



WARSAW

International Travel Show



20th International Travel Show



TT WARSAW

27-29 September 2012

MT Polska Trade Fair Centre
56c Marsa st., Warsaw, Poland



20^{YEARS} WARSAW

Our first trade show in 1993 hosted just over 100 exhibitors from 27 countries. Today TT Warsaw attracts almost 700 exhibitors from more than 60 countries and are visited by thousands of visitors from around the world.

Over the past 20 years, we have had the pleasure of hosting representatives from over 100 countries.



Katarzyna Sobierajska

Undersecretary of State, Ministry of Sport and Tourism

I would like to take this opportunity to kindly invite members of the tourism industry from all over the world to the 20th anniversary edition of the International Travel Show TT Warsaw. Poland will be the official Partner Country of this year's trade show and we would be privileged to host you and make you acquainted with our country's tourist attractions; its culture, history, amazing nature, various tourism products and attractions, as well as beautiful Polish regions. We welcome all countries and their tour operators, who plan on presenting their offers to a Polish tourist. It will be an honor and a pleasure to celebrate with you in Poland the World Tourism Day and the 20th anniversary of TT Warsaw in September.

WARSAW

20th International Travel Show



TT WARSAW

PATRONAGES

PATRONAGE

Rafał Szmytke

President of the Polish Tourism
Organisation

Jan Korsak

President of the Polish Chamber of Tourism

Adam Struzik

Marshal of the Mazowieckie Province

Jolanta Koczorowska

Mayor of the District of Wawer,
Capital City of Warsaw

CO-OPERATION

Capital City of Warsaw

Polish Tour Operators Association

Union of the Incentive Travel Organizers

Warsaw Convention Bureau

Warsaw Destination Alliance

Warsaw Chamber of Tourism



20^{YEARS} WARSAW

HONORARY PATRONAGE

Cezary Grabarczyk | Vice-Marshall of the Sejm of the Republic of Poland

Joanna Mucha | Minister of Sport and Tourism

Hanna Gronkiewicz-Waltz | Mayor of Warsaw

Union of the Voivodeships of the Republic of Poland



20

years of tradition

60

ambassadors at the Trade Show
Official Opening Event*

385

accredited
journalists*

348

VIP guest
representatives
of state and local
government
authorities and
leading institutions
in the industry*

The International Travel Show TT Warsaw is one of the most important international events in the tourism industry and has been held in Warsaw for the past 20 years. Our trade show creates excellent opportunities for making business contacts with companies in the tourism industry from Poland and all over the world, and for selling products and services to tour operators, travel agents and representatives of the business tourism sector, as well as individual customers.

TT Warsaw provides also a unique opportunity to display tourist attractions from countries and regions representing various parts of the world and a great platform to present Poland's tourism potential.

WARSAW

34
accompanying
events*

over **2000**
participants*

over **1000**
meetings arranged
through the internet*

20 YEARS
WARSAW

Each year the International Travel Show TT Warsaw holds numerous conferences, training sessions and workshops organized by the industry experts which provides visitors with practical knowledge on how to do business effectively in the tourism industry. The programme of accompanying events includes meetings devoted to business tourism and numerous attractions for all guests, including presentations by well-known globetrotters, various shows and tastings.

Most importantly TT Warsaw provides a platform for face-to-face business meetings and talks. To facilitate meetings between exhibitors and key customers, we offer exhibitors personalised invitations free of charge. We also offer tools to schedule meetings with the industry visitors via the internet.

* data from the 2011 trade show





650

exhibitors*

62

countries represented*

36

national stands*

TT Warsaw provides a full overview of the tourism market. Offers are presented by:

- tour operators;
- national tourism organisations from all over the world;
- regional tourism organisations;
- towns and cities, districts, counties and provinces;
- hotels, health and vacation resorts, wellness & spa facilities;
- carriers (airlines, ferries, railways, buses and coaches);
- insurance companies;
- tourism industry web portal managers;
- chambers and associations;
- tourism industry publishers.

22 363

visitors in total*

WARSAW

11 334

business customers*

10 296

individual customers*

TT Warsaw is visited by members of the tourism industry as well as individual customers. As a result, each year the trade show becomes a meeting place for:

- thousands of individual customers seeking ideas for autumn weekends and winter holidays;
- tour operators and travel agencies;
- organisers of business events, business trips, retreats, and trainings;
- owners and managers of hotels and other accommodation;
- representatives of transportation, insurance and service companies.

Poland

- almost 40 million inhabitants
- the 6th biggest market in Europe*
- one of the fastest developing European economies*

4.3%
GDP growth*

8.7%
investment growth*

20 YEARS
WARSAW

Poles

- increasingly travel abroad
- seeking new destinations
- earning more, so they can set aside more resources for travel

3.8%
domestic demand growth*

4%
average salary increase*





Poland | 1993 | 2002 | 2012

It's a great honour for me to extend an invitation to the anniversary edition of the International Travel Show TT Warsaw. I'd like to warmly thank and congratulate the organisers on creating a unique climate of the fair each year, which has attracted numerous guests and exhibitors for twenty years.

I'm convinced that this is one of the most important trade fair events in Poland and has made its mark on the development of the Polish tourism industry. The commitment of many people, their knowledge and experience have meant that for twenty years the International Travel Show TT Warsaw has been a prestigious event integrating the tourism industry and a meeting place for all whose aim is to develop and promote Polish tourism.

I am delighted that Poland is once again the fair's Partner Country, as it will enable Polish exhibitors to highlight their extensive tourist offer and take advantage of the interest brought by UEFA Euro 2012™ Football Championships in the international arena.

Given the tremendous significance of the International Travel Show TT Warsaw for the development of tourism and promoting Polish regions, and its international prestige, I would once again like to invite everybody to take part in the event. I wish the exhibitors much success. May all visitors come away with unforgettable impressions, and make their own holiday dreams come true.

Rafał Szmytke

President, Polish Tourist Organisation

WARSAW

Tunisia | 2011 | 2013

Tunisia has been through a difficult but important period of changes. It has faced a challenge of a lifetime and it has emerged stronger and happier.

These changes have brought freedom and democracy but in the past year have also affected the tourism sector.

As Tunisia has entered a new and better stage, we are hoping that this year will present itself with many opportunities for the development of Tunisian tourism.

We are counting on our friend's commitment to enhance the positive image of Tunisia as a wonderful country with so much to offer to its visitors, a safe and welcoming holiday destination.

That's why we will really enjoy to be the Partner Country of TT Warsaw 2013 and to have a Tunisian Day during the 2012 edition.

We know Poles' admiration for Tunisian seaside resorts and would like to amaze them more and more.

It is a unique destination, not only renowned for its landscapes, desert, sea and beaches, but also combines extraordinary heritage and tradition and most of all famous Tunisian hospitality.

It offers holidays for everyone from seaside fun to Saharan and cultural tourism.

Now, better than ever, is the time to enjoy Tunisia.

Lotfi Mani

Tunisian Office of Tourism



20 YEARS
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France | 1995

For many years, France has been the world's most frequently chosen tourism destination. It's not surprising – blue sea, snowy ski slopes, world-famous monuments, marvellous cuisine, exquisite wines... these are only some of the attractions awaiting those travelling to France. All this leads a multitude of tourists to visit France for the first time, and even more to keep returning... Over 15 years ago, in 1995, France had the opportunity to present its tourist attractions during the International Travel Show TT Warsaw as a Partner Country. We would like to thank the fair's organisers for their cooperation, and we invite all those hungry for the best experiences that tourism has to offer to discover the unique attractions of France!

ATOUT FRANCE

French Agency for the Development of Tourism

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Austria | 1996

Österreich Werbung was the first Austrian tourism organisation to notice Poland's great potential in contributing to the development of Austrian tourism. In 1994, Österreich Werbung opened a marketing office in Warsaw (the name today is austria.info). In those days, Poles did not yet have all that much experience in travelling as they do today, and they had a great need for information materials in the form of printed brochures and maps. Customers interested in travelling sought holiday inspiration from the media, in travel agencies and at tourism fairs. Austria wished to meet the Poles' need and in 1996 we decided to participate as a Partner Country in what was still a very young tourism fair - and the only one in Warsaw. Visitors primarily sought ideas for a winter holiday in Austria. By holding direct talks with customers, we created a clear picture of the potential Polish tourist spending a holiday in Austria, and we also came to know his expectations for such a holiday. As a result, our entry on the tourism market was facilitated, and today I can confidently state that our being a Partner Country paid off, as did the manner we proceeded.

austria.info
Austrian Tourist Office



20 YEARS
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Spain | 1997

Spain has on many occasions participated in the International Travel Show TT Warsaw. It has had a large exhibition stand each year, and in 1997 it was the Partner Country. TT Warsaw is an excellent platform for promoting tourism on the Polish market. The concentration of tourism organisers and travel agencies in the capital itself, as well as in the region, means business success and adds a professional dimension to the fair. The fair is undoubtedly supra-regional, attracting sector representatives from all over the country. The large proportion of the public at large and potential customers makes participation in this event simply profitable.

The Polish market, seen from the perspective of someone offering tourism products, is extremely interesting. As an emerging market, and one which is constantly developing, it offers very promising prospects for development and business cooperation. It also needs to be stressed that in recent years we have been observing a sustainable growth in tourism from Poland to Spain, and in 2011 over half-a-million Polish tourists visited Spain. [...]

Office of the Advisor for Tourism
Spanish Embassy in Poland

WARSAW

Hawaii | 1998

Being Polish by birth and Hawaiian by choice, I would like to express my gratitude and joy at the continual cultural exchange which has taken place uninterrupted for over twenty years thanks to promotion and advertising at the International Travel Show TT Warsaw.

In 1998, during the 6th International Travel Show TT Warsaw, Hawaii – USA was the Partner Country for the first time. The Hawaii Polonia Tours stand was awarded a prize for the most interesting exhibition – an award that was displayed in my office in Honolulu, Hawaii.

The islands – often referred to as paradise on Earth – invite tourists to their beautiful virgin beaches, to a jungle full of exotic flora, to an island of volcanoes and waterfalls, and to the unforgettable experience of getting to know Hawaii's unique and living culture.

As the only Polish travel agency in Hawaii, we are pleased that more and more tourists from Poland are overcoming that great distance in ever more numerous groups, in order to enjoy the world-famous beach at Waikiki and take part in increasingly numerous journeys to the neighbouring islands, i.e. Maui, Kauai and Hawaii.

Once again, thank you very much for creating the conditions for promotion and advertising – it's a sure way to reach a wide range of customers.

Malaho (thank you)

HAWAII POLONIA TOURS INC.



20 YEARS
WARSAW



Morocco | 2003 | 2011

As TT Warsaw is the biggest tourism exhibition in Poland and also in Eastern countries, the MNTTO participation is definitely a must.

Our participation is based on a global Strategie with a defined target: a diversification of demand, to win a new market shares and especially to reduce our tourism market vulnerability and dependence in relation with the priority markets of Western Europe. [...]

On the other hand, in spite of financial and economical turbulences that the market has to face, we recorded during the last few years an average annual growth rate of 25%.

Therefore the number of Polish visitors in Morocco rose from 7.000 in 2003 to reach 52.000 in 2011, our target for 2012 would be to amplify this increase, doubling the global volume and to exceed the 60.000 Polish visitors.

What should be also noted is that the interest of the Polish market lies in the the particularities of his very strong growth rate.

Finally and the most important of all, our Participation to TT Warsaw allowed us to establish a strong contacts with the TV media, Presse, Journalists and leading Tour Operators.

Moroccan National Tourist Office

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Hungary | 2004

Our representative office is involved in promoting Hungarian tourism in Poland. We are there to help and provide information to all those interested: travel agencies, organisers of meetings and conferences, representatives from the media, and individual tourists.

Hungary is not only Budapest and Balaton, 2000 years old Roman monuments and Turkish monuments dating back 400 years... Hungary is not only springs with therapeutic waters and marvellous youth camps... Hungary is not only sun, wine, peppers and the Csárdás. [...]

Hungarians have always occupied a special place in the hearts of Poles. This fondness is based on Poles' profound conviction concerning the similarity of the Polish and Hungarian national ethos, expressed in the saying: "Poles, Hungarians, like two brothers..."

The year 2004 was a special one for us. It was when Poland and Hungary joined the European Union, and for us, Węgierska Turystyka S.A., it involved the chance to present Hungary as Partner Country at TT Warsaw.

Poland has for many years been one of Hungary's most important tourism partners. [...]

National Representative Office of Hungarian Tourism



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Czech Republic | 2006

The International Travel Show TT Warsaw is held in September, so it's an ideal time to advertise the winter offer, Czech ski centres and novelties for the coming season. It is also still a good time to promote autumn weekend excursions, for example to Prague or other beautiful places, and also the famous grape harvest and its accompanying events, taking place in Czech castles and many towns and cities.

The Polish market is very attractive for us. This is undoubtedly influenced by the close proximity of our countries. Our statistics show that the number of Polish tourists visiting the Czech Republic is increasing from year to year. People living in south-west Poland like to come over for even a one-day or a weekend trip.

This is also due to the fact that in 2006 we decided to take on the function of Partner Country at the fair. We wanted to advertise our offer even more intensively than before and particularly stand out among other exhibitors.

Through our promotional activity in Poland, we managed to encourage Polish tourists to discover lesser known regions and tourist attractions in the Czech Republic. Obviously we also aim to popularise the superb infrastructure of Czech ski resorts and attractive prices, which draw many Polish skiers in the winter. [...]

Czech Tourism

Czech Tourism Movement Central Office

WARSAW

Egypt | 2009

Egypt is keeping on participating in TT Warsaw because of the good and strong cooperation from the organizer and also the support which offer to us from MT Targi and providing the best help and service which allow us to have the good result which we aim for it from participating in this fair.

We benefit from participating the meeting with media and press which are invited and visiting this big fair and the chance which we get it always to arrange our press conference in special sala for Egypt, also the most important thing is that the fair is always getting more and more famous and attended by top VIP from government and form tourism industry.

Another good point in this fair that all tour operators are participating in it so its the good chance to meet with them during the fair, we get the chance always during this fair to invite the Egyptian resorts and hotels to promote their hotels and they can meet with the tour operators and tourism companies and make deals with them and work together.

Tourism Office
Embassy of Egypt



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Slovakia | 2010

The Republic of Slovakia was a Partner Country at the International Travel Show TT Warsaw in 2010. As a long-standing exhibitor at TT Warsaw, we wanted to draw more attention to ourselves and invite Polish tourists to our country. For three days, we acquainted the inhabitants of Warsaw, Mazovia and trade fair guests with Slovakia's wonderful ski centres, thermal baths, health resorts, Spa & Wellness hotels, UNESCO monuments, castles, caves and national parks. We presented the latest investments and the most attractive Slovak tourism products to the tourism industry and to journalists. At our national stand, visitors could sample Slovak cuisine specialities, taste Slovak drinks and take part in competitions about Slovakia. Highpoint of our presentation were performances by the folk ensemble ŠARIŠAN from Prešov, which were full of verve. [...]

We believe that TT Warsaw is the best place to comprehensively promote Slovakia and create a positive image of the country. During the three days we have an opportunity to show Poles and foreign guests our tourist charms, innovations and investments in tourism, along with Slovak culture and cuisine. The form of all this is relaxed and very accessible to everybody.

Slovak National Tourism Centre in Poland

WARSAW

MTargi



20 YEARS WARSAW

MT Targi is one of the leading organisers of trade fair events in Poland and the biggest on the Warsaw market. The company has been in existence since 1993 and has since organised several dozen important trade show events well recognized not only in Poland.



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