



# TOUR SALON

TRADE FAIR OF REGIONS AND TOURIST PRODUCTS

BUSINESS ZONE

17-18 FEBRUARY 2017, POZNAŃ, POLAND

PASSION ZONE

17-19 FEBRUARY 2017, POZNAŃ, POLAND

**Where business meets passion**

Organiser:



Międzynarodowe Targi Poznańskie

*Information subject to trade secret.*



## About the Fair

For **28 years** already, TOUR SALON has been a **venue for business meetings, a source of new offers** and a **platform for communication and exchange of experience** for professionals.

Individual visitors **are inspired and encouraged by TOUR SALON** to search for interesting travel destinations that help them discover new places for vacation and relaxation.

TOUR SALON is an **opportunity to complete, from A to Z**, the offers of tourist trips, incentive and corporate team-building trips. It is Poland's largest **B2B meeting place** for the travel industry.





## Exhibitors

### Meeting place for domestic and foreign professionals of tourism services

- National and regional tourism promotion organisations | Foreign organisations for the promotion of tourism |
- Travel agencies | Tour-operators | Companies providing tourism services |
- Accommodation abroad | Accommodation in Poland |
- Carriers, transport | Coaches | Airlines | Railway, ferries |
- Insurance companies | Booking systems | Publishing houses | Web portals
- Tourist equipment | Tourist accessories

**231 exhibitors from 18 countries** participated in TOUR SALON 2016\*

\*The fair was organised in a new formula, four months after the October edition of the event





# Visitors

In **2016\*** the entire block of **Four Passions Fair** was:

- visited by nearly **35 000** people
- including **more than 8 000** people declaring **TOUR SALON** as their destination

\*The fair was organised in a new formula, four months after the October edition of the event

## Structure of visitors

- Executives 35%
- Other employees 60%
- Specialists 3%
- Other 2%

## VIP Visitors

- Major tour operators and travel agencies in Poland
- Foreign travel agencies
- Accommodation operators
- Consuls, ambassadors
- Marshals

## Division into market segments

- Travel agencies 24.4%
- Tourism organisers 14.5%
- Tour operators, tourism intermediaries and agents 13.8%
- Tourist facilities 9.2%
- Training companies and schools 4.7%
- Public administration 3.8%
- Carriers 3.2%
- Advertising and PR agencies 2.3%





## Business and passion

### TOUR SALON 2017

- **Date** – 17-19 February 2017
  - **Location** - halls 7 | 7A
  - Clearly separated **Business Zone (Table Area)** and **Passion Zone**
  - Synergy with **RYBOMANIA** Angling Exhibition, **KNIEJE** Hunting Fair and **BOATEX** Floating Equipment and Water Sports Fair
- ✓ **The February date - better prospects**
- Complete offers and catalogues of trips around Poland and abroad
  - Ideal moment for collecting offers by event organising companies and team-building trip organisers
  - Time of collecting offers of the so-called residential school trips
  - Perfect time for holiday decision making
  - Reaching the specific groups of RYBOMANIA, KNIEJE and BOATEX visitors
- ✓ **Modern location (photos of the exhibition areas – p. 16)**
- Modern halls 7 | 7A connected with a passage
  - Convenient and functional spaces allowing the organisation of events and accompanying events
  - A wide range of additional promotion methods, including banners, swing signs and other advertising structures



## Business Zone

### ✓ **Business Zone | Friday – Saturday (17-18 February 2017)**

- **Business atmosphere, comfortable conditions for talks for exhibitors who meet with professional visitors and VIP guests only - admission to the Business Zone will require previous registration**

- **Table Area, available:**

- ✓ a table + 4 chairs
- ✓ a cabinet for advertising materials
- ✓ company logo + name
- ✓ on-line catalogue entry
- ✓ fair admission documents
- ✓ 2 (two) invitations for the industry gala evening.



- Business Zone will be separated, but it will be located in the immediate vicinity of other stands
- **Tour Salon Business Planner** – the programme of appointed meetings
- **Access to the VIP area and the 3rd TOUR SALON BLOG MEETING**
- **Bus for professional visitors from a few departure places in Poland**



## Passion Zone

### ✓ **Where business meets passion | Friday - Saturday – Sunday (17-19 February 2017)**

- Exhibition area - **professionals and the public in one place**
- **Traveller's marketplace** – B2C sales area (exhibitors that participate in traveller's marketplace will be specially marked in materials for visitors)
- **Playful Children's Zone** – attractions for the youngest visitors
- Synergy with **RYBOMANIA** Angling Exhibition, **KNIEJE** Hunting Fair and **BOATEX** Floating Equipment and Water Sports Fair (one admission ticket for all the events)
- **Partner Region and Partner Country**
- **The Cultural Stage** – place for presentation of artistic and cultural values, competitions and other attractions for visitors. The stage will be located in the passage connecting halls to provide the comfort of work at exhibitors' stands
- The fifth edition of **Śladami Marzeń Travel Festival** (more than 500 listeners in 2016) – **NOVELTY 2017** - a new block referring to **DREAM TRIPS around Poland**
- **Place of meetings with travellers and tourist bloggers - THE 3RD TOUR SALON BLOG MEETING**
- Sending special invitations for **Weekend with Four Passions at Poznań International Fair** to our **VIP clients**



## Fair | Programme of events Professional visitors

### **Always a step ahead**

Beside the exhibition and presented novelties, for **30% of the visitors** a highly-rated programme of events is an advantage of TOUR SALON. Conferences, workshops and industry meetings during which current topics are discussed, such as for example the commercialization of tourism products, culinary tourism, medical tourism, the Act on Tourist Services, e-marketing in tourism, or the exhibitors' presentations

### **Communication platform**

TOUR SALON is a place for communication and exchange of experience. All institutions, chambers and trade associations are present at the Fair, among others Polish Tourist Organisation, Polish Chamber of Tourism, Ministry of Sport and Tourism, Inbound Tourism Forum, Chamber of Tourism of the Republic of Poland, European Tourist Association, National Association of Tourist Agents, etc.

### **Confirmed recognition**

For years, the honorary patronage over TOUR SALON has been held by the Minister of Sport and Tourism, Mayor of the City of Poznań, Chairman of Polish Tourist Organisation and President of the Polish Chamber of Tourism





# Fair | Programme of events

## General public

### Place of inspiration and practical knowledge

For those looking for new ideas for spending free time, TOUR SALON offers numerous attractions that will bring them closer to the multicultural offer of the exhibitors

- **Śladami Marzeń Travel Festival** brings together those who appreciate travelling near and far. It is an opportunity to get to know better the inhabitants of the visited places, their traditions and culture
- **The meetings with travellers – Martyna Wojciechowska, Marek Kamiński, Aleksander Doba** – evoke positive emotions and attract crowds of fans
- The specially arranged in the heart of the fair **Cultural Stage** hosts folk groups or artists invited by the exhibitors
- **Competitions** at the stands attract a wide audience interested in the attractions offered
- **Workshops and lectures** (e.g. on low-cost flying, travelling with children, preventive medicine when travelling) are the source of practical knowledge, through which all the participants discover new horizons of travelling





Fair | Events

## Distinguished location

For 28 years TOUR SALON has been the place of granting tourist industry prestigious awards, including:

- **National Geographic Traveler "New 7 Wonders of Poland"** competition
- granting **Polish Tourist Organisation Certificates**
- **Poznań International Fair Gold Medals** for tourist products
- **Rose of Regions** – competition of Wiadomości Turystyczne
- **Traper** – award of the Polish Chamber of Tourism and Poznań International Fair
- **The Best IT Centre Competition** – competition of the Polish Tourist Organisation
- **Tour Operator of the Year** – award of the Chamber of Tourism of the Republic of Poland and TTG





## How will we get to the visitors?

**We have a comprehensive database of more than 34 000 industry-related companies:**

- travel agencies
- hotels
- spa & wellness centres, rehabilitation centres
- representatives of local governments
- tour guides and pilots
- active tourism, conferences, incentive trips organisers
- ambassadors, consuls
- tourist schools

Also collective shipping will be carried out (including RYBOMANIA, KNIEJE and BOATEX fair)





## How will we get to the visitors?

**We will reach the above-mentioned groups by:**

### **ATL activities**

- Telemarketing informing on the fair, exhibitors and the most important items of the events programme
- Cyclical e-mailings (thematically profiled on groups of visitors)
- Shipment of mail with the information on the fair and inviting recipients to visit the event
- TOUR SALON Facebook profile – providing an access to industry representatives and the general public through social media
- Information on the fair in trade press and web portals

### **BTL activities**

- Billboards, citylights, local media, advertising on the radio and regional TV
- Distribution of leaflets – tourism higher education institutions, traveller's clubs
- Cooperation with travel bloggers
- Ticket sales at a promotional price through a group buying portal –Groupon, Tixer, Ticket Pro





# Promotion

## B2B

We cooperate with the most important industry publishers

Advertising, Articles, Newsletters, Banners

We distribute press releases:  
Media, portals on the subject of tourism  
**Publications:**  
**Institute of Media Monitoring survey**

Press 44 publications

Radio: 46 references

TV 46 references

Portals 269 references

Social 886 times  
media



Od: Redakcja miesięcznika Rynek Turystyczny <rynek@mtb.com.pl>  
Do: Renata Hille  
Dw:   
Temat: Zobacz, co ciekawego znajdziesz na TOUR SALONIE





## Promotion

B2C

Advertising campaigns reach our recipients

**Internet campaigns:**

GoogleAdwords 1 305 681 views

Facebook: 70 919 views





## Conveniences

### Conveniences for professional visitors

#### Admission

The admission to TOUR SALON for professionals is FREE\* | (\*upon prior registration )

#### Access to the Fair

Once again, we encourage the persons professionally associated with the tourist industry to come to Poznań from various parts of Poland using the chartered bus at an exceptional price of PLN 10 per round trip.

#### Accommodation

For the guests of TOUR SALON we have prepared a selection of hotels in Poznań with special and very attractive price offer, which has been created in cooperation with the World Trade Center Poznań.

#### VIP Card

For the **VIP Card holders** access to the exclusive and closed VIP area, free car park at PIF halls, admission to the business evening





Hall 7A

location

Hall 7





# Thank you for your attention



Hall 3 & 3A

Hall 5A,5,6A,4

Hall 8 & 8A

Hall 7 & 7A