



RESE MÄSSAN

A PART OF THE SENIOR FESTIVAL
16-17 OCT IN STOCKHOLM 2026



THE TRAVEL FAIR / RESEMÄSSAN

THE TRAVEL FAIR IS ORGANIZED FOR THE THIRD TIME IN THE AUTUMN OF 2026 IN STOCKHOLM AS PART OF THE SENIOR FESTIVAL. TWO FAIRS IN ONE, WHERE WE HAD ABOUT 9,800 VISITORS IN 2025.

THIS YEAR AROUND THE TRAVEL FAIR WILL BE ORGANIZED DURING TWO DAYS ON ANNEXET AT AVICII ARENA (GLOBEN).

THE TRAVEL FAIR IS A B2C FAIR WHERE YOU MEET THE END CONSUMER AND HAVE THE OPPORTUNITY TO SELL AND MARKET YOUR PRODUCTS, SERVICES AND DESTINATIONS TO VISITORS WHO HAVE PAID ADMISSION TO MEET YOU.

THROUGH THE TRAVEL FAIR, WE SEE A UNIQUE OPPORTUNITY TO REACH EVERYONE WHO LOVES TO TRAVEL AND NOT ONLY THE SENIORS WHO VISIT THE SENIOR FESTIVAL. HERE, VISITORS GET THE OPPORTUNITY TO CONFIRM THEIR INTEREST IN TRAVEL AND EXPERIENCES AT THE SAME TIME AS WE GIVE THEM THE CHANCE TO APPRECIATE IN THE CONTENTS OF THE SENIOR FESTIVAL.

WE GATHER ALL EXHIBITORS WITHIN THE TRAVEL INDUSTRY IN A CLUSTER SO THAT VISITORS TO THE TRAVEL FAIR CAN EASILY ORIENTATE THEMSELVES.

POSSIBLE EXHIBITORS IN THE TRAVEL FAIR ARE; BIG CHARTER COMPANIES TO SMALLER NICHE TRAVEL AGENCIES, AIRLINES, INTERNATIONAL AND SWEDISH DESTINATIONS, CRUISE COMPANIES, BUS COMPANIES, HOTELS, MANSIONS, CASTLES, SPAS, MUSEUMS AND MORE.

THIS VENTURE MEANS THAT YOU ARE MARKETED IN EVEN MORE WAYS THAN BEFORE AND THEREFORE GIVING THE OPPORTUNITY TO MEET NEW POTENTIAL VISITORS AND TO NETWORK WITH OTHER COMPANIES IN THE TOURISM INDUSTRY. AT THE SAME TIME WE BUILD AN AUDIENCE TRAVEL FAIR TOGETHER.

WE ENCOURAGE YOU TO MAKE REALLY GOOD OFFERS AND SELL TRAVELS ON THE SPOT. THIS WILL BE EXTRA MARKETED IN OUR CHANNELS TOWARDS THE VISITORS.

WHERE: ON ANNEXET AT AVICII ARENA (GLOBEN).

WHEN: 16TH-17TH OF OCTOBER

OPENING HOURS:

FRI 16TH OCT 10.00-16.00

SAT 17TH OCT 10.00-16.00

FEEL FREE TO LOOK AT THE TRAVEL FAIRS

WEBSITE: WWW.RESEMÄSSAN.SE

THE TRAVEL FAIR IS MARKETED THROUGH:

- OUR OWN AND THE SENIOR FESTIVAL HOMEPAGES
- META AND INSTAGRAM PROMOTIONS
- PRINT ADVERTISEMENTS IN TRAVEL MEDIA
- THE SENIOR FESTIVAL'S FAIR STATION IS DISTRIBUTED THROUGH GP, SYDSVENSKAN AND DN ON THE RESPECTIVE LOCATION
- OUR OWN AND COLLABORATORS' NEWSLETTERS
- DIGITAL TRAVEL SITES



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ORDINARY PRICES EXCL. VAT

INCLUDED IN THE REGISTRATION FEE (3 450 SEK) IS:

- REGISTRATION FEE
- VISIBILITY IN THE EXHIBITOR LIST ON THE WEBSITE AND IN THE SENIOR FESTIVAL MAGAZINE
- PART OF THE SENIOR FESTIVAL GROUP INSURANCE FOR EXHIBITORS
- EXHIBITOR CARD FOR PERSONNEL IN THE BOOTH
- 1 ELECTRICAL OUTLET
- STAND CLEANING (VACUUMING) BEFORE DAY 1
- 10 DIGITAL ENTRANCE TICKETS
- ENVIRONMENTAL FEE

THE SQUARE METER PRICE (1,580 SEK) EXCL. VAT INCLUDES:

- EXHIBITION AREA - YOUR STAND
- WHITE PAINTED SEPARATING WALLS

PLEASE NOTE THAT THERE IS A LIMITED NUMBER OF STANDS, A TOTAL OF 52 STANDS IN THE TRAVEL FAIR. THE STANDS ARE AVAILABLE IN VARIOUS SIZES, RANGE FROM 2X2 M, 4 KVM UP TO 8X5 M, 40 KVM.

CO-EXHIBITORS FEE

- 2 000 SEK EXCL. VAT
- MORE THAN THREE CO-EXHIBITORS 1000 SEK EXCL. VAT

THE TRAVEL STAGE

ON THE 2ND FLOOR, WE HAVE OUR TRAVEL STAGE WHICH IS DEDICATED TO THE TRAVEL FAIR EXHIBITORS. THERE WILL BE SPACE FOR APPROXIMATELY 50 SEATED AUDIENCES THERE.

THERE IS FULL TECHNOLOGY ON SITE; SOUND, LIGHTS, PROJECTOR, COMPUTER AND TECHNICIANS ON ALL DAYS.

HERE YOU HAVE THE OPPORTUNITY TO BE SEEN, BUT THERE ARE A LIMITED NUMBER OF TIMES AVAILABLE. THE PRICE PER TIME IS 1,800 SEK / TIME OF 20 MINUTES.

**WELCOME TO CONTACT US FOR
BOOKING YOUR STAND!**



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