

» The world is too big to  
only stay in one place ... «



- Special 2025 -  
Latin America

+ -  
**CAMPER &  
CARAVAN**  
- Days -



» Become an  
exhibitor! «

**Reise**   
**messe**

**31.1. – 2.2.2025**  
**MESSE DRESDEN**

🕒 10 – 18 · [www.reisemesse-dresden.de](http://www.reisemesse-dresden.de)

# Reisemesse



Saxons living up to their reputation as avid travellers – 32,000 travel enthusiasts attended this year's travel expo in Dresden. The expo showed that people's desire to travel remains unwavering, and that it pays to seek **personalised advice** when it comes to planning the best days of the year.

**Become an exhibitor at the 29th edition of the Dresden Travel Fair in 2025!**

Benefits include being able to capitalise on our audience's above-average holiday spending; because Dresdeners spend a total of over a billion Euros a year on their holidays. (Source: a study by the Pestel Institut für Systemforschung)

**Our travel fair is particularly distinguished by attendee booking behaviour:**

**Travel-loving Saxons – Clear ideas and plans – Direct bookings**

*»We look forward to welcoming you!«*

## REVIEW 2024

Exhibitors: over 300  
Attendees: 32,000  
Exhibition space: 20,000 m<sup>2</sup>  
(entire convention centre)



## Range of exhibitors

- Tour operators & travel agencies
- National & international tourism regions
- Hotels, hostels, family-friendly accommodation
- Transport providers
- Cruise providers
- Health resorts & wellness facilities
- Caravans & motor homes
- Camping, recreation & outdoor
- Active/adventure holidays
- Travel advisors



*Germany as a tourist destination*



*Caravanning and camping*



*Alpine delights*



*Family holidays*



*Biking + Outdoor*



*Active/adventure holidays worldwide*



*Go East*



*Cruising*



*2025 fair spotlight: Latin America*



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## Focus areas · Excerpt

### Cruising

Whether it be polar expeditions, luxury Mediterranean cruises, Caribbean cruising, local river cruises or family-friendly cruising, attendees are able to choose from a wide range of options, book their cruises and enjoy attractive expo offers.

### Active/adventure holidays worldwide

Offerings ranging from hiking trips to ski holidays, cycling tours to trending sports such as sailing, golf, mountaineering and much more add to the wide range of options available at the Dresden Travel Fair. Whether it be on water or on land, in the air or on rocky mountains, every thrill-seeker will find what they're looking for here.

### Alpine delights

The mountainous region set amongst snow-capped peaks, blossoming alpine meadows and deep mountain lakes – in summer, the alps are the perfect place for hiking, mountain-biking and climbing, while in winter they transform into a paradise for skiers.

### Germany as a tourist destination

So much goodness on our doorstep – those preferring shorter trips or looking for the perfect place for a mini break will find all they need in Hall 3, which is dedicated entirely to the tourist destination that is Germany, following the trend of 'holidaying at home'.

## The appeal of mobile recreation ...

Whether it be family caravanning, small trailers, campervans or luxury motor homes, Hall 1 is where visitors can experience all things relating to the freedom and independence of travelling on four wheels.

**CAMPER &  
CARAVAN**  
*-Days-*



Cruising



Active/adventure holidays worldwide



Alpine delights



Germany as a tourist destination



## Special 2025: Latin America

As a partner region, Latin America will be in the spotlight at the 2025 Dresden Travel Fair. With its endless travel options, this fascinating continent will be showcased with abundant colour and information at country-specific stands, info stands and in attractive travel presentations, enriched with culinary and musical offerings.

Are you an expert in the regions between the Andes and the Atlantic, between the Caribbean and Tierra del Fuego?

Become part of this 2025 spotlight special and join us in presenting Latin America to our Dresden audience.

We look forward to welcoming you!

*¡Bienvenidos!  
Bem-vindo  
Willkommen!*





## e-BIKE-days · Travel-fair special

The new tourism master plan sees Saxony focusing on year-round tourism and bike offerings. As such, the state is seeking to becoming one of Germany's mountain-biking hotspots by 2030. e-BIKE-days will provide a platform for communication, destinations, offers and technology.

E-bikes are very versatile and have become an essential part of life even in cities. Potential usage options and models range from sporty alpine bikes, to everyday bikes, to carrier bikes.

### Range of offerings

- Pedelecs
- E-bikes
- E-scooters
- Electric mopeds
- E-mountain bikes
- Custom-made cycles
- Technical accessories
- E-mobility tourism
- Free indoor testing course
- Clothing and equipment for cyclists



## Benefits of the Dresden Travel Fair:

- Established for over 25 years
- Travel-loving Saxon audience with clear ideas and plans
- 3 travel halls with an extensive range of holiday options – from short breaks to long-distance trips
- Direct bookings at the fair
- Additional area: Camper & Caravan Days
- Dresden is one of the world's most hospitable cities.  
(Source: Booking.com travel portal 2023)

**97 %** of attendees would recommend the travel fair

**23 %** had already booked/purchased at the fair before the survey,  
**42 %** still wanted to make investments at the fair

Over **85 %** want to do business with specific exhibitors after the fair

» Data from the 2024 attendee survey

## Varied entertainment programme

Attendees can enjoy entertainment and information through various cinematic experiences and presentations. Another highlight is the main show stage with interviews, musical performances and the daily raffle.

## What Dresden offers as a host destination

- A travel-loving, high-spending audience who are particularly open to making bookings directly at the fair
- High-quality exhibitors with strong industry expertise
- Attractive, friendly, unique ... the Saxon capital boasts a distinctive cultural landscape and is one of the most beautiful cities in Europe
- Home to Germany's future – positive demographic trends, long-time birth capital
- Extensive, cross-media advertising in the region



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*Reserve  
now!*

## Venue

MESSE DRESDEN · Messering 6 · 01067 Dresden

The Ostragehege is located a few minutes' tram ride from Dresden's historic centre. The MESSE DRESDEN is an attractive venue – its unique architecture, which combines the character of historic industrial buildings with cutting-edge modernity, provides the perfect setting for the travel fair.

## Organiser

❖ **ORTEC Messe und Kongress GmbH**  
Bertolt-Brecht-Allee 24 · 01309 Dresden  
T (0351) 315330 · [www.ortec.de](http://www.ortec.de) · [info@ortec.de](mailto:info@ortec.de)

Trade-fair company ORTEC has been operating successfully in Dresden since 1991.

With our ISO-certified procedures, we guarantee quality and a customer focus for exhibitors and attendees alike.

IHRE  
😊 FREUNDLICHE  
MESSE

