



10
JAHRE

Wir feiern mit! 22. - 24.10.2025, Messe Wien

Exhibitor Information

10 Years of Lebenslust

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Lebenslust was found in 2015. Over the years, we have experienced both successful and challenging times—some without Lebenslust at all. But in 2025, just in time for our 10th anniversary, we are making a grand comeback! On our traditionally strongest days—Wednesday to Friday—we will offer a full program, once again inviting our audience to enjoy, explore, shop, and indulge.

From October 22 to 24, Messe Wien's Hall A will once again transform into Vienna's unique senior club. Around 170 exhibitors will showcase the latest products and services designed to enrich life after 55, covering:

Health & Beauty, Travel & Vacations, Leisure & Culture, Fashion & Styling, (Accessible) Bathroom & Bedroom, Financial Planning & Legal Matters, Communication & Household Technology, Senior Living, and various Mobility Solutions.

In addition to an extensive range of products and services, the focus will once again be on personal interaction and, most importantly, expert advice.



The Audience

18,886 visitors attended the 11th Lebenslust in 2023. With over 100 program highlights across three stages, the event offered top-notch infotainment. The visitor survey was conducted online with a 12.5% response rate.

Gender

60 % Women
40 % Men

Residence

79 % Vienna
16 % Lower Austria
5 % other Federal States

Relationship Lifestyle

30 % Single
57 % live with (married) partner
8 % live in a family household
5 % reside in other communities



Opinions and Intentions 2023

74% are very satisfied with Lebenslust overall

71% would recommend the visit to friends and family

69% plan to attend the next Lebenslust if possible

The question "Which of our partners did you use to take advantage of the discounted entry (5 instead of 9 euros)?" was answered as follows:

22% Krone Vorteilswelt

20% Vorteilsclub der Stadt Wien

12% ab5zig

11% Pensionistenverband

An additional 35% redeemed online tickets with promotion codes or came with vouchers from other entry partners: Gewerkschaft vida, Hansaton, HEUTE, Kurier, meinbezirk.at, PensionistInnen Klubs für die City of Vienna, Samariterbund, Wiener Bezirksblatt, Wiener Rotes Kreuz.



Lebenslust 2025

Wednesday, October 22 – Friday, October 24,
2025 Daily from 9 AM – 5 PM

VIECON - Messe Wien

Halle A, Entrance Foyer A, Messeplatz 1, 1020 Wien
U2-Station Messe-Prater, Parkhaus A, Max-Koppe-Gasse

Setup Times

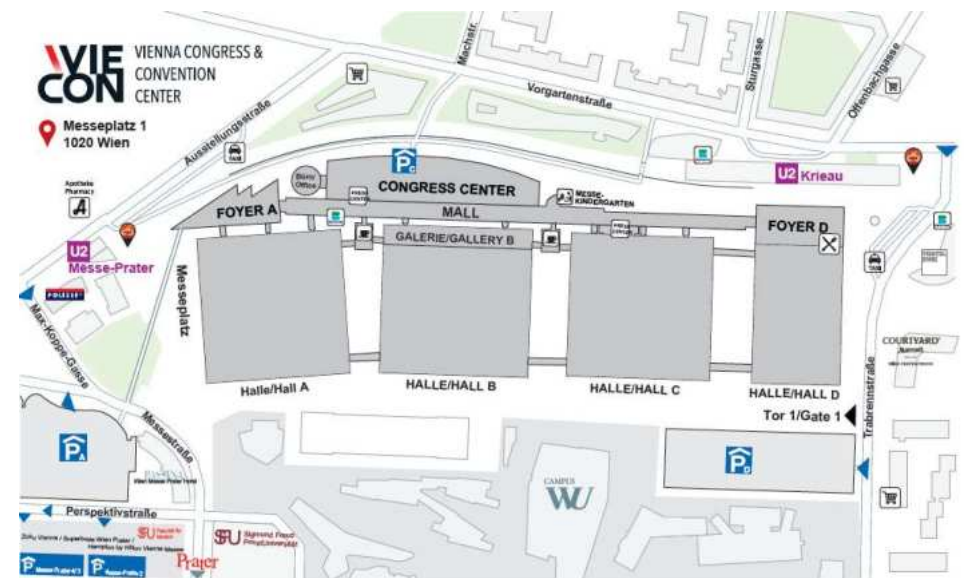
Monday, October 20 & Tuesday, October 21: 07:00 –
19:00 Delivery via Gate 1, Trabrennstraße 5, 1020 Vienna

Dismantling Times

Friday, October 24, 2025: 17:15 – 22:00 Saturday,
October 25, 2025: 07:00 – 17:00

Registration and Information:

www.lebenslust-messe.at/ausstellen



We are happy to advise you personally!



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