

Final communiqué

Zurich, 30th January 2011

FESPO, the largest trade fair for holidays and travel – 27th to 30th January 2011 – Messe Zürich

FESPO 2011 – A magnet for visitors

The organisers, exhibitors and visitors can look back with satisfaction at the 21st edition of FESPO. 68,504 visitors (2010: 66,638), which is 2.8 percent more than in the previous year, found their way to the halls of Messe Zürich from Thursday to Sunday – to the very best meeting platform for holidays.

FESPO director Daniel Wyss is very satisfied with this year's holiday trade fair: «We were, of course, very pleased with the large crowds on all four days. Above all, the visitors appreciated the large variety available, and the exhibitors were very satisfied with the high visitor quality, with many of them already agreeing to appear again in the 2012 trade fair. As the organiser, we are very happy about this, which makes us optimistic for the trade fairs in the future.» The tourist industry as a whole will also be able to profit from this: many FESPO visitors already know where they would like to travel for their holiday in 2011 – if they haven't already booked it at Messe Zürich.

Enthusiastic exhibitors

After a number of more exotic destinations, Heidiland, a local region, presented itself as this year's guest at the FESPO. On each day of the trade fair, popular music star Stefan Roos enchanted the public on the Heidiland stand, and sang about his hometown, Bad Ragaz. Björn Caviezel, the CEO of Heidiland Tourismus is very satisfied with the FESPO commitment: «The visitors came in large numbers, and were very interested. We also succeeded in promoting the diverse beauty, genuine naturalness and the nostalgic moments of happiness to be experienced in Heidiland.» The Mecklenburg-Vorpommern Tourism Association appeared for the first time with their own stand, and sang the praises of the Baltic. «We are once again very happy with the high quality of the visitors, and were able to book twice as many contacts as last year. The more prominent appearance with the Baltic / Mecklenburg-Vorpommern paid off in every way», said Horst David, Head of International Marketing.

Enhancement with and for CSI-Expo

The close cooperation between FESPO and Mercedes-CSI was an excellent decision for both organisers. «Everything was agreed over a single lunch, and everything ran marvellously! We are very happy about this close cooperation, and the CSI trade fair in Hall 2 integrated itself excellently into the FESPO. We had considerably more visitors at the CSI Expo – for which we certainly have to thank the FESPO. The riders and their horses were also very happy with the clear enhancement of the practice arena», said Urs Theiler, the Co-President of Mercedes-CSI. Above all, of course, it was the large and small horse-loving FESPO visitors who were really on Cloud Nine.

Special shows and personal contacts as a plus factor

The golfmesse.ch, which celebrated its première and was also self-organised for the first time, and the diving trade fair, Tauchmesse.ch, attracted many golf and diving fans. The driving range and the multimedia show «Abenteuer Ozean (Ocean Adventure)» were very popular with the public. Tour operators, national representations and the hotel industry come to the FESPO to advise the visitors personally – and this was something that the visitors seem to like very much. Nowhere else can you satisfy your thirst for adventure and your hunger for experience as well as in the largest travel agency in Switzerland. You only need twenty steps to travel from Russia to Turkey; simply jump on the escalator and find yourself in the middle of Africa. Trekking, beach holidays, golf and diving destinations, luxury and economy – the range of offers is so wide that every visitor, of whatever age, was able to find something just right.

The next FESPO will take place from the 26th to the 29th January 2012.

More information available on www.fespo.ch

Brief overview of the FESPO trade fair

Dates	27 th to 30 th January 2011
Opening hours	Thursday 1.00 p.m. to 8.00 p.m. Friday 1.00 p.m. to 8.00 p.m. Saturday 10.00 a.m. to 6.00 p.m. Sunday 10.00 a.m. to 6.00 p.m.
Location	Messe Zürich, Zurich-Oerlikon
Parking	Please follow the signs to the Messe multi-storey car park (paid parking) immediately behind the Messe Zürich, which will be open for FESPO visitors from Thursday to Sunday during the trade fair opening times. There are enough parking places there for all visitors. We would, however, recommend the use of public transport.
Admission	CHF 14.– for adults CHF 8.– for pupils, students, apprentices and AHV/IV beneficiaries Visitors to the Mercedes-CSI with valid tickets and children up to 12 years of age free of charge
Infrastructure	Around 650 exhibitors, now in six halls, presentations & lectures, various gastronomic establishments, as well as theme restaurants
Special shows	Mercedes-CSI, golfmesse.ch, Tauchmesse.ch, caravaningsuisse
Media partners	Zürichsee Zeitung, Radio Zürisee
Organiser	FairCom AG
Information	www.fespo.ch , www.golfmesse.ch and www.tauchmesse.ch Daniel Wyss, CEO Phone +41 (0)44 487 43 30 Fax +41 (0)44 487 43 43 E-Mail: info@fespo.ch
Media contact	Adrian Haut Phone: +41 (0)43 244 84 45 Mobile: +41 (0)76 422 99 96 E-Mail: adrian@agenturhaut.ch