



Media release

Inspiration and excitement at FESPO 2019

Zurich, 3 February 2019 – **Once again this year, FESPO lived up to its promises and delivered the whole world to visitors in one place: from 31 January to 3 February 2019, Messe Zürich welcomed representatives of more than 250 destinations and all seven continents along with around 65,000 visitors. Mongolia, this year's guest country, attracted a great deal of attention in particular.**

Mongolia's stand was one of the most popular attractions on each of the four days of the exhibition. The official representatives of this year's FESPO guest country greeted visitors with traditional music and dancing. "What makes Mongolia so fascinating is its tremendous diversity. And that is exactly what we wanted FESPO visitors to experience," explained Exhibition Director Stephan Amstad. Saranjav Bayasgalan, Director of the Mongolian Ministry of Environment and Tourism, was also enthusiastic: "We are extremely pleased with this year's exhibition. As the FESPO 2019 guest country, we had the opportunity to present our authentic nomad culture along with an exciting mix of design, lifestyle, music, wrestling and dance. We look forward to welcoming even more Swiss tourists to Mongolia in the future."

65,000 visitors came to find inspiration

"Given the stark competition, we are proud that we were able to keep attendance consistently high at 65,000 visitors. Once again this year, our event underscored our market relevance as a holiday and travel fair. We are already looking forward to next year when we will celebrate our thirtieth anniversary," Stephan Amstad continued.

This year's FESPO was also a tremendous success for the 600 exhibitors who showcased their offers and products, such as the German state of Saxony: "This was the first year that we had our own stand at FESPO, and it was definitely worth it because it allowed us to truly stand out," said Petra Schmidt, Head of Trade Fairs at Tourismus Marketing Gesellschaft Sachsen mbH. "We see a lot of Swiss tourists who come back time and again, and they are very interested in our wide range of different offers. We also noticed that they request extremely detailed information. Naturally, it was much easier for us to offer this in person instead of over the Internet. We will definitely be back in 2020." Marlies Suhner from Hapag-Lloyd Cruises has also attended FESPO as an exhibitor numerous times: "2019 was a very successful year for us at FESPO. A lot of visitors booked cruises or pre-booked future trips. Our stand was also in an excellent location. We got a lot of interesting questions, and noticed that Swiss visitors know exactly what they're looking for when they come to FESPO."

Top tips for golfers from beginners to pros

Roland Caprez, organiser of Golfmesse, also had good things to say: “We were very pleased to see a lot more active golfers this year. Golfmesse in Zurich is a truly excellent trade show.” Once again, the event, which ran parallel to FESPO in hall 5, drew countless golfers with the most attractive golfing destinations and the latest equipment. “We were particularly pleased to host even more shops and present even more equipment on location this year,” Roland Caprez continued.

FESPO and Golfmesse will take place again next year from 30 January to 2 February 2020.

Press photographs

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Further information

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