

Messe Stuttgart  
Key to Markets



**BECOME THE PARTNER COUNTRY  
FOR THE LARGEST  
HOLIDAY EXHIBITIONS**



# 3 HOLIDAY EXHIBITIONS FOR A PRESENCE THROUGHOUT GERMANY

## GERMAN HOLIDAYMAKERS ARE LOOKING FORWARD TO YOUR COUNTRY

As the partner country 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 country 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	Stuttgart Southern Germany	January   Duration 9 days	235,000	2,100 from around 70 countries	120,000	about 2.000
 REISEN & CARAVANING HAMBURG	Hamburg Northern Germany	February   Duration 4 days	70,000	485 from 37 countries	77,000	165
 TC	Leipzig Central Germany	November   Duration 5 days	55,000	470 from 45 countries	60,000	120
Reach everyone with one partnership	Visitors from all over Germany	18 exhibition days	360,000	3,055 from up to 100 countries	257,000	Over 2,000

# PARTNER COUNTRIES IN THE PAST

## CMT PARTNER COUNTRIES

- 2024 Philippines
- 2023 Mongolia
- 2020 Montenegro
- 2019 Carinthia/Austria
- 2018 Panama & Hungary
- 2017 Albania
- 2016 India & Switzerland
- 2015 Seychelles & Romania
- 2014 Dominican Republic & Serbia
- 2013 Santa Catarina/Brazil & Slovakia



## REISEN & CARAVANING HAMBURG PARTNER COUNTRIES

- 2023 Mongolia
- 2020 USA
- 2019 Mediterranean Special
- 2018 Denmark
- 2017 Spain
- 2016 Focal Point: AlpineDreams
- 2015 Focal Point: CruiseDreams
- 2014 Seychelles
- 2013 Iceland
- 2012 Malta



## TC PARTNER COUNTRIES

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



AS A PARTNER COUNTRY

# A STAR

As a partner country, 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 partner country.

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





Dužanka Pavićević  
Deputy Director  
National Tourism Organisation of Montenegro

*"It was a good decision to come here in January 2020 as the partner country! Our participation in CMT offered us numerous opportunities to make contact with our target group and the entire market. Although we knew that CMT is the largest holiday exhibition for consumers, we did not expect so many visitors. Our stand was very busy and the demonstrations were always full. We are very satisfied!"*



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

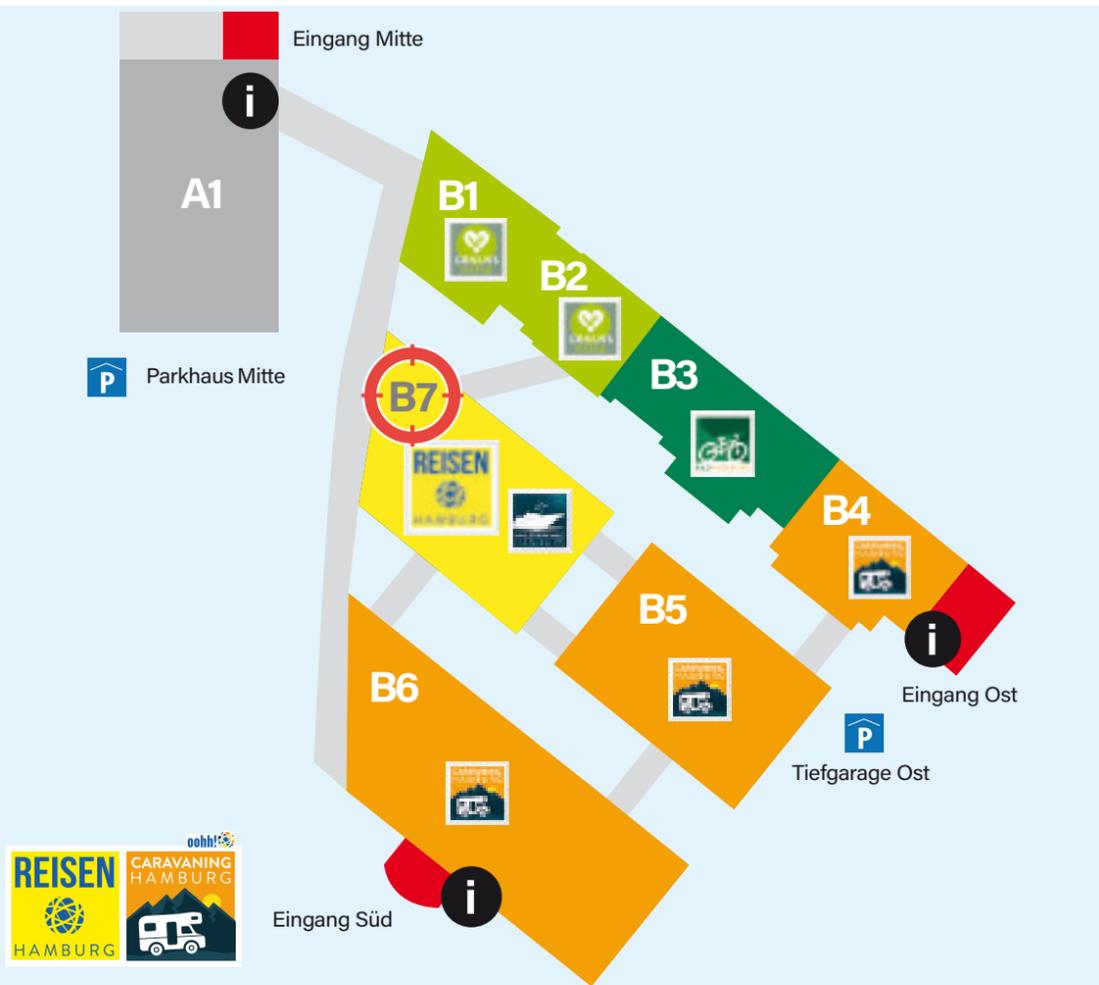
**AFTER THE EXHIBITION** ➤ More traffic on the homepage  
➤ Increased travel  
➤ Rise in the number of hotel bookings

# EXCLUSIVE LOCATIONS FOR YOUR DESTINATION

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

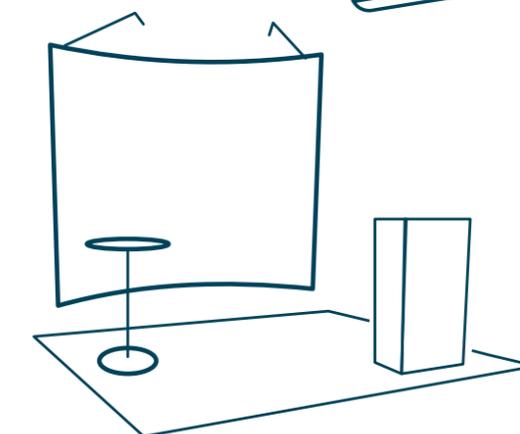
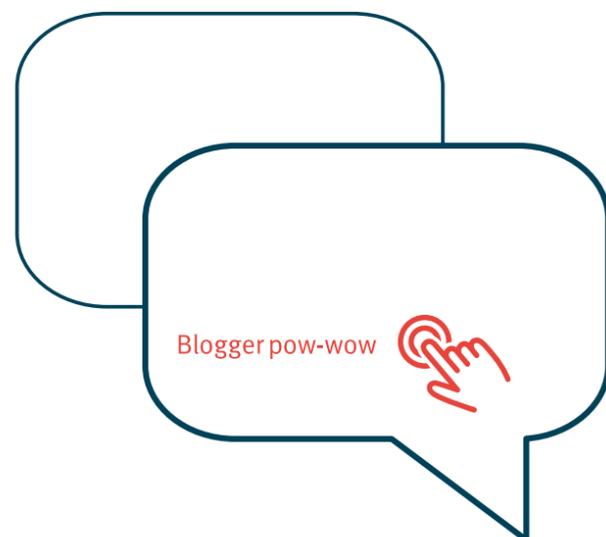
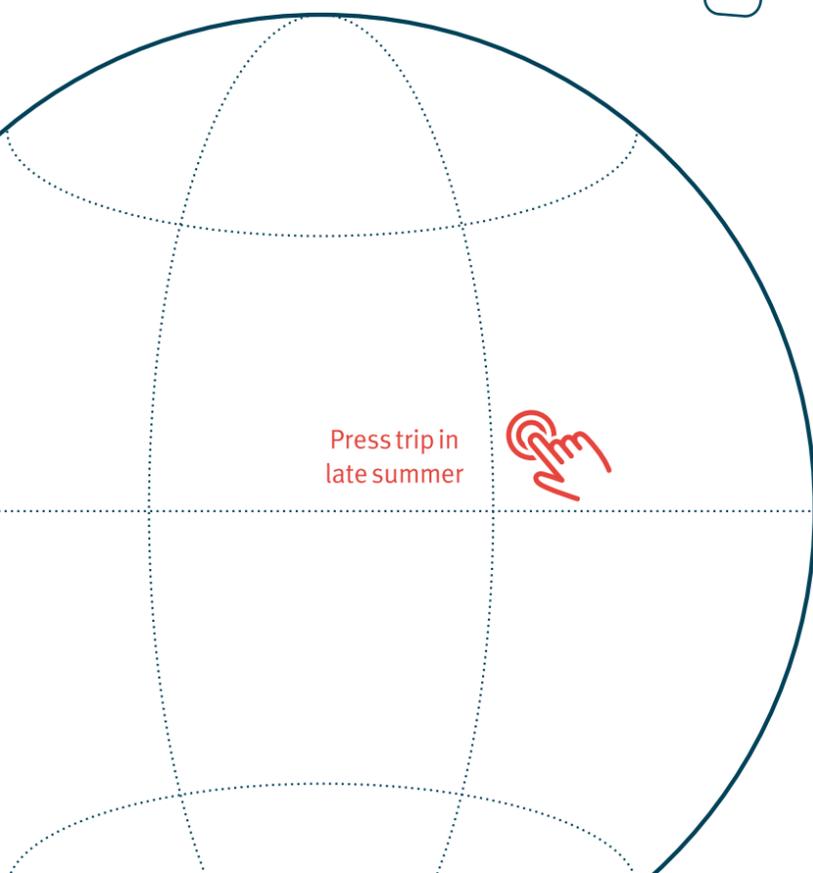
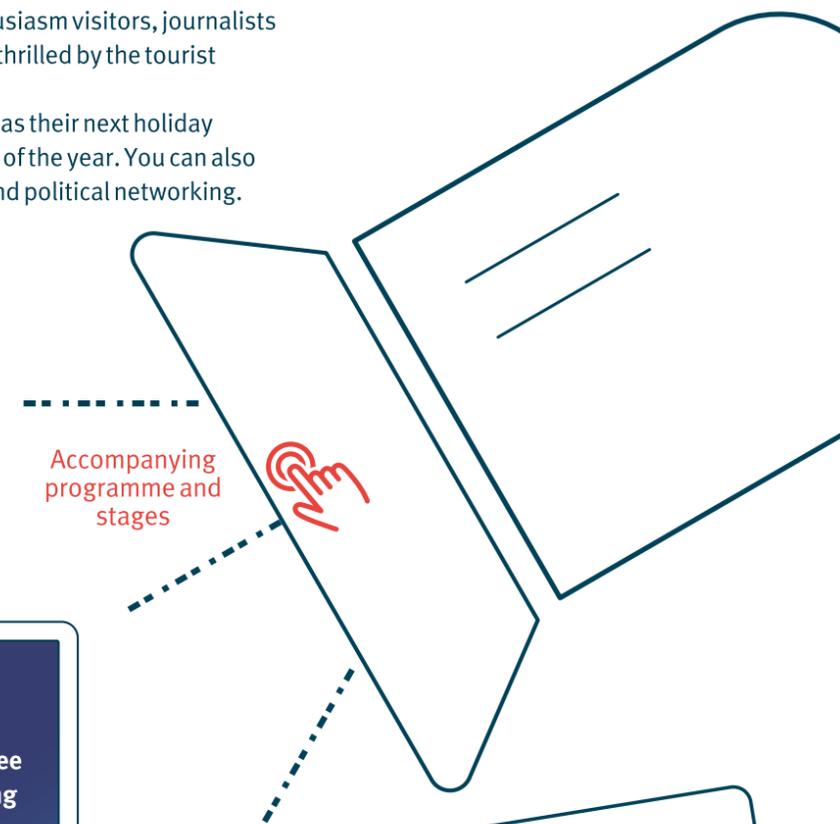


- Tourism, camping grounds
- Caravanning, mobile homes, caravans
- Caravanning and camping accessories
- Caravanning, offroad vehicles

# MAKE YOUR COUNTRY THE MAIN TOPIC

Partner countries 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.

A large number of visitors choose the partner country as their next holiday destination and therefore generate the first bookings of the year. You can also use the holiday exhibitions as a platform for medial and political networking.



# 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 country 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.....stand area minimum 100 m<sup>2</sup>  
REISEN & CARAVANING Hamburg... stand area minimum 75 m<sup>2</sup>  
TC ..... stand area minimum 75 m<sup>2</sup>
- 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:**  
» 18 TO 26 JANUARY 2025  
» 17 TO 25 JANUARY 2026



**REISEN & CARAVANING HAMBURG DATES:**  
» 6 TO 9 FEBRUARY 2025  
» 5 TO 8 FEBRUARY 2026



**TC DATES:**  
» 20 TO 24 NOVEMBER 2024  
» 19 TO 23 NOVEMBER 2025



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

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