



# *Weinmesse* **Innsbruck**



*Genuss & Gourmet*

**21.-23. Feb. 2019**

Thursday - Saturday

**Messe Innsbruck**



## *Austrias TOP - Wine event*

The 18th Weinmesse Innsbruck increased the number of visitors with 6% on the previous year and reached a new visitor record with 4860 visitors from 6 nations.

For the first time the fair presented more than 180 exhibitors from 6 nations.

The winefair Innsbruck is one of the largest winefairs in the german-speaking region and is the largest winefair in Western Austria. The fair proves its quality with its steady growth! The wine fair Innsbruck offers the platform for demanding wine connoisseurs in Tyrol!



## *Fair topics*

### *Wine & Spirits*



- wine
- sparkling wine
- fine brandy
- distillates
- cider

### *Gourmet*



- antipasti & pesto
- vinegar & oils
- chutney
- juices
- honey
- jam
- olives
- bacon, salami, ...
- cheese
- truffle
- chocolate

### *Wine equipment*



- wine packaging
- wine glasses
- wine cellars
- climate cabinets
- wine coolers
- wine shelf systems
- decoration
- others



## *Reasons for your fair participation*

- ✓ Since 2017 the largest winefair in Western Austria
- ✓ The winefair Innsbruck is one of the largest winefairs in the german-speaking region
- ✓ **TOP visitor satisfaction:** about **99% of the visitors** plan to visit the fair again in 2019
- ✓ **TOP exhibitor satisfaction:** about **90% of the exhibitors** plan to participate again in 2019
- ✓ The Weinmesse Innsbruck developed in the last 18 years to an international wine meeting point with an superior visitor quality with visitors from 6 nations
- ✓ TOP - wine connoisseurs use the fair to expand their private wine cellars
- ✓ Resellers: decision maker from trade and gastronomy





## *Advertising - a convincing campaign*

In 18 years, the advertising and PR campaign was ideally tailored to the target audience.

- ✓ **Generous poster campaigns** in tyrol, south tyrol and the area around Garmisch-Partenkirchen (Bavaria, Germany)
- ✓ **Extensive advertisements and paid PR reports** in the most important media:
  - daily newspapers
  - local media
  - trade magazines
- ✓ **Flags on city bridges**
- ✓ **Target group mailings**

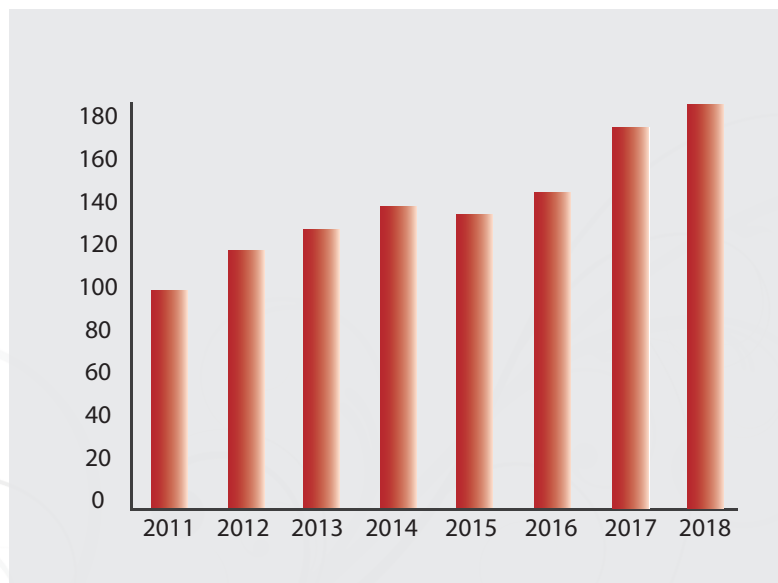
## *Facts 2018*

- ✓ 4860 visitors from 6 nations
- ✓ 181 exhibitors from 6 nations
- ✓ 13% trade visitors

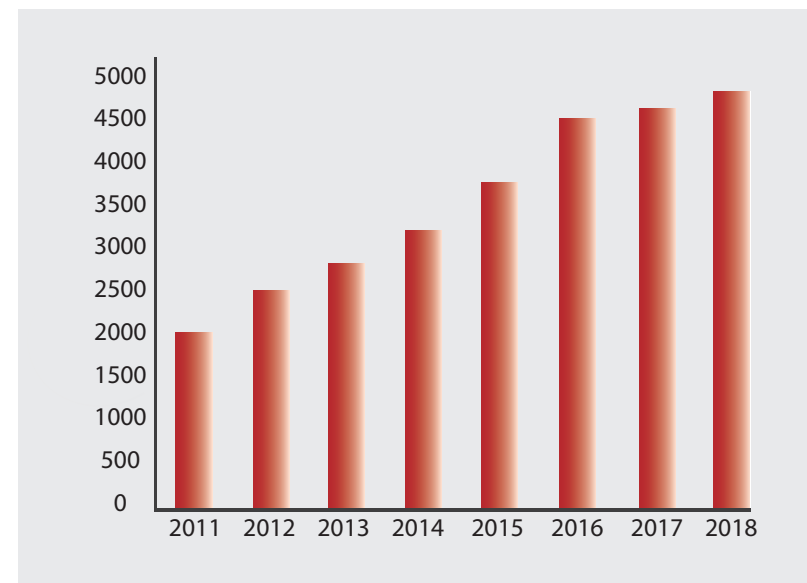


## *Numbers at a glance!*

**Development of the exhibitor numbers since 2011 + 80%**



**Development of the visitor numbers since 2011 + 140%**







## Exhibitor feedback 2018

*„Always eager, always friendly, for every concern an open ear, even with special requests the fair team is trying to satisfy the exhibitor TOP TOP TOP :) We are always happy to be there. Of course with the Authentis tasting glasses.“*

**-- Sandy Gebert von Müller Glas & Co --**

*„Great unique fair - the organization is perfect and the audience is interested and open-minded.“*

**-- Daniela Raser from Bio-Weinbau Raser-Bayer--**

*„A great event for wine lovers“*

**-- Kreativschmiede Peter Sturm--**

*„The winefair Innsbruck attracts not only wine lovers but also connoisseurs, gastronomy and retailers: A great mix! Definitely fun (for everyone: exhibitors & guests) “*

**-- Arkadenhof Hausdorf Bioweingut --**

*„Nice fair, which was well organized!“*

**-- Franchini Agricola --**

*„Glasses - water - breadservice TOP“*

**-- Weingut Familie Retzl --**



## Times

**Fair da: THURSDAY - SATURDAY !**

### Opening times

*Entry for exhibitors on Friday and Saturday at 1pm!*

Thursday	21. February 2019	4pm - 9pm
Friday	22. February 2019	2pm - 8pm
Saturday	23. February 2019	2pm - 8pm

### Set-Up

Wednesday	20. February 2019	2pm - 8pm
Thursday	21. February 2019	8am - 4pm

### Dismantling

Saturday	23. February 2019	8pm - 11:30pm
Sunday	24. February 2019	8am - 12am

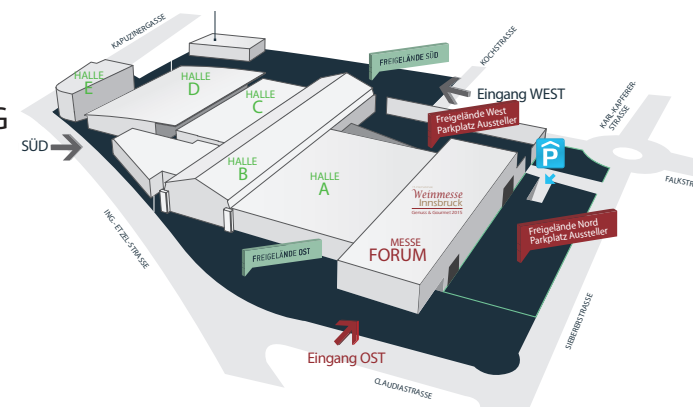
## Venue

The Messe Innsbruck stands out with its distinctive location in the heart of Innsbruck. It is only a 10min from the charming gothic old town of Innsbruck. The Messe Innsbruck can be reached easily, on foot, by public transport, as well as by car.

Arrival address for exhibitors:

Messe Innsbruck  
Halle A - Messeforum im 2. OG  
Sieberstraße  
6020 Innsbruck  
AUSTRIA

Entrance for visitors:  
Eingang Ost





For reservations  
& requests you can  
reach us  
office@cmw.at or  
+43 (0)6232 6562



## Your fairteam



### Fair Management

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### Fair Coordination & stand construction

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### Fair Coordination & Sales

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### Fair assistant in training

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## Organizer

**MessenCMW**  
Peter Lindpointner GmbH & Co KG

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