

The Vienna Ferien Messe was a success right across the board. Satisfied organisers, happy exhibitors, and visitors delighted with the range of offers.

Tip Travel Industry Professional (24.01.2011)

It's holiday time! Discover the benefits offered by 70 countries at the Vienna Ferien-Messe

Österreich (13.01.2011)

Ferien-Messe Wien:
A perfect start to the New Year

Traveller (20.01.2011)

Where are you going in 2012?

FERIEN[®]
MESSE WIEN

International trade fair for holidays, travel and leisure

12 – 15 January 2012

Messe Wien

U2 Messe-Prater

The holiday season starts at this trade fair. New beaches, new countries, new routes, trends and dreams

Die Presse (14.01.2011)

This industry get-together for tourist service providers from home and abroad has become a genuine crowd-puller.

medianet (21.01.2011)

Important exhibitor information

Organised by
Reed Exhibitions[®]
Messe Wien

powered by
rUEFA

Parallel to the 2012

Vienna
Autoshow[®]

www.ferien-messe.at

CHECK IN NOW!

...AT AUSTRIA'S NO.1 PUBLIC ACCESS TOURISM TRADE FAIR

At the Ferien-Messe Wien 2011 around 800 exhibitors from 70 countries attracted a stunning 116,820 visitors. So the omens are great for another successful show in 2012.

WHY?

HAPPY REGULAR AND FIRST-TIME VISITORS

88% of the visitors polled were very pleased with the fair in 2011. So pleased that three quarters of all visitors at the Ferien-Messe Wien 2012 said they'd already entered the event in their diaries for next year.

THE ESSENTIAL INDUSTRY GET-TOGETHER

The Ferien-Messe Wien remains Austria's most popular get-together for the entire tourist industry. The opportunity for experts to meet, and to gather and provide information, is an absolute imperative. Around 3000 members of the industry attended the Ferien-Messe Wien 2011 to find out all about the latest developments in tourism, to attend the traditional Travellers' Evening or to capitalise on the new B2B series of speakers and presentations in gallery B.

ATTRACTIVE MIX OF SERVICES AND OFFERS

The multifaceted nature of the show – exhibition, market place, travel film cinema, stage shows and entertainment – has proven to be highly popular. The 'Cook & Look' features live cooking and culinary specialities. After the fantastic success of the first run, this feature will be back again in 2012, showcasing the best of the fantastic culinary offerings available in Austria and abroad, plus some great presentational ideas. Furthermore, in 2012 the Vienna Autoshow is being held parallel to the Ferien-Messe Wien, thus contributing additional crowd-pulling potential to ensure fantastic visitor figures.

STRONG TENDENCY TO PLACE BOOKINGS

Some visitors come to check out holidays and breaks in Austria (hall B), others are interested in international destinations (hall A). As a rule, almost every second person books a service at the Ferien-Messe Wien or agrees to book or purchase at a later date.

AN IDEAL CATCHMENT AREA

The main catchment area for the Ferien-Messe Wien is the region in and around Vienna; an area home to 2.4 million people both willing and able to afford a holiday. In 2009 the spending power of the average resident of the Vienna region was €17,200, far ahead of the next most lucrative region, Lower Austria at €16,600.

STRONG PARTNERS

The Ferien-Messe Wien 2012 can look forward to cooperating with some reliable, big-name partners. Ruefa, partner country Slovenia and the Austrian partner region support and complement the organisers' high-profile advertising work with various sophisticated activities and campaigns of their own.

HERE'S WHY!

Seize the opportunities for success provided by the Ferien-Messe Wien 2012. Show off your products and services to a high-potential audience at the height of the booking season. Boost the effect of your marketing efforts and image promotion with social contact instead of social media. NOW is the perfect time to register to participate as an exhibitor at the Ferien-Messe 2012.

REVIEW FERIEN-MESSE 2011

THE INFORMATIONS HOTSPOT

87 %

of the visitors from the general public came to the Ferien-Messe Wien to gather concrete information.

THE INDUSTRY GET-TOGETHER

77 %

of trade visitors used the Ferien-Messe Wien as a meeting place to establish and consolidate business relationships.

HOLIDAY ATMOSPHERE ON SITE

88 %

of the visitors were particularly pleased with the atmosphere at the Ferien-Messe Wien – an important indicator for the success of a show.

BROAD RANGE OF INTEREST

92 %

of the visitors have a particular interest in recuperative breaks, short breaks, city breaks, and exclusive holidays and far-away destinations.

PROMISING CATCHMENT AREA

97 %

of the visitors come from Vienna, Lower Austria and Burgenland

GREAT POTENTIAL

76 %

of the visitors will be visiting the Ferien-Messe Wien again in 2012

The details provided are the results of an independent visitor poll carried out on 894 interviewees during the Ferien-Messe Wien from the 14th – 17th January 2011 by 'market', a market research institute (n=894).



» What we particularly appreciate about the Ferien-Messe Wien is the interesting mix of brands, organisers and visitors. We also feel very well looked after by the organisers. In 2011 we were represented at the Ferien-Messe Wien with all our resorts; for the first – but certainly not the last time. «

Gerhard Gucher
Head of Marketing – VAMED

» We were very pleased with the quality of the show in 2011. The Slovenian tourist office is delighted to be able to exhibit at the Ferien-Messe Wien again in 2012. As this year's partner country we are proud to present the 2012 European Cultural Capital, Maribor. «

Jan Ciglenecki
Director of the Slovenian Tourist Office

EXHIBITOR REACTIONS

» The Ferien-Messe Wien is a permanent annual fixture for SalzburgerLand as an ideal opportunity to consolidate existing relations with guests and to establish new ones. We will again be present as exhibitors in January 2012 in order to display our rich array of holiday options to visitors interested in everything from winter sports to summer breaks in Salzburg's alpine pastures. «

Leo Bauernberger
CEO – SalzburgerLand Tourismus GmbH

» The Ferien-Messe Wien is Austria's largest tourism trade fair, and as such it is the ideal stage for showcasing Austrian Airlines' product innovations to consumers. We also use the fair to close business deals with tour operators and to discuss the latest trends with our business partners. «

Kai Utermann
Director Sales Austria & Slovakia – Austrian Airlines

» For Indonesia, Ferien-Messe Wien is a great place to publicly promote Indonesian tourism, and to reach prospective visitors. We see Austria both as a potential market and as a gateway to tourists from neighboring countries. After being absent for several years, Indonesia took part again in the 2011 exhibition. We were delighted by the interest that the visitors showed and are looking forward to participating in this exhibition in the future. «

H.E. Mr. I Gusti Agung Wesaka Puja
Ambassador of the Republic of Indonesia

» We are Austria's largest tourism corporate group. In 2012 we will be for the seventh time a key partner of the Ferien-Messe Wien, a popular get-together for travel enthusiasts and for specialists within the tourist industry. Our elegant hotel lobby expo stand is a central point of contact in the search for attractive holiday offers and new travel trends, from beach holidays in the Caribbean to educational trips around Europe and cruises across the oceans of the world. «

Mag. Harald Nogrsek
General Director – Verkehrsbüro Group

HALL A: INTERNATIONAL DESTINATIONS

Europe and the wide world: This is where exhibitors arouse interest in beach and lake holidays, cruises, city breaks and sightseeing opportunities.

HALL B: AUSTRIA, SPA & HEALTH, SPORT & LEISURE

Hall B has an immense range of day trip destinations, leisure opportunities and holiday options in Austria – for the adventurer, the sporty type, the spa enthusiast or culinary connoisseur.



FERIEN

AN OVERVIEW OF ALL THE DETAILS

DATES & OPENING TIMES:

12th – 15th January 2012
Thursday 10.00 – 19.00
Friday – Sunday 10.00 – 18.00

VENUE:

Messe Wien, Messeplatz 1, A-1020 Vienna (Austria)
Halls A and B

REGISTRATION CLOSES:

09th September 2011

ORGANISER:

Reed Messe Wien GmbH
Messeplatz 1, PO box 277
A-1021 Vienna (Austria)

CONTACT:

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Details and registration forms:

www.ferien-messe.at/en/anmeldung

REGISTRATION/ONLINE FEE (OBLIGATORY):

Registration fee € 240.00
(incl. € 45,00 online fee)

Joint exhibitor fee € 126.00
(incl. € 45,00 online fee)

The registration fee includes a standard entry in the exhibitor directory, performers' union fees (AKM), printed promotional materials for exhibitors to distribute, an allocation of exhibitor admission tickets (according to stand size) and a parking access card. The online fee includes a standard entry in the digital expo catalogue – including link activation, various online services and downloadable promotional aids.

STAND SPACE FEE:

Row stand (1 side open) € 119.50 / m²
Corner stand (2 sides open) € 123.50 / m²
Main/Island stand (3 resp. 4 sides open) € 126.50 / m²
Space for vehicles € 53.50 / m²

Space rental fees are per m² and do not include any infrastructure or obligatory partition walls.

FULL PACKAGE STANDS:

from € 193,00 / m²

Full package stands include space rental fees, uniform construction and complete furnishing as listed in the registration forms. The price does not include registration fees, online fees or power consumption.

All prices are stated without taxes and fees.

EXPO THEMES:

- ▶ Adventure holidays
- ▶ Air and rail travel
- ▶ Camping & caravan
- ▶ Car hire
- ▶ Club holidays
- ▶ Cultural, educational and language travel
- ▶ Destinations for day trips
- ▶ Disabled-friendly holidays
- ▶ Family holidays
- ▶ Far-off destinations and exclusive travel
- ▶ Holiday properties
- ▶ Houseboat journeys
- ▶ Information and travel advice
- ▶ Leisure holidays
- ▶ River and ocean cruises
- ▶ Senior citizens holiday packages
- ▶ Short breaks and city breaks
- ▶ Singles holidays
- ▶ Spa, health and wellbeing
- ▶ Specialist literature
- ▶ Sport & leisure facilities and equipment
- ▶ Sports breaks & Outdoor & Trekking
- ▶ Tailored holiday and travel packages
- ▶ Traffic & Transport
- ▶ Travel insurance

DESTINATIONS:

- ▶ **Austria**
Burgenland • Carinthia
Lower Austria • Salzburg
Styria • Tyrol • Upper Austria
Vienna • Vorarlberg
- ▶ **... and the wide world**
Africa • Asia • Australia & New Zealand
Caribbean • Central and South America
Europe • Indian Ocean
Mediterranean countries • Middle East
North America • Pacific & South Sea

