



MEDIA RELEASE

Basel/Uster, November 2023

TRAVEL BASEL: Where the journey begins

The TRAVEL BASEL public fair will be held in Basel for the first time in 2024. It will be held from 15 to 17 November, which is ideal for visitors who are ready to make bookings. The catchment area of Switzerland's third-largest city also promises great visitor potential.

With TRAVEL BASEL in mid-November 2024, Switzerland will have a third public holiday exhibition, alongside Zurich and Berne. According to exhibition organisers Peter Plan and Patrik Weidenmann, participation for travel providers, tourism associations and the hotel industry at Messe Basel is recommended for various reasons: "We consider the month of November to be the ideal time for a new Swiss travel and holiday exhibition. The willingness to book the following year's holidays in these days is usually great. And November is usually less stressful for potential exhibitors from the travel and hotel industry than at the beginning of the year. Basel as a traditional trade fair location also offers an excellent infrastructure, as well as a large catchment area with the city-canton of Basel and with the border triangle of Switzerland, Germany and France."

In summary, TRAVEL BASEL 2024 offers the following advantages, among others:

Date: TRAVEL BASEL positions itself perfectly from 15 to 17 November 2024. During this time, Mr. and Mrs. Swiss prefer to plan and book their spring and summer holidays for the coming year. In addition, those who are willing to travel will book their upcoming winter, public holiday and sports holidays. The month of November is also less stressful in the travel and hotel industry and offers capacity for trade fair participation.

Location: The exhibition centre in the middle of the city of Basel, which is easily accessible by public transport, has the perfect infrastructure for a travel fair and a wide catchment area: as Switzerland's third-largest city with around 174,000 inhabitants and the border triangle with a good one million inhabitants, the conditions for a successful TRAVEL BASEL are in place. The organisers are expecting around 30,000 visitors who are enthusiastic about travel.

Offer: In Hall 2.0 of Messe Basel, exhibitors are offered good conditions: Any size of exhibition space, ready-made customised stand constructions with included furniture and electrical connections as well as the possibility of film screenings in the central visitor cinema are available on request. Early bookings by exhibitors will be rewarded with attractive discounts until 31 March 2024. The new TRAVEL BASEL will be publicised with a broad-based advertising and media campaign.

TRAVEL BASEL

Location: Messe Basel, Hall 2.0 / **Date:** 15 - 17 November 2024

Opening hours: Friday, 12-20 h, Saturday and Sunday, 10-18 h

Information: www.travel-basel.ch

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