

## **FESPO & Golfmesse 2024: travelling dreams become reality in Zurich**

Zürich, 4. February 2024

**FESPO & Golfmesse 2024 closed its doors today Sunday and can look back on a successful 32nd edition: 42,000 visitors bustled around the 500 exhibitors over four days and discovered the wide range of offers at Switzerland's largest holiday and travel trade fair.**

The opening speech at FESPO & Golfmesse 2024 was already bursting with internationality - Nikolina Brnjac, Minister of Tourism and Sport of the Republic of Croatia, the guest country at this year's edition, was responsible for this. However, in addition to the Eastern European coastal state, which was given special attention as this year's guest country, the five exhibition halls were also packed with exhibitors covering every conceivable topic: from coach trips and cruises to safaris, the FESPO & Golfmesse was once again able to inspire and excite visitors of all ages. The 16 cinemas, in which over 550 presentations were held during the four days of the fair, also made a significant contribution to this.

### **From the city on the Limmat to the world**

As is well known, the Limmat flows into the Aare, then into the Rhine and from there through the North Sea around the globe. This feeling of "breaking out into the world" was also shared by visitors to the FESPO & Golfmesse 2024. The more than 500 exhibitors with offers from almost every country around the globe provided a wealth of inspiration and awakened the little explorer deep inside everyone. Exhibition Director Stephan Amstad comments on this feeling: "When you enter the hall, the travel bug practically immediately runs through every fibre of your body. Awakening this desire to travel and presenting it in combination with the appropriate offers is what makes FESPO & Golfmesse so special and popular. The 42,000 visitors this year are proof of this." In addition to local providers and national representatives, the exhibitors also included major players such as Kuoni, Hotelplan, the Globetrotter Group, TUI and the TPS Group as well as airlines such as Edelweiss Air.

### **Guest country Croatia impressed visitors**

Croatia, the guest country at this year's FESPO & Golfmesse, impressed visitors with its great presentation of its rich culture, breathtaking nature and, last but not least, exclusive travel offers. The guest country's interactive exhibitions and workshops were also popular, allowing visitors to immerse themselves in the culture of the coastal country over an area of 170 square metres.

## **FESPO & Golfmesse remains the centre of the Swiss travel industry**

More than 500 exhibitors, including 70 for the first time or again, and a 60% share from abroad, clearly show that FESPO & Golfmesse is the central meeting place for the Swiss travel and tourism industry. However, it is much more than a sales platform; it serves as a stage for networking, business development and customer loyalty. It is therefore a must for all those with a professional or private interest in travel and tourism. Exhibitors also realise this - visitors to the FESPO & Golfmesse notice the strong interest: They visit the trade fair with the intention of finding the perfect place or the perfect type of holiday here.

## **Golf fair - a paradise for golf enthusiasts**

The golf fair, which is part of FESPO, can also look back on a successful edition. With a focus on the latest trends in golf, the fair offers a platform for dialogue with like-minded people and creates an opportunity to make valuable contacts. It is also the place to go for an extensive range of products, services and information tailored specifically to the needs and interests of golfers.

The next edition of FESPO & Golfmesse will take place from 30 January to 2 February 2025 at Messe Zürich.

Media contact: Adrian Erni, media spokesperson, 079 464 64 59, [adrian.erni@bernexpo.ch](mailto:adrian.erni@bernexpo.ch)

### **About BERNEXPO GROUPE**

BERNEXPO GROUPE stages more than 30 proprietary and guest exhibitions, over 300 congresses trade shows, and other events of all sizes every year. For almost 70 years, the Bernese company has been creating moments and emotions for eternity. As a host, BERNEXPO GROUPE brings together people from a wide variety of backgrounds and provides intensive experiences via live communication at various venues – regardless of location, time and space. The BERNEXPO site is one of the largest event premises in Switzerland. Six generous halls in two building complexes have a total of around 40,000 m<sup>2</sup> of event space and 100,000 m<sup>2</sup> of outdoor areas. The multifunctional congress and event building, which will open its doors in spring 2025 for up to 9,000 people, will complement and expand the range of events offered by the BERNEXPO GROUPE in the Swiss capital. The Bernese company employs a team of around 120 people and is an important economic driver for the city and region of Bern with appeal throughout Switzerland.

### **About FESPO & Golfmesse 2025**

- 30 January to 2 February 2025, Messe Zürich
- Organisier: BERNEXPO AG
- Website: [www.fespo.ch](http://www.fespo.ch)
- Exhibition Manager: Stephan Amstad, 079 467 72 36, [stephan.amstad@bernexpo.ch](mailto:stephan.amstad@bernexpo.ch)