



# FACTS & FIGURES HOLIDAY AND TRAVEL SHOW BERN 2027

28 to 31 January 2027  
BERNEXPO site  
[www.ferienmesse.ch](http://www.ferienmesse.ch)



# **YOUR EXHIBIT AT THE HOLIDAY AND TRAVEL SHOW:**

## **TRUST IS WHAT YOU BUILD IN PERSON**

We show you from your best side, communicate intensively, professionally and where we are noticed, directly with the client. As an exhibitor, you benefit from the know-how and network of the show team. Using all available means of communication, we present you in the right light and ensure an interested audience.

# TOPICS



## SEA & MORE

Tour operators, country representatives/destinations, beach holidays, cruises, adventure holidays, active holidays, round trips, cultural holidays, city trips/short trips, language holidays



## COACHES & TRAVEL

Coach companies, coach holidays, day and multi-day tours, Switzerland and abroad, international tours, modern coaches, group tours



## MOUNTAINS & WATER

Outdoor and leisure, nature and adventure, activities, camping and caravanning, short trips, day trip destinations, Switzerland and near abroad



UP TO **25'000**  
**VISITORS**

# 300

talks and presentations for your extended presence



## OUR USP'S:

High-quality visitors,  
high booking rates

Longest-running tourism trade show  
in Switzerland

Visitor- and exhibitor-friendly  
theme structure

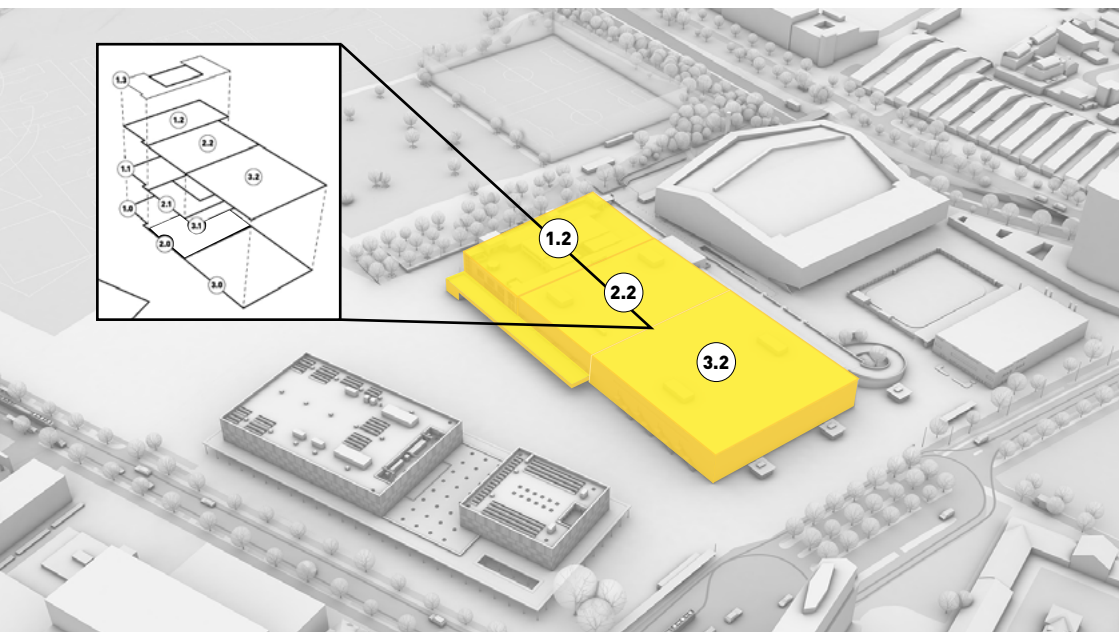
UP TO

# 300

EXHIBITORS

# AN OVERVIEW OF THE SHOW

Date	28 to 31 January 2027
Opening hours	10.00 a.m. to 6.00 p.m.
Location	BERNEXPO site
Visitor regions	Swiss Plateau and Western Switzerland approx. 2 million inhabitants
Founded	1986
E-mail	ferienmesse@bernexpo.ch ferienmesse-bern
Registration	<a href="http://www.ferienmesse.ch/registration">www.ferienmesse.ch/registration</a>



Hall	Total surface	Hall height
1.2	3'720 m <sup>2</sup>	4.15 m
2.2	5'200 m <sup>2</sup>	10 m
3.2	7'430 m <sup>2</sup>	10 m
2.1	2'370 m <sup>2</sup>	5.3 m

# SEA & MORE

Our largest topic area “Sea and More” does Sun worshippers, water fans and adventure seekers alike are happy. Whether there are numerous tips for beach holidays, tours, city trips, active holidays or cruises on the seas of our world, there is really no ebb when it comes to the selection of offers here.

## Target groups Exhibitors:

- Tour operators
- Destinations (tourism boards, agencies, embassies, DMC's)
- Accommodation providers
- Airlines
- Shipping companies
- Travel preparation
- Booking platform





# MOUNTAINS & WATER

The place to visit for all outdoor fans and nature-lovers: In the “Mountains and water” themed section, you can discover the prettiest walking trails, the clearest waters, the most exciting cycle paths and breathtaking canoe trips. Whether you are interested in day excursions or short trips in Switzerland or the neighbouring countries – anyone who likes soaking up some fresh air and is looking for activities and adventures will not be disappointed.

## **Target groups Exhibitors:**

- Destinations (tourism organizations and associations, DMC's)
- Accommodation providers
- Short trips / day trip destinations
- Leisure activities
- Camping / Caravan
- Sports / outdoor activities

# COACHES & TRAVEL

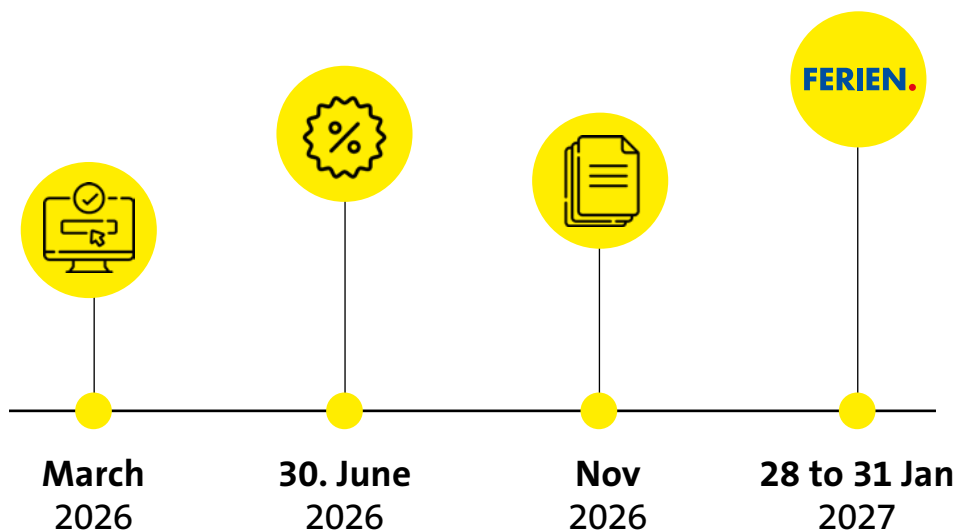
Round trips, themed holidays, beach stays, city breaks, cultural trips, active holidays or day excursions – the possibilities that coach holidays offer are practically endless. In the “Coaches and travel” themed section, you can experience this comfortable and varied means of travelling up close. Specialists from different coach companies will answer any questions you may have and present their highly modern coaches to you.

## Target groups Exhibitors:

- Coach tour operators Switzerland
- Day trips and multi-day trips / short trips
- Destinations (tourism organizations and associations, DMC's)
- Accommodation providers



# ITINERARY



## **Kick-off**

Mailing with registration information in March 2026. Registration via the following link.

[ferienmesse.ch/registration](https://ferienmesse.ch/registration)

## **Early booking discount**

Take advantage of the early booking discount until 30 June 2026.

## **Show forms**

We will send you the documents (booth confirmation and hall plan) in November 2026.

## **THE HOLIDAY AND TRAVEL SHOW 2027**



**BECOME A HOST  
COUNTRY AT HOLIDAY  
AND TRAVEL SHOW**

# WHAT YOU GET



**TITEL PAGE & EDITORIAL CONTRIBUTION IN THE FAIR MAGAZINE**



DIRECT DELIVERY TO HOUSEHOLDS IN THE REGION



PRESENTING YOUR CULTURE



**SOCIAL MEDIA**



**PLACEMENT**

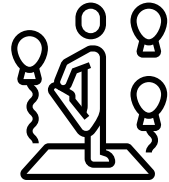
ATTRACTIVE PLACEMENT ON HOMEPAGE, EXHIBITOR LIST AND IMPRINTS



MENTION IN ALL VISITOR ADVERTISING MEANS



ATTRACTIVE STAND PLACEMENT IN THE HALL



FREE ANIMATION SPACE

MENTION IN ALL PRESS INTERVIEWS AND RELEASES



# WHAT YOU GIVE



IDEAS ARE  
WELCOME



EVENTUALLY  
FOOD &  
BEVERAGE

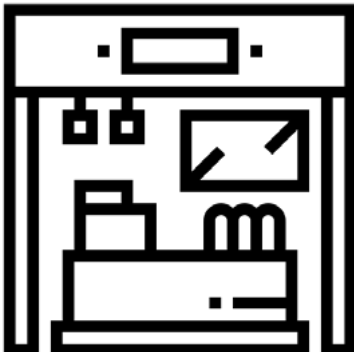


SALES AND INFORMATION  
STAFF



**PRINT ADS**

**ATTRACTIVE  
STAND  
CONSTRUCTION**



ORGANISATION AND FINANCING  
OF ENTERTAINMENT FEATURES, FOR  
EXAMPLE DANCE CONCEPTIONS,  
HANDCRAFT PERFORMANCES, SLIDE  
PRESENTATIONS, OR SIMILAR  
ATTRACTIONS

# CONTACT US



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## WE ARE HERE FOR YOU

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