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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

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