

INTERALPIN 2025 will be a four-day event

Not long after the successful conclusion of INTERALPIN 2023, we bring you good news about the leading international trade fair for alpine technologies. The 25th edition of the biennial international ropeway industry event will take place over four days for the first time in 2025! It will be held from Tuesday, 6 May to Friday, 9 May 2025. The extra day was added to accommodate an expanded programme and optimise visitor flows.

Innsbruck, 11 December 2023. More than 35,000 international trade visitors from about 130 countries reaffirmed INTERALPIN's position as the leading international trade fair for alpine technologies in April 2023. This amounts to a growth of 20% compared to the previous year. Around 650 exhibiting companies presented the most important industry novelties and innovations to their visitors.

In light of this immense demand, INTERALPIN organiser Congress Messe Innsbruck (CMI) and the key industry players have jointly decided to extend the 25th edition of the trade fair, scheduled for May 2025, by one day. 'Relaxation and exercise in nature and mobility in urban areas are becoming more and more important. Demand for efficient, secure and sustainable solutions is clearly on the rise. These key areas are where the INTERALPIN exhibitors direct their extraordinary capacity for innovation. Organised in collaboration with the leading companies of the industry, our trade fair is an ideal international platform for bringing together supply and demand alongside many adjacent organisations and institutions. We are pleased to extend this important event to four days. As players in this industry, we are very excited about the 25th edition of INTERALPIN, the leading international trade fair for alpine technologies', commented **Christian Mayerhofer**, CEO of Congress Messe Innsbruck.

More room for networking and content

In 2025, the grand opening of INTERALPIN will also mark the final event in the programme of the Austrian Ropeway Conference, organised by the trade association for the ropeway sector. On the second and third day, trade visitors will have an opportunity to participate in the INTERALPIN Inspiration Days, a format involving outstanding speakers and discussions about topics such as innovation, marketing, digitalisation and sustainability. The programme is tailored perfectly towards the target group: during and around INTERALPIN, there will be an international industry network meeting supported by the Austrian and Tirolean Federal Economic Chambers and a members' seminar of the International Organisation for Transportation by Rope (OITAF). Stefan Kleinlercher, INTERALPIN Project Manager, emphasised that the extended event creates room for additional content and exchange opportunities: 'Extending INTERALPIN allows us to offer even greater value to our international trade visitors. They will have even more opportunities for intensive conversations and a quality trade fair visit. We are already working on the INTERALPIN Gala, too – this is all the more exciting in light of our little anniversary, as the next INTERALPIN, held from 6 to 9 May 2025, will be the 25th edition.'

Please do not hesitate to contact me if you have any questions. We look forward to your report!

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