

REISE
+ CAMPING



Register now
& secure your
stand space!

On to new target groups!

28.02. – 03.03.24

www.reise-camping.de



MESSE
ESSEN

GET A HEAD START WITH US!


Dear Exhibitors,

REISE + CAMPING made a fresh start at the beginning of 2023 with around 85,000 visitors, cementing its position as the biggest holiday exhibition in North Rhine Westphalia.

Over the five days, visitors young and old flocked into the Messe Essen to learn about the newest trends in camping, as well as attractive holiday and travel destinations. The focus, more than ever before, is on the desire to travel and enjoy the experience of independence and individuality with one's own vehicle.

REISE + CAMPING, from 28 February to 3 March 2024, is the ideal platform for you target group's 2024 holiday planning. Present your products and offers, and meet a highly interested audience with purchasing power at the exhibition.

We look forward to seeing you!



Gunter Arndt, Project Director

FACTS & FIGURES

- Around **85,000** visitors to the exhibition
- **90 %** of the audience want to visit the exhibition again
- **88 %** of the exhibitors plan on participating again
- **750** exhibitors and destinations from 20 countries were present at the fair
- **21 %** of visitors travelled more than 100 km to attend

*Source: GMM Gelszus Messe-Marktforschung GmbH
final report on the visitor survey



TRAVEL

Whether they plan a cycling, glamping or caravanning holiday, whether they prefer a package tour or to travel to their own schedule – our visitors cover the entire spectrum. Show your range to our audience of enthusiastic travellers, strengthen your contact with your regular customers, and reach new target groups. Present the highlights of your range with thrilling visual presentations in our holiday cinema.

Or broaden the cruises exhibition area “Erlebnis Kreuzfahrten” with your maritime travel deals.





SKANDINAVIENWELT

Visitors to the exhibition are bewitched by the popular SkandinavienWelt (Scandinavian World), covering an area of 1,500 square metres and offering an authentic atmosphere – as well as great deals, of course. Here, exhibitors offer advice and travel packages on camping in Denmark or Norway, canoe tours in Sweden or nature adventures in Finland.



VANLIFE

It's no longer possible to ignore this megatrend. Demonstrate on site how to carry out extensions and conversions and use your products and services to whet our visitors' appetite for travelling in their own van.

CAMPING & CARAVANING

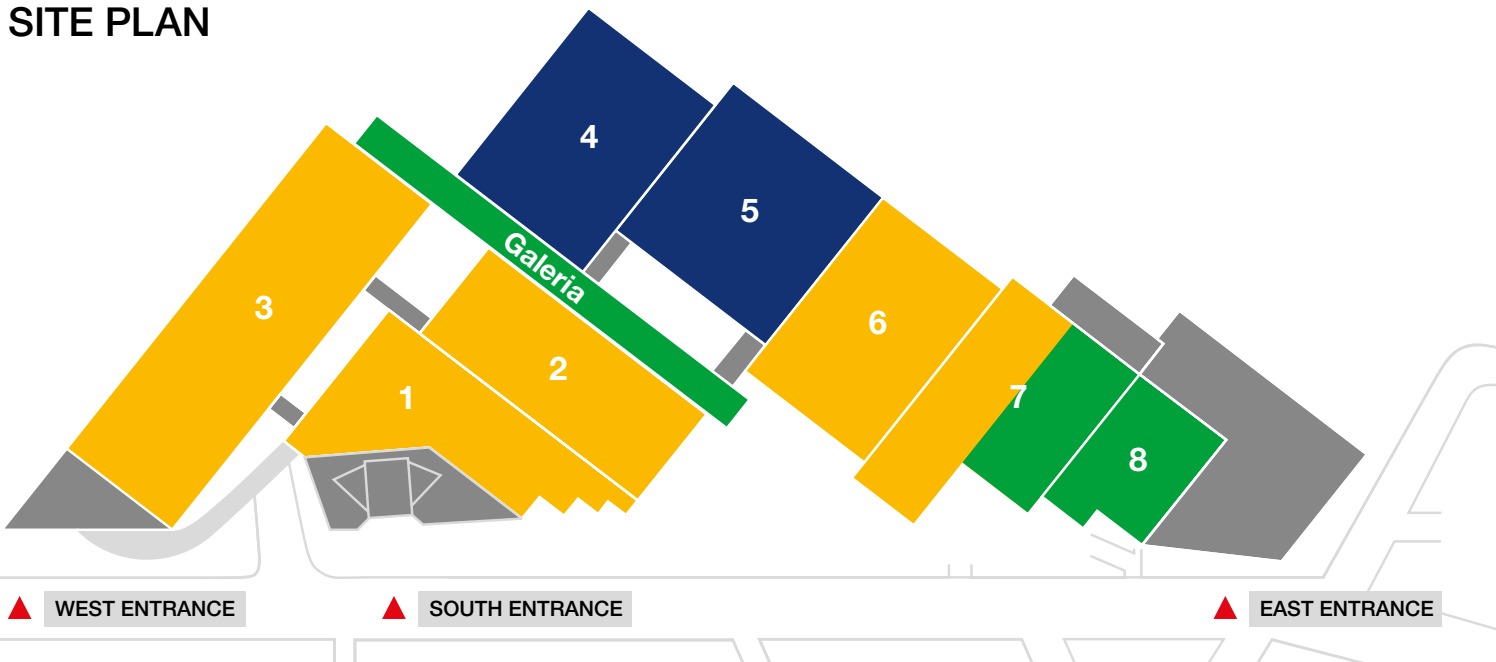
REISE + CAMPING is a must for fans of caravans and motor-homes. Show our visitors just what makes this type of holiday an unforgettable experience, and that there are no limits to either imagination or comfort. There's a huge demand: present the newest vehicles, tents – from car roof versions to family models and awnings – and technical and decorative accessories and furnishings. The trend continues – reap the benefits from it.



FAHRRAD ESSEN runs over four days parallel to **REISE + CAMPING** and completes the tried and tested triad of travel, camping and cycling. Letting you profit from the synergy effect.



SITE PLAN



Halls 1, 2, 3, 6, 7 Vehicles, vehicle technology, mobile homes, tents & outdoor accessories

Hall 7, 8, Galeria National and international tourism

Hall 4, 5 FAHRRAD ESSEN (29.2.–3.3.24)

Dates and opening hours

28.02. to 03.03.24, daily 10 am to 6 pm

Inbound/hotel reservations

EMG – Essen Marketing GmbH

Tourist info

Fon: +49 201 8872-333

touristinfo@essen.de, www.visitessen.de

Organiser

MESSE ESSEN GmbH

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CONTACTS

Do you have any questions?
Please contact us in person.



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