



# CARAVANING PARTNER REGION

## FOR THE LARGEST HOLIDAY EXHIBITIONS





**GERMANY'S CARAVANERS  
ARE LOOKING FORWARD  
TO YOUR REGION**

Awaken the yearning for a camping destination of a kind. Caravaners and campers with a passion for travelling want to experience and discover with all their senses your scenic attractions, people and culture. Through your presence, you will win new guests and attract the attention of a globally recognised media landscape.

**Benefit as the caravanning partner region  
and make your sites the stars of CMT,  
REISEN & CARAVANING HAMBURG and TC.  
Welcome!**



**WE WANT YOUR REGION AS OUR  
CARAVANING PARTNER REGION!**

| Exhibition                                                                           | Where                          | Exhibition days            | Visitors | Exhibitors                      | Area in m² | Accredited journalists   |
|--------------------------------------------------------------------------------------|--------------------------------|----------------------------|----------|---------------------------------|------------|--------------------------|
|  | Stuttgart Southern Germany     | January   Duration 9 days  | 300,000  | 2,100 from around 100 countries | 120,000    | Over 1,700               |
|  | Hamburg Northern Germany       | February   Duration 5 days | 77,000   | 784 from 37 countries           | 77,000     | 169 on-site   191 online |
|  | Leipzig Central Germany        | November   Duration 5 days | 70,000   | 500 from 80 countries           | 60,000     | 150                      |
| Reach everyone with<br>one partnership                                               | Visitors from all over Germany | 19 exhibition days         | 447,000  | 3,384 from up to 100 countries  | 257,000    | Over 2,000               |



# PARTNERS OF RECENT YEARS

## CMT CARAVANING PARTNER REGIONS 2011 - 2020

- 2020 Health and well-being from nature (spas and health resorts in Baden-Württemberg)
- 2019 Carinthia/Austria
- 2018 Trentino/Italy
- 2017 Northern Black Forest
- 2016 Denmark
- 2015 Kvarner Gulf/Croatia
- 2014 Costa Brava/Catalonia
- 2013 Mecklenburg-Western Pomerania
- 2012 Ticino /Switzerland
- 2011 Lower Saxony

### Key topics 2022

- Country holidays, farm holidays, (mobile home sites)
- National park region Black Forest



## HAMBURG PARTNERS

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

## TC PARTNERS

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



## THE CARAVANING PARTNER REGION - A STAR

The caravanning partner region is the main player and centre of attraction for the entire camping scene at CMT. Classic camping lovers take their inspiration from the caravanning partner region as well as the ever-growing Van life community who becomes a new potential target group for you. Visitors and the entire press and media focus their attention on the partner region.

**This means: a guaranteed high public attendance, maximum visitor interest and intensive reporting.**



Arne Mellert,  
Managing Director of the Baden-Württemberg Spa Association:

*"Initially, we had to get used to being the CMT partner in the caravanning section, but we will never regret this decision. CMT provided the platform to reach an audience that we would otherwise not have found at all."*



Götz Rutenkolk,  
Managing Director of VanTourer

*"We are very, very, very satisfied with the quality and the number of the visitors. The Paul Horn Hall turned out to be an excellent platform for the Van topic because it was visited mostly by people who had an interest in it already. Especially the young and sportive visitors recognise and value the multi-purpose uses of vans. All in all, it was the most successful CMT we ever had!"*

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

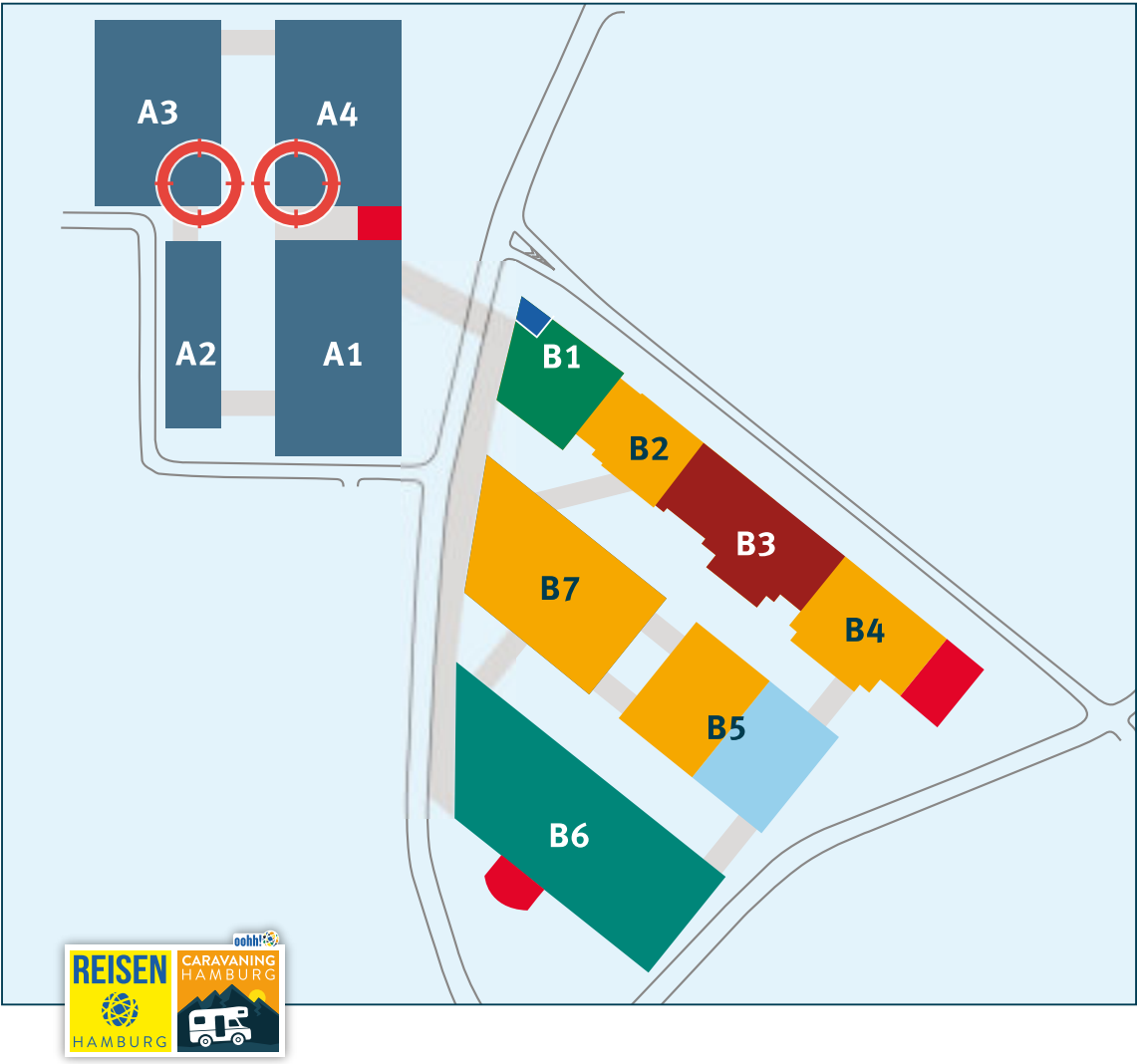
- » More traffic on the homepage
- » Increased travel
- » Rise in the number of hotel bookings



# 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.**

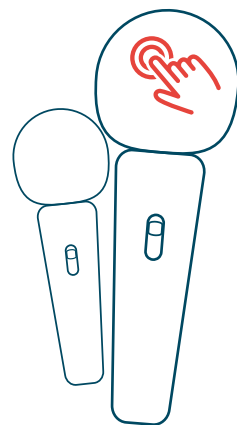


-  **Provisional placement of the caravanning partner region**
-  Tourism, camping grounds    Caravanning, mobile homes, caravans    Caravanning and camping accessories    Caravanning, offroad vehicles

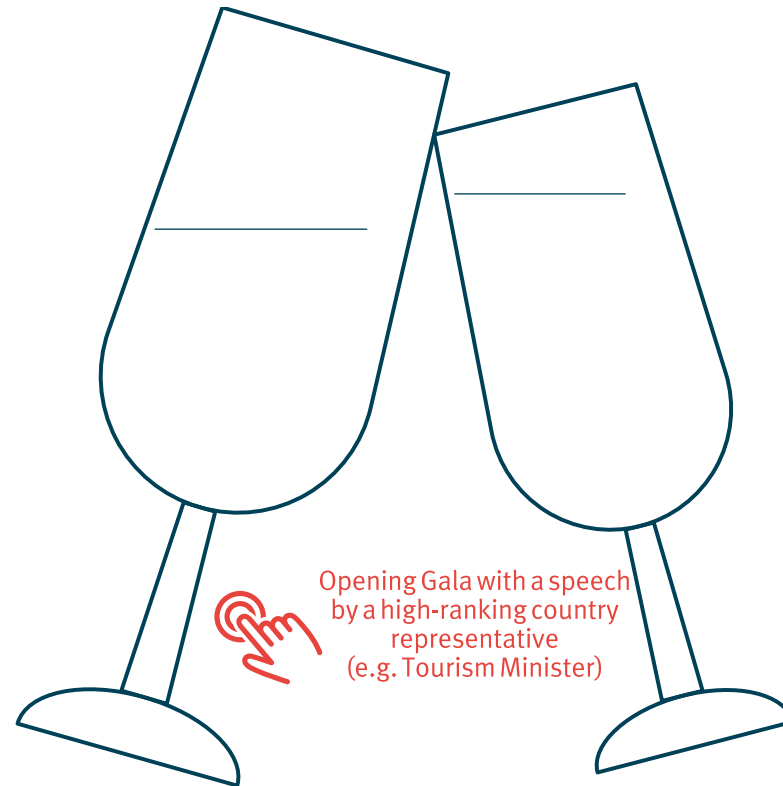
# MAKE YOUR CARAVANING REGION THE MAIN TOPIC

Our partners are the number one destination at the trade fair for avid travellers. Showing a great deal of curiosity and enthusiasm visitors, journalists and tourism experts let themselves be surprised and thrilled by your attractions.

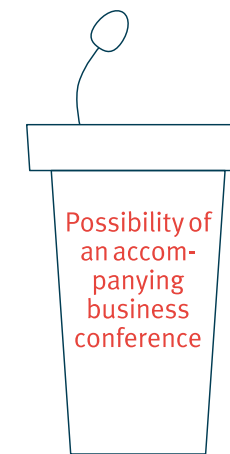
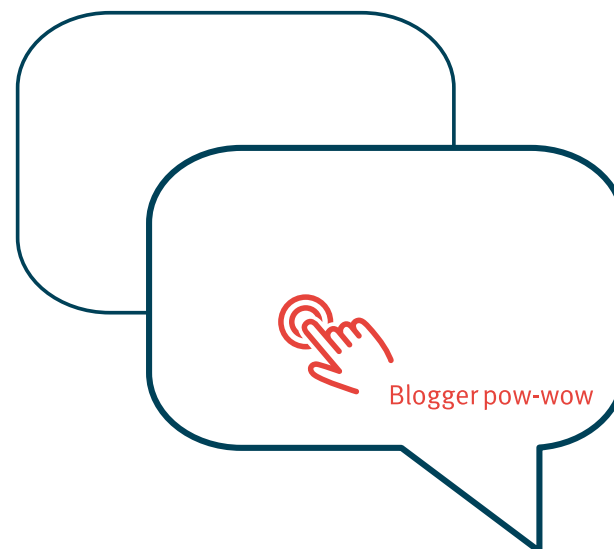
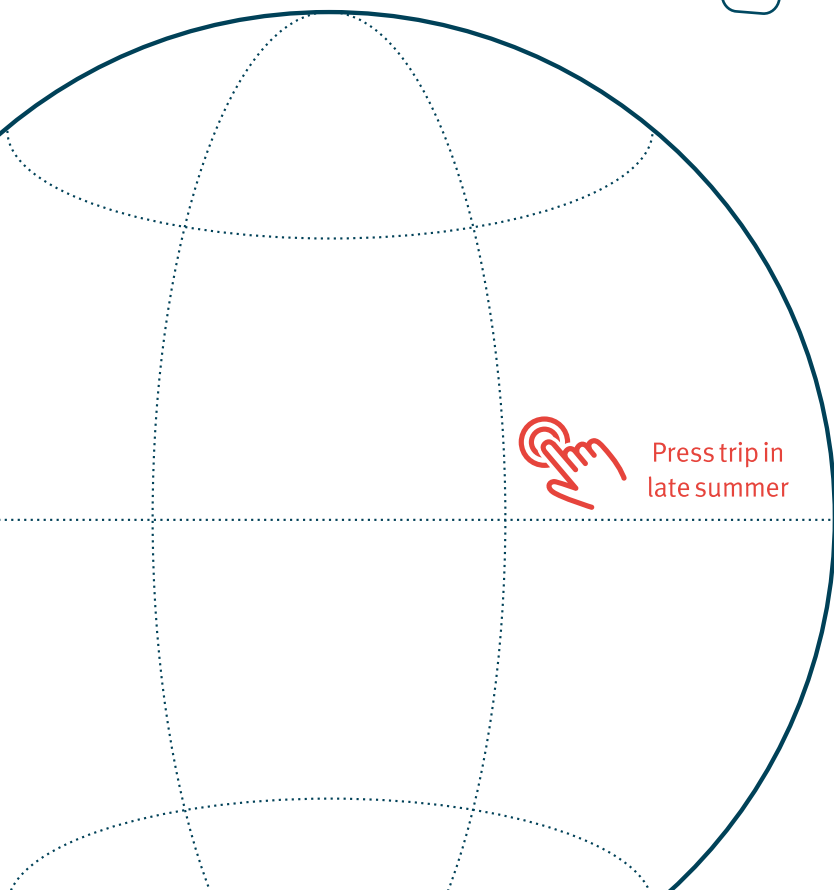
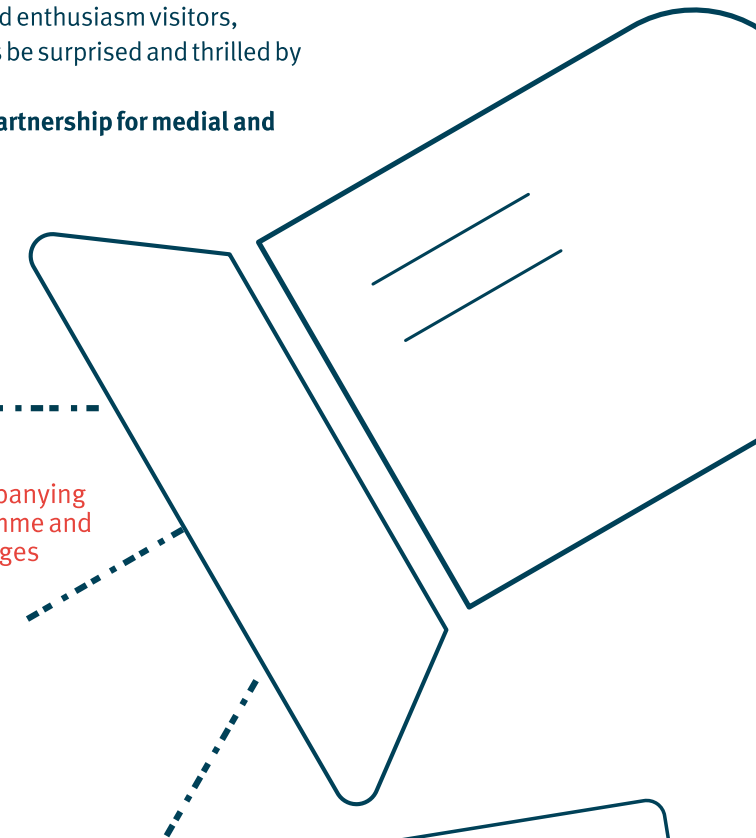
**Acquire new guests and use the caravaning partnership for medial and political networking.**



Opening Press Conference



Accompanying programme and stages



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 caravanning 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  
REISEN & CARAVANING HAMBURG  
TC  
Individual stand area  
Individual stand area  
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:**  
» 14 TO 22 JANUARY 2023  
» 13 TO 21 JANUARY 2024  
» 11 TO 19 JANUARY 2025



**REISEN & CARAVANING  
HAMBURG DATES:**  
» 8 TO 12 FEBRUARY 2023  
» 7 TO 11 FEBRUARY 2024



**TC DATES:**  
» 22 TO 26 NOVEMBER 2023  
» 20 TO 24 NOVEMBER 2024





# WELCOME AS THE CARAVANING PARTNER REGION OF THE HOLIDAY EXHIBITIONS

## Organiser

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## Professional and promotional supporters

DCHV Deutscher Caravan Handels-Verband

ADAC Württemberg



[MESSE-STUTTGART.DE/EN/HOLIDAY-EXHIBITIONS/](https://messe-stuttgart.de/en/holiday-exhibitions/)

