

## RDA Group Travel Expo

The RDA Group Travel Expo is the leading travel exhibition for coach and group tourism. It is organised once a year by RDA Expo GmbH, a fully owned subsidiary of RDA Internationaler Bustouristik Verband e.V.

### About the exhibition

- The RDA Group Travel Expo has been taking place since 1975 (previously as the RDA Workshop).
- Focus on Products and services from the coach and group travel industry from all over Europe
- Location: Cologne

### Exhibitors

- >350 international exhibitors
- 13,470 m<sup>2</sup> exhibition space
- 89% exhibitor satisfaction

### Trade visitors

- 1.600 trade visitors
- 86 % of visitors belong to the main target group of coach operators, tour operators & self-booking travel agencies
- 91 % Recommendation rate
- 78 % willingness to order
- 19% international trade visitors

## The RDA Internationaler Bustouristik Verband e.V.

The RDA Internationaler Bustouristik Verband e.V., based in Cologne, was founded in 1951. The association has around 2,600 direct and corporate members.

As the leading international trade association for coach and group tourism in Europe, the RDA is committed to improving conditions for the entire industry.