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World of Travel Inspiration Under One Roof

Ferien-Messe Wien, 19.01.2026 [ENA]

From January 15 to 18, 2026, Messe Wien once again transformed into the heart of global travel and holiday inspiration as the Ferien-Messe Wien opened its doors to tens of thousands of visitors eager to explore the world, discover new destinations and begin planning their next adventures. As Austria's largest and most vibrant travel fair, the Ferien-Messe delivered a rich and multi-layered experience.

It was as educational as it was exhilarating — blending information, inspiration, entertainment and personal discovery in an atmosphere that appealed equally to seasoned globetrotters and first-time explorers. On first entering the sprawling VIECON Messe Wien halls — a venue synonymous with high-quality fairs and exhibitions — visitors were greeted by a dynamic array of over 430 exhibitors from five continents, representing everything from idyllic beach escapes and dramatic cultural journeys to outdoor adventures and luxurious spa retreats. The scale and diversity of the offerings underscored the Ferien-Messe's reputation as Austria's premier travel and leisure event and one of the most anticipated fixtures of the travel calendar.

What makes the Ferien-Messe truly exceptional is not merely its size, but the quality and thoughtfulness of its curation. The fair seamlessly blended international flair with local Austrian culture, inviting visitors on a journey that felt both expansive and personal. Countries from around the globe — each with distinct cultures and travel experiences — showcased their unique allure through vibrant booths, immersive presentations and warm hospitality. It was easy to get lost in the colourful streets of far-off lands or imagined the tranquillity of undiscovered natural hideaways, all without leaving Vienna.

A standout element throughout the four days was the ReiseArena programme — a stage where expert travellers, influencers and adventurers shared their most inspiring stories and insights. From vivid narratives of remote expeditions to practical guidance on planning family holidays, the presentations captivated audiences and added a human edge to the fair's wealth of information. These sessions were not only informative but deeply engaging, reminding visitors that travel is ultimately about connection, curiosity and shared human experience.

Among the Ferien-Messe's most innovative features was the Silent Cinema and Reisekino — immersive film experiences that transported audiences to distant lands through sound and vision. Visitors could don headphones and be whisked away to landscapes both majestic and mysterious, from Arctic horizons and

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tropical forests to bustling city streets and tranquil rural plains. These cinematic excursions were sensory highlights of the fair, offering moments of pure escapism and stimulating the imagination in ways that brochures alone cannot achieve.

Adding another layer of delight was the Flavours Stage — a culinary showcase where local chefs and international cuisine experts demonstrated dishes from around the world. Audiences not only watched the chefs at work, but sampled tantalising flavours, discovering how food can be a gateway into understanding a culture's traditions and rhythms. Food, after all, is one of travel's most direct pleasures, and the Ferien-Messe celebrated it without reservation.

Beyond the global panoramas and expert insights, the Ferien-Messe Wien demonstrated its appeal as a family-friendly event. Children up to the age of 14 enjoyed free entry, and the fair's dedicated children's programme — including interactive activities, fun spaces and even character appearances — made it a welcoming environment for families looking to broaden horizons together. It was refreshing to see travel presented not simply as an adult pursuit, but as a lifelong journey that begins in childhood.

In tandem with the main travel offerings, the presence of the Vienna Drive mobility fair enriched the overall experience. With a shared ticket granting access to both events, visitors could effortlessly explore the latest trends in sustainable mobility and innovative transport technologies alongside their holiday planning. This pairing underscored a forward-thinking sensibility: travel is evolving, not only as a leisure activity but as a mindful practice that considers mobility, environment and accessibility together.

Ultimately, the Ferien-Messe Wien 2026 was more than a trade fair — it was a celebration of global curiosity, cultural exchange and the universal joy of wanderlust. It offered something for everyone: those seeking luxury beach vacations, adventurous expeditions, cultural deep dives, or simple weekend getaways. Whether one's travel dreams involved distant continents or serene local retreats, the fair provided the inspiration, expertise and excitement needed to turn aspirations into plans.

Attendees left with suitcases full of brochures, connections with travel professionals, ticket and package ideas in hand — but more importantly, with a renewed sense of wonder and eagerness to explore the world beyond their doorstep. In an era when travel continues to redefine itself, the Ferien-Messe Wien stands as a vital and invigorating institution, reminding us that the journey itself is one of life's greatest delights. For anyone passionate about travel — or anyone simply looking to reignite their sense of adventure — the Ferien-Messe Wien 2026 was an unmissable event and a shining highlight of Austria's cultural calendar.

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