



TRADE FAIR+FESTIVAL

Photography | Travel | Film+Video

9th - 10th November 2019

Messe Wien, Vienna

www.photoadventure.at

CONCEPT AND
FACTS



THE PHOTO+ADVENTURE

A festival of photography. An emotional charge of travel and nature. The Photo+Adventure offers the unique combination of the three closely interrelated domains of photography, travel and the outdoors. The trade fair area offers everything that is up-to-date on the three highly topical boom themes. The festival area is waiting for you with an extensive supporting programme, with a variety of entertainment and information offers.

*The event for
photography, travel
and the outdoors.*



Event with varied social program



Target group related product presentations



Information and entertainment for the whole family



Best professional advice, straight from the expert

99 % of the exhibitors were satisfied to very satisfied with the number of visitors.¹

94 % of exhibitors rate the quality of visitors as good or very good.¹

„Seit diesem Jahr benennen wir die Photo+Adventure auch als das, was sie ist: Eine Messe und ein Festival. Nicht umsonst sprechen wir immer wieder davon, dass wir die Photo+Adventure feiern. Welche Messe kann das noch von sich behaupten?“

Thomas Wiltner, Photo+Adventure co-founder and organizer

“The Photo+Adventure was an event from the very beginning, which we would like to visit ourselves. True to our motto, ‘We live what we do!’“

Oliver Bolch, Photo+Adventure co-founder and organizer

90,4 % of the exhibitors give the Photo+Adventure the overall marks of good or very good.¹

FACTS & FIGURES

REASONS FOR BECOMING EXHIBITOR

A proven and popular concept, a guaranteed success. Innovative mix of topics. Fair+Festival creates an emotional atmosphere. An incomparable target audience with high purchasing power.

75,6 % of the visitors stated that they have already visited Photo+Adventure several times¹

MORE THAN JUST A SINGLE EVENT - COMMUNICATION THROUGHOUT THE YEAR

- Diverse communication channels
- Success through close customer loyalty
- Direct marketing, image campaigns, special topics via landing pages, etc.

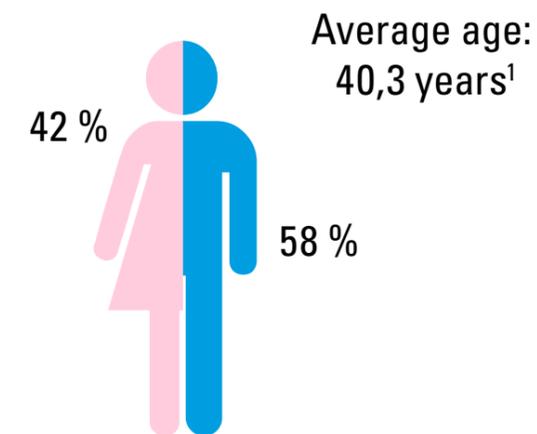
2 out of 3 visitors spend more than 4 hours at Photo+Adventure.
Every third even more than **8 hours**.
4 of 5 will revisit the Photo+Adventure.¹

"Definitely the greatest German-speaking photo fair 2017"
Ralf Kaulisch, Rheinwerk Verlag

91,2 % of the exhibitors have found their target group very or largely.¹

VISITORS STATISTICS

20.000 visitors



Average age: 40,3 years¹

75,1 % of visitors have a higher education¹

8,250 Facebook fans
13,800 Newsletter recipients
Up to 180,000 Website accesses per month

EXHIBITORS STATISTICS

275 exhibitors, co-exhibitors and represented brands,
35 % international

¹ Feedback from exhibitors and visitors of events in Vienna (qualitative and quantitative evaluation).

PHOTO

PHOTOGRAPHY + FILM/VIDEO + DIGITAL IMAGING

Photography and all its aspects are the core themes of Photo+Adventure.

The fascination about the possibilities of digital imaging is unbroken. In keeping up with the latest trends, the entire range of topics - both in terms of technology and content - is illustrated.

Today, it's more important than ever, to consider the merging of photography and film+video.

This year, the Photo+Adventure offers not only one of the broadest portrayals of photography, film/video and digital imaging in the German-speaking countries. The diverse supporting programme and the combination with the travel, nature and adventure theme also create a unique, incomparable festival atmosphere that inspires visitors and exhibitors alike.

"The visitors at our stand, in the lectures and seminars were enthusiastic. What else do you want? Great to be a participant in such an event."

Pavel Kaplun

*Photography in all
its facets*



"Best photo event of the year!"
Petra Halvax, EIZO Austria GmbH

"The P+A is THE consumer event highlight of the year for Canon, right on time for the pre-Christmas season. We find the expansion of topics such as film and video a great sign for the industry."

Sabrina Lucia Rachor, Corporate Marketing Communications, Canon Austria

55,6 % of the visitors stated to have bought at Photo+Adventure.¹

"The P+A has become a fixed point in the Austrian photography industry. Congratulations to the organizers!"

Klaus Lorbeer, Publitech Verlag

29,1 % of visitors state professional interest and/or networking as a motive for attending the fair¹

*High quality entertainment
and information*



ADVENTURE

64,7 % of the visitors searched specifically for Information and suggestions for the next trip / next vacation.¹

TRAVEL, ADVENTURE AND NATURE EXPERIENCE

The term "Adventure Travel" defines travelling as an overall experience, an adventure that everyone can define for themselves. Whether it is an adrenalin-pumping or athletic challenge (such as ski touring or mountain biking), a photo-touristic highlight such as a safari or an expedition cruise. For many people, the little adventure remains in front of their doorstep, in a neighbouring country or on a city trip- the camera is (almost) always at hand. The best possible equipment is a logical companion for such a journey.

The well-attended specialist lectures offer a unique platform for travel slide shows, destination portraits and product presentations, which are intensively used by tour operators, tourism regions and country representatives to present themselves tailored to the target group.



"Great travel fair in Vienna!"
Globetrotter Select

"As a partner country, Slovenia was able to fully exploit all its expertise for nature lovers and active tourists. We were also impressed by the wide range of communication and presentation options for the partner country throughout the year."

Jan Ciglenecki, Slovenian Tourist Office (partner country 2017)

54,5 % of visitors cite travel or outdoor/nature as a motive for visiting the fair.¹



"The interest of the visitors is much higher than at major trade fairs and the talks are more intensive. The lectures offer another opportunity to enhance image and awareness."

Aleksandra Dolapcev, National Tourism Organization Serbia (partner country 2015)

"A great trade fair - the P+A is getting better and better!"
Gabriela Tomaschko, Ikarus

Adventure as a Lifestyle



„Lots of interest, good-humoured visitors, great team, full lectures - we'll be happy to come back!"
Sandra Petrowitz, Diamir Erlebnisreisen

PHOTO+ADVENTURE – a success story

The Photo+Adventure brand is a trade fair and festival concept that has been successfully established in Austria in 2004 and combines the obvious themes of photography, film+video, travel and nature experiences.

During the two days of the fair, the international photo and video industry will provide an overview of the latest high-tech products and innovative possibilities of digital workflow as well as accessories of all kinds. The current trend towards the convergence of photography and moving images is being taken into account to an ever-increasing extent. Exhibiting tour operators, tourism authorities and regions as well as nature associations are aiming at conscious travellers.

The trade fair festival takes place annually in November in Austria at Messe Wien and in June in Germany at the Duisburg Landscape Park.

MESSE WIEN, VIENNA CITY FAIR 9th - 10th of November 2019

The Messe Wien is the most popular and important fair location of Austria. In terms of space, Vienna City Fair's Hall B and the Messe Congress Center offer a perfect setup for implementing the two event poles „Fair“ (Hall B) and „Festival“ (Messe Congress Center). Photo+Adventure attracts visitors from all over Austria and increasingly from neighbouring countries. It thus became one of the largest photo events in Europe.



LANDSCHAFTSPARK DUISBURG-NORD Annually on the 2nd Weekend of June

Since 2014, the Photo+Adventure is also organized in Germany. The sensational Landschaftspark has been one of the main reasons for choosing this location as a venue for the Photo+Adventure. After four years the fair is fully recognized within the German event calendar. Information and details at: www.photoadventure.eu



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