

## Press Release

### Strong partners for the holiday exhibitions of the future

#### Messe Stuttgart and Hamburg Messe und Congress will jointly organise oohh! The LeisureWorlds in the Hanse city in future

Hamburg, 11 March 2021 – Two strong partners team up to create an even better platform for the tourism and caravanning industry: In cooperation with Hamburg Messe und Congress, Messe Stuttgart will organise oohh! the LeisureWorlds trade fair in the Hanse city in future. oohh! The LeisureWorlds comprise the individual brands REISEN HAMBURG, CARAVANING HAMBURG, RAD HAMBURG, KREUZFAHRTWELT HAMBURG and FOTOHAVEN HAMBURG. The partnership will enable both trade fair companies to strengthen the position of their own holiday exhibitions and to further expand the offer for the tourism and caravanning industry. The event's new organiser from Stuttgart is on familiar ground: With both the CMT in Stuttgart and CMT China in Nanjing as well as Touristik & Caravanning in Leipzig, Messe Stuttgart has already proved its competence in the field of holiday exhibitions.

“Messe Stuttgart has been the holiday specialist in the German trade fair business for more than half a century. Our CMT has been a success on various locations for many years. It is great to contribute our know-how to this event in the northern German tourism metropolis. I am very much looking forward to the partnership with our Hamburg colleagues”, states Roland Bleinroth, President of Messe Stuttgart and responsible for CMT.

“This cooperation will make oohh! even more interesting and create additional growth potential on our Hamburg venue by using synergies. The Stuttgart colleagues have many years of experience and excellent connections in the sector. In combination with the three attractive locations they can now offer with their own venue, Hamburg and Leipzig, we believe this will secure the staging of consumer shows in these cities for a long time to come. This step follows our strategy and our conviction to cooperate with strong partners where it makes sense economically and in terms of content”, says Bernd Aufderheide, Chairman of the Management Board of Hamburg Messe und Congress.

The oohh! LeisureWorlds attracted around 77,000 visitors to the Hamburg exhibition halls in 2020. 770 exhibitors from 37 countries presented their offers in the sectors of travel, caravanning, cycling, cruises and photography on five show days. Guido von Vacano, Member of the Board of Management of Messe Stuttgart, is excited about the new project: “oohh! The LeisureWorlds are a real crowd-puller and it is impossible to imagine the northern German trade fair scene without it. We are convinced that all our trade fairs will profit from this partnership and that we can thus offer our visitors and exhibitors even better events in the future.”



#### About CMT:

CMT is the world's largest consumer show for tourism and leisure and has been taking place on the Stuttgart venue for more than 50 years. It recently attracted around 300,000 visitors to the halls on nine fair days. More than 2,000 exhibitors from 100 nations and 360 cities and regions are regularly present at CMT and its subsidiaries Cycling & Adventure Holidays with Hiking, Cruises and Ship Travel and Golf & Wellness Holidays. In the

caravanning section, the manufacturers present more than 1,000 vehicles every year. Since 2012, CMT China has been taken place on the Nanjing trade fair venue. With Touristik & Caravanning Leipzig, the CMT team has also been staging the largest tourism and caravanning event in Central Germany since 2018.

### **About oohh! The LeasureWorlds:**

oohh! The LeasureWorlds combines the five special exhibitions REISEN HAMBURG, RAD HAMBURG, CARAVANING HAMBURG, KREUZFAHRTWELT HAMBURG and FOTOHAVEN HAMBURG under one roof. In future, the event will be organised by Messe Stuttgart on the venue of Hamburg Messe und Congress. The next oohh! The LeasureWorlds will take place from Wednesday 09 – Sunday 13 February 2022.

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