

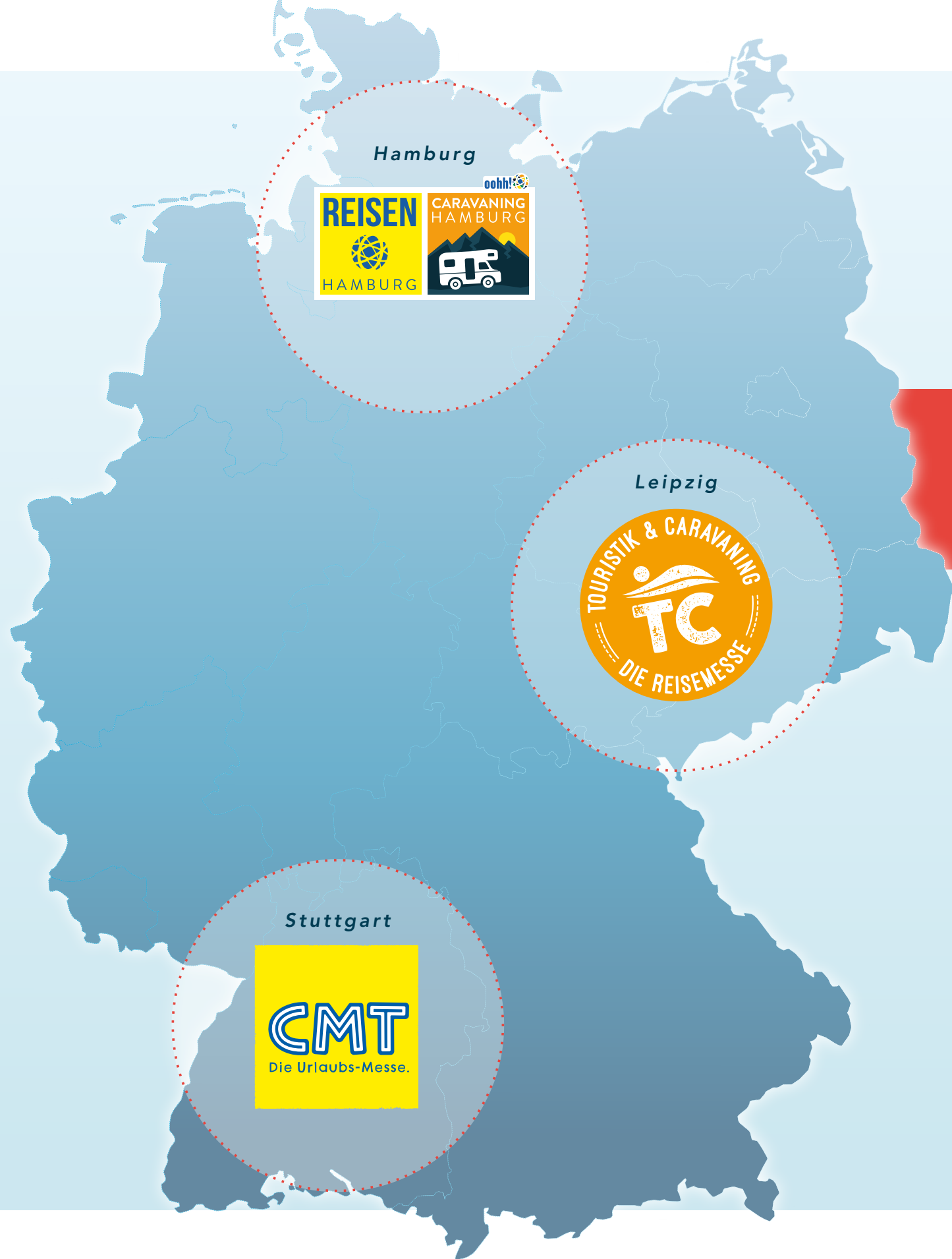


Messe Stuttgart  
Mitten im Markt



*The three holiday exhibitions  
of Messe Stuttgart*





Caravaning

Tourism

The three holiday exhibitions  
of Messe Stuttgart  
with the exhibition areas:

Cycling & Hiking  
Holidays

Golf & Wellness

Water-Based Holidays

Culinary Journeys

Photography

# Cycling & Hiking Holidays

- Outdoor holidays are in demand more than ever before: hiking, trekking, e-bike tours or mountain bike excursions are extremely popular. The unique selling point of the events is the combination of the topics of cycling and hiking, as well as tourism attractions and hardware.
- Thanks to e-mobility, active holidays are no longer just sought after by young and sporting people, they are also attracting interest across the generations.
- Cycling is becoming increasingly more important both in everyday life and while on holiday.
- Outdoor topics will benefit due to the proximity to the caravanning and camping sections. Communal area in the Hiking Pavilion.
- Events will examine the latest trends and developments: startup area, bike parks, cargo bikes, e-mobility.
- The exhibition areas will be supplemented by an accompanying programme for end consumers and trade visitors. The exhibitions are therefore the home of the community and important platforms for technical discussions.
- Extensive testing possibilities on the bike course will create experiences for the visitors.





### **Cycling exhibition area:**






- Cycling regions and cycling holidays in Germany and abroad
- Cycling hotels
- Bicycles (city bikes, cross bikes, trekking bikes, mountain bikes, cargo bikes, travel/folding bikes, e-bikes, racing bikes, special bikes and children's bikes) etc.
- Bicycle accessories
- Cycling clothes
- Tour planners | GPS
- Cycling maps



### **Hiking exhibition area:**

- Hiking regions and hiking holidays in Germany and abroad
- Trekking holidays
- Nordic Walking
- Equipment, outdoor clothing
- Guidebooks, hiking maps and country maps
- Hiking advice

# One topic, every location!

	Exhibition	Duration	Number of visitors	Exhibition area	Venue
	The world's largest consumer show for tourism and leisure	January, 9 days	265,000	<b>Fahrrad- &amp; WanderReisen</b> 3 days: Saturday, Sunday and Monday with 200 exhibitors and 60000 visitors	Separate Hall 9
	FreizeitWelten at Messe Hamburg	February, 5 days	102,000	 5 days, throughout the entire exhibition	Hall B5
	Central Germany's largest holiday exhibition	November, 5 days	56,000	 5 days, throughout the entire exhibition	Hall 4 (tourism hall)
				<b>Your contact for all 3 events</b> <b>Rebekka Körner</b> Exhibition and Event Coordination Manager Tel.: +49 711 18560-2262 Fax: +49 711 18560-2701 rebekka.koerner(at)messe-stuttgart.de	