

Media release

Switzerland's largest holiday, travel and golf fair arouses wanderlust

Zurich, 17 January 2023

FESPO, Switzerland's largest holiday and travel fair, is returning in spectacular fashion after a three-year hiatus. With specialists for every continent on site, along with air travel and cruise operators, not to mention around 500 presentations, Messe Zürich will become the heart of the Swiss travel scene from 2 to 5 February 2023 – this year augmented by the special theme of *Freedom on four wheels*.

Be it listening to the sound of the ocean with your feet in the warm sand, savouring culinary highlights or a road trip through exotic landscapes – the notion of the perfect holiday is as individual as the Swiss population itself. FESPO Exhibition Director Stephan Amstad is aware of this fact and knows that, alongside quality, the diversity of the offerings is one of the keys to a successful fair: "FESPO brings together the whole world in one place – as shown by the number of exhibitors year after year."

After the pandemic in particular, those fond of travelling are keen to have face-to-face conversations and one-to-one contact with specialists. When it comes to complex itineraries especially, the expertise of tour operators that have contacts and a rich wealth of experience in the respective regions adds substantial value, emphasising the many merits of visiting the fair.

A world of offerings

With around 500 exhibitors in an area covering 25,000 m², FESPO showcases an impressive array of services provided by established tour operators, cruise operators and international tourist offices. In five halls, the 60,000 expected visitors can find out all they need to know about discovering the world – not least thanks to the 500 presentations that are taking place in 16 cinemas throughout the duration of the fair.

What's more, FESPO will this year be augmented by the special theme of *Freedom on four wheels*, which sees the trade fair embracing the enduring caravanning trend and providing a wealth of information, including a wide range of caravanning products, fascinating insider talks, van lifers and bloggers recounting their experiences, and a multifaceted camper van exhibition.

Innovation and variety at the Golfmesse

The Golfmesse is once again being staged as part of FESPO. The fact that all exhibitor spaces have already been allocated gives Exhibition Director Anna Wittig great cause for optimism: “All the big exhibitors are with us again this year. We have been able to bring in exciting alternatives to replace those we lost due to the fallout of the pandemic.” These include young fashion labels offering a new style of golf apparel, specialist golf tour operators and innovative trolley manufacturers. There is also a particular focus on Italy – the host nation for this year’s instalment of the prestigious Ryder Cup. The diverse offering is complemented by a forum, including presentations covering multiple aspects of the golfing world.

Please address any questions to:

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About BERNEXPO GROUPE

BERNEXPO GROUPE, a live marketing company, stages more than 30 proprietary and guest exhibitions, over 300 congresses and specialist events, as well as event engagements of all sizes every year – either in person or in hybrid or virtual form. BERNEXPO GROUPE’s live communication approach produces eventful moments, creates space for encounters and offers innovative platforms. The BERNEXPO site is one of the largest exhibition premises in Switzerland: six exhibition halls in two building complexes have a total of around 40,000 m² of event space and 100,000 m² of outdoor areas. The opening of the Neue Festhalle in the year 2025 will expand the range of events in the Swiss capital. BERNEXPO GROUPE has a staff of around 100 employees. It achieves gross added value of around CHF 260 million, making the company an important economic driver for the city and region of Bern, as well as a familiar name throughout Switzerland.

About FESPO and Golfmesse 2023

- 2 to 5 February 2023, Messe Zürich
- Event organiser: BERNEXPO AG
- Website: www.fespo.ch
- Exhibition Director: Stephan Amstad, 031 340 12 89, stephan.amstad@bernexpo.ch