



21<sup>st</sup> International  
Travel Trade Fair



20<sup>th</sup> International Fair  
of Regional Tourism



**13.–16. 1. 2011**

Brno – Exhibition Centre  
Czech Republic

[www.bvv.cz/go](http://www.bvv.cz/go)  
[www.bvv.cz/regiontour](http://www.bvv.cz/regiontour)

Central European  
Exhibition Centre



BVV



Veletřhy  
Brno

final report



## GO and REGIONTOUR 2011

The largest presentation of the tourist industry in Central Europe with emphasis on regions

- Participation of **841 exhibitors** from **22 countries** on **10 503 sqm** of total exhibition space
- The exhibition was attended by **33 242 visitors** (the first day of the exhibition dedicated to professionals attracted nearly **11 000 visitors**)
- Foreign visitors came from **18 countries**, mainly from neighbouring Slovakia, Poland and Germany.
- **428 media representatives** were accredited in the Press Centre.

### REGIONTOUR – 20th trade fair jubilee

- a key project for presentation of regions in Central Europe
- all regions of the Czech Republic, cities, incoming agencies and regions from neighbouring countries
- foreign participation mainly from Slovakia and Poland
- highlighted themes: gastronomy, folk craft, folklore and religious monuments

### GO Trade Fair

- more than 100 destinations
- foreign participation from Austria, Slovakia, Brazil, Dominican Republic, Germany, Croatia and Hungary
- place for business meetings between tour operators and sales representatives
- collective participation of all Czech associations within the tourist industry
- attractive supporting programme, organized by the Association of Travel Agents and the Association of Czech Travel Agencies
- restaurant with international cuisine specialities

## Supporting programme

### VIP guests and key meetings

The importance of GO and REGIONTOUR fairs was stressed the presence of top officials of the industry and individual regions, and other distinguished guests.

During the first two days of the exhibition, important meetings of regional leaders took place. Thursday's meeting was attended by ten Czech and five Slovak regional governors, it was the best represented meeting of Czech and Slovak regions in several years. On Friday there was a meeting of the **Council of the Regions Association of the Czech Republic**, whose guests included the Minister of Health Leoš Heger and Archbishop Mons. **Dominik Duka**. The highest representative of the Czech Catholic Church later visited some of the exhibition stands and talked with representatives of professional associations. One of the topics was the gradual opening of more religious monuments to broader public. Guests of the fair also included Israeli Ambassador Yaakov Levy, Austrian Ambassador Ferdinand Trauttmansdorff, Croatian Ambassador Frane Krnica and Slovak Ambassador Peter Brňo.

### Supporting seminars, presentations and competitions

Preparation of the accompanying programme for professionals was shared by CzechTourism Agency, Regional Tourism Centres, the Institute of Hospitality Management in Prague or the Czech Tourist Club. It included a discussion on the development trends in tourism and the marking of tourist routes for wheelchair users. The presentation was made more interesting by jazz guitarist Rudy Linka and Bohemia Jazz Fest Festival.

### Tourism Grand Prix 2010

The best regional promotion campaign chosen by the jury was in the winter campaign of the Olomouc Region, the category of tourist portals found the winner in [www.branadocech.cz](http://www.branadocech.cz) of the Ústí region and in the category of electronic newsletters, the City of Pilsen was the winner. Vysočina Tourism product called Paths to Knowledge, Culture, Sport and Leisure was awarded the best tourist product price. The award for the best travel agent of 2010, according to the jury and the general public, was presented to Exim Tours, China Tours, Kovotour Plus, Tourtrend and Školní zájezdy.

### "Taste the Czech Republic!"

A novelty of REGIONTOUR consisted of the presentation of a project which was to highlight the traditional Czech and Moravian cuisine. Regional specialities prepared on the stand of the Association of Hotels And Restaurants of the Czech Republic by top chefs had great success with the visitors.

### „The Largest Display of Czech Town And Village Crests“

Over 400 crests made from recyclable materials were presented by the organizing agency Dobrý den in Hall P and have been confirmed as the new Czech record.

### GO KAMERA 2011

The most significant event of the supporting programme for the public was the 14th Festival of Films, Photographs and Books about travelling, with the central theme of glacial extremes.





## Quotes about the trade fairs

### **Kamil Jankovský, Minister of Regional Development**

Trade fairs like REGIONTOUR contribute to the fact that people are starting to discover interesting places in the Czech Republic, which were hidden from their perception until now. I am here for the first time and I want especially to get an idea of the atmosphere and the exposure of individual regions. The way the stands look and how they are prepared make us see that that people are interested and want to present their region at its best. It is certainly a shift compared to the past.

### **Michal Hašek, Chairman of the Association of Regions of the Czech Republic, Governor of the South Moravian Region**

We all need the economy to improve and we consider tourism a very important segment of the economy both here in South Moravia and in other regions. is very interesting REGIONTOUR is a very interesting inspiration not only for professionals but for all visitors to the fair, regarding which regions to visit at home and abroad and in what places to spend free time and holidays. I want to thank everyone who participated in the preparation of the wonderful exhibitions.

### **Jiří Filip, Chairman of the Board, Brno Airport**

I believe that the presentation level of each region is improving year to year, and I think it really corresponds to the European level. As for Brno Airport, which I represent here, I see the prospects for 2011 as very optimistic and I believe we will reinforce the portfolio of destinations with flights on a regular basis and that this year we will again exceed the magical threshold of 500 000 passengers.

### **Peter Belinský, General Manager, Slovak Tourism Agency**

I always feel at home in the Czech Republic and I am glad to be in Brno. Our mission is to have more and more people coming to Slovakia, and I am very glad that the Czechs have been showing a long-term affection for Slovakia. After a very successful 2008 and a slump in 2009, last year we once again experienced a growth in visitors from the Czech Republic, with more than 530 thousand who arrived.

### **Michal Veber, Secretary of the Association of Czech Travel Agents**

The interest in participating in the GO fair is growing, our association is represented by about a tenth more exhibitors than last year. I am glad that even larger agencies exhibit in Brno, but on the other hand, there are also small tour operators who can afford to participate thanks to good cooperation between the Brno Exhibition Centre and our Association. The organizers provide them with excellent service and can also advise on how to make the most from a small exhibition and how to properly evaluate the participation.





### EXHIBITION AREA

Total exhibition area (sqm) **10,503**

### EXHIBITORS

Number of participating companies **841**

Number of participating countries **22**

Exhibitors came from the Austria, Brazil, Croatia, Cyprus, Czech Republic, Dominican Republic, France, Germany, Great Britain, Hungary, Indonesia, Italy, Lithuania, the Netherlands, Poland, Romania, Russia, Slovakia, Slovenia, Spain, the Ukraine and Yemen

### VISITORS AND JOURNALISTS

Total number of visitors **33,242**

Number of accredited journalists **428**

Number of countries from which visitors came **18**

The next edition of the **GO**  
and **REGIONTOUR** trade fairs  
will take place on **12–15 January 2012.**



# final report



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