

6'2"

6'0"

5'10"

5'8"

5'6"

5'4"

5'2"

5'0"

4'10"

4'8"



**FINAL REPORT**  
**14.-17. 1. 2016**  
 TRADE FAIRS FULL OF EXPERIENCES AT BRNO EXHIBITION CENTRE

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



26<sup>th</sup> International  
Travel Fair



25<sup>th</sup> International  
Fair for Regional  
Tourism



BVV



Veletřhy  
Brno

# GO AND REGIONTOUR 2016

844 exhibiting companies from 24 countries at 25,000 square metres of exhibition space

Exhibitions were viewed by 30,422 visitors

Foreign visitors came from 18 countries, mainly from neighbouring Slovakia, Poland and Hungary

267 media representatives accredited in the Press Centre



6'4"

6'2"

6'0"

5'10"

4'8"



The duo of tourism trade fairs GO and REGIONTOUR was officially inaugurated in the pavilion P with a ribbon-cutting ceremony, which was, among others, performed by the President of the Senate of the Czech Republic Milan Štěch, the Deputy of the Minister for Regional Development Klára Dostálová, the Governor of the South Moravian Region and the head of the Association of Regions of the Czech Republic Michal Hašek, the Mayor of the city of Brno Petr Vokřál, and the Managing Director of the BW Trade Fairs Brno Jiří Kuliš. The importance of the event was highlighted by the presence of top representatives of individual regions as well as other important guests.

## AUSPICES



MINISTRY  
OF REGIONAL  
DEVELOPMENT CZ



ASOCIACE KRAJŮ  
ČESKÉ REPUBLIKY

B | R | N | O

CzechTourism



# REGIONTOUR TRADE FAIR:

- The largest presentation of possibilities for spending holidays in the Czech Republic
- Key project promoting inbound tourism and domestic tourism emphasized the cooperation of the Visegrad Four countries in the field of tourism
- Participation of regions of the Czech Republic, domestic counties, cities, incoming agencies and regions from neighbouring countries
- Presentation of innovations and changes in how the sector operates
- New: strengthening its commercial character
- RegFoodFest – Festival of regional specialities and regional food



6'4"

6'2"

6'0"

5'10"

5'8"

4'8"

# GO TRADE FAIR

- A traditional venue for business meetings between tour operators and affiliated retailers, and for distribution of catalogues
- More than 100 international destinations presented
- Collective participation of members of both professional associations
- Official presentation of bus manufacturers and transport companies
- Active leisure offers – holidays on the river, cycling, caravans
- An attractive supporting programme organized by AČCKA and ACK ČR involving foreign tourist authorities



6'4"

6'2"

6'0"

5'10"

4'8"

# SUPPORTING PROGRAMME

REG  
FOOD  
FEST

## Gastronomy at GO and REGIONTOUR

Regional gastronomy was for the fourth time focused on by the gastronomy festival RegFoodFest with its “travellers” restaurant offering regional specialties, but also with its food tastings and selling of award winning regional foods and the projects Wines from Bohemia and Moravia, Beer, and The World of Coffee.



GASTRO JUNIOR BRNO  
BIDVEST CUP 2016



Hall P hosted three days of the finals of the 22<sup>nd</sup> anniversary international championships for young chefs, pastry chefs and waiters Gastro **Junior Brno – Bidvest Cup**.



# TOURISM GRAND PRIX 2015/2016

The competition highlights exceptional and high quality achievements in the field of tourism.

- Best Tourism Product: **Prague Information Service - Prague City Tourism - Enjoy Prague Like in a Film**
- Best Overall Campaign: **The Tourist Information Centre of Eastern Moravia - Cyril and Methodius, an authentic story of our country**
- Best Electronic Communication: **BRANKA o.p.s. - Kłodzko borderland**
- The best spa and wellness package: **Priessnitz Medical Spa - Towards Health with Sophie**
- Special prize of the Brno Exhibition Centre in this category: **Town of Litomyšl - Litomyšl - Spa for the Soul**
- Best travel agency according to a public poll: **CK Vítkovice Tours**



# STUDENT COMPETITIONS



At the trade fairs the competitions of young professionals in tourism PROFI GO 2016 – Tourist Product and REGION REGINA 2016 took place. The pavilion P was for three days the scene of the International Championship of Young Chefs, Pastry Chefs and Waiters – the 22<sup>nd</sup> year of Gastro Junior Brno – Bidvest Cup.

# GO KAMERA 2016

The most important part of the rich supporting programme for the public was the 19<sup>th</sup> movie, photograph, and travel festival GO KAMERA 2016 focused on Nepal. During the four days of the trade fairs, fifty travellers, mountain-climbers, photographers, filmmakers, and others delivered their lectures. Four thematic exhibitions on Nepal and competitions for best travel photos, books, and films were also a part of the festival.



# SUPPORTING PROGRAMME FOR THE PUBLIC

An attractive supporting programme for the public took place on three stages. Cultural and folklore performances prevailed in Hall P, there was also a traditional craft fair. Two stages in Hall F invited visitors to exciting international destinations.

# ECHOS

## **Milan Štěch, President of the Senate of the Czech Republic:**

I would like to thank everyone who works in the field of tourism and prepares conditions for foreign and domestic visitors. When we travel abroad, visitors of the Czech Republic from distant lands give us the best references not only to the beauty of our country, but also to the way we take care of our guests. To introduce, besides Prague, the beauty of our regions is a very praiseworthy thing and the thanks for it go to the Exhibition Centre, to Brno, to regions, and to everyone who participates in the preparation of the trade fairs.

## **Klára Dostálová, Deputy of the Minister for Regional Development:**

These trade fairs are very significant; the Ministry of Regional Development deems the connection of regional politics and tourism very important. It is an economic branch which we would like to develop in the context of world events as well. The Czech Republic is the tenth safest destination in the world and our promotional strategy should be targeted at this fact. I expect that interest in our regions will continue to grow, both for domestic and foreign visitors.

## **Petr Vokřál, Mayor of the city of Brno:**

Tourism attractiveness of the Czech Republic is growing, which is not only because of the country's unquestionable beauty, but also because of the increasing importance of safety in tourism. The exhibition of tourist offers in regions is an opportunity to interconnect the interests of everyone who would like to visit our country and spend their holidays here.

## **Cardinal Dominik Duka, Archbishop of Prague and Primate of Bohemia:**

As church exhibitors we are not at REGIONTOUR for the first time and I think that the exposition is getting more and more professional. I have personally visited this trade fair several times and I am glad that I have had an opportunity to participate in the presence of the church here. And every time I leave the trade fair, I leave it satisfied.

## **Zuzana Vojtová, Director of Tourist Authority South Moravia:**

For me, REGIONTOUR is mostly a place to meet partners from the field of tourism, be it travel agencies, colleagues from cities or tourist information centres, or mayors of cities and towns and other people who have an opportunity to influence the development of tourism in the region.

## **Alena Koukalová, Marketing Manager of Switzerland Tourism:**

We have returned to the Brno trade fair after six years and we are pleasantly surprised by the attendance as well as the way everything is managed. This is the only big tourism gathering in Moravia, so this is another reason why we participate in the event. So far I can say that people who have a real interest in traveling attend this trade fair and they come to us with very specific questions.

## **András Szirányi, Director at Hungarian National Tourism office:**

This year we exhibit in Brno in a greater extent than last year. We have twelve companies at our stand who present mainly Hungarian spas; the city of Debrecen has its own stand and as usual we offer a tasting of Hungarian specialities. So far we can see that people are interested in our stand so we are satisfied. The trade fair is very well organised and meets the expectations that Hungarian service providers anticipate from us.

**Kateřina Petřicková, CEO of the Association of Tour Operators and Travel Agents of the Czech Republic:**

I can speak for the Association when I say that we are very happy with our participation. Three dozen member agencies put their catalogues to our stand and twenty-four more exhibit here at the trade fair. When it comes to the attendance of visitors, Saturday is absolutely wonderful. Our supporting programme has been fully occupied; we have lectures about various destinations here and we can see that people are greatly interested in them.

**Petr Zemek, director of the 101 CK ZEMEK travel agency:**

We always comment on our participation in a positive way. You can see that our stand is pulsating with energy the entire time. And the GO trade fair is not only about the number of vendors who attend it or the number of clients who visit us; it is also about mutual communication of travel bureaus and agencies. Where else can we meet each other four days in a row than at this trade fair?

**Marek Malý, director of the QUALITY TRAVEL agency:**

The trade fair always brings us new commission dealers, new contacts, and clients. Today on Saturday I was surprised, I didn't expect so many people. So I can say that the trade fair helps us a lot and I am glad that GO exists. It is the only trade fair in the Czech Republic in which we participate and we are among the first ones to sign up for next year's participation. Because we are a Brno travel agency is another reason why I think it is worth being here.

**Yuri Klyuchivsky, member of the realization team, the national stand of Ukraine:**

This is the first time that Ukraine participates in the trade fair with its own national stand. A number of meetings and presentations about tourism possibilities of Ukraine have taken place; the director of the tourism department of the Zakarpattia Region had a meeting with the governor of the Oblast's partner region Vysočina about some specific ways of cooperation. During the four days of the trade fair we registered over a thousand visitors from the Czech Republic and abroad. The trade fair is the right place for us; next year we would like to broaden the scope of our activities and invite more exhibitors from Ukraine to the trade fair.

**Jiřina Bradáčová, Business Manager, Delfin travel:**

The Brno GO and REGIONTOUR trade fairs are our favourite. A lot of elderly clients, who travel with us to various destinations from Prague via plane, attend this trade fair. This year we have registered the biggest interest in four destinations: Albania, Spain, Sardinia, and Sicily. We like the atmosphere here; the people are very nice and agreeable. We will definitely come back and exhibit at this trade fair next year.



**THE NEXT GO AND REGIONTOUR TRADE FAIRS WILL TAKE PLACE FROM THE 19<sup>TH</sup> TO THE 22<sup>ND</sup> OF JANUARY 2017.**

