

Wörthersee Treffen

A red silhouette of a Volkswagen Golf Mk2 is positioned to the right of the main title. A black banner with the word 'REIFNITZ' in white capital letters is draped over the top of the car. Below the banner is a small white icon of a building with a steeple, representing the Reifnitz castle.

„The lake is calling“

REIFNITZ AM WÖRTHERSEE

www.woertherseetreffen.at





THE BEST CAR MEETING OF THE YEAR

Facts, dates and figures

Traditionally on the long weekend of Ascension Day (and Father's Day in Germany) in May or June the small village of Reifnitz in the municipality of Maria Wörth on Lake Wörthersee is transformed into a GTI Mecca and the stage for an incredible event:



4 event days

On average 120,000 visitors

About 6,000 cars

About 120 exhibitors
from the tuning, accessories, stereo and car scene

... all meet at an open-air event with a clear focus on the cars, the drivers, the fans and all the visitors who are interested to come and check it out. The entire village centre is turned into a GTI stage, exhibition area, show mile, tuning meeting, entertainment show, and finally, an open-air cinema which you can enjoy with a cool drink in hand, directly by the glistening shores of Lake Wörthersee. Tuning news, new accessories and all the GTI information you need are exchanged here at the most beautiful bathing lake in Carinthia, with its special summer flair.

EXTENSION IN SIGHT

The Meeting, which lasts 4 days, has taken place every year since 1982 and has become a Tuning Week. The municipality is continually working on new features and making changes as they become necessary. This has meant that the event has continually grown, with new features and details, all hammered out in a lively exchange with the Volkswagen Group, but above all with the participants, the GTI Community themselves. In 2017, for the first time, on the weekend before the Meeting, several tuning clubs (and others) were invited to a relaxed warm-up event called "Enter Reifnitz". The 4-day car festival itself was officially opened on the Tuesday evening with a big party and live music. This "pre-event", which is normally incorporated into the week of the official meeting, was so popular that everyone wanted to extend it. As it is not part of the official event, we are working closely with sponsors, exhibitors and the GTI community to make sure space is available.



“THE LAKE IS CALLING”

This phrase has over the years become synonymous with the Würthersee Meeting. And it applies to everyone at the Meeting. Various groups meet up here:

VISITORS:

The lines of cars which make their way to the Würthersee Meeting every year come from many different countries. Of course, most of them come from Austria and Germany, but our neighbours from Italy, Slovenia, Hungary, Switzerland, the Czech Republic or Slovakia are also very welcome guests. Number plates from Russia, Finland, GB, Spain, France and even the USA reflect the international interest. Everyone who wants to drive into Reifnitz can purchase a 4-day complete package or individual day tickets. You can then present your car directly at the centre of the action, which is what gives this unique open-air event its special flair. Visitors who want to come into the village without a car can buy a day ticket and travel by shuttle bus, shuttle boat or scheduled boat, or they can park their car at one of the nearby car parks outside the event area.

Exhibitors: The offers for exhibitors and sponsors in Reifnitz are very special, as there are no back-to-back halls but various exhibition tents, dispersed throughout the entire village. Exhibitors can choose between a stand in a tent or create their own presentation concept in one of the open-air spaces. All the arrangements in the village – the numerous parking areas for paying visitors, a one-way system for the cars, a spaciouly set-up, wide selection of catering facilities around the different areas and tents, as well as fixed points such as the main stage/show stage, gift station, press office, info corner or playground – ensure that visitors are always on the move and get to see all the exhibition areas, which are inviting and spacious, and also accessible for the disabled.

Volkswagen: The VW Group has an impressive stand in the village and usually presents a brand-new model every year, as well as various new editions, new developments and experts delivering seminars, and they encourage visitors to become actively involved, with features such as the Crew Box or the Fan Drive. The stand itself is a great place to check things out, spend some time and exchange ideas, and it's a special highlight every year. The important decision-makers and those responsible for the projects are on site during the event.

MEDIA:

Every year over 50 national and international media representatives are accredited, including print, TV and radio: most journalists come from Austria, Germany, GB, Italy, Spain, Slovenia and Hungary. There is also continual coverage further afield, with Japanese media registered, and there are also sometimes media guests from South Africa, the USA and Australia.



HOW TO PARTICIPATE AS AN EXHIBITOR OR SPONSOR

Whether you want to present your own truck or stand at one of the 7 exhibition areas, in one of the exhibition tents or as a sponsor with your logo, or you want product placement on the main stage – there are many ways to be part of the event. From single features to large, all-singing, all-dancing complete packages. Small budgets are catered for as much as large ones (from €315) and companies with a larger advertising budget can choose from numerous stand variations and/or sponsoring possibilities. Individual ideas are also welcome in Reifnitz.

All-inclusive worry-free package – the years of experience shared by the municipality, the stand builders and the suppliers means that exhibitors can enjoy uncomplicated, personal and friendly service and completely transparent pricing. The constant movement of visitors in the village means that exhibitors and sponsors get plenty of exposure. Detailed offers and prices are listed in the attachment. After registration you will receive all the important information concerning the set-up and dismantling, as well as security and other details by e-mail.



Your contact partners:

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