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Bike Travel Area 2023 – New location and varied stage program

Eurobike Bike Travel Area gives the trade fair a holiday feel

Frankfurt am Main – With the Bike Travel Area, Eurobike brings under a new roof the tourist formats of the leading global trade show in Frankfurt. As part of the Eurobike Festival Days (June 24/25, 2023), the exhibition area located centrally in the open-air area will showcase service offers from cycle touring regions, destinations and bike tour providers. The Bike Travel Forum trade event on Friday, June 23, 2023 and the preceding trade fair tour on Thursday, June 22, 2023 round off the new format.

The perfect place for cycling regions and bike tour providers: As part of Eurobike 2023, the Bike Travel Area will occupy a new location at the heart of the heavily frequented open-air area between Halls 9 and 11. Set between the food court, test tracks and exhibition areas, the travel destinations and tour organizers along with related service providers will be showcasing their offers in a large circus tent. A varied program on the integrated stage will feature travel accounts, adventure-themed talks and discussion panels and attract target audiences. “The Bike Travel Area is the ideal place for cycling regions and bike tour providers to present themselves, their program and their destination to the target audience,” says Eurobike project manager Dirk Heidrich.

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Bike Travel Forum as a trendsetting conference format

In collaboration with the Eurobike partner desire lines, Eurobike's cycling tourism portfolio was totally relaunched with the aim of providing exhibitors and participants with a program tailored to their needs. "We are proud of this new focus, which we have worked hard on – together with the agency and cycling industry representatives to tailor it to their needs and visitors' needs," says Dirk Heidrich.

The four-day trade fair journey starts on Thursday afternoon with a guided trade fair tour. Together with experts from cycling tourism and the bike industry, Eurobike takes a look at the leading topics within the bike industry and products that are particularly interesting for tourism and have future relevance.

On Friday, the new conference format Bike Travel Forum will be addressing the issue of how cycling can be made more compelling for leisure and everyday use. More than ever, the focus is on the collaboration between tourism and industry. Secure and easy access will attract new customers and guests in both industries. Data from different user experiences in the bike sector and ideas on how industry and tourism can make better use of this information take center stage at the specialist event. The kickoff provides an insight into the cycling tourism and bike industry ecosystem, rounded off with an extensive pitch session on new products and developments as well as on projects at the interface between cycling tourism and the bike industry. An extensive political panel will discuss influencing factors and leeway of action at European, national and local level. Afterward, there will be time over lunch for extensive networking in the forum lounge area, accompanied by an exhibition on current cycling tourism projects. The specialist program continues in the afternoon with master classes on cycling tourism topics. In addition, the Eurobike Gravel Talk also provides input on the on-trend topic of gravel bikes for all those interested in tourism.



Submit ideas of cycling tourism and cooperation

Inspiring and innovative cycling tourism and cooperation projects between tourism and industry can be submitted through April 28, 2023 as part of the call for participation as potential program items for this year's Bike Travel Forum. The submitted topics will make it either onto the big stage or onto billboards in the conference foyer area. In this way, they offer inspiration and spark discussion for the professional audience from the bicycle and tourism industry.

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Additional information: <https://www.eurobike.com/en/exhibitors-products/special-areas/bike-travel/>

About Eurobike:

Eurobike is the central platform of the cycling and future mobility universe. Together with visionaries from politics, business, society and the mobility industry, it creates space for communication, new ideas, change of perspective, and strong partnerships for innovative mobility solutions and new business models. With Eurobike, the booming and rapidly changing bicycle and future mobility industries have found a common platform. It sets new standards and identifies key topics in the areas of sports, leisure, health and mobility, makes continuous progress and brings the global community together live. The 31st Eurobike will take place on the grounds of Messe Frankfurt from Wednesday, June 21 to Sunday, June 25, 2023.

About fairnamic GmbH:

Presseinformation
Press release
Communiqué de presse
Informazione stampa

**31st International
Bicycle Trade Exhibition**
June 21–25, 2023
Exhibition Center Frankfurt



**31. Internationale
Fahrradmesse**
21.–25. Juni 2023
Messe Frankfurt

With the founding of fairnamic GmbH, the trade fair companies Frankfurt and Friedrichshafen are sealing a partnership focusing on innovative mobility. The market position in the future markets of bicycles, e-bikes, light electric mobility and general aviation is strengthened by pooling expertise and market knowledge, global positioning, brand strength and speed. The joint venture focuses on the Eurobike and AERO brands and their satellites. The objective is to expand and further develop the two flagship trade fairs.

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