

# Holidays at last!

## TMS Travel Fairs

Autumn 2010 to Spring 2011



Photo: © Alex Bramwell – fotolia.com



**You're the holiday expert!**  
We have just the right fair for you.

# Touristik & Caravaning International Leipzig

17 to 21 November 2010

One of the best travel fairs in Germany\*

## Project management

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## The No. 1 East German travel and caravaning fair

- Travel, camping/caravaning and a bicycle fair with reputed manufacturers and retailers
- 2009: More visitors between the age of 41 and 60 and more visitors from Poland and the Czech Republic\*\*
- 91% of exhibitors and 94% of visitors are planning to come back again in 2010\*\*
- Regular, keen media interest: around 300 accredited journalists, more than 2,000 articles in the media
- Attractive market: travel intensity of 75 percent in Saxony
- Exhibitors confirm: Visitors have specific questions and are keen to purchase or book

## \*Award!

Enormous international recognition: In 2009, Corps Touristique awarded "second place" to TC for best German travel fair of the 2008/2009 fair season. Apart from the reputable CMT Stuttgart and ITB Berlin fairs, TC is the only fair in the top placings organised by a private fair company.

## Fair structure data for 2009

<b>Duration:</b>	5 days, Wednesday (a public holiday in Saxony) to Sunday
<b>Location:</b>	Leipzig Exhibition Grounds
<b>Cycle:</b>	Annually since 1990
<b>Visitors:</b>	71,806 (FKM examined)
<b>Exhibitors:</b>	1,042 exhibiting companies from 43 countries (FKM examined)
<b>Area:</b>	55,000 square metres
<b>Public:</b>	Private and trade visitors
<b>Fair special:</b>	Holiday your way to good health!

## Where visitors come from\*\*

Saxony	60%
Saxony-Anhalt	21%
Thuringia	5%
Berlin/Brandenburg	5%
West German federal states	5%
Abroad	4%

\*\*Information from visitor and exhibitor polls  
Photos: Klaus Dieter Sonntag

# Touristik & Caravaning International Leipzig

## Caravaning Area



Photo: CIVD e.V.

Touristik  
& Caravaning  
International

**TC**



### The Caravan Salon of the East

- Established, trans-regional meet for the sector
- More than 100 manufacturers and retailers present their entire portfolio on more than 20,000 square metres: from low-cost compact caravans to luxury mobile homes
- The latest trends and innovations on show, for comparing, testing and buying
- Presentation of the latest highlights for the 2011 season, such as the newest basic vehicles or highly powered vehicles
- Innovative accessories: Flexible solar cells, diesel heaters and cookers, state-of-the-art and basic ideas for fixtures and fittings
- Improved chassis, such as hydraulic supports, air suspension, wheel spacers, etc.
- Five-star camping grounds and top caravan parks from Germany and all over Europe
- Camping accessories and awnings
- Keen caravan shoppers and camping enthusiasts from Germany, the Czech Republic and Poland

### Leipzig is the heart of central Germany's business region

This business city is located at the meeting point of two important European transport routes and is becoming increasingly important as a bridge between Eastern and Western Europe. Quick and good connections to the Czech Republic and Poland are opening up these markets for both exhibitors and visitors. The well-networked transport links in the region are ideal for business and tourism.

Photos: Hendrik Meyer, Klaus Dieter Sonntag

# abgefahren

die Messe rund ums Rad

19 to 21 November 2010

The bicycle fair in Leipzig is  
your key to success

## Project management

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## Two fairs – one price!

The admission ticket to "abgefahren" is also valid for "Touristik & Caravaning" in Leipzig (17 – 21 November 2010), East Germany's No. 1 fair for travel and caravaning!

## A fair set to expand

- Large range of offers for bicycles and an enthusiastic public
- The number of visitors with strong buying power, aged between 41 and 60, and the share of visitors from abroad, especially from Poland and the Czech Republic, rose significantly once again in 2009\*
- Expectations were met: 90% of exhibitors and 94% of visitors are planning to come back again in 2010\*

## Fair structure data for 2009

**Duration:** 2 days, Saturday to Sunday  
**Location:** Leipzig Exhibition Grounds  
**Cycle:** Annually since 2004  
**Public:** Private visitors (ca. 95%)\*  
and trade visitors (ca. 5%)\*

\*Information from visitor and exhibitor polls  
Photos: Klaus Dieter Sonntag

## An attractive setting for bicycles

- With a large-scale test track
- An interesting stage programme with lectures, workshops, experience reports, film presentations and slide shows
- Action-packed shows and hands-on activities
- Classic features combined with rarities along with the latest trends and innovations
- Distinguished cyclists and guests

## A tailor-made public and excellent preconditions

- Whether athletes or hobby cyclists – enthusiasm for cycling remains unbroken
- At a time of new awareness for the environment and health, the number of cyclists in this federal state continues to rise and so too is the number of cycling paths
- More than 50% of people visiting the fair cycle to get around and for exercise, 22% of visitors came to the fair with the intention to buy a bike

**You too can benefit from the global mega-trend towards healthier and greener mobility with a fun factor!**

# Full service agent for fairs, congresses and exhibitions

**TMS Messen-Kongresse-  
Ausstellungen GmbH**

Trade fairs – up-to-date and perfect

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## Looking ahead

**Touristik & Caravaning International**

**16 – 20 November 2011**

Leipzig Exhibition Grounds

**abgefahren – the bicycle fair**

**18 – 20 November 2011**

Leipzig Exhibition Grounds

**ReiseMarkt Rhein-Neckar-Pfalz**

**6 – 8 January 2012**

Maimarkthalle in Mannheim

**Chemnitzer ReiseMarkt**

**6 – 8 January 2012**

Chemnitz Arena Exhibition Grounds

**Dresdner ReiseMarkt**

**27 – 29 January 2012**

Dresden Exhibition Grounds

### **A member of**

FAMA German Association for Trade Fairs and Exhibitions

AUMA Association of the German Trade Fair Industry

DTV German Tourism Association

CIVD Association for the Caravanning Industry

FKM Society for Voluntary Control of Fair and Exhibition Statistics

RDA International Association for Coach Tour Operators

