



**BREMEN  
ERLEBEN!**

*Wishing you  
were here?*

# Reise Lust

*The holiday trade fair*

**2019**

**8th – 10th Nov.  
MESSE BREMEN**

[reiselust-bremen.de](http://reiselust-bremen.de)

# Boost your sales!

Great holidays and great tastes – it's a combination loved by exhibitors and visitors alike. You too can profit from our trio of trade fairs ReiseLust, FISCH & FEINES and CARAVAN Bremen! We offer you attractive presentation areas, a wide range of application options and individual support.

Inspire and attract new customers at ReiseLust 2018. Our public is famous for its high purchasing power and ready to meet you from 8th to 10th November.



## Review of 2018

### 3 trade fair topics

- ReiseLust (travel & holidays) MESSE BREMEN
- FISCH & FEINES (fish & delicacies) MESSE BREMEN
- CARAVAN Bremen (caravans & motorhomes)  
Fachausstellungen Heckmann GmbH

🏠 Location: Bremen Exhibition Site

📅 Duration: 3 days

👤 Number of visitors: 39.097 gesamt

# Reise Lust

### Trade fair facts

Visitor type: Final consumers

Number of visitors: 27.071\*

Number of exhibitors: 291 from  
23 countries

Floor space: 9300 m<sup>2</sup>

Accompanying programme for exhibitors:

Free exhibitor party and free  
guided tours of the city

Accompanying programme for visitors:

Holiday tombola, travelogue talks,  
stage show, child-minding service

### Facts & figures from ReiseLust 2018

#### Exhibitors:

★★★★★ 97,7% of exhibitors are satisfied or extremely satisfied with the achievement of their main trade fair objectives

★★★★★ 93% of exhibitors would like to or will definitely exhibit again at the next ReiseLust

★★★★★ 97% of exhibitors would recommend the trade fair

#### Visitors\*:

★★★★★ 93,7% of visitors were satisfied with their visit

★★★★☆ 78,5% of visitors were inspired by the information they received at ReiseLust to definitely or maybe book something in the future

### Terms in 2019

Row stand	€ 86.00 per m <sup>2</sup>
Corner stand	€ 94.00 per m <sup>2</sup>
Head stand	€ 98.00 per m <sup>2</sup>
Block stand	€ 106.00 per m <sup>2</sup>

Net prices plus AUMA fee of € 0.60 per m<sup>2</sup>

5% early booking discount up to 1st March 2019

All-inclusive and tailored offers available on request.

## Exhibitors' voices

„ReiseLust attracts a good number of visitors. Guests are almost without exception very interested. We will be back for sure.“

**nicko cruises Schiffreisen GmbH,  
Siegfried Steinacher, Stuttgart**

„We were first-time exhibitors at ReiseLust and were positively surprised by the upmarket quality of the audience. A great and highly committed event team, ready to lend a hand whenever needed.“

**Tour Vital, Mrs Buschkühle, Cologne**

„There were many highly interesting conversations on niche topics, such as travelling deserts. Family holidays were also in high demand. Many visitors came with elaborate expectations for their holiday plans.“

**Israel Tourism Office, Mrs Renate Wikarski, Marketing**

„Me and my team enjoyed the pleasant conversations with customers and took a great number of booking requests. We could not be happier.“

**America Unlimeted, Timo Kohlenberg, Hanover**

„We really enjoyed it. It makes so much sense to market the North in the North. A great atmosphere and lovely colleagues from the other exhibitors as well. We look forward to the next time around!“

**Upstalsboom Hotel + Freizeit GmbH & Co. KG,  
Bosse Willenberg & Pauline Petersen, Emden**

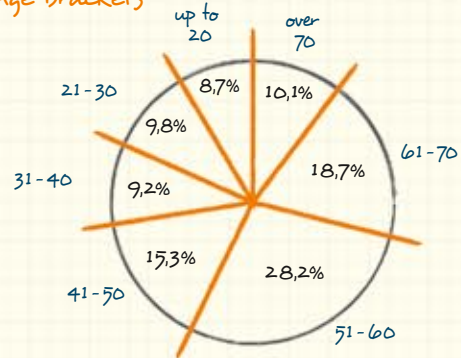
„We are thrilled. Not a single brochure left - the audience could not have been any better.“

**Culture and Tourism Office of the Baltic seaside resort town of Prerow, Nils Jaeschke, Baltic seaside resort town of Prerow**

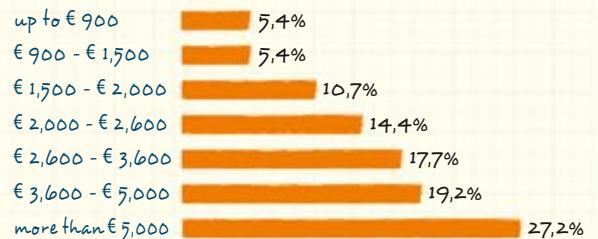


## Visitor analysis\*

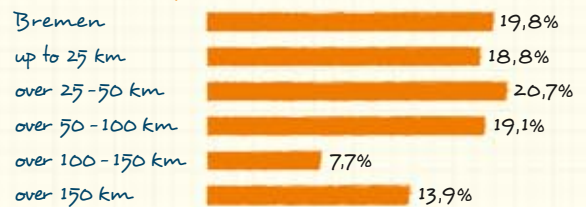
### Age brackets



### Net household income



### Permanent place of residence



# Exhibition site map



## Advantages of the Bremen location

- Population of 680,000 (Bremen and Bremerhaven) and a large catchment area of four million
- Modern exhibition halls with high-quality facilities
- Central location – only a 3-minute walk from the Central Station and 15 minutes' drive from the airport
- Optimal bus and tram network, plus very good motorway access
- Accommodation available in the direct vicinity

## Here's how we advertise for you

- Media cooperation with regional and supra-regional daily papers and radio stations
- Ad campaigns in daily papers and monthly magazines
- Special pages in the daily paper
- Radio commercials in October / November
- Online banners on selected websites
- Social media campaigns
- 2,000 roadside billboards in a radius of 100 km
- More than 4,000 shop posters and 30,000 flyers
- Distribution of vouchers
- Grip bar hangers in buses and trains
- PR campaigns
- Direct mailshots
- Various large areas in Bremen
- Illuminated Citylight posters
- Posters in Bremen Central Station



## Information and contact

### Event organiser



**MESSE BREMEN & ÖVB-Arena**  
**M3B GmbH**  
 Findorffstraße 101  
 D-28215 Bremen, Germany  
 messe-bremen.de

### Contact

**Ulrike Harth**  
 Phone +49 (0) 421 3505-354

**Laura Prätorius**  
 Phone +49 (0) 421 3505-536

Fax +49 (0) 421 3505-576  
 info@reiselust-bremen.de  
 reiselust-bremen.de

*We look forward to hearing from you!*

 /reiselust.bremen

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