

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 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               |



# PARTNER COUNTRIES IN THE PAST

## CMT PARTNER COUNTRIES

|      |                                     |
|------|-------------------------------------|
| 2020 | Montenegro                          |
| 2019 | Carinthia/Austria                   |
| 2018 | Panama & Hungary                    |
| 2017 | Albania                             |
| 2016 | India & Switzerland                 |
| 2015 | Seychelles & Romania                |
| 2014 | Dominican Republic<br>& Serbia      |
| 2013 | Santa Catarina/Brazil<br>& Slovakia |
| 2012 | Malaysia & Croatia                  |
| 2011 | Kenya & Iceland                     |



## REISEN & CARAVANING HAMBURG PARTNER COUNTRIES

|      |                           |
|------|---------------------------|
| 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

|      |  |
|------|--|
| 2019 | UNESCO World Heritage<br>region Erzgebirge                 |
| 2018 | Freudenstadt in the Black Forest                           |
| 2017 | Seychelles   Hohe Tauern holiday<br>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.**





Duška 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-Dünöw  
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.



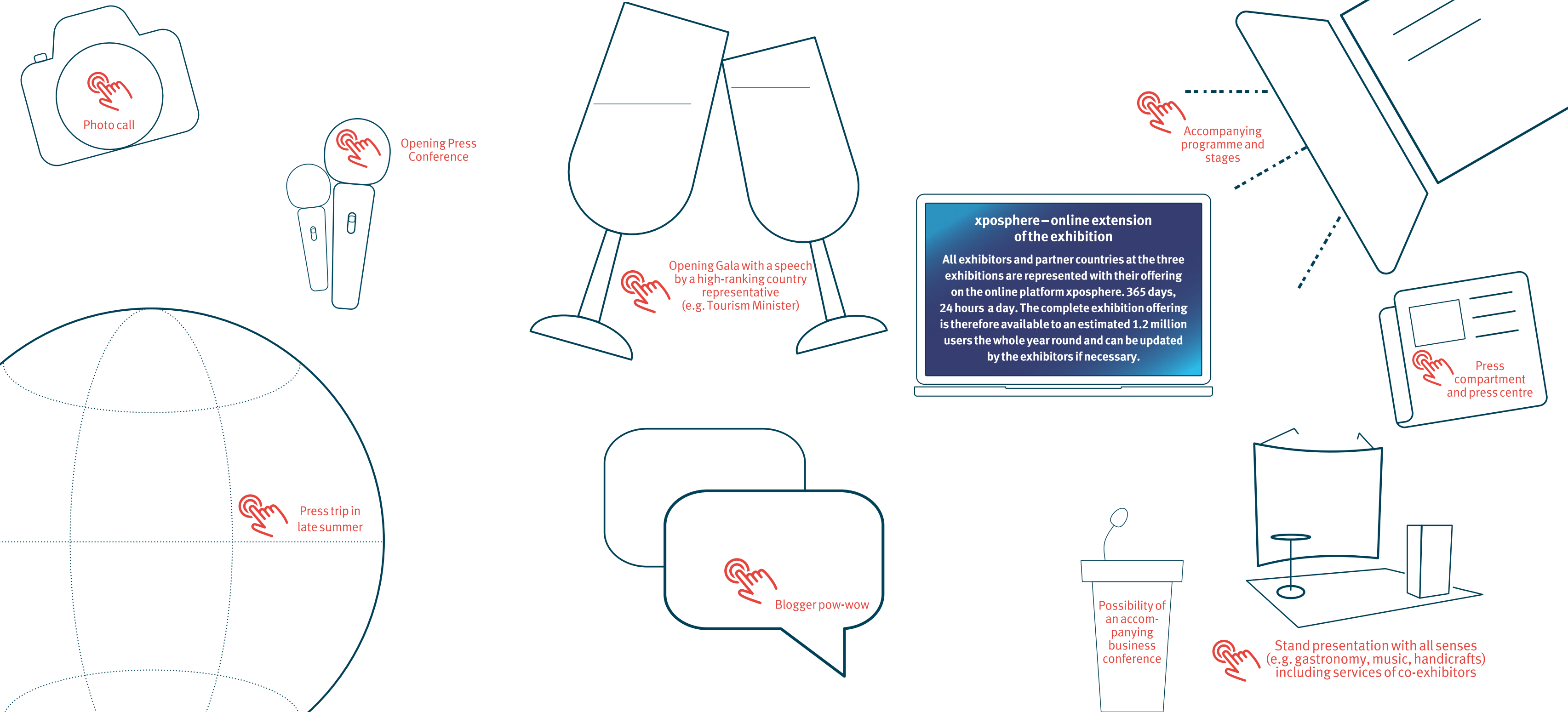
 Provisional placement of the partner countries

 Tourism, camping grounds  Caravaning, mobile homes, caravans  Caravaning and camping accessories  Caravaning, 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:

- » 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



**CMT**  
The Holiday Exhibition.

**REISEN**  
HAMBURG

oohh!  
**CARAVANING**  
HAMBURG



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

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