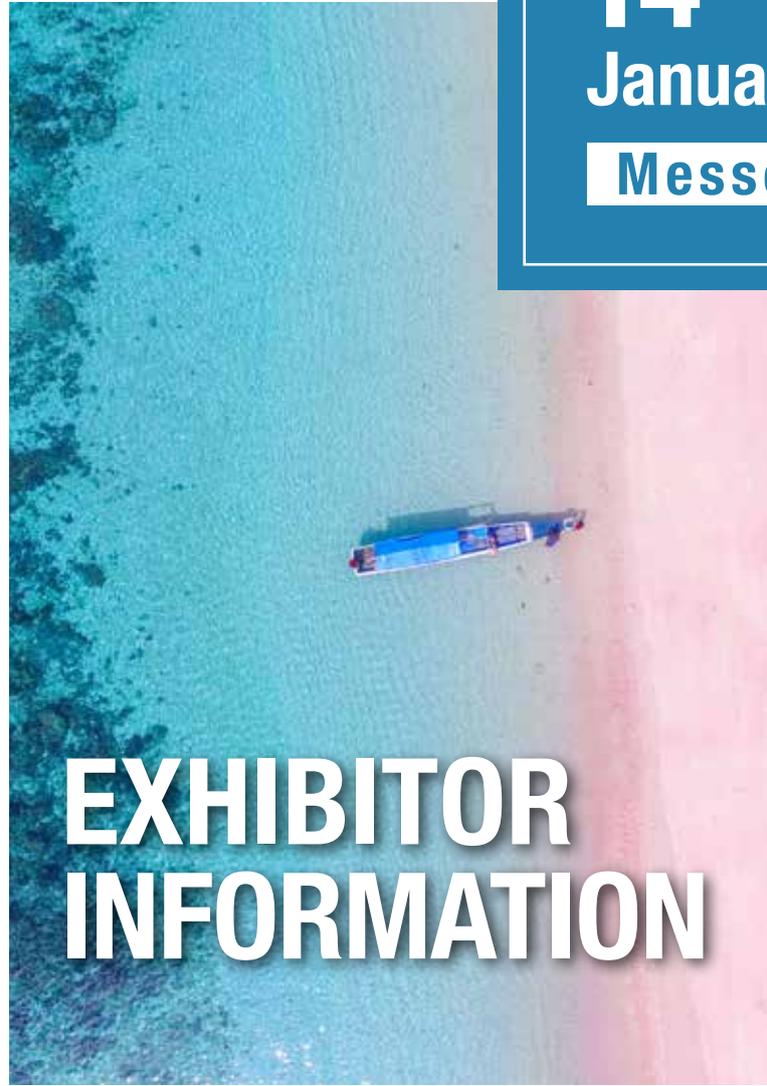




FERIEN[®]
MESSE WIEN
14 – 17
January 2021
Messe Wien



**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

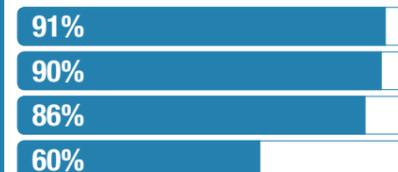
Glowing exhibitor feedback for Ferien-Messe Wien 2020:



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

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www.ferien-messe.at

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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