

EUROBIKE



BIKE TRAVEL AREA

July 6–7, 2024
Messe Frankfurt



A new dimension

The EUROBIKE FESTIVAL DAYS have proven themselves as a real magnet for all bike enthusiasts from the Rhine-Main region and further afield in recent years. This year, we expect to see a further increase in visitor numbers to over 40,000 on the festival weekend.

The BIKE TRAVEL AREA is the section of the EUROBIKE show during the FESTIVAL DAYS of 6 and 7 July 2024 that's dedicated to bikes & tourism, cycling holidays, and local recreation – it's the place to be for all (bike) tourism experts!

The BIKE TRAVEL AREA is located at the heart of the most popular section of the Festival Days – on the open-air exhibition grounds right between show performances from international stars of the trial and BMX scene, bike rides and pump track fun in the KIDS Area, and the extensive test circuit. What's more, the BIKE TRAVEL AREA has its own stage with a full programme of bike travel talks to attract visitors and encourage them to look around.

In addition to focussing on your potential customers, we also address important issues affecting the whole industry in the BIKE TRAVEL FORUM. Here, we'll be discussing travel by public transport with a high-profile panel and have a wide range of highly informative and analytical contributions from international bike tourism best practice and cooperation models between the bike industry and tourism sector.

Make the most of the concentrated focus on your target groups and the unique EUROBIKE network.
Join the BIKE TRAVEL AREA!



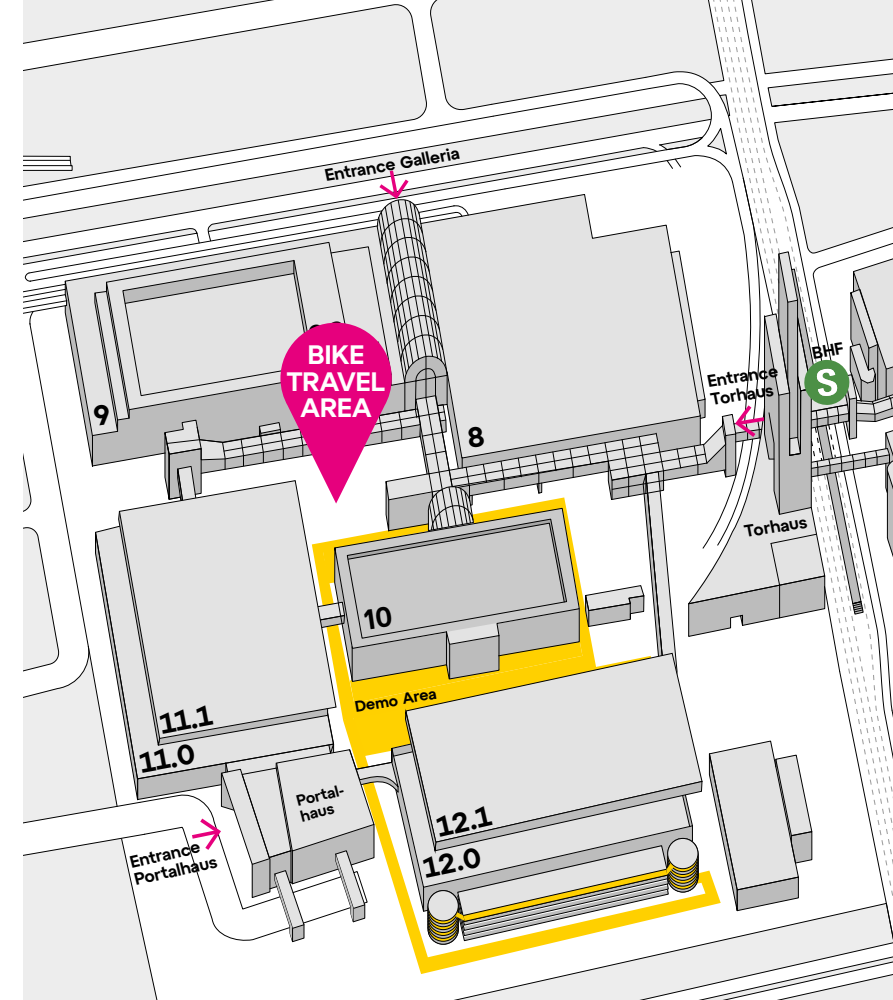
A central location

We've given the BIKE TRAVEL AREA a central location at the heart of the public visitor days.

The open-air grounds are the most widely visited part of the Festival Days. This year again, the BIKE TRAVEL AREA is based on an airy, market-place concept right in the middle of this popular area. There are a range of different pagoda set-ups for exhibitors. As such, you benefit from increased visibility and accessibility from all sides. At the centre of the marketplace is the main stage, the same as in 2023.

There will be a full and continuous programme of inspirational talks, presentations, and panel discussions running through the weekend – with the exception of a short lunch break.

The programme will be widely communicated to visitors in the trade show programme, entrance areas, and further channels, such as the EUROBIKE website and app.



New added value

Reach

The EUROBIKE offers you a focused means of reaching your target audience. Whether B2B or B2C – everyone coming to the show is interested in all aspects of bikes and biking.

Networking

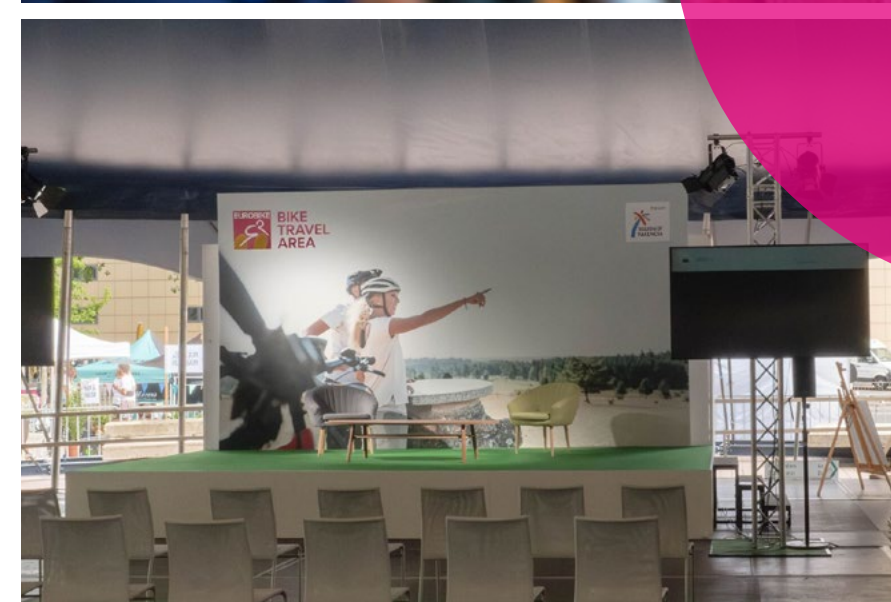
Frankfurt offers new synergies and symbioses. The latest products, contemporary social developments and political stakeholders are all part of mix. EUROBIKE is where decision makers gain inspiration to inform future strategies. And we provide the appropriate platforms to ensure that you meet and come into contact with them.

Professional exchange

The BIKE TRAVEL FORUM – the conference for the bike industry and bike tourism sectors (the successor to Travel Talk) – is one of these platforms. Our goal is to provide effective networks for the future and deliver inspiration to develop new business opportunities.

Inspiration

There is a special, dedicated tour of the show for tourism experts to provide an overview of selected products and services that will influence bike tourism in the future. We talk to industry insiders, consider current developments, and take inspiration from one another.



Customer Journey

The BIKE TRAVEL AREA is the perfect presentation platform for:

- Destinations
- Tourism associations
- Tourist information services
- Cycling holiday organisers
- Bike hotels
- Mountain lifts
- Shipping companies
- Railway companies
- Tour planning tools
- Publishers specialising in cycling, mountaineering and outdoor
- Bike industry marketeers

Your customer journey

You can of course plan your very own individual stay at Eurobike. We have designed a programme especially for participants from the tourism sector to ensure that they gain the maximum possible benefit from their visit to the show.

Thursday, 04 July 2024

Trade show tour: With a focus on products that are relevant and exciting to the tourism sector, now and in the future.

Friday, 05 July 2024

BIKE TRAVEL FORUM: The new programme addresses the issue of how we make cycling more attractive on holiday and in everyday life? After all, this question applies equally to both the tourism sector and the bike industry. In addition to providing a source of ideas and inspiration, there is a further focus on networking, expertise, and knowledge transfer with master classes.

Saturday, 06 July 2024 – Sunday, 07 July 2024

BIKE TRAVEL AREA: Large, centrally-located bike tourism exhibition on the open-air grounds with own stage and supporting programme.



Our shell scheme packages

	PACKAGE 1: 6m ²	PACKAGE 2: 9m ²
Stand space	Included (3x2m)	Included (3x3m)
Back wall	Height: ca. 2 m Width: 2,6 m	Height: ca. 2 m Width: 2,6 m
Equipment	<ul style="list-style-type: none"> • 2 spotlight • 1 counter white lockable (0,90x0,40x1,10m) • 1 bar stool • 1 leaflet rack DIN A4 (0,27x0,31x1,20m) • 1 wastepaper basket • Power connection including electricity consumption • incl. shared pagoda tent 	<ul style="list-style-type: none"> • 2 spotlight • 1 standing height table white (0,90x0,40x1,10m) • 1 bar stool • 1 leaflet rack DIN A4 (0,27x0,31x1,20m) • 1 wastepaper basket • Power connection including electricity consumption • incl. pagoda tent
Graphics	<ul style="list-style-type: none"> • Stand number • Exhibitor graphic (1,99x2,60m) 	<ul style="list-style-type: none"> • Stand number • Exhibitor graphic (1,99x2,60m)
Cleaning services	<ul style="list-style-type: none"> • Full cleaning • Daily cleaning service 	<ul style="list-style-type: none"> • Full cleaning • Daily cleaning service
Further services included	<ul style="list-style-type: none"> • Communication package • 2x exhibitor passes • 2x BIKE TRAVEL FORUM Tickets • Area security (daily 6pm - 8am) • Waste disposal 	<ul style="list-style-type: none"> • Communication package • 3x exhibitor passes • 3x BIKE TRAVEL FORUM Tickets • Area security (daily 6pm - 8am) • Waste disposal
Additional services:	• AUMA fee: 0,60 €/m ²	• AUMA fee: 0,60 €/m ²

Individual stand space without any stand construction services can be reserved via our [online registration shop](#).



Your contact

Would you like to participate in the BIKE TRAVEL AREA? We look forward to hearing from you!

**Book here
without
commitment:
[click here](#)**



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