Freizeit
Touristik & Garten
Exhibition Centre Nuremberg

Tourism
Caravaning
Outdoor & Sport
House & Gardening

Personal contacts – Sustainable success!
Catchment area:
- Nuremberg municipality 22%
- within a radius of 25 km 24%
- within a radius of 26-50 km 19%
- within a radius of 51-100 km 21%
- within a radius of more than 100 km 14%

Areas of interest:
(> one answer possible)
- Tourism 72%
- Caravanning/Camping 46%
- Outdoor/Sport/Cycling 52%
- Garden 70%
- My house 55%

Net household income:
- up to 1.500 € 12%
- 1.501 € to 2.600 € 18%
- 2.601 € to 5.000 € 21%
- over 5.000 € 10%
- no information 39%

age structure
- up to 30 Years 18%
- 31 to 40 Years 10%
- 41 to 50 Years 22%
- 51 to 60 Years 26%
- over 60 Years 24%

An average of 450,- euros are spent

Random sample: 1,033 interviews, carried out in 2014 by Gelszus Trade Fair Market Research, Dortmund

We advertise for your success!
- Reach the population of approx. 3.5 million in the metropolitan region of Nuremberg through the holistic marketing concept of the Freizeit Messe.
- Profit from our marketing campaign with advertisements in daily and weekly newspapers, radio and TV spots, large-scale outdoor advertising, online advertising as well as a professional website and Facebook appearance.
- Utilise the prepared advertising material and profit from the numerous direct contacts through visitor flyers and exhibition guide.
Recreation theme world and Northern Bavaria’s largest indoor garden exhibition!

**Travel to far and near**
Northern Bavarians have a great desire to travel. Ideas for the next holiday are found traditionally in the tourism area. Whether regional or exotic – this is the right place to present the visiting public with travel tips for their holiday planning.

**Mobile recreation**
At the beginning of the season the visitors look for latest offers and innovations in everything to do with mobile recreation! Whether a family caravan or a luxury motor home, caravanning and camping offers are at the focus of visitor interest.

**Experiencing recreation**
Present your sports articles and outdoor products for the coming season. Cycling, golf, hiking, camping and much more. Inform visitors about the themes of water and ball sports, running and fitness. Let trend sports be tried out on attractive action areas.

**Variety for the garden**
In the midst of the specially designed show gardens the exhibition offers the best framework conditions for the presentation of your products in everything to do with the theme of gardens and garden design. The offer is rounded off by the garden associations’ information centre and the garden forum.

**Indoor and outdoor living**
Present your products on everything to do with the themes of building, house technology, living and furnishings for indoor and outdoor in a sales-promoting atmosphere.

**Culinary enjoyment and household offers**
Offer the hungry visitors national and international specialities. In accordance with the themes, a variety of household aids are needed throughout the year – so present your offer!

**Food Truck Park**
In the spring the regional food trucks roll up into the exhibition grounds. The mobile kitchens accommodate a variety of tastes and are particularly well-accepted by visitors.

**It’s BBQ Time**
Present, sell and inform about the latest trends right at the start of the barbecue season. The area is rounded off by a market place with appropriate spices and delicacies.
Brief information

**Titel:** Freizeit, Touristik & Garten Nürnberg

**Dauer:** 5 Days

**Ort:** Exhibition Centre Nuremberg

**Opening times:** 9:30 – 18:00 h

**Exhibition area:** 70,000 m² (gross)

**Average number of visitors:** 106,500

**Average number of exhibitors:** 793

**Organizer:**

AFAG Messen und Ausstellungen GmbH
D-90471 Nuremberg - Germany
+49 -911 -9 88 33 -0
+49 -911 -9 88 33 -500
www.afag.de · info@afag.de

**Conceptual sponsors:**

ADAC Nordbayern
ADFC Bayern
DCC Deutscher Camping Club

**Further information at:**

www.freizeitmesse.de

Obtain an overview for yourself! Here you can find a video on the exhibition themes

http://www.freizeitmesse.de/aussteller/video.html

**Member of the Trade Fair and Exhibition trade association**

We will be glad to advise you:

The Team of Freizeit, Touristik & Garten Messe
+49 -911 -9 88 33 -510
+49 -911 -9 88 33 -519
info@freizeitmesse.de

**Exhibition Centre Nuremberg**

Touristik & Garten

Exhibition catchment area

Metropolitan region of Nuremberg – a potential for your business success with its population of more than 3.5 million

Core region of Middle Franconia with a population of approx. 1.3 million

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70,000 m² (gross)

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106,500

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793

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www.facebook.com/freizeitmesse