

## TOUR SALON 2016 – Business meets Passion

The **27th edition of TOUR SALON** - Fair of Regions and Tourist Products - ended a few days ago. For the first time the event was organized at the beginning of the year (for the last 26 years it was held in October), with new organizational arrangement (three passions: "RYBOMANIA" Angling Fair, "KNIEJE" Hunting Fair and "BOATEX" Floating Equipment and Water Sports Fair), and also in the new formula including the introduction of the Business Zone.



The entire **block of Four Passions Fair** was visited by **nearly 35,000 visitors**, and **over 8,000** thousand of them declared their main interest in TOUR SALON. **231 exhibitors from 18 countries** presented their offer. The City of Poznań was the **Partner City** of TOUR SALON 2016, and the **Poznań Local Tourist Organization** was its Organizational Partner. We are happy that, despite such a short period between the previous and this year edition of TOUR SALON, so many companies chose Poznań to promote their offer, build their image and exchange knowledge and experience. The engagement and cooperation of exhibitors, industry chambers, associations, media and organizations working for the tourism industry, made TOUR SALON a professional event with attractive products and services, including many newly launched products, held in the atmosphere filled with excitement and passion.



### BUSINESS ZONE

This year, for the first time at TOUR SALON we have organised a separate BUSINESS ZONE, which was designed to ensure peaceful comfort of business talks. - *The effect of the zone was not satisfactory* - said Anna Myślak, director of the fair - *but we are aware of some shortcomings. We tried to respond to several issues immediately, but some elements require more time and effort. We have the whole year to improve, so we have already started to organise the arrival of merchants from Poland and abroad - We will carry out these activities separately from the usual works to attract visitors* - added Ms. Myślak. In addition, we will launch a program of appointed meetings, that would be used by MTP for other events. At this year's edition (due to the short preparation period and late applications from exhibitors) these appointed meetings were not organised, which significantly reduced the effect of the BUSINESS ZONE. Nevertheless, we are glad that we have tried and we know in which direction we should go, as this is the right way, for TOUR SALON and the tourism industry.



Workshop - "Why does my travel agency lose customers?"

#### FOR PROFESSIONALS

During February's edition of TOUR SALON, we have introduced free workshops for travel agents under intriguing title **"Why does my travel agency lose customers?"**. – *This event was organized for the first time, but the number of participants and their activity, exceeded our expectations. Today we may guarantee that these workshops will be continued. We will build the program for 2017 in a manner enabling this year's visitors to see new components, and to involve people that have not participated in our workshops yet.* - says the director of the fair.

Another new thing was a conference organized jointly with the Polish Tourist Organisation entitled **"Time for bikes! May cycle tourism become a tourist brand in Poland?"**. Its participants were presented with best examples of developing the cycle tourism in the Czech Republic, including some examples from Poland. The conference attracted more than 100 listeners, including those from the tourism industry that commercializes ideas and products. It must be noted that the event was continued in the exhibition space e.g. at the stand of the Polish Tourism Organization. Many new topics were presented at the TOUR SALON, including **the psychology of travel**, which is an original, innovative and modern approach to services for business private and training/coaching travels, **Travel Massie** meeting and very interesting networking seminar for tour operators entitled **"Indonesia is not only an exotic adventure"**.



Matchmaking meeting with tourist bloggers

We continued some topics that are worth special attention, including **2nd edition of TOUR SALON Blog Meeting**. We hosted bloggers (20 people for two days), who had the opportunity to establish business contacts with exhibitors and professional visitors. Moreover, during the matchmaking meeting, an innovative project was presented – **a website of Polish Travel Blogs**, which is a showpiece of Polish travelling bloggers. In addition, for the fourth time the fair was accompanied by conference **"Culinary Tourism – POLISH HIT"** organised together with the Polish Tourist Organisation. This tasty event was dedicated not only to connoisseurs, but also to the hoteliers and restaurateurs.

We have to mention free workshops for travel agents that organize their own bus trips and transportation companies **"Main errors and mistakes in the carriage of persons and bus tour planning"** prepared by the Polish Chamber of Tourism. Another important point on the agenda was the informational and consultation meeting organised to gather opinions, comments and to discuss the issues presented in **A guide for persons preparing innovative and pro-innovative tourism projects**. The Participants of the meeting focused also on the **8th Assembly of Tourism Experts**, which will be held in Poznań on 7-9 December 2016.

We invite chambers, associations and individual companies to contribute to the program of accompanying events during the next edition of the fair.

## PASSION ZONE

Spring and summer season are about to start, so the Passion Zone was full of offers from all Polish regions. All visitors had an opportunity to browse through the offers of all-inclusive or customised trips abroad and they could find inspiration for their own independent travels. Especially for TOUR SALON, the exhibitors prepared special discounts on their offers, available only at the fair as a part of so-called **Tourism Trade Fair**, to attract many customers.



TOUR SALON was also a venue for the launch of the Irizar i8 coach, organised by OSKAR Centre of Tourism. Each visitor could enter the bus and check the offered comfort. Travelling themes were present at each booth. It turned out that in the era of mobile applications, the 'old-school' maps and tourist guides are still needed. It could be seen at the stands and in the questions asked by many visitors. As always, exhibitors showed great creativity in preparing numerous competitions and attractions on their stands. Prizes included for example a weekend in Biesza palace, in a castle located in Baranowo Sandomierskie or a ferry trip with TT-Line. Visitors of TOUR SALON had an opportunity to learn few facts about brewing, as local breweries presented their offer along with presentations and beer tasting (cerveario show) prepared by brewing company from Poznań - Lech Browary Wielkopolski. Beer specialist explained visitors the types of beers, their best matching with food and the factors influencing the beer taste and type.



As always, one of the elements of TOUR SALON was the **Culture Stage**. Each day of the fair was full of performances and lectures. We got some preview of **newly opened Opole Song Museum** and we had an opportunity to listen **Chopin works digitally arranged by DJ Blady Kris**. The Stage hosted also travellers who hitch-hiked through many countries or found alternative methods of tourist exploration. For those planning their holidays, very useful was the presentation on the psychology of travel.

Free workshops on travel photography were held on Friday and Saturday and conducted by **Marcin Dobas – a photographer of National Geographic Polska**. In addition, he was a guest of the Culture Stage, where he showed his latest presentation to the participants of the fair. Marcin Dobas also took part in "FOLLOWING THE TRACE OF DREAMS" Travel Festival, presenting his lecture "Travel secrets of National Geographic photographer". On Sunday, Marek Tomalik, a guest of National Geographic Traveler, talked about Australia. His fans waited for his stories and an opportunity to get his autograph.

### "FOLLOWING THE TRACE OF DREAMS" Travel Festival

From the very beginning, the Festival was popular among people seeking their own travel paths. The participants saw twenty presentations and 14 of them competed in "Gold Trace" competition. The winner of the competition was Piotr Horzela, who won the "Gold Trace" for his story "PH on Tour - South Sudan - all sorts of stories." Second place was awarded to Marcin Miłoszewski for his lecture "From Jeziorak to Baikal (and beyond). Hitch-hiking to China", while the third place was taken by Marzena Badziak and Jan Piętek, for "From Kazakhstan to Uyghurstan - cycling trough Central Asia". In addition, the jury awarded the presentation of Bartłomiej Kiraga "Hitch-hiking in time and space – the Silk Road", whereas the favourite of the audience was Marcin Miłoszewski ("From Jeziorak to Baikal [and beyond]. Hitch-hiking to China"). The photographic competition was won by Jakub Rybicki with "Tea break" photo.



The audience showed a great interest in lectures of Marcin Dobasa (National Geographic) and in presentations concerning health during travels. On Sunday, all participants were presented with a touching film about Tomek Kowalski, who climbed Broad Peak. This year's edition of the festival was closed by the lecture of Captain Tomasz Łopata, who presented the history Selma Expedition yacht, on which he and a group of outstanding sailors sailed to beat the world record in sailing farthest south. Moreover, seeing the growing popularity of "FOLLOWING THE TRACE OF DREAMS" Travel Festival and a record number of participants (reaching 500 in individual events), next year we will introduce a new block related exclusively with DREAM TRAVELS in Poland. It will be something new on the Polish market, as most of the festivals present lectures on expeditions organised outside the Polish borders.

#### **Playful Children's Zone**

For the first time during TOUR SALON fair, we organised a special place for the youngest visitors. On day first day, ten sports teams competed in the tournament of primary schools (classes VI-VI) to win the Cup of MTP President and the Director of Poznań Centres of Sports and Recreation. The winner was Primary School No. 2 in Wąsowo. The second and third place respectively, were taken by group II and group I, which represented Primary School No. 2 in Sroda Wielkopolska. The next two days were filled with fitness competitions supervised by animators. There was no time to get bored.

In addition to games and activities organised in the Playful Children's Zone, Police and Fire Brigades trained the youngest in the road safety and fire safety rules. All interested kids were presented with practical principles of first aid and evacuation from a burning building. The Playful Children's Zone with its sport activities, was organised in cooperation with **Poznań Centres of Sports and Recreation (POSiR)**, **ALMATUR Travel Agency** and **COCCODRILLO** company. The other attractions were provided by Poznań police, **the Headquarters of the State Fire Service**, **PRESTO Travel Agency** and **Science and Human Evolution Park in Krasiejów**.



#### **See you next year!**

- We want TOUR SALON to be a celebration for the whole tourism industry - we invite you to the next edition of the fair, which will be organised on **16-18 February 2017** – said Ms. Myślak. This year's formula of the fair will be continued with some improvements that we will announce soon.