

# Fahrrad Essen

Bicycles – Bicycle racing – Accessories – Bicycle tourism

27.02.-01.03.2020

Essen Exhibition Grounds



Professionals, amateurs or families: North Rhine Westphalia loves bicycles. In the Ruhr metropolis in particular, cycling is a popular form of transport and leisure pursuit. NRW's largest bicycle exhibition will be showcasing the modern world of cycling in its entirety 27.-01.03.2020. Cyclo-tourism companies, manufacturers and retailers will be presenting the best they have to offer to do with spending time out and about on two wheels. The great advantage of FAHRRAD ESSEN: visitors are able to obtain information, try the bicycles out and make purchases. Fahrrad Essen will take place at the same time as Reise + Camping, the biggest tourism exhibition in NRW.

## FAHRRAD ESSEN FACTS

|  |  |
|--|--|
| More than 250 exhibitors               | Trend Arena for manufacturers          |
| 20.000 m <sup>2</sup> exhibition space | Held at the same time as Reise+Camping |
| 3 test tracks                          | Annual event                           |
| Halls 4/5                              | Event first held in: 2005              |
| 83.000 visitors                        |  |



## PARTNER 2020



RadClub Deutschland Truck with an Infotainment programme

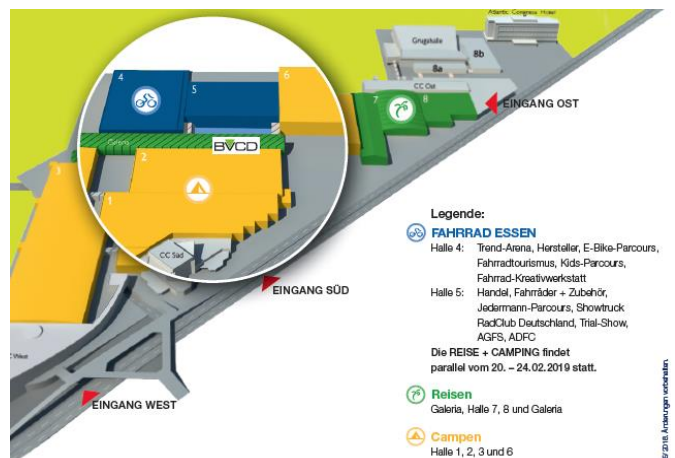
## VISITOR PROFILE

|  |
|--|
| 92 % of visitors are (very) satisfied                    |
| 86 % of visitors would like to attend again 2020         |
| 30 % make a purchase or place an order at the exhibition |
| 72 % living in an perimeter of about 50km                |

## EXTRACT OF THE 2019 EXHIBITOR LIST

| Bicycles        | Accessories      | Cyclo-tourism                         |
|-----------------|------------------|---------------------------------------|
| Riese & Müller  | ABUS             | Ruhr Tourismus                        |
| Batavus Bäumker | SKS              | Tourismusagentur Ostbelgien           |
| Rose Bikes      | Messingschlagler | Tourismus Lingen                      |
| ZEG Zweirad     | Ergotec          | Allgemeiner Deutscher Fahrradclub NRW |
| FLYER Biketec   | Westfalia        |                                       |
| Hermann Hartje  | Croozler         |                                       |

## EXHIBITION AREAS



## CONTACT

Patrick Lis  
Phone: +49 (0)201 72 44 -383  
Fax: +49 (0)201 72 44 -448  
E-mail: patrick.lis@messe-essen.de



## ABOUT US

A portfolio of 50 trade fairs and exhibitions  
Approximately 1.4 million visitors per year  
One of the top ten trade fair locations in Germany

MESSE  
ESSEN