



Pressemitteilung

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Provisional closing report

Recuperation, nature and freedom – that is what leisure time is about

- oohh! LeisureWorlds delight visitors and exhibitors
- Caravanning and cruises remain trendy
- Germany still no. 1 holiday country

Hamburg, 11 February 2020 – The desire for leisure time and the demand for special experiences are increasing. In the digital age in particular, the interest in analogue recuperation, nature and freedom is growing. This was catered for with numerous offers at oohh!. Around 770 exhibitors from 37 countries presented the current trends in their sector from 5 to 9 February at the REISEN HAMBURG, FOTOHAVEN HAMBURG, KREUZFAHRTWELT HAMBURG, CARAVANING HAMBURG, RAD HAMBURG and AUTOTAGE HAMBURG trade fairs.

‘The oohh! concept, with its various topics and formats, is highly contemporary. Furthermore, with the USA as a partner country at REISEN HAMBURG, we presented a very exciting and attractive long-distance travel destination to our visitors. Our expectations were met in every regard’, summarises Bernd Aufderheide, CEO of Hamburg Messe und Congress.

Around 77,000 visitors came to oohh! LeisureWorlds to take a trip around the globe in 11 trade fair halls and enjoy the varied holiday and leisure programme and offers. Virtually all the visitors (99%) rated the event positively overall.

Germany and the USA lead the way

The fact that Germany is the undisputed number one travel destination was confirmed by its high demand at northern Germany’s biggest tourism trade fair. Visitors to REISEN HAMBURG found information on travel destinations throughout the country, from the beaches of Schleswig-Holstein to the Alpine regions. In that context, there was above-average interest in adventure holidays and individual trips. In terms of long-distance travel, the partner country, the USA, was represented with an extensive appearance. And with good reason, because 16% of Germans are interested in travelling to the USA in the next three years.

78% of Germans take pictures in their free time

Especially when travelling, people like to take pictures to remember the most beautiful time of the year. Alongside quick snapshots taken on smartphones, artful travel photography is once again coming back into focus. The fledgling format FOTOHAVEN HAMBURG offered photo enthusiasts everything to do with cameras, drones and smartphone photography. 'Leica was there for the first time and we are thrilled with the range of what was on offer. From the FOTOHAVEN Academy events and the trained, professional staff at the booths, to the exhibitions where visitors could find inspiration for their next projects. We at Leica are already thinking about what cultural contribution we can make here next time,' says Falk Friedrich, Managing Director, Leica Camera Deutschland GmbH. The festival format took place in two exhibition halls for the first time and has already developed into an important networking platform for the German photography scene in just the second year of its existence.

Mobility on four and two wheels

At the largest CARAVANING HAMBURG since its inception, camping fans learned about the latest models, accessories and the possibilities for individual and flexible travel. The new Technology Forum, which provided DIY mechanics with the necessary know-how for retrofitting, was very popular. RAD HAMBURG offered the opportunity to extensively test out bicycles and e-bikes, with sound advice and a large test course. In Hall B6, AUTOTAGE HAMBURG was presented as its own LeisureWorld for the first time. Visitors took advantage of the opportunity to take a test drive in a dream car or to buy a new car directly on-site.

Boom in cruises continues unabated

Compared to 2009, the number of cruise passengers has more than doubled. That change is also underlined by KREUZFAHRTWELT HAMBURG, which has developed into the largest community meeting place for cruise fans in Germany. More than 40 providers, including 20 shipyards, demonstrated the full spectrum of holidays on the water.

In 2021, the oohh! LeisureWorlds will take place from 3 to 7 February.

More information can be found on www.oohh-freizeitwelten.de, [Facebook](#) and [Instagram](#).

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