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PRESS RELEASE

Tour Salon 2011. Diverse programme of events, Town Partnership, and as always, the great meeting of the tourism world

The October tourism fair in Poznań will on one hand attract thousands of professionals from the sector, contribute to establish and maintain numerous and lucrative business contacts, while on the other hand it will be a joyful adventure, full of talks and exchange of opinions in the atmosphere of the din in the fair and the climate of vacation voyages. This is how the Tour Salon looks like.

Tour Salon 2011 Partnership Region – West Pomerania

It is this beautiful region that will have a chance for the exceptional form of promotion in Poznań this year. **West Pomerania**, with its moraine hills, numerous lakes and river valleys, large forest areas, seaside clifflines and fantastic sandy beaches, is a tourist paradise. The history and the monuments are present here at every turn. Tourist routes run along the trails of the Cistercians and the Knight Templars. Old castles, manor houses and palaces hide secrets of their old owners and outstanding rulers.

In **West Pomerania**, it is easy to combine a passion for sailing or windsurfing with sunbathes, canoeing with observation of the nature, walking and cycling tours with discovering of the history, a riding holiday with golf, hunting with a passion for photography. You can go in for kitesurfing, paragliding, parachute jumps, set out into the wild backwoods to participate in the survival camp. It is here where the European capital of the Nordic Walking is, and here you can find the longest water ski lift in Europe.

Conferences, events, meetings – Travel 2.0

The Tour Salon Fair also means the innumerable conferences, lectures and meetings that will take up discussion on the sector contemporary issues – it is an excellent opportunity to dissipate the doubts someone may have.

During the two-day **Travel 2.0** event, the independent experts and practitioners will share their knowledge of the Internet marketing with the representatives of the tourism and hotel sectors. Among the lecturers, you will meet the opinion-forming sector leaders, well-known bloggers, specialists on the Internet marketing, representatives of interactive agencies and managers of large e-commerce services. Organizers of the event bet on its practical character, and therefore, on the second day of the conference, the 20 October, the practical workshops in scope of the positioning, e-

mail marketing, functionality and usefulness of the www pages and on the marketing social media will be organized for the hotels and tourist companies. In addition, the conference will be accompanied by the review of the Dobra Strona Turystyki (Good Website of the Tourism) Internet website, and during this review the experts will award the most interesting tourist services of 2011. Already in the beginning of August, participation can be applied for during the conference itself, as well as at the poll. Travel 2.0 is a continuation of the conference organized in 2009 in Poznań, which was titled: the E-effective Marketing in the Tourism and Hotel Industry. The organizers of the present edition include the Międzynarodowe Targi Poznańskie, eholiday.pl Group and the HotelNews.pl hotel business service.

XX Review of the Books on Tourism and Travel

As every year the Review will consist of two parts: competition for the best publishing houses, and exhibitions of the publishers whose applications have been registered. Publishers of the literature on tourism and travel, authors, artistic associations and social organizations may take part in the event. Publications concerning the territory of Poland, and also the borderlands, provided they make the geographic or regional entirety, will be judged according to five categories: tourist illustrated album-books, guidebooks, maps and atlases, monographs and other studies on tourism, tourist guides and brochures.

The idea of the Partner Towns

Ukrainian Kharkiv, Georgian Kutaisi and Czech Brno – the Partner Towns of Poznań since years take part in the Tour Salon. This year, during the Fair, Brno will be celebrating the 45-year anniversary of signing the official agreement on cooperation with Poznań as its Partner Town.

As part of the solemn commemoration of the jubilee organized in April this year in Brno, the „Polish Culture Days” took place. What is going to be presented in Poznań by Brno, we will see in October at the Tour Salon.

Inspiring stars and the intensified programme of events

The Poznań tourist fair is an ideal opportunity to listen, watch and talk to the undoubted stars of the Polish tourist business. Marek Kamiński, Martyna Wojciechowska, Anna Lichota, Jacek Pałkiewicz – guests of the last edition of the Tour Salon were glad to tell about their journeys, signed their books, and thereby motivated to discover new destinations and to have an urge to take up the seemingly impossible challenges. This year the organizers expect at least the same number of the inspiring figures. We shall be visited, among the other persons, by Romuald Koperski a traveller and a guide in Siberia, pioneer of the motorized expeditions to the vast areas of Siberia, 1st class aircraft pilot, writer, reporter journalist, photographer, hunter, diver and the professional musician pianist.

Proven formula of the Fair

The tourist fair, as in the previous year, will last four days. The first two days are intended for the professionals, while the next two days for the general public. Such a formula guarantees everybody to take advantage of what is most interesting to him or her: to establish profitable business contacts, meet the sector representatives, see the novelties or the latest trends in the tourist trade.

22th edition of the TOUR SALON Trade Fair of Regions and Tourist Products will take place on the area of Międzynarodowe Targi Poznańskie, between 19 and 22 October 2011, together with the INVEST HOTEL Hotel Equipment Trade Fair (19-21 October).