

New Hotel Booking Platform: Top Deals for Exhibitors and Attendees Near the Exhibition Center



Messe Düsseldorf is entering into a long-term strategic partnership with Kuoni Tumlare Congress with the aim of offering exhibitors and attendees hotel rooms at the most attractive rates near the exhibition center for events organized by Messe Düsseldorf. To make it all possible, the two companies are launching a new digital booking platform.

Düsseldorf, 24 October 2024. The new platform provides a quick and efficient overview of the cheapest accommodation options at Messe Düsseldorf partner hotels during the respective trade shows. As an additional service, the platform also compares rates with those of other leading booking portals, such as HRS and expedia, ensuring that exhibitors and attendees can see the best available offers at a glance.

The new platform is available now, which means exhibitors and attendees can already book their accommodations at the best rates for this year's glasstec, MEDICA and VALVE WORLD EXPO events. Offers can be accessed via the websites of the respective trade shows. Thanks to the long-term partnership set up with Kuoni Tumlare Congress, Messe Düsseldorf will be able to offer all trade show guests a convenient and cost-effective hotel booking solution for future Messe Düsseldorf events as well.

Fair Hotel Rates During Trade Shows

“The demand for affordable accommodations in Düsseldorf has increased massively in recent years. Our partnership with Kuoni Tumlare Congress enables us to bolster the Düsseldorf location and the region by offering our trade show guests the most attractive local accommodation options. At the same time, we can ensure that the events we organize here at this trade show location remain competitive,” emphasizes Wolfram N. Diener, President & CEO of Messe Düsseldorf GmbH.

Every year, the trade shows and conferences hosted by Messe Düsseldorf account for an average of one-third of all overnight hotel stays in the city – and thus generate a large share of hotel revenues. As a partner of the hotels, it's in the company's fundamental interest that hotel prices be set fairly, reliably and reasonably. After all, the experience of trade show guests in Düsseldorf hotels contributes significantly to their overall assessment of their business trips.

Partnership Secures Exclusive Offers

The partnership with Kuoni Tumlare Congress is designed to ensure that exhibitors and attendees experience the trade show location as customer-friendly and service-oriented as soon as they book their hotel rooms. The company is one of the world's leading destination management providers, drawing on an extensive network in the Düsseldorf region and working closely with local hotels to secure exclusive accommodation rates.

Marco Russi, Chief Operating Officer of Kuoni Tumlare MICE & Destination Offices Europe Zurich, looks forward to the partnership with Messe Düsseldorf: "Our deep-rooted network in the city enables us to negotiate attractive conditions with the hotels and thus offer trade show visitors the best possible accommodation solutions."

For Messe Düsseldorf, the partnership is an important step in further improving its digital service portfolio. With the new booking platform, the company once more underscores its ambition to launch innovative solutions and make Düsseldorf fit for the future as a trade show location.

About Kuoni Tumlare Congress:

Kuoni Tumlare Congress is part of Kuoni Tumlare, a destination management company with over 100 years of experience, a global presence, unrivalled local destination knowledge and extensive expertise. The company is a global provider of conference and hotel management solutions, assisting companies and organizers worldwide in the planning and execution of congresses and events. With its strong network and advanced booking systems, Kuoni Tumlare Congress offers tailor-made solutions for participants and exhibitors.

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m² exhibition center in Düsseldorf, Germany. Across 18 halls, international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and to network. Messe Düsseldorf's sectors of expertise include: "Machinery, Plants and Equipment," including metallurgy and foundry technology (inter alia drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE, A+A); "Lifestyle and Beauty" (BEAUTY, TOP HAIR); "Leisure" (boot, CARAVAN SALON); and "Mobility" (XPONENTIAL, Flotte!). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes more than 70 events. The corporate group's global network encompasses 77 foreign representatives for 141 countries – including seven international subsidiaries.

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