

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, oohh! 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 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
& Serbia
2013 Santa Catarina/Brazil
& Slovakia
2012 Malaysia & Croatia
2011 Kenya & Iceland



OOHH! 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

2021 Trentino
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.



Dušanka 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

 Caravaning, mobile homes, caravans

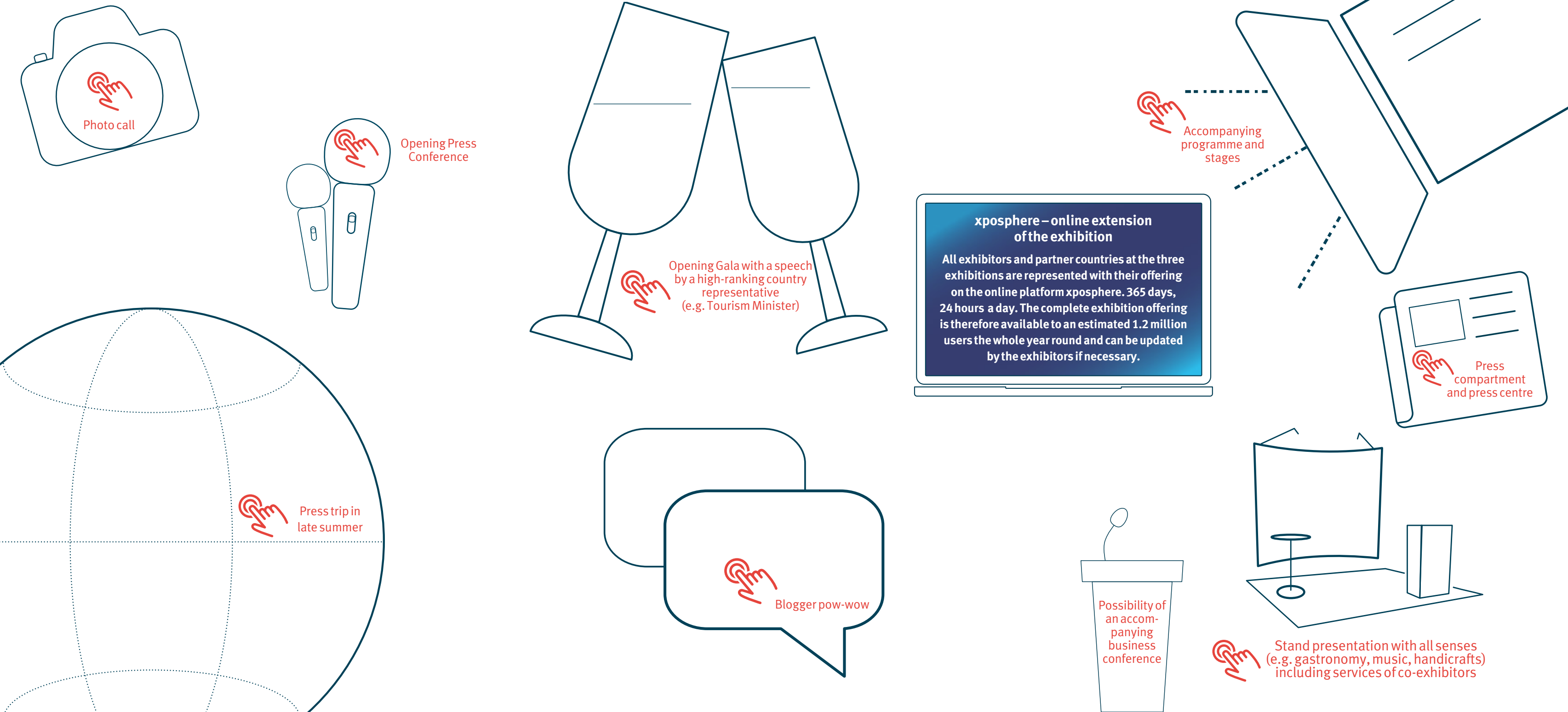
 Caravaning and camping accessories

 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, oohh! 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, oohh!, TC Leipzig
2. *Stand fees*
CMT stand area minimum 100 m²
oohh! stand area minimum 75 m²
TC stand area minimum 75 m²
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:

» 15 TO 23 JANUARY 2022
» 21 TO 29 JANUARY 2023
» 13 TO 21 JANUARY 2024

OOHH! DATES:

» 9 TO 13 FEBRUARY 2022
» 8 TO 12 FEBRUARY 2023
» 7 TO 11 FEBRUARY 2024

TC DATES:

» 17 TO 21 NOVEMBER 2021
» 16 TO 20 NOVEMBER 2022
» 22 TO 26 NOVEMBER 2023
» 20 TO 24 NOVEMBER 2024

CMT
The Holiday Exhibition.

oohh!
Die FreizeitWelten der Hamburg Messe



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

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