

# FACTSHEET



15.-17. 11.2024  
MESSE BASEL

<b>Date</b>	15. – 17. November 2024	
<b>Opening hours</b>	Friday from 12:00 to 20:00 Saturday and Sunday from 10.00 to 18.00	
<b>Cycle</b>	annually	
<b>Location</b>	Messe Basel / Hall 2.0	
<b>Exhibition venue Basel</b>	Basel is the third largest Swiss city with a population of around 174'000 inhabitants. Together with two surrounding municipalities, it forms the canton of Basel Stadt, which has the highest population density of all the cantons and one those with greatest purchasing power in Switzerland. Its location at the border triangle makes the trade fair city particularly attractive.	
<b>Number of visitors</b>	30'000	
<b>Target group visitors</b>	all holiday enthusiasts from young to old, families, couples, solo travellers, adventurous, language lovers, sports enthusiasts, culture vultures, beach holidaymakers, mountain climbers, day trippers, etc.	
<b>Catchment area</b>	Trinational catchment area: 1 million inhabitants	
<b>Number of exhibitors</b>	150	
<b>Target group exhibitors</b> alphabetical	Car Rental Companies   Railways & Mountain Railways   Bus Companies   Airlines   Leisure providers   Gastronomy   Handicrafts from all over the world   Hotels and hotel chains   Countries and Regions   Travel Suppliers   Travel Agencies   Tour Operators   Travel Insurance   Shipping Companies and Shipping Lines   Language trips   etc.	
<b>Stand offers</b>	Empty space, Smart, Plus & Prestige module stand	
<b>Prices</b>	CHF 250 per m <sup>2</sup> empty space, from CHF 3'290 for module stand (8m <sup>2</sup> ) CHF 60.-/80.-/90.- per m <sup>2</sup> Surcharge 2/3/4 open sides	
<b>Early booking discount</b> until 31.03.2024	10% on empty space, module stand 200.- (8m <sup>2</sup> ), 300.- (12m <sup>2</sup> ) Early booking discounts for other module stand sizes as per registration form	
<b>Supporting programme</b>	Cinemas in the exhibition hall	
<b>Special shows</b>	The following special shows complement the fair's „travel offers“: Handicrafts and culinary delights from all over the world   Leisure activities	
<b>Advertising campaign</b>	Trade fair magazine   Poster advertising   Public transport advertising   Social media campaigns   Print advertising   Online advertising   Radio advertising   Direct mailings   Media Coverage and Interviews   Free Admission and Concessions-Vouchers	
<b>Dates</b>	Dispatch of hall plan and technical documents Construction	from September 2024 from 13. November 2024
<b>Admission prices</b>	Adults Children up to 16 years accompanied by an adult Schoolchildren, students, apprentices, AHV/IV Discount with promo code on all categories	CHF 12.- gratis CHF 10.- CHF 5.-

Organised by:

**event-ex ag**

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