

Final Press Release

Zurich, 29 January 2012

FESPO, the largest Holiday and Travel Show – 26th to 29th January 2012 – Messe Zurich

Successful FESPO 2012 attracts 65,000 travel enthusiasts

The 22nd FESPO was a resounding success from the perspective of the organisers. The Messe Zurich welcomed around 65,000 visitors through its doors from Thursday to Sunday. The 600 exhibitors are delighted: a lot of travel enthusiasts expressed a great deal of interest and made specific holiday plans there and then.

FESPO Director Daniel Wyss is very satisfied with the Zurich edition of the Holiday Show series: “The Show was a huge success from our perspective. The exhibitors were also very pleased with the high quality of visitors and dealt with a large number of bookings.” The tourist industry is also likely to benefit at some stage since people are still optimistically budgeting for holidays.

Delighted Exhibitors

FESPO played host to Costa Rica which presented itself as an exotic and vibrant destination. Madeleine Rüegg, Director of Latino Travel (Knecht Reisen AG) is very pleased with FESPO’s involvement, “Our stand attracted a huge amount of visitors. To be absolutely honest, I’m rather worried about the next few weeks. We’ll have to send out quite a few offers”, she says delightedly.

Lorenzo Pianezzi, the new Vice-President of Lugano Tourismus, is very satisfied with this year’s edition. For Lorenzo Pianezzi, FESPO is a unique platform that enables him to make important contacts: “We now work with coach tour operators that are also represented at the Holiday Show. We’ll certainly be here again next year.” The municipality of Lugano exhibited for the first time at FESPO with its own stand.

Thomas Bächler, who was present at the golfmesse.ch with Take it Travel AG, was also totally satisfied with this year’s Golf Show. “The Show is extremely important since it enables us to maintain contact with our customers. Our regular customers remain loyal to us and have been coming to our stand for ten years.”

Show Features and Coaches

The Golf Show (golfmesse.ch) and Diving Show (Tauchmesse.ch) attracted a lot of keen sporting enthusiasts. Visitors were able to test the driving range and golf simulators and make new contacts. Underwater enthusiasts were treated to a huge range of marvellous travel destinations. The luxury coaches did not only appeal to the older generation. Many a driver found himself telling his top stories over and over again.



Variety and Individual Advice as a Strategy

Tour operators, country representations and hotel operators come to FESPO, where they give visitors individual expert advice – this is a huge hit with visitors. There is no other place that is able to quench the thirst for adventure and satisfy the desire for new experiences so well as the largest travel agency in Switzerland. Twenty steps will get you from Russia to Turkey; go up the escalator and immerse yourself in the culture of the Far East. Trekking, beach holidays, golf and diving destinations, luxury and economy categories – there is something for everyone.

The next FESPO will take place from 31st January to 3rd February 2013.

For more information visit www.fespo.ch and www.facebook.com/SchweizerFerienmessen

FESPO in a nutshell

Date	26th to 29th January 2012
Opening times	Thursday 1 pm to 8 pm Friday 1 pm to 8 pm Saturday 10 am to 6 pm Sunday 10 am to 6 pm
Venue	Messe Zurich, Zurich-Oerlikon
Parking spaces	Follow the signs to the Messe multi-storey car park (pay-and-display), which is situated directly behind the Messe Zürich. Visitors to FESPO will be able to use the Messe multi-storey car park during the opening hours of the Messe from Thursday to Sunday. There is sufficient car parking available for all visitors. We nevertheless recommend using public transport for the journey.
Admission fee	CHF 14.- for adults CHF 8.- for pupils, students, trainees, senior citizens and people in receipt of disability benefits Visitors to Mercedes-CSI with a valid ticket and children under 12 go free
Infrastructure	Around 600 exhibitors now in six halls, presentations & talks, a wide variety of catering facilities and themed restaurants
Show features	Mercedes-CSI, golfmesse.ch, Tauchmesse.ch, caravaningsuisse
Media partners	Zürichsee Zeitung, Radio Zürisee
Organiser	FairCom AG
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