

Poznań, 16 October 2008

TOUR SALON 2008 – a trip around the world!

A trip beyond the Arctic Circle, angling trips to Venezuela, an adventure weekend in garrisons at Srebrna Góra, a Christmas and New Year cruise to the Caribbean – these and many other new offers will be presented at the 19th edition of the TOUR SALON Fair of Regions and Tourist Products, Poland's largest tourist show held on the grounds of the Poznań International Fair on 16 – 18 October 2008.

TOUR SALON is on the one hand a business-to-business show that attracts the whole tourist sector to one place at one time. On the other hand, it is a venue to present the latest offers and tourist products where every visitor is bound to find something suitable, says Magdalena Halicka-Gołębiowska, Trade Fair Director. The upcoming TOUR SALON will feature **700 exhibitors from 40 countries**, including such exotic places as Peru, Colombia, India, Maldives, Mongolia, the Republic of South Africa, Tanzania and Venezuela. The presentation of **Norway**, this year's **TOUR SALON Partner Country** is bound to be interesting. Poland is traditionally represented by all Polish regions. Their representatives will attract visitors to large and colourful stands to taste traditional food and admire performances by regional artists. **Łódzkie**, this year's **Partner Region** of the fair, has prepared a wide-reaching information and promotion campaign and many attractions. The exhibitors will include travel agencies and tour operators, hotels and accommodation facilities, companies providing services to the tourist sector, publishers and carriers. The open grounds will be the venue to present the latest PKP and PKP Intercity train carriages and the Retro Train exhibited by the internationally known Wolsztyn Steam Locomotive Shed. Forty new products and services registered by the exhibitors will be presented at the show. They will be easy to find thanks to special labels on stands.

Special expositions

Health SPACe, Extreme – Active Tourism and **Business Tourism** are three special areas accompanying TOUR SALON. The first one is the presentation of health resorts, sanatorium, hotels, spas and wellness centres made attractive thanks to shows on the stage, performances and competitions. The second exhibition includes demonstration areas for companies that offer active tourism and adrenaline trips. The third event is dedicated to the MICE sector. It will be accompanied by the third Business Tourism Seminar focusing this year on **ECO MICE**.

TOUR SALON Airport is a new event at this year's show. It has been developed bearing in mind new prospects related to the robust development of aviation and the market of air transport in Poland and all over the world. **Poznań Ławica** will be the airport to organise a special presentation this year. It will advertise its interesting transport offer related to the growing number of passengers and new flight routes. Ławica's leading carriers include **Wizz Air**, a low-cost airline that has its operation

base in Poznań and will exhibit its offers as a guest at Ławica's stand. As the TOUR SALON Partner, Wizz Air has sponsored **10 vouchers** for flights it operates. The vouchers will be the prizes in this year's competition for visitors. 6 tickets will be sponsored by Jet Air.

Events and attractions

There is no true trade show without accompanying events. The programme of TOUR SALON traditionally includes **BUY POLAND**, the largest workshop of inbound tourism in our country, and the International Festival of Tourist Films **TOUR FILM**. The **Polish Championships of Bus Drivers** will be held at the fair for the second time. Conferences, presentations, shows and competitions organised both by the Poznań International Fair and by the trade fair exhibitors will be aplenty. You will have an opportunity to spend some free time and have a nice lunch in one of two **Regional Inns** – Łódzkie or Wielkopolska Inn, send a **postcard** from the trade fair, play **speedminton** and participate in competitions with attractive prizes. TOUR SALON visitors will find out about everything happening at the show thanks to special issues of "**Wiadomości Turystyczne Codziennie na TOUR SALON 2008**" [**Daily Tourism News at TOUR SALON 2008**]. PKP Przewozy Regionalne, the Official Carrier of the Poznań International Fair has prepared special offers and attractive discounts on train tickets for trade fair participants.

The first two days will be reserved for professionals from the tourist sector, while the third day will be open to the general public.

This year's show is held under the honorary auspices of the **Ministry of Sport and Tourism**, the **Polish Tourist Organisation** and the **Polish Chamber of Tourism**.

TOUR SALON is held simultaneously with the **INVEST-HOTEL Trade Fair of Equipment for Hotels**.

For more information visit: www.tour-salon.pl.

Countries to be represented at TOUR SALON 2008:

Austria, Bangladesh, Brazil, Bulgaria, Colombia, Cyprus, the Czech Republic, Denmark, Egypt, Finland, Germany, Great Britain, Greece, Guinea, Hungary, India, Ireland, Israel, Italy, Lithuania, Maldives, Mexico, Mongolia, the Netherlands, Norway, Peru, Poland, Portugal, the Republic of South Africa, Russia, Senegal, Slovakia, Spain, Sweden, Tanzania, Tunisia, Turkey, Ukraine, USA, Venezuela.

TOUR SALON 2008 Venues:

Pavilion 3A:

Transport, tour operators, travel agencies, publishers and online services, services in tourism, foreign exhibitors – travel agencies, transport

Pavilion 4:

Transport, camping and caravanning

Pavilion 5:

Health SPACe, Business Tourism, Active Tourism/Extreme, Polish regions, industrial organisations and associations, accommodation, foreign exhibitors – countries and regions

Norway at Tour Salon 2008

Norway, as the Partner Country of this year's Tour Salon, is planning a rich programme of activities to disseminate information and promote the country of fjords among Polish tourists and representatives of the tourist sector.

The market of outbound tourism in Poland is rapidly developing. Countries that used to be treated as difficult to access and niche locations are now included in the group of the most popular tourist destinations. Norway is an example of such a country. In recent years, the number of Poles visiting the country of fjords has grown three times and it exceeded the symbolic level of **100,000 trips** in 2007 for the first time. Thus, Poles outnumbered Italians and the French, who used to be one of the most numerous tourists in Norway.

In response to this true explosion of popularity, Norway has started active promotion on the Polish market this year and the participation in Tour Salon is an important part of these efforts. As the Partner Country of this year's show, Norway will organise one of the largest national stands with offers of as many as 19 exhibitors representing the Norwegian, Polish and Danish tourist sectors.

The **Norwegian Tourism Workshop** held on Thursday, the first day of the show, will be the most important event. The workshop will be attended by representatives of tourist organisations, hotel chains, ski centres, ferries and airlines – the total is 20 organisations and companies. Representatives of the Danish and Finnish chambers of tourism will also be present.

It will be a unique opportunity for Polish tour operators and travel agencies to establish business contacts with Scandinavian partners.

Elżbieta Dzikowska, a well-known traveller, will present her impressions from the trip to Norway during the workshop. There will also be a drawing of prizes for the audience.

On the second trade fair day, Norway will invite you to taste Norwegian dishes at the presentation entitled "The trip to Norway starts on a plate" prepared by **Chef Robert Sowa**.

The programme will be full of attractions for the audience. On the open day, Norway will present the most beautiful corners of the country and organise competitions with prizes on the main stage.

The Norwegian stand will be located in Pavilion 5.

Exhibitors:

Innovation Norway - www.visitnorway.com - a government agency for promotion of entrepreneurship and tourism

Fjord Norway – www.fjordnorway.com - an organisation that promotes the region of Norwegian fjords
Lærdal Ferie- og Fritidspark - www.laerdalferiepark.com - accommodation and tourist programmes in Lærdal

Visit Flåm - www.visitflam.com – an organisation that promotes tourism in Flåm

Fjord Line - www.fjordline.com - ferry lines offering connections between Norway and Denmark

Sandefjord Lufthavn Torp - www.torp.no - an airport with direct flights to Poland and other countries

Skihemsedal - www.skistar.com - a centre of winter sports with a rich offer of ski slopes and accommodation

Hafjell - www.hafjell.no - a ski resort with an extensive network of ski slopes

Lofoten Incentive - www.lofoten-incentive.com - an organiser of incentive trips and conferences on Lofoten

Robinson - www.robinsonscandinavia.com - a tour operator that specialises in trips to Scandinavia

Norwegian Air Shuttle – www.norwegian.no – Norwegian airlines with a rich offer of flights to Norway

Skandynawskie Biuro Podróży - www.pmscan.pl - a tour operator that specialises in trips to Scandinavia

Przystanek Skandynawia - www.skandynawia.net.pl – a travel agency offering trips to Scandinavian countries

Fregata - www.fregata.pl - an organiser of trips to Scandinavia, especially to the Norwegian fjords

Nordic Partners - www.nordicpartners.com - a tour operator specialising in inbound tourism in Norway

Visit Denmark – www.visitdenmark.pl - the official Danish tourism organisation

Novasol - www.novasol.pl - the largest agency offering rental of holiday homes in Northern Europe

Scandlines - www.scandlines.com - a German ferry company offering connections to Scandinavia

SAS – www.flysas.pl - Scandinavian Airlines

Additionally, the following companies will participate in the workshop:

Norske Vandrerhjem - www.hihostels.com – a Norwegian network of guesthouses and youth hostels
Fred. Olsen Travel - www.fredolsentravel.com - incentive trips, conferences and events in Norway
Kon Tiki - www.kon-tiki.no - a museum devoted to the famous trips by Thor Heyerdahl
Nordic Visitor - www.nordicvisitor.com - a tour operator specialising in trips to Scandinavia
Troms Reiseliv - www.visit troms.no - an organisation that promotes tourism in Troms, Northern Norway

The Norwegian national stand is prepared by the Department of the Trade Commissioner of the Norwegian Embassy, representing Innovation Norway in Poland. The organisation is responsible for supporting operations of Norwegian companies, promotion and creation of the image of Norway as an attractive tourist destination.

Łódzkie – the Partner Region at TOUR SALON 2008

“Łódzkie. Freedom of choice” is the promotional slogan of Łódzkie for this autumn. Łódzkie is a region where opportunities for active tourism are intertwined with the abundance of cultural heritage. Therefore, the connection between these two types of tourism will be underlined during the presentation of the region at TOUR SALON 2008.

This year, Łódzkie will focus on promoting the Major Henryk Dobrzański “Hubal” Horse Trail, kayak and bicycle routes in the region. The presentation of Łódź will be related to the fact that the city is a candidate to the title of the European Culture Centre in 2016. Businesses exhibiting their offers at a joint stand will greatly contribute to the presentation of the region. Łódzkie wants to show that there are many opportunities for spending leisure time both in the city and in the region.

The presentation of Łódzkie will be in line with the currently implemented Programme of Tourist Development for Łódzkie for 2007-2020, which outlines new forms of promotion of the region. The architectural design of the stand is very innovative and bound to attract many visitors.

The joint stand will be a venue for presenting various administrative units and organisations from the region, such as the Town of Kutno, Łęczyca district, the city and district of Piotrków Trybunalski, the city and district of Tomaszów Mazowiecki, Wieruszów district, Centrum – Hotele from Łódź, Łódź City Office and the Marshal Office in Łódź. Each exhibitor will come with its own and unique offer. Therefore, many competitions with prizes will be organised on the stage and at the stand. The prizes include various items and weekend trips to interesting destinations in the Łódzkie region. You will also have an opportunity to play some gaming machines, try your strength when competing with Captain Culture or taste regional delicacies. The presentation of Łódzkie will be enriched by invited bands performing various types of music, including Samokhin Band from Łódź, Kapela Wieruszowska “Sami Swoi”, or the string quartet of the Łódź Philharmonic Orchestra.

In the programme of TOUR SALON 2008...

BUY POLAND 2008

TOUR SALON is an excellent opportunity for Polish sellers of tourist services to present their offers to international partners interested in including Polish tourist products in their portfolios. Thanks to the participation in BUY POLAND, the country’s largest workshop of inbound tourism, they can make sure that they will hold pre-arranged B2B meetings with companies directly interested in their offers. The workshop is based on the modern matchmaking formula – participants are matched in accordance with previously specified preferences, which may result in new international contracts. *BUY POLAND is the only event of such type in Poland. It is an excellent opportunity to promote our country as an attractive tourist destination for the whole world,* says Ewa Bartkowiak, BUY POLAND Coordinator, MTP Business Meeting Organisation Manager.

Over **50 hosted buyers** from **28 countries** have registered for the third edition of the workshop. They include tour operators, meeting planners, PCOs. As follows from their initial declarations, they are mostly interested in Polish 2-4 star hotels, tourist services (car rental, boat charters, carriers,

guides, museums, etc.), city tour organisers, active tourism, business tourism and sight-seeing. After the workshop, the foreign guests will be invited to study visits all over Poland.

Over **200 participants** from all over the world took part in the two previous editions of the workshop. Last year, the participants of BUY POLAND held approx. **3,000 B2B meetings** on two days.

Date: 17-18 October 2008, 10 am – 5 pm

Venue: Pavilion 11 (The Spire)

Organisers: Poznań International Fair, Travel Trade Poland, Holiday Travel

Under the auspices of: Ministry of Sport and Tourism, Polish Tourist Organisation, Polish Chamber of Tourism

Media partners: TTG Polska, Confero.pl

TOUR FILM 2008 – a film tour around the world

The International Festival of Tourist Films TOUR FILM will accompany TOUR SALON for the 11th time. This unique event presents the most fascinating tourist films produced in the recent four years. TOUR FILM is a creative camera image of tourist assets of the surrounding world, an exposition of breathtaking places, exquisite nature and local features, a meeting with various cultures and traditions that can attract tourists. The basic concept of the festival is the presentation of the latest movie trends in promotion and marketing of regions and countries from all over the world. A modern tourist film cannot just present beautiful landscapes. Its success depends on the surprising approach to the topic and an interesting form of putting the message across. This year, the contestants will present films in the following categories: a film that promotes a city, region or country, an advertising spot, a tourist film produced and registered by a TV station and a multimedia presentation. The winners will receive valuable prizes including the most precious award – **Grand Prix** Tour Film 2008. The results of TOUR FILM 2008 will be announced at the official Final Gala.

Date: 17 October 2008, 4 pm

Venue: Stage, Pavilion 5

Organisers: Poznań International Fair, TV Biznes (Polsat Group)

Under the auspices of: Polish Tourist Organisation

Media partner: Wiadomości Turystyczne

“ECO MICE – environmentally friendly solutions in the sector of meetings”

This is the title of the 3rd Business Tourism Seminar prepared for entrepreneurs from the tourist sector, scholars and all interested parties. The seminar will be devoted to “green” opportunities in the MICE sector. The speakers are experts with long-term experience in environmental aspects of MICE. **Dale Hudson**, IMEX Projects Manager will talk about the latest research regarding the influence of global warming on the MICE sector. **Fiona Pelham**, Managing Director of Organise This, will focus on the significance of sustainability and its maintenance in the international dimension and potential future developments of sustainability in the meeting industry. **Graham Keene**, Worldevents co-creator and Executive Chairman will talk about ways to limit the carbon footprint of events and about programmes that support Corporate Social Responsibility. The award-winning cheap housing project implemented in a village in the Republic of South Africa will be used as a case study.

Polish presentations will also be included in the programme. Monika Krusiewicz, owner of PRImavera PR&Events will talk about the organisation of “green” events in Poland. The environmental aspects in the organisation of the UN Climate Conference will be discussed by Katarzyna Parysek, Head of the Urban Team for the Organisation of the Climate Conference in the Poznań City Office. Both talks will serve as an introduction to a discussion with seminar participants.

Date: 16 October 2008, 12 noon – 5 pm

Venue: Green Room, MTP (Eastern Lobby)

Organisers: Poznań Convention Bureau, Polish Tourist Organisation, Poznań International Fair

Media partners: MICE Poland

Conference: "The future is in events"

The conference addressed to organisers and commissioners of meetings will focus on current trends in events, the specialisation and consolidation of event organisers, ROI (Return on Investment), organisation of events in accordance with sustainability and corporate social responsibility rules, and the application of the latest 4D technologies in the organisation of online conferences.

Date: 17 October 2008, 10 am – 5 pm

Venue: Amber Room, Pavilion 3A

Organisers: Event Managers Club, Poznań International Fair

Media partner: Event Profit

2nd Polish Championships of Bus Drivers

Poland's largest event promoting buses and the bus driver's profession will be held at TOUR SALON for the second time. It will be organised by Polski Traker Bus Magazine. Contestants participating in this year's championships are the best drivers qualified through earlier eliminations: for the local transport driver category – in a special competition organised by the Chamber of Urban Transport, and for the tourist transport driver category – in a competition organised by the Polish Association of Road Transport Employers. Drivers who correctly completed a short test, sent it to the Editorial Board of PTBus and registered for the championships will also compete in the Open class. All drivers will have to drive a bus provided by Solaris, the main sponsor, through a special track set up at Marc's Square (the central square next to the Spire).

The event will be accompanied by an exhibition of the sponsors' products and many attractions for the public, including a concert. The championships will finish with an award ceremony.

Date: 18 October 2008, 10 am – 5 pm

Venue: Marc's Square

Organisers: Polski Traker Bus, Poznań International Fair

17th National Festival of Sightseeing Books

Awards in this competition are presented to publishers for sightseeing and tourist books evaluated from the editor's point of view. Publications are entered into the competition in five categories: albums, guidebooks, monographs and other sightseeing books, maps and atlases, and sightseeing pamphlets. The jurors evaluate submitted publications based on such criteria as contents and editing. Over 40 publishers replied to the invitation to participate in the Festival. They submitted the total of 110 titles. 27 of them were nominated. The most valuable ones will receive awards at the Award Ceremony held at the Fair of Regions and Tourist Products TOUR SALON 2008 on 17 October. Publications entered into the competition will be presented to the audience visiting TOUR SALON. Later, the books will be donated to the Sightseeing Studio located at ul. Kramarska 32 in Poznań.

Date: 17 October 2008, 3 pm – 4 pm

Venue: Green Room, MTP Eastern Lobby

Organisers: Board of the Polish Tourist Country-Lovers' Society (PTTK), Marshal Office in Poznań, Wielkopolska Club of Sightseeing Publishers, Sightseeing Studio in Poznań, Poznań International Fair

Acanthus Aureus

The Acanthus Aureus Awards for the best prepared trade fair stands will be presented, as always, at TOUR SALON. However, the competition will be held in a new and fresh form for the first time ever. Awards will be presented to exhibitors for the best reflection of the company's marketing strategy in the trade fair exposition. Participation in the competition is free of charge for the exhibitors. Once a

year, according to a ranking list on MTP websites, special Acanthus Aureus Awards will be presented to designers and stand constructors whose stands have received the largest number of Acanthus Aureus Awards in a given year.

The Award Ceremony for the Acanthus Aureus Competition combined with the presentation of INVEST-HOTEL Gold Medals will be held on the second day of TOUR SALON.

Date: 17 October 2008, 1 pm – 2 pm

Venue: Stage in Pavilion 3A

Organiser: Poznań International Fair

Events organised by TOUR SALON 2008 exhibitors

Wielkopolska on the GPS map

As always, the Wielkopolska Tourist Organisation (WOT) will prepare an attractive presentation at TOUR SALON. Its stand will take up over 120 square metres this year. The focus will be on active water tourism. WOT will organise two press conferences. The first one will present a concept for a new tourist product called: **"Railway tourism in Wielkopolska"**^{*}. The other will be devoted to **GPS Wielkopolska topographic map**^{**}, developed by the Department of Sport and Tourism. The digital map will be officially launched at TOUR SALON. Wielkopolska will be the first Polish region and one of the first European Union regions to offer free access to a digital topographic map of a quality much higher than commercial offers or illegal maps developed and disseminated by GPS fans on the Internet.

At the previous TOUR SALON, the Wielkopolska Tourist Organisation presented a publication of GPS traces of bicycle routes.

Date: ^{*}16 October 2008, 12 noon – 12.45 pm; ^{**}16 October 2008, 1 pm – 1.45 pm

Venue: Silver Room, Pavilion 3A

Organiser: Wielkopolska Tourist Organisation

Poland's first conference devoted to gay tourism

A conference entitled: **"Gay tourism – the most robustly developing sector of tourism in Europe"** will be organised for the first time in Poland at TOUR SALON 2008. It will be the first ever business conference devoted to this topic held in our country. Invited speakers will describe the GLBT market on the basis of research and statistics, they will present frequency of travel, budgets of trips, criteria for choosing destinations, hotels and transport. The latest marketing tools available to tourist companies in order to target the GLBT segment customers will also be presented. Tourist Information Centres, travel agencies, hotel owners, transport companies and restaurant owners have been invited to participate in the conference. TOUR SALON 2008 visitors will have an opportunity to obtain information on gay tourism at the IGLTA stand during the show. The speakers include: Tom Nibbio, IGLTA Global Ambassador; Carlos Kytka, IGLTA European Ambassador; Ian Johnson, Out Now Consulting; Dariusz Pałęcki, Chairman of Polish Travel Quo Vadis; Julian Cotignola, Marketing Director, Czech Airlines; Iva Trifonov, General Manager, Sheraton Hotel Poznań; Maciej Zimowski, Bird Service. Official information about the conference and registration of participants available at: <http://iglta.pl/konferencje/index.html>.

Date: 17.10.2008, 1 pm – 4 pm

Venue: Pavilion 14B, Room A,B

Organiser: International Gay and Lesbian Travel Association

TOUR SALON 2008 attractions

The sport spirit

TOUR SALON has to have attractions for lovers of active tourism and physical education. Demonstrations and short courses in **speedminton** will be held on three trade fair days. This is a new game that combines the best characteristics of tennis, badminton and squash, passionately supported by Maria Sharapova, one of the world's leading tennis players. It will be an opportunity to have fun, play a few sets with professional equipment under the watchful eye of the best trainers, and see the world's leading players in action. A **showpiece match** will be played for the first time in Poznań by the best of the best - **Daniel Gossen** (ranks 1st in the world) and **Rene Lewicki** (ranks 3rd in the world). The game will finish with a press conference attended by the players. Everyone will have an opportunity to participate in the **open speedminton tournament** on the last trade fair day. The winners will receive attractive prizes. For a detailed programme visit www.tour-salon.pl.

Date: 16 – 18 October 2008, 10 am – 5 pm

Venue: Speedminton Tent, Pavilion 5 (adjacent to the Stage)

Organiser: Infoski.pl

Allewakacje.pl surprises

AlleWakacje.pl – a new tourist website owned by Allegro Group has prepared innovative surprises for trade fair visitors. Each participant of the show will have an opportunity to download attractive AlleWakacje **wallpapers** for mobile phones and an **application** with **the most important information** about **TOUR SALON 2008** – the plan, programme of events and a list of exhibitors. The website will use a bluetooth connection now available in almost every mobile phone. Each visitor will be able to use the service free of charge. They will simply have to activate the bluetooth functionality in their phones upon entering the fairgrounds. Additionally, they will have an opportunity to send an AlleWakacje **postcard** with greetings from TOUR SALON 2008 at the website's stand completely free of charge.

Cheaper travelling with PKP Przewozy Regionalne

PKP Przewozy Regionalne, the Official Carrier of TOUR SALON and the Poznań International Fair have prepared special discounts on return tickets to Poznań to visit TOUR SALON. Depending on the distance and train type, the discount may reach even 35%. In order to get a discount when travelling to the fair, you should show a special participant card (to be ordered by phone: +48 61 869 2584 or via e-mail: ts@mtp.pl) at the PKP ticket office. A special desk for stamping cards will be located on the MTP grounds during the show. You should show a stamped card at the PKP ticket office in order to get a discount on your return ticket. The discount amount shall be specified on a case-by-case basis by employees of PKP Przewozy Regionalne at the ticket office.

This special offer for discount tickets pertains to slow and fast trains operated by PKP Przewozy Regionalne and shall not combine with other special offers available from PKP Przewozy Regionalne (such as weekend tickets or family tickets).

Information

Opening times:

- **16 and 17 October** for professionals (Thursday, Friday) – **10 am – 6 pm**
- **18 October** for general public (Saturday) – **10 am – 5 pm**

Ticket prices:***For professionals:***

- Following registration online or on the spot:

1-day – PLN 20

2-day – PLN 30

- Without registration:

1-day – PLN 50

For general public (Saturday, 18 October):

Individuals – **PLN 10**

Organised school groups – **PLN 6/pupil**

The ticket also authorises its holder to visit the INVEST-HOTEL trade fair.

Ticket offices:

- Open from **9.30 am to 5 pm** on Thursday and Friday (16 and 17 Oct 2008) and from **9.30 am to 4 pm** on Saturday (18 Oct 2008)
- Located at the entrances to the MTP grounds

Entrances to the fairgrounds:

- Eastern Entrance – ul. Głogowska
- Northern Entrance – ul. Bukowska