



Own exhibition  
stands for Norway,  
Sweden, Finland,  
Denmark and Iceland!

25. February - 1. March 2026  
[www.skandinavienwelt.de](http://www.skandinavienwelt.de)

MESSE  
ESSEN



After the successful start in 2025, there will be again a separate stand for each of the countries Finland, Norway, Sweden, Denmark and 2026 Iceland (for the first time).

At each stand, four partners/destinations from the respective countries can present themselves to the trade fair audience in an exclusive, simple and cost-effective way.

## This is the offer:

- Presentation at the country stand (Finland, Norway, Sweden, Denmark or Iceland)
- The country stand will be supervised by our staff, so that the partners do not have to participate in the trade fair themselves or send staff.
- The partners only have to send us trade fair material (roll-up, brochures, flyers, etc.).
- Our staff will also contact the partners in advance of the trade fair to discuss the details of the presentation.

**Price: € 1.600,- per partner/destination.**





**Customer Contact**  
**Germany**  
Nordis Verlag GmbH  
Jörn Backhaus  
joern.backhaus@nordis.com



[www.skandinavienwelt.de](http://www.skandinavienwelt.de)

Two strong partners: Nordis Verlag and Messe Essen will present the SkandinavienWelt 2026.



## Measurable benefits.

- Largest tourism trade fair in NRW, third largest regional tourism fair in Germany.
- Over 75,000 m<sup>2</sup> of exhibition space.
- Around 1,000 exhibitors and destinations from 20 countries.
- 2025 over 85,000 visitors
- Around 40% of visitors from from a distance of more than 50 km.
- 93% of exhibitors plan to participate again
- Travelling, camping and cycling at one fair!
- 94.2% of the visitors plan to a repeat visit.



» Many exhibitors report lively demand. «

Source: Gelszus Messe-Marktforschung GmbH, exhibitor and visitor survey 2025