



Press release

Poznań, 10 August 2009

20th anniversary of TOUR SALON

The World Tourism Day, a joint anniversary of the fair and the Polish Chamber of Tourism, the first edition of an innovative workshop DISCOVER POLAND and many more interesting events – these are the highlights of the upcoming 20th edition of TOUR SALON, Poland’s largest tourism show held in Poznań on 21-24 October 2009.

Every year TOUR SALON attracts almost 800 exhibitors from tens of countries and thousands of visitors – both professionals from the tourist sector, for whom this event is one of the most important every year, and individual clients. All Polish regions and numerous countries present their attractions and tourist products at the fair. Travel agencies and tour operators showcase their offers for the upcoming seasons. The exhibitors also include managers of accommodation facilities, hotels, SPA & wellness centres (on a special “Health SPace” area), carriers and many other participants of the tourist market.

Celebrating tourism in Poznań

A special exhibition will be organised to celebrate the 20th anniversary of the fair. It will present materials (pictures, posters, trade fair magazines) from the archives. We are also planning the presentation of awards to companies that have been with us since the show’s beginnings, says Magdalena Halicka-Gołębiowska, TOUR SALON Project Manager. This year’s anniversary will be celebrated together with the Polish Chamber of Tourism because it will also have its 20th anniversary this year.

The upcoming TOUR SALON Trade Fair of Regions and Tourist Products will include the nationwide World Tourism Day. The World Tourism Day will be organised on 22 October. It will feature presentations of awards of the Minister of Sport and Tourism for “Tourism Achievements” and Certificates of the Polish Tourist Organisation for the Best Tourist Product.

The trade fair programme will traditionally include numerous conferences, workshops, presentations, shows and competitions.

Tourism and business

In 2008 Międzynarodowe Targi Poznańskie introduced the so-called **Business Planner** to make it easier for representatives of the tourism sector to establish international business contacts. This tool will also be available this year to facilitate scheduling of meetings at stands. A new event at this year's show is the **DISCOVER POLAND workshop** with an innovative form. It will be held on the first two days of the fair. It is a new project of Międzynarodowe Targi Poznańskie aimed at promoting tourist attractions of our country among lovers of active holidays by establishing contacts with foreign organisers of active tourism. Poland is a country of great active tourism opportunities. The organisers of DISCOVER POLAND want to reveal this potential to tour operators from all over Europe. DISCOVER POLAND will include special arranged meetings with thoroughly selected buyers of tourist services with their needs and interests perfectly matching the offers of Polish sellers. They will include owners of accommodation facilities, health resorts, SPA and wellness centres, national parks, hunting clubs, horse breeders and ranch owners, associations of agri-tourism farms, owners of environmentally friendly farms and sport associations.

What else do you need to know?

- **Pomorskie** will be this year's Polish Partner Region at TOUR SALON, it was also the Polish partner of the Berlin-based ITB show in 2009;
- the show will be held under the auspices of the Ministry of Sport and Tourism, the Polish Tourist Organisation and the Polish Chamber of Tourism;
- the show will traditionally include separate **special areas**: Health SPACe, Active Tourism – Extreme, Business Tourism – MICE;
- TOUR SALON Airport will be a continued project featuring airports and air carriers;
- **online registration** will shorten all the procedures related to the admission to the fair and registered visitors will be offered discount tickets: one-day ticket – PLN 20 and two-day ticket – PLN 30. The prices without registration will be PLN 60 and 100, respectively;
- **NEW! A new registration system will be launched on the website on 3 September. You will also be able to purchase your ticket online.**

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

For media enquires contact:

Marta Sykucka

phone: +48 61 869 2630

marta.sykucka@mtp.pl