



22. mezinárodní veletrh průmyslu cestovního ruchu  
22<sup>nd</sup> International Travel Trade Fair  
22. Internationale Touristikmesse



21. mezinárodní veletrh turistických možností v regionech  
21<sup>st</sup> International Fair of Regional Tourism  
21. Internationale Messe der Tourismöglichkeiten in Regionen



19.7.2012



## GO a REGIONTOUR 2012 in token of religious tourism

- Participation of **402** exhibitors from **20** countries on **10,020** square meters of total exhibition space
- Exposure to **28,030** visitors
- Foreign visitors came from **22** countries, mainly from neighbouring Slovakia, Germany and Poland
- **391** media representatives accredited at the Press Centre

### Auspices of the fair:

- Ministry of Regional Development of the Czech Republic
- Ministry of Culture of the Czech Republic
- Ministry of Transport, Building and Regional Development of the Slovak Republic
- Association of Regions of the Czech Republic
- The Czech Tourist Authority - CzechTourism
- Association of Czech Travel Agents
- Association of Czech Travel Agencies
- Hotel and Restaurant Association of the Czech Republic
- Association of Air Operators of the Czech Republic



## REGIONTOUR Fair

- A comprehensive show of tourist destinations in the Czech and Moravian regions and Slovakia
- Participation of the Regions of the Czech Republic, inland regions, cities, incoming agencies and regions from neighbouring countries
- Foreign participation in particular from Slovakia, Germany, Austria and Poland
- Highlighted topics: religious monuments, active holidays - cycling, gastronomy, folklore and folk crafts



## GO Fair

- More than **100** foreign destinations presented through exhibiting travel agencies
- Official representation of Cyprus and the Dominican Republic
- Foreign participation of regions and enterprises from Austria, Croatia, Germany, Hungary, Slovakia, Slovenia and Great Britain
- A traditional place for business meetings between tour operators and affiliated sales companies, and distribution of catalogues
- Official presentation of bus manufacturers and operators
- Collective participation of members of both professional associations
- An attractive supporting programme organized by AČCKA and ACK CR with the involvement of foreign tourist centres, focused primarily on the general public
- Offer of active leisure time - topics: golf, boating, rafting, canoeing

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22. mezinárodní veletrh příjmy cestovního ruchu  
22<sup>nd</sup> International Travel Trade Fair  
22. Internationale Touristikmesse



21. mezinárodní veletrh turistických možností v regionech  
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## Supporting programme

### VIP guests and key meetings

Importance of the event was underscored by the presence of top representatives of regions and other distinguished guests. On the occasion REGIONTOUR Fair, the 25th Meeting of the Association of Regions of the CR was held in Brno, during which governors also discussed with the Minister for Regional Development Kamil Jankovský, Cardinal Dominik Duka and Archbishop Jan Graubner.

### Religious Tourism Workshop

The main topic of discussion focused on the economic potential of religious tourism, along with the capability of our religious heritage in the European network of pilgrimage trails. The workshop was also attended by top representatives of the Czech Bishops' Conference, I Camini d'Europa association and CzechTourism.

### Accompanying seminars, presentations and competitions

Distinguished organizations working in the field of tourism closely cooperated on the preparation of the fairs, headed by CzechTourism. Seminars for professionals focused on religious tourism, biking, training in tourism or incoming tourism from Russia.

### Grand Prix of Tourism 2011/2012

The Tourism Grand Prix highlights exceptional and high quality achievements in the field of tourism. The category of best tourist product was won by "Pilgrimage Trails of East Moravia," the best single campaign was awarded by the jury to the Ústí Region for their campaign called "Gateway to the Czech Republic" and the category of Best Tourism Portal was won by the Pardubice Region with their vychodni-cechy.info portal. The best travel agents last year according to the general public who voted on the portal Sdovolená.cz., were identified as Kovotour Plus, Exim Tours and Adventura.

### "Taste the Czech Republic!"

Regional cuisine was the focus of an extensive project of the Hotel and Restaurant Association, presenting regional specialities. Regional specialities prepared by top chefs again found great success with visitors.

### GO CAMERA 2012

GO CAMERA 2012, the 15th festival of films, photographs and books on travel was the most attractive event of the rich supporting programme, with the central theme of India. The fifty speakers this year also included the famous Swiss explorer Erich von Däniken.

## GO a REGIONTOUR 2012 in the participants' eyes

**Kamil Jankovský, Minister for Regional Development of the Czech Republic:**  
I came here arrived just like last year because we took over the auspices of the trade fair. The Ministry for Regional Development has its responsibility in tourism, so I was understandably interested in how this year's REGIONTOUR looks like. I want to see, how the offer has advanced from last year, which was quite richly visited and very extensive exhibitions were concentrated here.

### Alena Hanáková, Minister of Culture:

It is beautiful, when you can "walk through" the whole country in one place and get an overview about what it can offer. The indicative side of the fair, meetings with people from different regions, professions and spheres are important aspects. I am very fond of this fair, I am here for the tenth time and was pleased to come this year as well.

### Mons. Dominik Duka, Cardinal and Czech Primate:

I am glad that the issue of historical and modern church buildings became part of the tourism trade fairs. Man is a creature that moves, pilgrimage routes are inherent in all religions and are quite typical in Christianity.

### Stanislav Mišák, Governor of the Zlín Region:

REGIONTOUR started by varied presentations - a village here, a city there, or a micro-region, and it was quite fragmented. When the Regions were formed, they logically took the stands together, because common presentations are cheaper, more informative and comprehensive. There are lots of synergies in the promotion and it brings benefits to all. So to invest in a fair in such manner that the exposure entices visitors, which we hopefully managed this year, means meaningfully and well spent money.

### Martin Tesařík, Governor of the Olomouc Region:

I perceive REGIONTOUR as an opportunity to present the news in the development of regional tourism. It is also an excellent chance to establish contacts and an opportunity to look around, what is there to see and visit in the Czech Republic. I personally see REGIONTOUR very positively, because I devote a lot of attention to collecting information, not only here but also during my travels. I want to bring to our region things that are done well elsewhere, because attracting tourists it is a never-ending process which constantly needs new impulses. Therefore I come to REGIONTOUR regularly and gladly.

### Franco Mattiussi, Councillor for Tourism of the Udine Province (Italy):

I came to the international trade fairs in Brno as a visitor in 2009, when the first idea of cooperation with the Zlín Region was born. Today we continue our contacts, our joint meetings will take place here in the afternoon, and we also came to present the project The Country of Patriarchs, which is based on Christian tradition. We thank the Brno Exhibition Centre for flexibility in the organization of our exhibition.

### Klaudij Stojnič, Director of the Croatian Tourist Board, based in Prague:

Croatia is a leader among major tourist destinations for Czechs, and this exhibition is very interesting for Croatian and Czech business partners, particularly in southern Moravia. It is an opportunity to meet and communicate.

### Lucie Faltová, National representation of the Dominican Republic tourist office:

We exhibit at the GO fair regularly and this year we have even four stage presentations with screenings for the first time. We are very happy with visitors' interest, people who are planning a trip to Dominicana come to our stand, and some also came to the lecture. But even visitors who are only considering their travel plans listened to it and decided that it would be the Dominican Republic on the spot. So our participation is truly effective.

### Jiří Hájek, owner, KOVOTOUR PLUS s. r. o.:

Our company had the opportunity to introduce to visitors a wide product range and novelties for this season, welcome domestic and foreign business partners and present the Summer 2012 catalogue in the supporting programme at this very popular exhibition intended for professional and general public. Participation in the GO trade fair in Brno is evaluated very positively, it is part of our strategy and our company presentation vision and we expect that this successful cooperation will continue in the future.

### Veronika Viková, marketing director, CK Canaria Travel, spol. s. r. o.:

We exhibit in Brno every year, as it always makes sense to strengthen our brand. As specialists in one destination we have a somewhat specific product and present it differently than most travel agencies - by lectures, tastings. We strive to be not only a travel agency, but also a mediator of the Canary Islands culture in Czech Republic, and that is how we conceived our presentation here at the fair.

### Sylvie Laštůvková, co-owner, 101 CK Zemek:

We like to exhibit at GO, it is one of the main fairs every year. Nowadays it is a good idea to present, due our clientele, who travel with us for years running, they come and see us and can be sure that we continue to operate in these uncertain times. This year, the island of Vir presented here, which was very important for us because we have been cooperating with the island for several years and their participation will further strengthen our cooperation. We are generally satisfied, because in addition to exhibiting at the fair we connect other activities such as training of our newly established branches.

### Věra Molnar, representative, Vienna Museum Jewels:

I represent eight Viennese museums here. Over the eight years since we have been exhibiting at the Exhibition Centre in Brno, our clientele increases and it shows that people are increasingly interested in culture. As for interest in our stand, I am satisfied with this year's participation. Both travel agents and private clients come to see us.

### Václav Kovařík, director, ATIS Bruntál:

We presented what we have been doing for the 22nd season at the fair - holidays in the Czech Republic, Slovak Republic and countries of reach by one's own transport, that is Austria, Hungary, and partly Germany and Croatia. Brno is always a fair where we can cater for most of our sales commission partners, which was also the case this year.

### Martin Vild, marketing director, Brno Airport:

Attendance at the fair is in a way an opinion poll for us and a report on the general awareness of the Brno airport. It is interesting for me to assess what kind of questions people are posing to us.

### Petr Horký, publicist, film maker, traveller:

I am presenting my latest project at the fair - a book and film "Albania, a Beauty With a Bad Reputation." But I also like REGIONTOUR, although I am a globetrotter and have been travelling around the world for seventeen years. I am extremely comfortable to be able to travel the whole of the Czech Republic in these one or two days. I'll have a Pilsner beer, Poděbradka mineral water, a spa wafer and leave the pavilion happy that I am Czech. The Czech Republic is a beautiful and I like to live here.

**The next edition of GO and REGIONTOUR fairs will be held on 17 - 20 January 2013.**

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