



*"the most effective
travel trade fair in Germany"*

Reisemesse

30.1. – 1.2.2026

MESSE DRESDEN



www.reisemesse-dresden.de

AN EXHIBITION CENTER FROM THE OUTSIDE,
A TRIP AROUND THE WORLD FROM THE INSIDE



Reisemesse

The people of Saxony live up to their reputation as travel enthusiasts – 32,000 interested parties visited the travel trade fair in Dresden again this year. The trade fair once again showed that the desire to travel is unbroken and that **personal advice on site** also plays a significant role for the best days of the year.

Become an exhibitor at the 30th travel trade fair in the state capital of Dresden at in 2026!

Full exhibition halls and extreme enthusiasm for bookings – that's what characterizes the Dresden travel fair. For many exhibitors, it is the most effective travel trade fair in Germany: only three days long and very busy with visitors.

Focus areas



Destination Germany



Active/adventure holidays
worldwide



Caravanning + camping



Alpine delights



Family holidays



Biking + Outdoor



Go East



Cruising



Cure + Wellness

Range of exhibitors

- Tour operators & travel agencies
- National & international Travel regions
- Hotels, hostels, Family-friendly accommodation
- Transport providers
- Cruise operators
- Spa & wellness facilities
- Caravans & motorhomes
- Camping & outdoor
- Active vacations
- Leisure



Review 2025

Exhibitors:
over 318 from 18 countries

Attendees:
32,000

Exhibition space
(entire convention centre)
20,000 m²

Benefits of the Dresden Travel Fair:

- Established for over 30 years
- Saxony travel enthusiasts with clear ideas
- 3 tourist halls with an extensive range of vacation options – from short breaks to long-distance travel
- Particularly high direct booking rate on site
- own hall with the Camper & Caravan Days – for mobile leisure
- Dresden is one of the most hospitable cities in the world.
(Source: Booking.com travel portal 2023)

97% of visitors would recommend the travel trade fair to others

27% had already booked/purchased at the trade fair before the survey, **29%** still wanted to invest at the trade fair

Over **82%** want to do business with specific exhibitors after the trade fair

» Data from the **visitor survey**
conducted in 2025

Varied entertainment programme

Interesting and well-attended travel presentations are held in several vacation cinemas.

Another attraction is the large show stage with interviews, presentations and the daily raffle.

What Dresden offers as a host destination

- Industry purity and high quality of exhibitors
- Attractive, likeable, unmistakable: the state capital has a unique cultural landscape and is one of the most beautiful cities in Europe
- Dresden is growing: by 2040, more than 600,000 people are expected to live in the Saxon state capital. The travel trade fair benefits from the booming location – as Europe's leading microelectronics location, Dresden is recording above-average growth momentum.
- Extensive and cross-media advertising in the region

Focus areas · Excerpt

Destination Germany

The good things are so close – anyone who prefers a short journey or is looking for a suitable short break destination at will find what they are looking for in Hall 3 of the trade fair, which is entirely dedicated to Destination Germany and thus follows the trend towards vacations in your own country.

Active/adventure holidays worldwide

According to the FUR travel analysis, Saxons do not like to lie around on their lazy skin on vacation, but are active and therefore much more adventurous than the German average. Active vacations are therefore in demand at Dresden – the travel trade fair presents attractive long-haul destinations as well as popular European destinations and invites you to travel the world.

**THE WORLD IS TOO BEAUTIFUL
TO STAY IN ONE PLACE.**

Alpine delights

The mountain region between snow-capped peaks, blooming Alpine meadows and deep mountain lakes – In summer, the Alps are an ideal hiking, mountain biking and climbing region, while in winter they attract as a real skiing paradise.

Cruising

Whether an expedition trip to the pack ice, a luxury cruise on the Mediterranean, a cruise to the Caribbean, a river cruise on local waters or a family cruise – guests can choose from a wide variety on site at, book their cruise at and benefit from attractive trade fair offers.



Camping is in vogue – since 2015, the annual number of new registrations of motorhomes has more than doubled. A study by the German Institute of Tourism Economics (dwif) shows that caravanning is the most cost-effective form of vacation in Europe.

Depending on the destination, travelers can save up to 60% compared to vacation apartments or hotels.

Whether family caravan, compact trailer, campervan or luxury motorhome – Hall1 is all about freedom and independence of a trip on four wheels.

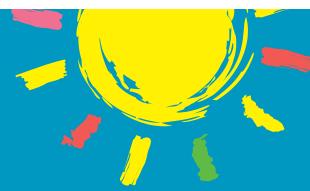


THE FASCINATION OF MOBILE LEISURE TIME



Focus areas · Excerpt

In line with current trends and the tourism master plan, Saxony is increasingly focusing on year-round tourism and a wide range of bike offers. The state aims to become one of the leading hotspots for mountain bikers in Germany by 2030. The e-BIKE-days, which also complement the Camper & Caravan-Days travel trade fair, provide an ideal platform to present the latest offers, technologies and destinations relating to bikes to.



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MESSE DRESDEN | ⏰ 10 a.m. – 6 p.m.

Become an
exhibitor!

Have we piqued your interest as an exhibitor?
Request your documents: reisemesse@ortec.de

» 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) 315 33 0 · www.ortec.de · 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.

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FREUNDLICHE
MESSE



www.reisemesse-dresden.de

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