

EXHIBITOR INFORMATION



25 Years
Public- and
Trade Fair



@weinmesseoesterreich

Weinmesse
Innsbruck
Genuss & Gourmet

25. - 27. February 2027
Messe Innsbruck

TIROLERIN

VÖSLAUER



West-
Austria's
largest
Wine fair

THE Wine Experience

Taste, enjoy, experience, and purchase: Since the year 2000, the Wine Fair Innsbruck has been one of Austria's leading platforms for discerning wine enthusiasts. The wine experience in Innsbruck has been characterised by continuous success and sustainable growth.

In order to further enhance the quality of visitors and increasingly attract guests with strong purchasing power, shopping vouchers were integrated into the admission ticket in 2024. This resulted in a moderate increase in the ticket price while achieving the desired improvement in the quality of the visitor profile.

The proportion of visitors attending solely for tastings decreased significantly. According to exhibitor surveys, both the purchasing power and the overall quality of visitors increased considerably, while exhibitors were able to dedicate more time and attention to valuable discussions with genuinely interested customers. In 2026, visitor numbers increased by a further 10% compared to the previous year.

Your benefits at a glance:

- Western Austria's largest wine fair
- High-spending visitors thanks to the shopping vouchers
- 97% of visitors plan to attend the fair again in 2027!
- Around 10% trade visitors from retail and the hospitality sector
- Excellent support and exhibitor service
- Targeted advertising and PR campaigns in online and print media



The fair has become a fixed highlight in our wine calendar. It gives our regular customers the opportunity to taste the new vintage, while every year new customers discover our excellent wines.

Weingut Birnstingl

Fair topics around wine



Wine & Spirits

- Wine
- Sparkling wine
- Spirits
- Destillates
- Most & Cider
- Spirits
- Gin
- Craft Beer



Gourmet

- Antipasti, Pesto & Olives
- Vinegar & Oils
- Jam & Chutney
- Bacon & Salami
- Fruite juice
- Honey
- Cheese
- Chocolate



Wine Accessories

- Wine packaging
- Wine glasses
- Wine cellar building
- Wine climate cabinets
- Wine cooler
- Wine shelf systems
- Dishes
- Tabel decoration



The fair was once again a great success – with many long-standing customers and promising new contacts. The impressively high number of visitors created a vibrant and dynamic atmosphere. These factors are the reason why we are happy to participate in this fair year after year.

Remushof Jagschitz

That's why you should be there?

Fair facts

- **The biggest winefair in western Austria** and one of the largest wine fairs in the german-speaking area.
- **Exhibitor satisfaction: approx. 91% of exhibitors** have already confirmed their participation in the international Innsbruck Wine Fair 2026!
- **Direct sales at the trade fair through** €20 shopping vouchers purchased by trade fair visitors together with their admission ticket, which can be redeemed at exhibitors offering wine, distillates, and spirits.
- **Optimal all-round service for you as an exhibitor:** Our team will continuously provide you with wine glasses, mineral-water, and pastries!

Visitor Facts

- **Visitor satisfaction: around 97% of visitors** are expected to visit the fair again in 2027
- **Platform for resellers and decision-makers from the hospitality industry** & retail sector (approx. 10% trade visitors)
- **Blind tasting with awards**
The "Golden Wine Glass of the Wine Fair Innsbruck"
- **High-spending wine enthusiasts through the shopping voucher system** use the fair to expand their private wine collections
- **Wine-enthusiastic audience with a focus on** wine and culinary experiences



Three intensive and successful trade fair days in Innsbruck are behind us. So many visitors attended that we could hardly keep up with serving tastings. Thank you for the smooth organisation. We will be happy to return!

Palazzo Lodron

Advertising that delivers results!

A perfectly planned advertising concept tailored to the target audience puts the Wine Fair Innsbruck in the spotlight.

Outdoor advertising:

- Extensive poster campaigns throughout Tyrol
- Bridge banner advertising in the city of Innsbruck

Social media campaigns:

- Social media campaigns on Facebook
- Social media campaigns on Instagram
- Target-group-oriented email campaigns

Advertising campaigns & paid PR articles:

- Daily newspapers
- Business newspapers
- Local media

Target-group-oriented promotion to the hospitality industry:

- The Wine Fair Innsbruck is itself an exhibitor at Tyrol's hospitality trade fair "FAFGA"

Trade media:

- Media partnerships & collaborations



ANG OST

Herzlich Willkommen

zum internationalen Wein-Erlebnis



Every year, we are delighted to be part of this special and close-knit community as exhibitors. The fair is not only an important platform for us, but also a place for encounters, exchange, and a shared passion for wine.

**Weingut Schilcherei
Jöbstl**

Venue & Opening Hours

Messe Innsbruck

Messe Innsbruck stands out due to its location in the heart of the city. The charming old town and the main train station are just a 10-minute walk away. Messe Innsbruck is easily and quickly accessible on foot, by public transport, or by car.



Arrival

Address:

Messe Innsbruck
Halle A | Messeforum 2. OG
Sieberstraße
6020 Innsbruck
AUSTRIA

Fair opening hours

Einlass für Aussteller Freitag & Samstag: 13 Uhr!

Thursday 25.02.2027 4pm - 9pm

Friday 26.02.2027 2pm - 8pm

Saturday 27.02.2027 2pm - 8pm

Set-up times

Wednesday 24.02.2027 3pm - 9pm

Thursday 25.02.2027 10:30am - 4pm

Dismantling times

Saturday 27.02.2027 8pm - 11:30pm

Sunday 28.02.2027 8am - 12am

Organiser & Contact Person

Messen CMW

Peter Lindpointner GmbH & Co KG

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Fair Management

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