

09.02.2024

Tickets for Reise + Camping and Fahrrad Essen now available

Buy tickets for popular trade fairs conveniently online

Buy tickets for popular trade fairs conveniently online

Discover, experience, try out: At Reise + Camping (February 28 to March 3, 2024) and Fahrrad Essen (February 29 to March 3, 2024), the wide world of vacations and two-wheelers will open up to visitors at Messe Essen. Tickets for the popular events are now available in the online ticket store at www.reise-camping.de and www.fahrrad-essen.de. A ticket for Reise + Camping or Fahrrad Essen also entitles the holder to visit the other trade fair from Thursday, February 29.

Most recently, the trade fair double attracted over 750 exhibitors and destinations as well as around 85,000 visitors to Messe Essen. In addition to tourist destinations, Reise + Camping offers a comprehensive range of vehicles and accessories for mobile travel: Caravans and campers are just as much a part of the range as motorhomes, folding caravans, mobile homes, tents and camping furniture. Fans of the up-and-coming vanlife trend will particularly get their money's worth. On over 1,800 square meters of exhibition space, start-ups and private designers will be showcasing intelligent solutions for life in a van.

Wide range of products at Fahrrad Essen

At Fahrrad Essen, which will take place from February 29 parallel to Reise + Camping, travel enthusiasts will not only find the right two-wheeler for their next vacation, but can also get to know cycling tourism offers, accessories and current trends. The offer ranges from e-bikes and pedelecs to trekking bikes and classic mountain bikes.

For Reise + Camping, a regular day ticket for Wednesday, February 28, costs twelve euros in the online store. Young people aged 14 and over, schoolchildren, students, trainees, pensioners and people with disabilities pay the reduced price of ten euros. Children aged six to 14 can enter the trade fair for just one euro. Admission is free for children under six. From Thursday, February 29, admission will also be valid for Fahrrad Essen. Adults will then pay 14 euros, concessions twelve euros and children one euro. A two-day ticket costs 22 euros.

09.02.2024

Mecklenburg-Vorpommern becomes a partner region at Reise + Camping 2024

From the lake district to the Baltic coast: vacation region presents itself at Messe Essen

From the lake district to the Baltic coast: vacation region presents itself at Messe Essen

Around 800 exhibitors from over ten nations - from February 28 to March 3, 2024, Reise + Camping at Messe Essen will show tens of thousands of visitors the latest trends and developments for the vacation season. The tourism region of Mecklenburg-Vorpommern, with its breathtaking landscapes from the Mecklenburg Lake District to the vacation islands of Usedom and Rügen, will be presenting itself as a partner region at North Rhine-Westphalia's largest vacation trade fair in 2024.

"We are delighted to be able to present the beauty of our vacation region to visitors to North Rhine-Westphalia's largest vacation trade fair. With around five million overnight stays a year, Mecklenburg-Vorpommern has become one of the most popular travel destinations in Germany in recent years - and the trend is continuing. Reise + Camping is the ideal opportunity to show travelers a region full of scenic highlights, activities and recreation", says Berit Neumann, head of the Mecklenburg-Vorpommern branch of the Federal Association of the Camping Industry in Germany.

Popular destination for campers

Holidaymakers particularly enjoy visiting the federal state on the Baltic Sea coast with a caravan, motorhome or tent. Mecklenburg-Vorpommern recorded over 440.000 arrivals at its campsites in the first half of 2023 alone - an increase of 14 percent compared to the previous year.

"Our region is already one of the preferred vacation destinations in Germany for campers. In addition to the Mecklenburg Lake District with its around 2,000 lakes, the sunny Baltic Sea islands of Rügen and Usedom are particularly popular. There are also numerous popular destinations on the coast and inland. We are looking forward to introducing Reise + Camping guests to the diversity of Mecklenburg-Vorpommern", says Neumann.

The region is not only characterized by a variety of opportunities for recreation by the water, but is also the perfect place for vacations by bike. This makes it an ideal fit for Fahrrad Essen, which will take place from February 29 to March 3 alongside Reise + Camping. In addition to a large selection of bicycles and e-bikes in particular, visitors can also look forward to accessories and other cycling tourism offers.

Suitable combination with Fahrrad Essen

"In combination with Fahrrad Essen and the partner region Mecklenburg-Vorpommern, a visit to Reise + Camping is particularly worthwhile. You can plan your next vacation with the right equipment in a great vacation region. We are delighted that we have been able to gain such an attractive travel region as a partner",

explains Gunter Arndt, project manager of Reise + Camping.

Further information can be found at www.reise-camping.de.

09.02.2024

Vanlife area expands significantly at Reise + Camping 2024

On up to 1800 square meters, leading suppliers present creative solutions

On up to 1800 square meters, leading suppliers present creative solutions

Vanlife is booming - and Reise + Camping, North Rhine-Westphalia's largest vacation trade fair, is taking account of the hype surrounding the great freedom to travel. Instead of 900 square meters as before, exhibitors from all over Europe will now present their ideas and solutions for vanlife on an area of over 1800 square meters in Hall 7 of Messe Essen from February 28 to March 3, 2024.

"The entire field of vanlife camping is experiencing a huge influx. It was already noticeable during the last trade fair that many visitors showed particular interest in the vehicles in this area," says Gunter Arndt, Project Manager of Reise + Camping. "We want to take this development into account with the expansion of the area. That's why we have more than doubled the area for exhibitors from this range of topics."

A special highlight in the vanlife area in Hall 7 will be a public service bus that has been converted into a camping vehicle. Youtuber Daniel Dobsza will present his vehicle here and show the ideas and tricks he used to convert it into a real vacation paradise on wheels. For questions and suggestions, the owner of the extraordinary motorhome will be available throughout the event.

Technology avenue runs through entire exhibition hall

Young people in particular are enthusiastic about vacations in camping vans. This is also noticeable in the industry: "Many new companies have innovative ideas with which they are pushing onto the market. Reise + Camping is the best opportunity to present these innovations and solutions to a broad audience," says Arndt.

In keeping with the vanlife area, there will be a technology avenue in Hall 3, where leading companies in the motorhome industry will be exhibiting technical accessories. From refrigerators to air conditioners to solar modules, everything that makes the camping heart beat faster will be presented in the area. "On a width of 15 meters, our technology avenue stretches through the 300-meter-long hall. Here, visitors will have the opportunity to experience all the innovations and current developments that leading manufacturers are offering on the market," explains Gunter Arndt.

Reise + Camping recently attracted over 85,000 visitors. More than 90 percent of the visitors were completely satisfied with the fair and plan a renewed visit. Exhibitors can find registration documents, conditions of participation and information on stand prices on the website www.reise-camping.de.

09.02.2024

Messe Essen draws a strong final balance for Reise + Camping 2023

Leisure fair enjoys unbroken popularity

Leisure fair enjoys unbroken popularity

Reise + Camping is back. After a three-year break due to the pandemic, around 85,000 visitors helped North Rhine-Westphalia's largest holiday trade fair to make an impressive comeback. From February 22nd to 26th, young and old flocked to Messe Essen to find out about new camping trends and attractive travel destinations. Especially at the weekend, all the halls were as busy as in the best pre-Corona times. Around 750 exhibitors and destinations presented everything for the best time of the year at Reise + Camping and Fahrrad Essen, which was held in parallel from 23rd February. In addition, many former exhibitors used the fair to register for 2024.

"We can be more than satisfied with this great result. Despite the aftermath of the pandemic and supply bottlenecks in the camping industry, we were able to continue with Reise + Camping almost seamlessly at the level from before the pandemic. I am very happy about this impressive result and would like to thank all exhibitors and visitors," explains Oliver P. Kuhrt, Managing Director of Messe Essen. Dieter Albert, President of the German Camping Club, also draws a positive conclusion: "For us, Reise + Camping is an indispensable date, here the fair visitors can expect the most beautiful camping sites in Europe. Especially in North Rhine-Westphalia the interest in mobile travel is very high. We are very satisfied with our participation in the fair and are already looking forward to next year."

Camping accessories and vehicles lead the popularity ranking

Almost half of the visitors not only obtained information at the trade fair, but also used it to place orders or make purchases. The exhibitors of camping accessories, vehicles and the international campsites in particular proved to be crowd pullers. The strongest increase in visitor interest compared to 2020 was recorded, among others, by suppliers of vehicle accessories and campsites in Germany. All in all, around 92 percent of visitors were completely satisfied or satisfied with their visit, and 90 percent plan to visit again.

In addition to the joy of seeing the exhibitors and visitors again, the Reise + Camping was characterized by numerous products and innovations. The vehicle industry presented current vehicles and caravans in almost every imaginable size and layout. In addition, there were innovative mobile homes and unusual accessories such as an inflatable parasol stand and a flutter sunshade whose fabric creates a deceptively real palm tree feeling. Comfort and sustainability were the defining trends across the range - from mobile homes with a retractable attic (including a workplace) to tents made of environmentally friendly materials and eco-certified campsites.

Partner region Sønderjylland enchants with Danish Hygge

It was really cozy and homey in Hall 8, where Denmark's Sønderjylland presented itself as the partner region

of Reise + Camping. The friendly Scandinavians provided, among other things, Danish gin and wine as well as the specially traveled oyster king Jesper Voss for the typical hygge feeling in the middle of the Ruhr area. Gitte Hoeg Andersen, PR and marketing coordinator of Destination Sønderjylland, summarizes: "We were pleased with the great interest at the fair and we are going back to Denmark with many new contacts, a lot of media reports about our region and without our brochures, as they were all distributed on the last day. Conclusion: a huge success!" As another partner, the city of Prizren also presented itself and promoted a visit to southern Kosovo.

The German Camping Club (DCC) used Reise + Camping as an eye-catching stage for several award ceremonies. On the first day of the fair, the German Camping Award was handed over to hobby founder Harald Striewski, on whose behalf Managing Director Holger Schulz accepted the award from Essen's Lord Mayor Thomas Kufen. In addition, the DCC honored particularly comfortably equipped campsites and pitches in Europe with the coveted Europe Award.

Market situation for bicycles easing

Parallel to Reise + Camping, another trade fair provided reunion joy: At Fahrrad Essen in Hall 5, exhibitors presented new bicycles, accessories and tourist offers from February 23rd to 26th. The most popular models on offer included e-bikes and pedelecs, trekking bikes and cargo bikes. Several parcours areas invited the visitors to extensively test their dream bike, including a dedicated circuit for e-bikes. At the same time, Fahrrad Essen made it clear: After the tense market situation during the pandemic, the supply bottlenecks are largely over and prices are falling again.

Experts also expect the market in the camping sector to have relaxed somewhat by the next Reise + Camping (February 28th to March 3rd, 2024). One day later, Fahrrad Essen will start as usual and complete the proven triad of travel, camping and cycling. Interested exhibitors can find the application documents at www.reise-camping.de and www.fahrrad-essen.de, the closing date for applications is August 31st, 2023.