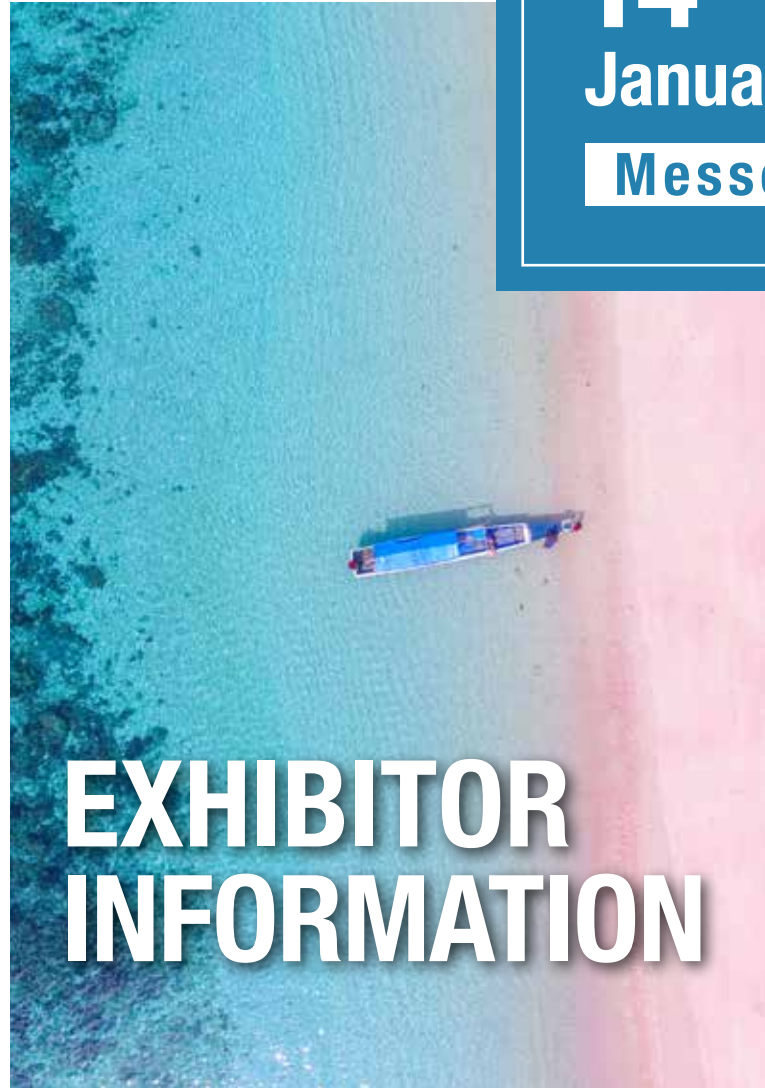
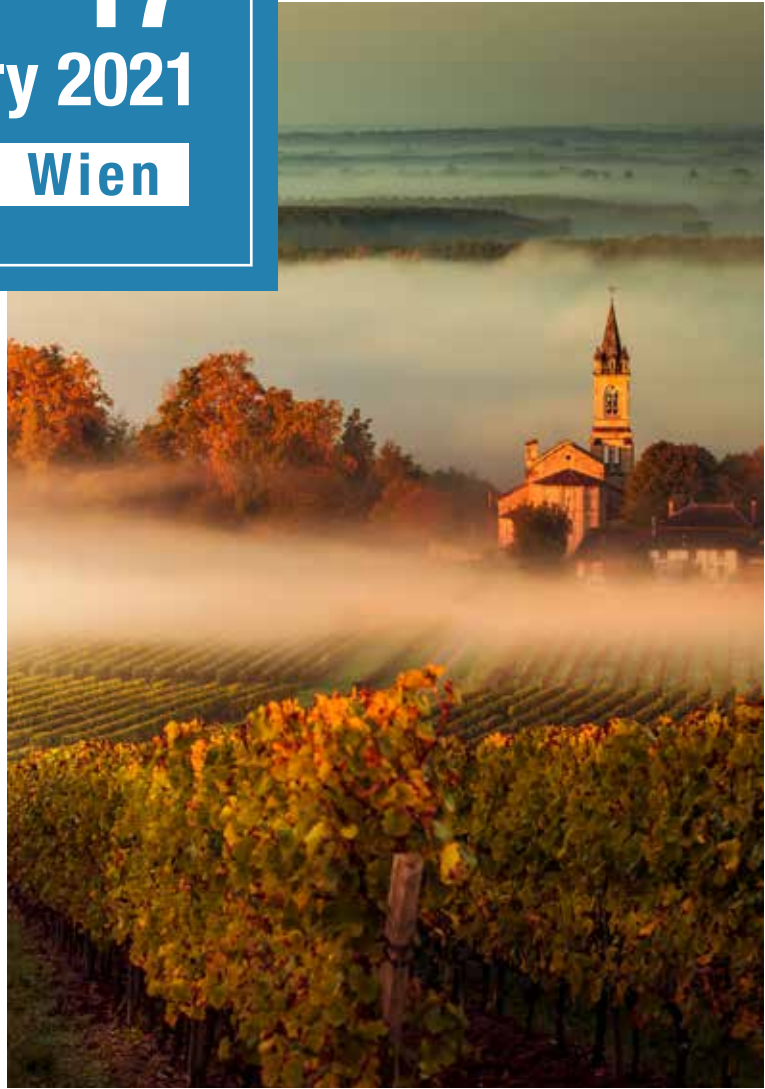


**FERIEN**<sup>®</sup>  
MESSE WIEN  
**14 – 17**  
January 2021  
Messe Wien



**EXHIBITOR  
INFORMATION**







# FERIEN-MESSE WIEN OFFERS ...

## The best platform

Ferien-Messe Wien is Austria's leading and best-attended international consumer travel, holiday and leisure show. The four-day event provides the perfect platform for more than **800 exhibitors from 80 countries** to reach out to over **150,000 prospective clients**.

## Versatility

There are numerous ways for you to showcase your company besides your stand at the fair. These include the opportunity to appear on the **Ferien-Messe Wien stage**, get involved in the **show kitchen programme** and book slots in the talks in the **"Reisekino" travel cinema**.

## Networking

Meet current and prospective clients and partners at **Austria's largest tourism networking platform**, talk about all the latest industry developments and benefit from more than **4,000 trade visitors from Austria and abroad**.

## Exposure

Broad, high-profile **advertising and communication campaigns** promote Ferien-Messe Wien before, during and after the event. This generates considerable media coverage across all channels.

## Digital products

The ferien-messe.at fair website provides an excellent foundation for you to present your products and services to the right target audience from the start. **Attractive online advertising packages** will underline and increase the impact of your exhibition presence.

## Satisfaction

### Glowing exhibitor feedback for Ferien-Messe Wien 2020:



76% were highly satisfied with their participation in 2020  
 81% indicated that they would be returning in 2021  
 72% see participation in the show as a way to add value for their company

## Spending power

### What visitors say about Ferien-Messe Wien:



91% were highly satisfied with their visit  
 90% would recommend the exhibition to others  
 86% indicated that they would be returning in 2020  
 60% are planning a purchase during or after the exhibition

Data comes from an independent survey conducted by leading market research firm Market between 16 and 19 January, 2020.

## Infrastructure

A **modern venue** for the fair with **excellent transport links** enhances satisfaction among exhibitors and visitors. The capital's hotels and cultural attractions have something for every taste. Our team is available to help you plan your stay in Vienna.

## Parallel show

With the **Vienna Autoshow taking place in parallel**, visitors can enjoy added value and access to two complementary fair formats with a single ticket.



### Shopping Mall exhibition space

The Messe Wien Mall provides a link between all of the halls and exhibition areas. This area is also the ideal place to showcase travel-related products.

### Presentation and lecture area

Located directly above Hall B, Gallery B gives our exhibitors access to additional space for their product presentations, training activities and press conferences at attractive rates.

### Ferien-Messe Wien show stage presentation area

Shows, entertainment and infotainment take place at Foyer A of Ferien-Messe Wien. We provide a stage, technical equipment and moderators for our exhibitors, giving them the opportunity to present their company and services to visitors directly and interactively.

### International travel, Hall A

Hall A is home to international destinations, cruise and tour operators, carriers and hotels. Covering more than 15,000 sqm, the space is full of inspiring ideas for new and tried-and-tested holiday formats – and visitors can make bookings on the spot.

### Exhibitor and trade visitor area

Operated in partnership with the trade journal traveller, this area is popular among our exhibitors as a quiet location for meetings and discussions.

### Reisekino travel cinema presentation area

Featuring multiple lecture theatres, the fully-equipped Reisekino travel cinema at the Congress Center lets exhibitors promote their attractive travel destinations to visitors in travelogues and talks.

### SPORTWELT – A world of sports

Handball, rowing, table tennis or even disc golf, sailing or kickboxing? These exciting sports and many more await on Saturday and Sunday in the Congress Center.

### Genusswelt exhibition area & show kitchen

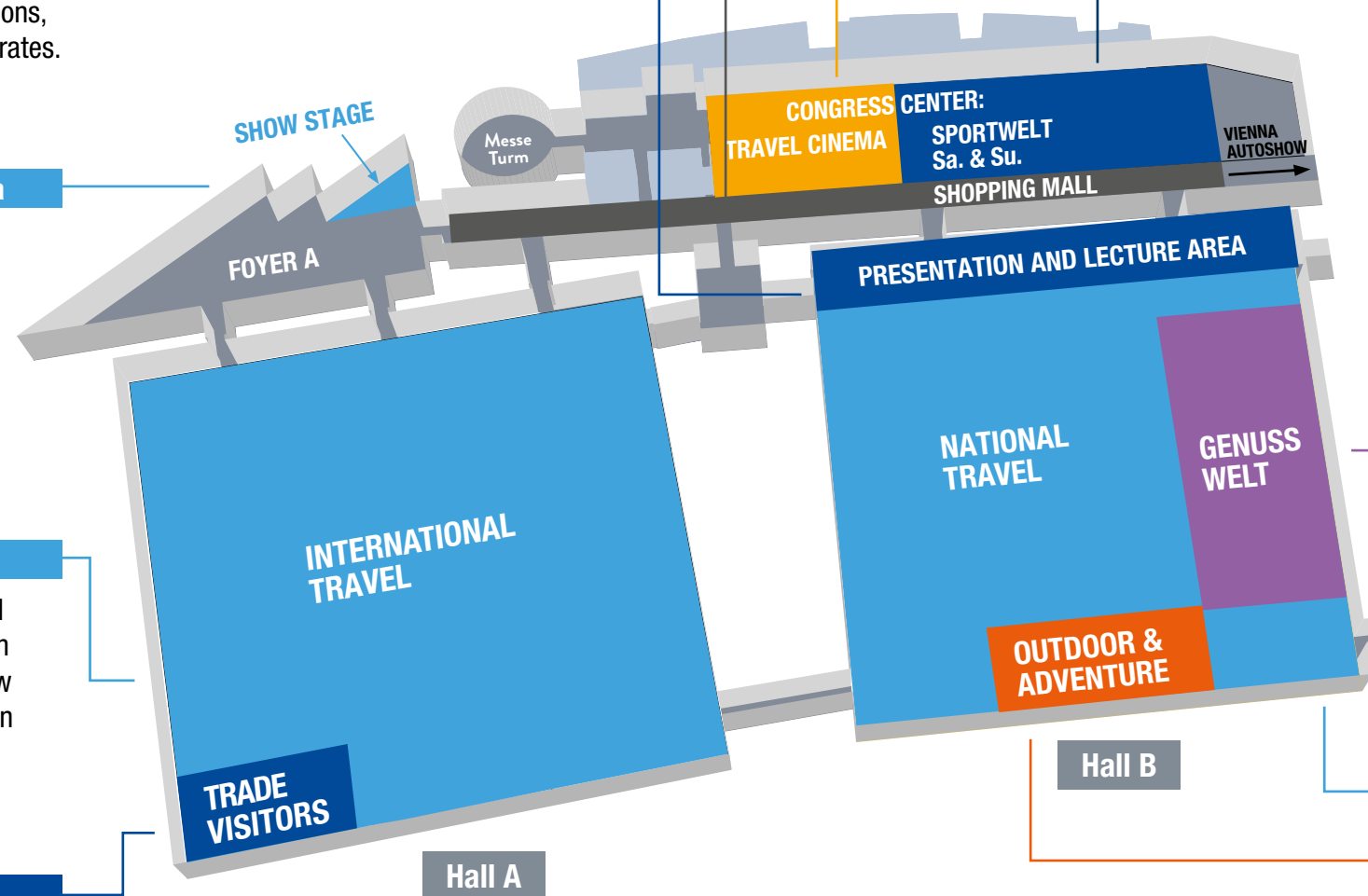
Travel and discovering local cuisine are inextricably linked. Genusswelt in Hall B offers local and international specialities for visitors to enjoy at the fair or take away with them. Operated by the team from Modul University Vienna, the fully-equipped show kitchen with presentation equipment and professional moderators gives our exhibitors a different opportunity to get actively involved in the entertainment programme.

### Holiday in Austria, Hall B

Visitors to Hall B are whisked off on a voyage of discovery around Austria: tourist regions and the companies that represent them reveal the amazing diversity that this country has to offer and inspire visitors to take a holiday in the Alpine nation.

### Nature awaits!

is the motto of Abenteuer & Outdoor in Hall B. Whether in a converted off-road vehicle, on a bike tour towards the mountain top or around a campfire under a starry sky - here visitors will find everything for the next adventure.







## THEMES

Adventure breaks & tours

Active vacation

Day-trip destinations

Beach & pool holidays

Camping and caravan

Club holidays

Recreational trips  
and stays

Specialist literature

Family packages & options

Far-away destinations,  
luxury travel & holidays

Air & rail travel

Leisure options

Culinary travel

Group tours

Houseboat trips

Hotels & accommodations

Individual travel

Information & travel advice

Creative holidays

Ocean and river cruises

Cultural trips

Short breaks & city breaks

Sustainable travel

Package tours

Travel insurance

Travel accessories

Holidays for senior citizens

Holidays for singles

Sport-based trips

Golf, cycling, e-bikes,  
motorcycles, horse riding,  
trekking, water sports, leisure  
time equipment and skiing

Language trips

City trips

Educational trips

Spa, health & beauty breaks

Yacht vacations

## CONTACT

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## DATE & OPENING HOURS

14 – 17 January 2021, Thu bis Sun 10.00 a.m. – 18.00 p.m.

## PARTICIPATION, PRICES AND FEES

www.ferien-messe.at/ausstellen

## ORGANIZER

Reed Messe Wien GmbH, Messeplatz 1, A-1021 Wien

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