

**GR
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The holiday fair

Tempting views

Now more than ever!

22 to 24 January 2021
in St.Gallen, Switzerland



Awaken desires

Travel is fulfilling.
Travel broadens horizons.
Travel can be enriching in so many ways.

Let's get together to present all our passion and expertise at Grenzenlos – the holiday fair in St. Gallen, where visitors can find the holiday of their dreams. As the new fair manager, I am bringing in plenty of fresh ideas to make the fair an inspiring experience for everyone.

A handwritten signature in black ink, appearing to read 'S. Müggler', with a stylized flourish at the end.

Well-known and successful



Hall concept



Gerda's Garden



Large travel cinema
Hall 9.2



Free fair training



**X-Pose offer for
start-ups**



Exhibitor evening



OCA guest fair
Hall 9.1 and 9.0



Registration & orders
via Online Service Center



**Comprehensive &
accessible advice**

New and innovative



**Fair newspaper
with more topics**



Two early bird discounts



Optimised signage concept



"Shared stand" option



**Sponsorship and
promotional offers**



**Adventure trails
and visitor attractions**



**Stronger platform
for presentations and talks**



Promo code packages



Team
Sabrina and Stephanie

Trend-setting focus themes

Sabbatical trips

Sabbaticals are paid holidays of several months for employees in senior positions and top earners. We also include here unpaid time off for certain occupations.

For whom

The target group we would like to invite to the fair via the HR departments includes employees in large companies, teachers and nursing staff.

From whom

Topics include volunteering, further education, work&travel, languages, new sports, but also classic long-distance travel.

Train journeys

As people become increasingly concerned about the environment and CO₂ emissions, train travel is growing in popularity. Taking public transport abroad is usually a very authentic way to experience the country and culture. Rail travel is sustainable, different and adventurous.

For whom

We address here train enthusiasts but also tourists who want to experience a new mode of travel that is environmentally responsible.

From whom

Offers of city trips by rail, train trips and night trains worldwide, cultural train trips and concrete products such as the Interrail Pass. From luxury travel to public transport in Switzerland, Europe and worldwide.

Undertourism

From 25 million travellers in the 1950s, the number of tourists worldwide had risen to 1.4 billion by 2018. The World Tourism Organization forecasts that this number will climb to 1.8 billion by 2030. Too much for our ecosystem. We want to set an example by promoting a new type of travel: undertourism rather than over-tourism.

For whom

Travellers who want the values they live by, such as sustainability and a careful use of resources, to be reflected in their travel habits – and thus to avoid mass tourism.

From whom

This includes classic trips in the low season, special/niche trips, trips to countries/areas with little tourism, and both new and well-known destinations that could use an economic boost due to crises or which have not yet gained a foothold in the tourism industry.

Sports travel

Among the areas of interest cited in our 2020 visitor survey, “active holidays” where number one, with about 30 per-cent. We would like to meet this demand by substantially increasing such offers at the fair. All sorts of active and healthy holidays will be presented under the heading “Sports travel”.

For whom

Not lazy sunbed loungers but active tourists of all ages who enjoy sports and a healthy lifestyle even while on holiday. They have more time to pursue these interests during their holidays and are also willing to spend some money.

From whom

Activities such as hiking, climbing, cycling, snow sports, yoga, meditation, snorkelling, diving, surfing of all kinds, fitness, sports and nutrition camps, boat safaris with a sporting focus – whether at home or abroad.

Eight good reasons

1,500,000

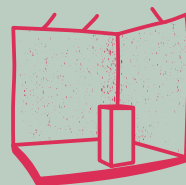
**inhabitants where four
regions meet**



**2 relevant visitor
characteristics:**

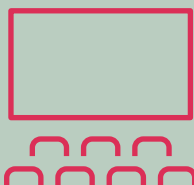
affluent

loyal



350

exhibitors expected



300

**presentations & talks
in our cinemas and on
stages**



35,000
visitors expected



1♦2♦3

focus themes at the fair

1 Boundless infrastructure

Olma Messen St. Gallen presents an ideal fairground for presentations and ideas.

26,000m²

exhibition space in 6 halls

2.1 Alpine air and well-being

2.0 Leisure and fun

3.1 World wonders and the unknown

9.2 Large travel cinema

3.0 Sun and more

9.1&9.0

Our guest fair:
Eastern Switzerland
Camping and Leisure
Exhibition

Visitor attraction: **Adventure trail**



Children's trail

with attractions for kids

Sustainability trail

for exhibitors with projects in the field of sustainability, travel with a sustainable background and destinations in the area of under-tourism

Gourmet trail

for free treats and food for sale

Fan trail

for exhibitors offering autograph sessions

Lucky trail

with all competitions and prize drawings

Action trail

with all the activities offered at stands and at our stages, cinemas and showplaces

What do we want to achieve?

The visitor survey showed that around 70 percent of visitors do NOT obtain information before coming to the fair. Visitors to Grenzenlos seek inspiration at the fair and want to gather new ideas for future holidays.

With the adventure trails we want to achieve a win-win-win situation:

You create adventures at your stand – we communicate these as interest-based trails, creating visitor traffic at your stand and enhancing the overall attractiveness of the fair for everyone.

How do you benefit as an exhibitor?

Offer an “adventure or experience” and enter your stand as part of one or more adventure trails free of charge after registration. You benefit by attracting even more visitors with the corresponding interests to your stand.

Tip:

One high-impact adventure per stand
is better than many small ones

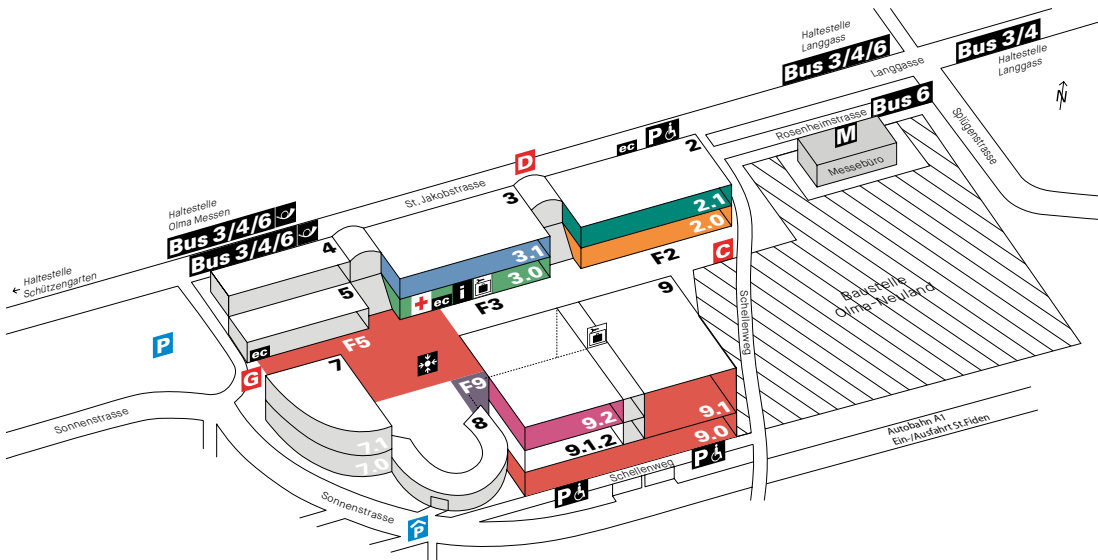
What are good examples of adventures?

A competition, a special treat or tasting, modern games like VR glasses or classic wheels of fortune, autograph sessions with celebrities (who must be of interest to our audience), a magic show or a sport activity.

How can you participate?

Think about the best possible, unique adventure at your stand. After you register your stand we will send you the application form, including further information for participating in the adventure trail.

Our halls Your world



Focus themes, excursion destinations, travel products, etc. are positioned differently in the halls for maximum impact and viability.

Hall 3.1

World wonders and the unknown

- Long-distance travel
- Specialists
- Language travel
- Photo trips
- Exotic Food Market
- Small travel cinema

Hall 2.1

Alpine air and well-being

- Host region
- Alpine regions
- Hotels
- Wellness specialists
- Alpine romance

Hall 3.0

Sun and more

- Host country
- Train trips
- Boat trips/cruises
- Bus trips
- Beach holidays
- Destinations in and around Europe

Hall 2.0

Leisure and fun

- Day trip destinations
- Outdoor & leisure
- Active holidays
- Trend stage
- Gerda's Garden food court

Hall 9.2

Large Travel Cinema

- Cinemas A, B, C, D

Hall 9.0, 9.1

OCA Eastern Switzerland
Camping and
Leisure Exhibition

- Campsites
- Campers
- Vans
- Accessories
- Tents





Wanted

**Guest country and guest region
2021 / 22 / 23**

Every year we look for an attractive guest
country and an exciting guest region.
Do you have any good contacts or an idea?
Let us know!

22. – 24.01.2021
21. – 23.01.2022
20. – 22.01.2023

The schedule



30 June
2020

Early bird plus

Early booking discount of CHF 20 to 35 per m² depending on the rate and timely submission of the signed exhibitor agreement



30 Aug
2020

Early bird

Early booking discount of CHF 10 to 25 per m² depending on the rate and timely submission of the signed exhibitor agreement



15 Nov
2020

Fair documents

By 15 November 2020 at the latest you will receive the hall plan showing your stand, your exhibitor passes and other information by post.

Online registration and personal login to order, check and modify your own booking services. Please note: Early bird discounts are only shown on and applied to the actual offer: grenzenlos-sg.ch/osc/en





30 Nov
2020

Registration deadline

If you are unable to register by this date you will not be guaranteed full access to all services and trade fair offers.



21 Jan
2021

Fair training

Make sure your staff put on a polished presentation at your stand with our free fair training.

22 – 24 Jan
2021

GRENZENLOS The holiday fair

Friday to Sunday, 10 to 18h

We wish you three successful days at the fair with many interested visitors at your stand!

Information and registration at:
grenzenlos-sg.ch/exhibitors

Boundless dedication

We are here
for you!



Sabrina Ackermann
Assistant to Fair Manager



Stephanie Müggler
Fair Manager



Rolf Brun
Head of Trade Fairs

We're all ears!

Secure your stand at Grenzenlos and show some 35,000 visitors just how tempting the prospects of a change of scene can be.

Exhibiting at a trade fair is a demanding undertaking. There's so much to consider. We are happy to advise you on a plan to suit your needs and budget.



Ask for advice

If you'd like to talk to us:

- on site upon request
- by phone at **+41 71 242 01 55**
- by email to **grenzenlos@olma-messen.ch**



Request an offer

If you already know what you need:

- by phone at **+41 71 242 01 55**
- by email to **grenzenlos@olma-messen.ch**
- and email to **grenzenlos-sg.ch/offer**



Register today

If you want to be part of it all:

- online in the Service Center at **grenzenlos-sg.ch/osc/en**
 - fill in the registration form at **grenzenlos-sg.ch/registration** and email to **grenzenlos@olma-messen.ch**
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It pays to be quick – benefit even more:

- **Early bird discounts for your m²**
Early bird plus until 30 June 2020
Early bird until 30 August 2020
- **Choose your preferred stand location**
- **Book cinema slots***
- **Participate in adventure trails***

* Sign up after you sign your agreement, at the earliest 1 July 2020.

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