

Freizeit



Touristik & Garten Exhibition Centre Nuremberg



Tourism



Caravanning



Outdoor & Sport



House & Gardening

Personal contacts –
Sustainable success!

Facts & Figures

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%

64%
visitors
with purchase
intention

76%
have a garden

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%

The
average
visitor is
49
years old

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%

55%
plan a
holiday trip

Areas of interest:

(more than one answer possible)

- Tourism	72%
- Caravanning/Camping	46%
- Outdoor/Sport/Cycling	52%
- Garden	70%
- My house	55%

An average of
450,-
euros are spent

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

62%
own a home

70%
of visitors are
interested in the
subject of
gardening



It's well worth participating!

- Profit from direct customer contact and increase your awareness level
- Convince through personal consultation
- Strengthen your image – make your exhibition booth a unique experience for visitors and a highlight of the Freizeit Messe
- Increase your turnover at the beginning of the season at a trade fair that enjoys the attention of the region with its strong partners



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.



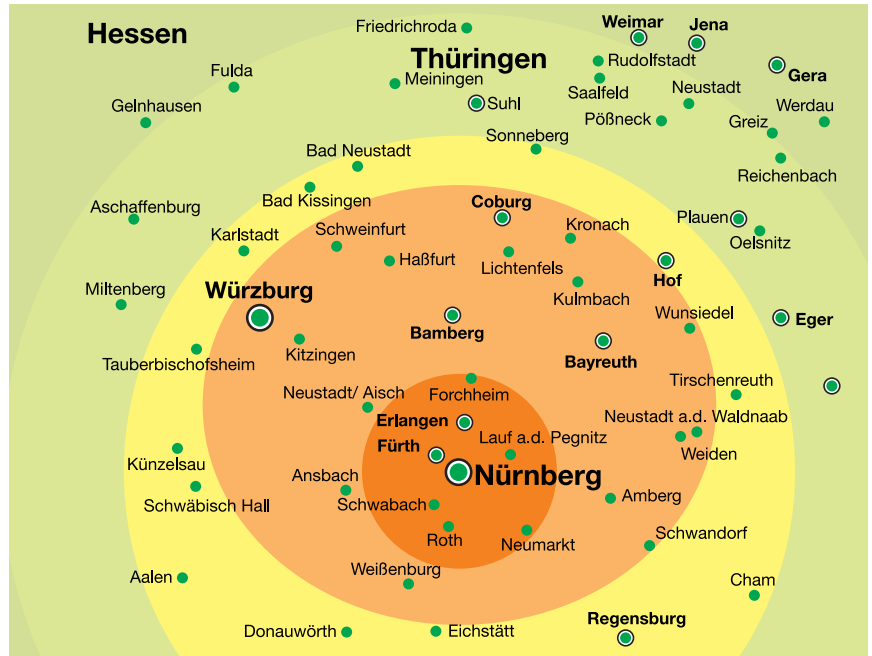
Freizeit



Touristik & Garten Exhibition Centre Nuremberg



-  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



We will be glad to advise you:

The Team of
Freizeit, Touristik & Garten Messe

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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>



www.facebook.com/freizeitmesse

Brief information

Title: 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

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Member of the Trade Fair and Exhibition trade association

Conceptual sponsors:



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