOPIC, EVERY LOCATION!

|  | EXHIBITION                                                                                                    | DURATION                                                  | NUMBER OF VISITORS | EXHIBITION AREA                                                                                                                   |
|--|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------|
|  | <br>The Holiday Exhibition | The world's largest consumer show for tourism and leisure | January, 9 days    | 268,000                                                                                                                           |
|  |                           | Northern Germany's largest holiday exhibition             | February, 4 days   | 60,000                                                                                                                            |
|  |                          | Central Germany's largest holiday exhibition              | November, 5 days   | 60,000                                                                                                                            |
|  |                                                                                                               |                                                           |                    | <b>Kreuzfahrt- &amp; SchiffsReisen</b><br>4 days, Thursday to Sunday                                                              |
|  |                                                                                                               |                                                           |                    | <br>4 days, throughout the entire exhibition  |
|  |                                                                                                               |                                                           |                    | <br>5 days, throughout the entire exhibition |

## Your contact for all 3 events

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## WATER-BASED HOLIDAYS

- Complete range of water-based holidays (cruises, ship travel, river cruises and water sports): here visitors will find inspirations and variants of holidays on, in and with water.
- The visitors, who are keen to travel and have high purchasing power, appreciate the combination of the exhibition topics with the caravanning and tourism sections.
- As part of the largest holiday exhibitions in Germany, the "Water-Based Holidays" section is a suitable platform for presenting an exclusive form of travel.
- High customer satisfaction and the intention to return are evidence of the interest in the topic and the providers. The exhibitions are held during a strong booking period (autumn / winter) and create a desire to travel thanks to a varied programme.
- A presentation on the cruise stage or in the accompanying programme will enable you to showcase other products and services, and make them stand out from the competition.
- Visitors appreciate the direct contact with organisers and individual advice. They often make bookings directly on the spot.





## WATER-BASED HOLIDAYS EXHIBITION AREA



Boat and ship travel



Cruises



River cruises



Houseboat holidays



Sailing, kite and surfing holidays



Diving holidays+



Canoe holidays



Literature, media



Yacht charters



Yacht harbours, marinas



Accessories



Training, schools