

## **Trade Fair of Regions and Tourist Products**

### **TOUR-SALON 2011**

#### **Summary**

**This year's, 22nd edition of the biggest Trade Fair of Regions and Tourist Products in Poland - TOUR-SALON, which took place from 19 to 22 October, turned out to be a truly international event. At the trade fair, 750 companies representing 43 countries presented their offers. The exhibitors underline that participation in TOUR-SALON Trade Fair provides excellent opportunity to strengthen the company image as well as serves as the place for direct meeting of specialists and exchange of experience within the tourist sector. The attractive, exotic, colourful, media attracting TOUR-SALON 2011 enjoyed popularity also among visitors whose number reached 30,000!**

The TOUR-SALON Trade Fair – the **tourist trade fair no. 1 in Poland** for many years – gathers **representatives of the tourist world**, in particular: national and regional tourist organisations, representatives of business tourism, travel agencies and tour operators, all Polish and many foreign regions, coordinators of accommodation facilities, carriers, Internet portals, tourist services and professional publishing houses.

This year's exhibition, presented in **two modern halls**, was prepared at very high level. The latest offer was presented by **750 companies representing 43 countries**, namely: Armenia, Austria, Belarus, Brazil, Bosnia and Herzegovina, Bulgaria, China, Croatia, Czech Republic, Cyprus, Denmark, Dominican Republic, Egypt, France, Greece, Georgia, Spain. India, Ireland, Israel, Jordan, Japan, Kenya, Lithuania, Morocco, Mexico, Germany, Norway, Palestine, Poland, Portugal, the Republic of South Africa, Russia, Romania, Slovakia, Sri Lanka, Tunisia, Turkey, Ukraine, the USA, Hungary, Great Britain, Italy.

TOUR-SALON 2011 was held under the honorary patronage of the **Minister of Sport and Tourism, the President of the City of Poznań, the Polish Chamber of Tourism and the Polish Tourism Organisation.**

#### **Fair for professional visitors**

During the four days, the trade fair was visited by almost **30,000 visitors**, half of them during the first two days intended exclusively for professionals from the tourist sector, among others: owners and managers of tourist attractions and products, tour operators, owners and salesmen of travel agencies and tourist agencies, ambassadors and employees of governmental posts, specialists on consulting and promotion in tourism. Organisers of business meetings, active tourism, incentive trips as well as non-profit organisations also did not miss the event. The numerous, broad public interested in tourism and searching for travel inspiration was also a big success.

#### **Morocco – merge of orient, modernity and tradition**

This year, **the Partner Country** of TOUR-SALON 2011 Trade Fair was **Morocco** – the country of the setting sun, the so-called “gate to Africa”, only 14 km away from Europe. Morocco was promoting its warm coast of the Mediterranean Sea and the Atlantic Ocean where lovers of warmth can enjoy the African sun, and fans of active recreation may devote

their time to sports, such as windsurfing, kite surfing, water-skiing, golf or fishing. Morocco was presented as multicultural country, captivating with friendliness of its inhabitants and attracting with their exotic customs. It makes a unique combination of contemporary times with the still living tradition.

During the TOUR-SALON Trade Fair, representatives of Morocco prepared the special exhibition displayed at two stands, which allowed the visitors to get acquainted with this exotic country. The conference on **“Symbols and signs in Moroccan people’s life”** as well as the show of belly dancing with the backing of the Moroccan band Cha Laban Group - both turned out to be extremely attractive.

### **Zachodniopomorskie – a meeting with nature**

The Zachodniopomorskie Province became the partner region of TOUR-SALON – the region famous for its moraine heights, numerous lakes and river valleys, extensive forest areas, coastal cliffs and sandy beaches region. Within the special exhibition, a number of conferences promoting this splendid region were prepared, among others: **“Tourist products of the Wolin and Uznam islands”**, **The sailing trail of Zachodniopomorskie – development of water tourism products of the Zachodniopomorskie Province”**, **“Szczecin Floating Garden - People\_Places\_Events”**, **“The Pomeranian River Landscape – Polish-German Transboundary Project”**, **“The Oder Partnership – cooperation with VisitBerlin”**, **“Spa tourism, Spa & Wellness in Zachodniopomorskie”**.

Zachodniopomorskie turned out to be particularly attractive for lovers of sailing and windsurfing canoeing trips, tracking and cycling tours, holiday in the saddle, golf courses, or hunting. It is also possible here to taste kite surfing, hang-gliding or parachute jumping, to set off to the wild forests in order to participate in survival school.

### **“Gold for tourism” for the second time!**

**The Golden Medals of MPT** is the prestigious prize granted to those products exclusively which outperform their competitors in terms of innovation and quality. During the TOUR-SALON 2011 Trade Fair, **five tourist products** were awarded, namely: **“The Trail of the Eagles’ Nests”** registered for the contest by the Silesian Tourist Organisation in Katowice, **“Underground City of Osówka”** in Głuszycza, **“The Trail of Wooden Architecture”** registered by the Tourist Organisation of Małopolska in Cracow, **“The Canoeing Trail Bug – Krzna”** registered by the Lublin Regional Tourist Organisation in Lublin, **“The Świętokrzyski Archaeological – Geological Trail”** registered by the Regional Tourist Organisation of the Świętokrzyskie Province in Kielce as well as **“Poznań for half a price”** registered by the City Hall of Poznań.

### **The best stands of the TOUR-SALON 2011 Trade Fair**

This year, **ten entities** listed below, the stands of which were the best at promoting implementation of company marketing strategy, won the **Acanthus Aureus** award: the Tourist Organisation of Małopolska, the Regional Government of the Lubelskie Province in Lublin, the Tourist Organisation of Kujawsko-Pomorskie, the Regional Government of the Lubuskie Province, The Cracow Hotel-Tourist Enterprise Ltd. Hotel KRAKUS\*\*\*, Hotel Junior Krakus\*, the Regional Tourist Organisation of Zachodniopomorskie, Łódź and the Łódź Region, the Poznań District, the City of Poznań, Maroko Travel Ltd., Nowa Itaka Ltd.

## **Palestine - the Partner Country of TOUR-SALON 2012**

During the fair the President of Marketing Department at the Palestinian Ministry of Tourism and the president of the MTP Andrzej Byrt signed a **letter of intent**. Majed Ishag emphasized that the presence of Palestine at the TOUR SALON fair would be a great opportunity to promote the country on the Polish market, and also to change the image of Palestine, which was associated with an unstable political situation.

## **TOUR-SALON under the brand of Internet marketing, social media and EURO 2012**

The unquestionable advantage of the TOUR-SALON Trade Fair is its **rich programme of events** comprising **professional** conferences, workshops and presentations with participation of the top level specialists of the tourism and business world. Many visitors were attracted by two-day **Travel 2.0 conference** organised by MTP, eholiday.pl Group and portal HotelNews.pl. During this event, independent experts and practitioners shared their knowledge in the area of Internet marketing. Examples of effective marketing campaigns in travel sector were presented, as well as principles of adequate service upgrading in terms of search engines, exploitation of social networking websites in marketing communication, as well as development of e-mailing campaigns. The conference was supplemented by practical workshops for accommodation facilities, travel agencies and tourist companies.

The conference on **“The European Football Championships 2012 as the chance for Polish tourism – great opportunity, grand challenge”** was extremely interesting. Representatives of companies and organisations responsible for implementation of the project in our country, such as Euro 2012 Polska, PL.2012, Euro Poznań 2012 or the Polish Tourism Organisation, got the whole audience acquainted with the current status of the actions under implementation as well as presented the programme of tourist promotion of Poland in the context of Euro2012. The special guest was the organisation Visit Berlin whose representative presented their experience acquired during organization of the World Football Championships in Germany in 2006. Presentations were also delivered by representatives of Recommended Accommodation Facilities **Dwór Oliwski** and **Olandia**.

Traditionally, the **XX Review of Tourist and Sightseeing Books** was held during the trade fair as well as the **Poznań Festival of Travel and Photography**, organised for the second time.

## **On flying, music and travel – something for the public**

The presence of the special guest at the TOUR-SALON Trade Fair - **Wojciech Cejrowski**, was an extremely attractive publicity even. This explorer of the endangered tribes of the Amazonia, popular TV and radio rapporteur, cabaret artist, writer and publicist, in his author's programme **“Wouldn't You like to be there”** was telling stories of secrets of his voyages, eagerly answered any participants' questions, signed his books and posed for photos .

Within the programme of TOUR-SALON Trade Fair, events related to interesting and current subjects in tourism were also included. The conferences on **“Risk of Group Flights”**, organised by MTP and Travel Bidder, as well as **“Annoyance in tourism. Group shopping and social media – disappointments and shortages”**, organised by Otowakacje portal were very popular. The Fly4free portal talked about the **“Art of cheap flying”**, while Planet PR got the audience acquainted with the topic of **“Questing in Tourism”**. As TOUR-SALON

means the trade fair beating with life and music, the visitors were not surprised by the ranking of top holiday hits promoting tourist attractions organised by RMF FM Radio.

**More on: [www.toursalon.pl](http://www.toursalon.pl)**

**The next edition of the Trade Fair of Regions and Tourist Products  
TOUR SALON, 24-27 October 2012!**