

Media release

## **Holidays Bern, FESPO and Golfmesse in Zurich are taking another hiatus, but confident about approaching formats in 2022**

Bern, 9 December 2021 – **The BERNEXPO GROUPE has decided to postpone both the Holidays Bern fair (13 to 16 January 2022) and FESPO and Golfmesse in Zurich (27 to 30 January 2022) in the coming year due to the deteriorating epidemiological situation and its impact on the tourism industry. The live marketing company is optimistic that future formats – above all, the BEA spring trade fair – will be held next year.**

Holidays Bern would have taken place at the BERNEXPO site from 13 to 16 January 2022, while FESPO and Golfmesse – the largest tourist platform in Switzerland – would have been staged in Zurich from 27 to 30 January 2022. “The current escalation of the epidemiological situation has severely affected international travel and has set the tourism industry back again. Many exhibitors will probably not be able to enter the country due to the stricter entry and exit conditions or would have to be quarantined when departing, which is why we cannot avoid a hiatus. We very much regret this decision, but it provides clarity and planning certainty for all participants,” explains Tom Winter, CEO of the BERNEXPO GROUPE.

### **Reliable safety concepts successfully implemented**

The company is fundamentally optimistic about the implementation of its formats in the coming year, however : The BERNEXPO GROUPE has devised a safety concept that can be adjusted pragmatically at any time depending on the situation. It is therefore prepared for a wide range of situations and has demonstrated in recent months with popular public events, such as HeroFest and the Swiss Caravan Salon, that events can be held safely and successfully even during COVID-19 times.

### **Looking forward to the motofestival and the return of the BEA**

The BERNEXPO GROUPE is now starting the exhibition year 2022 with the O-DAYS | presented by ORNARIS, which will be held from 16 to 18 January, Anticipation is also high for the première of the motofestival on the BERNEXPO site from 3 to 6 March. A host of well-known exhibitors for the major event have already registered. The sector’s national meeting place is almost completely booked up. There have also been very positive sales figures for BLE.CH, a specialist trade fair for chip-free metal and steel processing planned for 8 to 10 March. The top priority for the coming year is to hold the BEA from 29 April to 8 May. “The BEA is an integral part of Bern’s DNA and particularly important for the capital – so we are doing everything we can to ensure that the popular spring fair can be held again next year,” explains Tom Winter. Furthermore, the Group is currently working together with partners to check whether ZUHAUSE BERN – formerly

Eigenheim Bern – should be moved from the planned dates of 24 to 27 March 2022 to the summer or autumn of 2022, and whether the FISHING HUNTING SHOOTING trade fair from 17 to 20 February 2022 should be postponed. Tom Winter has said in this regard: “The current situation is difficult for all event organisers, but the BERNEXPO GROUPE and our employees have developed such a flexible mindset in the meantime and are so experienced that we can work together with our partners to offer our exhibitors and visitors high-quality events and trade fairs in the shortest amount of time.” Tom Winter is convinced: “The new valuable experience and our innovative approaches and concepts will enable us to recover from the effects of the coronavirus pandemic and continue to be a key value driver of added value for Bern.”

**In the event of questions, please contact:**

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**About the BERNEXPO GROUPE**

The BERNEXPO GROUPE, a live marketing company, stages more than 30 proprietary and guest exhibitions, over 300 congresses and specialist events, as well as event engagements of all sizes every year. The BERNEXPO GROUPE's live communication approach produces eventful moments, creates space for encounters and offers diverse platforms. The BERNEXPO site is one of the largest exhibition premises in Switzerland: Eight exhibition halls in two building complexes have a total of around 40,000 m<sup>2</sup> of event space and 100,000 m<sup>2</sup> of outdoor areas. The BERNEXPO GROUPE has a staff of around 120 employees. It achieves gross added value of around CHF 260 million, making the company an important economic driver for the city and region of Bern, as well as a familiar name throughout Switzerland.