

On the way to number two in Germany:

218,000 visitors at CMT 2008

> Armin Gemmer

“The first holiday exhibition in the new exhibition halls could not have turned out better”, said Roland Bleinroth, Managing Director of Messe Stuttgart. The CMT 2008 ended on the 20 January with a record number of around 218,000 visitors. The ITB in Berlin is for sure the number one travel market in Germany, but the CTM is now number two. These visitors used the nine days to obtain ideas and suggestions for holidays at home and abroad or purchase mobile homes and caravans from the 1,850 exhibitors (also a record number) from 95 countries and holiday regions.

Visitors from all over Germany and from Austria, France and Switzerland were recorded by means of their car registration numbers. But countries such as Kazakhstan, Myanmar, San Marino, Hong Kong, Saint Lucia, Ukraine and Uzbekistan discovered the importance of the Stuttgart market. Along with CMT there were other smaller exhibitions under the same roof: The Travel Pavilion which got off to a successful start in Stuttgart and the International Fair for



Alternative Travel which featured around 300 exhibitors from 30 countries. “Our objective was to arouse interest in southern Germany in environmentally-friendly and socially compatible tourism, and present corresponding offers by tourist authorities, tour operators, environmental organisations and associations”, said Anke Biedenkapp, Organiser of the Travel Pavilion and Managing Director of Stattreisen Hannover.

But for the Travel Pavilion, there was just one big disadvantage. In Hannover, where the market usually takes place the venue is bigger. This might be the reason for the absence of tour operators in Germany who are specialised in Halal Tourism and who usually take part in this event. CMT 2009 will be held at the New Stuttgart Trade Fair Centre from 17 to 25 January 2009. ■