

Messe Stuttgart  
Key to Markets



**BECOME A PARTNER  
OF THE LARGEST  
HOLIDAY EXHIBITIONS**



# WITH 3 HOLIDAY EXHIBITIONS FOR A PRESENCE THROUGHOUT GERMANY

## GERMAN HOLIDAYMAKERS ARE LOOKING FORWARD TO YOUR OFFER

As the partner of CMT, REISEN & CARAVANING HAMBURG and TC, you can reach travel enthusiasts in Northern, Central and Southern Germany. Impress holiday fans with the highlights and attractions of your offer 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 m <sup>2</sup>	Accredited journalists
 CMT Das Urlaubsmagazin	Stuttgart Southern Germany	January   Duration 9 days	265,000	2,100 from around 100 countries	120,000	Over 1,700
 REISEN & CARAVANING HAMBURG	Hamburg Northern Germany	February   Duration 5 days	102,000	784 from 37 countries	77,000	165
 TC Touren & Caravans	Leipzig Central Germany	November   Duration 5 days	56,000	500 from 80 countries	60,000	150
Reach everyone with one partnership	Visitors from all over Germany	19 exhibition days	423,000	3,384 from up to 100 countries	257,000	Over 2,000

# PARTNERS OF RECENT YEARS



## AS PARTNER A STAR

As a partner, 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 partners.

**This means new potential guests on your exhibition stand and international PR effects.**



### CMT PARTNERS

- 2023 Mongolia
- 2020 Health and Recreation from nature  
Spa Association  
Montenegro
- 2019 Federal Horticultural Show Heilbronn  
Outdoor in Baden-Württemberg  
Carinthia/Austria
- 2018 Panama & Hungary
- 2017 Albania
- 2016 India & Switzerland
- 2015 Seychelles & Romania
- 2014 Dominican Republic & Serbia
- 2013 Santa Catarina/Brasil & Slovakia



### REISEN & CARAVANING HAMBURG PARTNERS

- 2023 Mongolia  
Baltic States
- 2020 USA
- 2019 Mediterranean Special
- 2018 Denmark
- 2017 Spain
- 2016 Focus Alpine Dreams
- 2015 Focus Cruise Dreams
- 2014 Seychelles
- 2013 Iceland



### TC PARTNERS

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





Hanspeter Faas,  
Managing Director  
of the Federal Horticultural Show Heilbronn 2019

*"Due to its unique status, the Federal Horticultural Show Heilbronn is the main horticultural event in Baden-Württemberg in 2019. And CMT is an ideal platform to recommend it as an attractive tourist destination, either for day trips or for a holiday in the region lasting several days. The exhibition is an excellent opportunity to hold discussions with potential visitors and arouse their interest - three months before the opening of the Federal Horticultural Show. That's fitting."*



Tilo Krause-Dünow  
Vice President Visit USA and Managing Director  
of CANUSA Touristik GmbH

*"The USA received a very positive response at the holiday exhibition in 2020. Every exhibitor reported a substantial increase in the number of inquiries compared with previous years. The quality of the discussions was impressive. The chosen format is encouraging for the future. We felt that interested parties came from every surrounding federal state specially to obtain information about the USA and be inspired by the country."*



Karsten Gräning  
Deputy Managing Director  
of the Erzgebirge Tourism Association

*"TC 2019 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 OUR HOLIDAY EXHIBITION PARTNERS

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.

## Provisional placement of the partner countries



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

- REISEN HAMBURG
- CARAVANING HAMBURG
- GENUSSREISE
- RAD HAMBURG
- KREUZFAHRTWELT HAMBURG
- InterDive

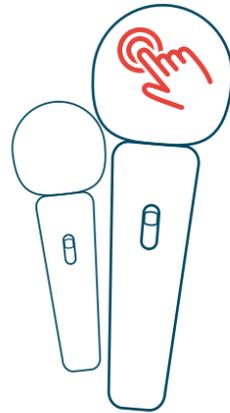


# MAKE YOUR ATTRACTION THE MAIN TOPIC

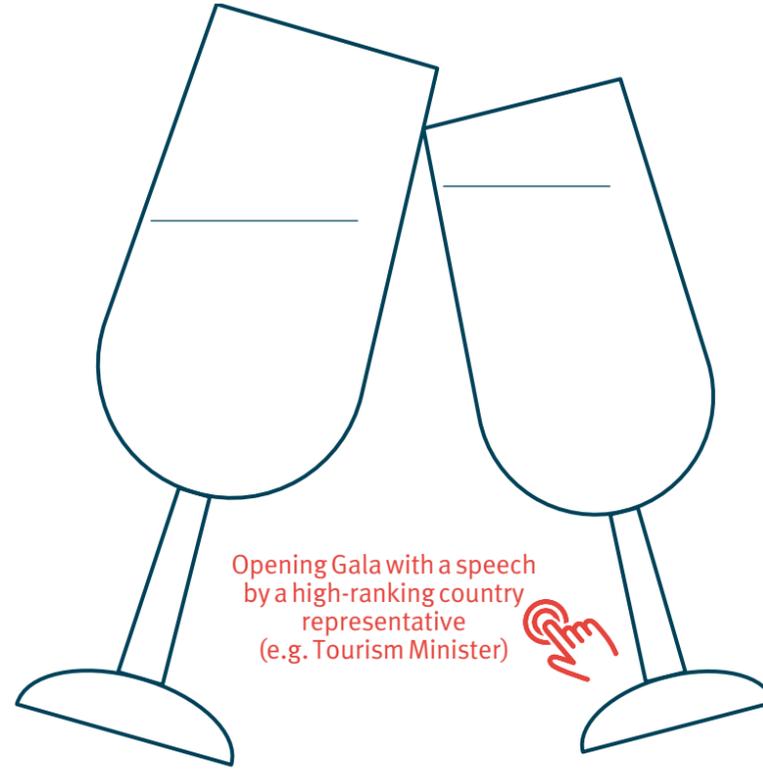
Our Partners are the focal point of interest for visitors who are keen on travelling. Showing a great deal of curiosity and enthusiasm visitors, journalists and tourism experts let themselves be surprised and thrilled by the tourist attractions. Win new guests and use the CMT Partnership as a platform for medial and political networking.



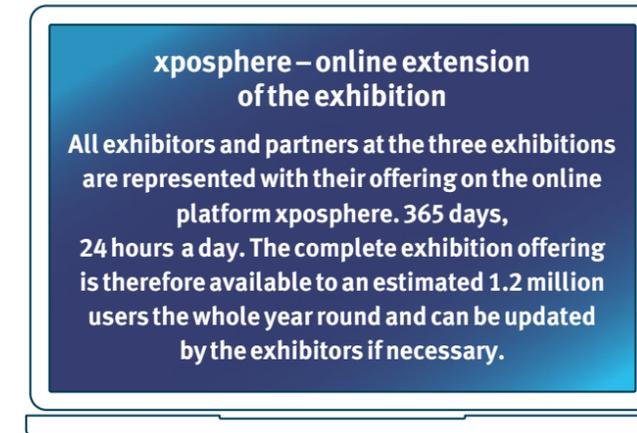
Photo call



Opening Press Conference

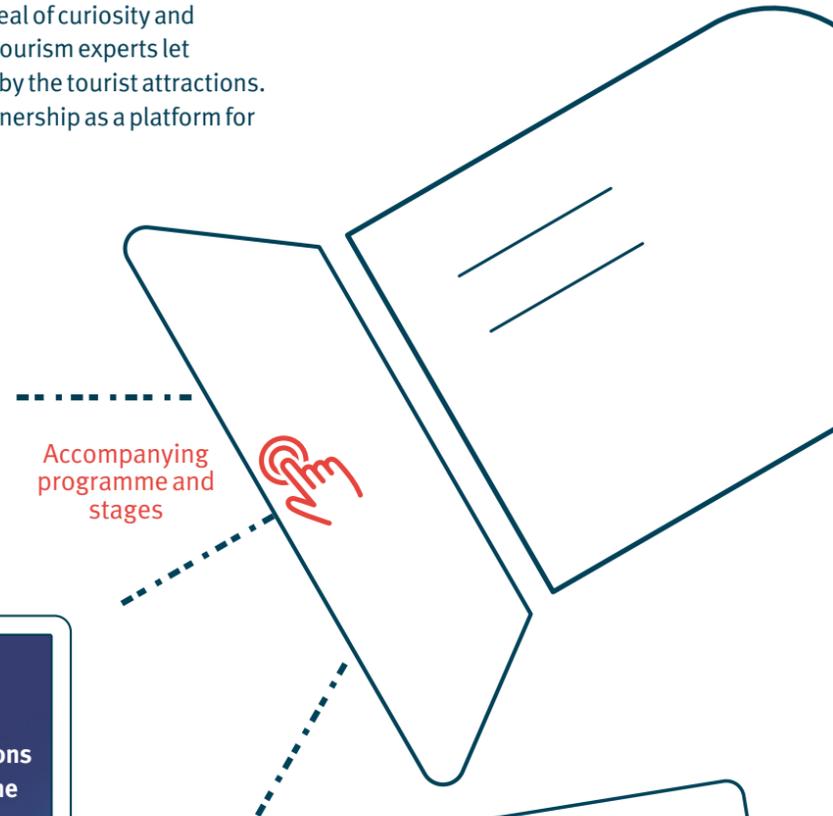


Opening Gala with a speech by a high-ranking country representative (e.g. Tourism Minister)



## xposphere – online extension of the exhibition

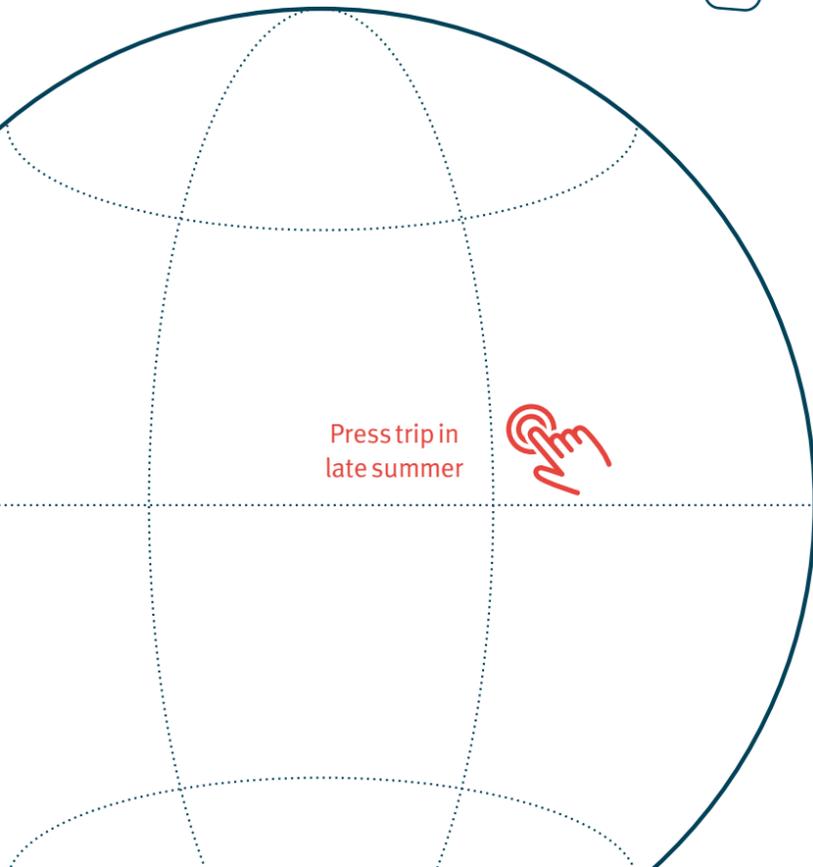
All exhibitors and partners at the three exhibitions are represented with their offering on the online platform xposphere. 365 days, 24 hours a day. The complete exhibition offering is therefore available to an estimated 1.2 million users the whole year round and can be updated by the exhibitors if necessary.



Accompanying programme and stages



Press compartment and press centre



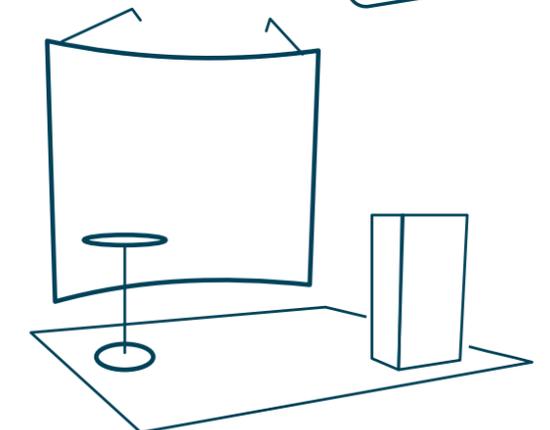
Press trip in late summer



Blogger pow-wow



Possibility of an accompanying business conference



Stand presentation with all senses (e.g. gastronomy, music, handicrafts) including services of co-exhibitors

# 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.

Eye-catching advertising via traditional media and social media channels create a huge reach and make the partner 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 ..... Individual stand area  
REISEN & CARAVANING Hamburg ..... Individual stand area  
TC ..... Individual stand area
- 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:**

- » 13 TO 21 JANUARY 2024
- » 11 TO 19 JANUARY 2025
- » 17 TO 25 JANUARY 2026

**REISEN & CARAVANING HAMBURG DATES:**

- » 7 TO 11 FEBRUARY 2024
- » 5 TO 9 FEBRUARY 2025
- » 4 TO 8 FEBRUARY 2026

**TC DATES:**

- » 22 TO 26 NOVEMBER 2023
- » 20 TO 24 NOVEMBER 2024
- » 19 TO 23 NOVEMBER 2025



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

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