

6'2"  
6'0"  
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5'2"  
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# FINAL REPORT



# GO and REGIONTOUR

## a festival of tastes and experiences

The largest tourism fairs in the Czech Republic with an emphasis on the regions presented professionals and the general public with tourist and leisure offers of all domestic regions and areas and more than 100 international destinations.

- **678** exhibiting companies from **20** countries at **9,311** square metres of exhibition space
- exhibitions were viewed by **30,748** visitors, i.e. **12% more** than last year
- foreign visitors came from **15** countries, mainly from neighbouring Slovakia, Poland and Italy
- **336** media representatives accredited in the Press Centre



Záštita veletrhů



MINISTERSTVO  
PRO MÍSTNÍ  
ROZVOJ ČR



ASOCIACE KRAJŮ  
ČESKÉ REPUBLIKY

CzechTourism



# GO and REGIONTOUR

professional meetings and key meetings



## REGIONTOUR

- The largest presentation of possibilities for spending holidays in the Czech Republic and also abroad, especially in the V4
- Participation of regions of the Czech Republic, domestic counties, cities, incoming agencies and regions from neighbouring countries
- RegFoodFest – Festival of regional specialities and regional food
- Highlighted topics: active holidays – cycling, gastronomy



## GO

- 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



# Supporting PROGRAMME



## Gastronomy at GO and REGIONTOUR

Second edition of the Regional Specialities and Regional Food Festival RegFoodFest again experienced great public response. Under the auspices of the Association of Hotels and Restaurants a restaurant opened, offering specialities from various Czech and Moravian regions. Its offer was complemented by regional foods and projects titled Wines from Bohemia and Moravia, Beer and Coffee World.

Hall P hosted three days of the finals of the 20<sup>th</sup> anniversary international championships for young chefs, pastry chefs and waiters **Gastro Junior Brno – Bidvest Cup**.



## Tourism Grand Prix 2013/2014

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

- Best Tourism Product: **Krkonoše Towns And Villages Association – Krkonoše cycling busses**
- Best corporate campaign: **Jeseníky Mountains Tourism Association – Taste Jeseníky**
- Best tourist portal: **karlovyvary.cz**
- The best spa and wellness package: **Luhačovice Spa – Active holidays in Luhačovice**
- The best offer for golf tourism: **Relaxing and Regeneration Centre in Hluboká nad Vltavou**
- Best travel agencies according to a public poll: **Kovotour Plus, Exim Tours and Vítkovice Tours**



## Student competitions

Young tourism professionals again competed at the trade fairs. Beautiful girls fought for the title **REGION REGINA** on stage in Hall P and the **PROFI GO** tourist product competition culminated with presentations of three-member teams from ten professional schools on the stage in Hall F. Both competitions enriched the trade fair programme and the experts agreed about the high quality of training of the up and coming generation. At the same time, the results of the 20<sup>th</sup> anniversary **PROFI GO** competition were announce here.

# Supporting PROGRAMME



## GO KAMERA 2014

An important part of the supporting programme consisted of the 17<sup>th</sup> GO CAMERA festival of films, photographs and books about travelling, with the central theme focusing on Bhutan – a country that does not hurry. Guest star of this year, mountain climbing legend Peter Habeler, was the first to climb Mount Everest without oxygen along with R. Messner. Other guests included Jakub Vágner, Hynek Kmoníček, Miroslav Stingl and more. Lectures running in parallel in two halls of the Congress Centre were attended during the four days by thousands of travel fans from the Czech Republic and abroad.



## 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.



# GO and REGIONTOUR 2014

## ECHOS

### **Jiří Rusnok, the Prime Minister of the Czech Republic:**

This trade fair is a traditional meeting of people who are interested in tourism and regional development. Travelling is a phenomenon of our age, when it is very easy for people to move from one place to another, without any trouble overcoming various former barriers of travelling around the planet, which brings various other effects. The Czech Republic is without doubt among very attractive destinations for foreign travellers as well as for Czech tourists. This is why I'm glad that the REGIONTOUR trade fair shows the tremendous tourist potential of Bohemian and Moravian regions. We are great travellers and at the GO trade fair it is possible to find lots of inspiration and ideas where else to go and how to make our future vacation happen.

### **František Lukl, the Minister for Regional Development:**

This trade fair is the biggest feast of tourism in our country, which is decorated with various jewels: not only of the mineralogical character, but also of the historical, scenic, urban, rural and ethnographic character. Time after time it is necessary to slow down, become a discoverer of these jewels and bit by bit build the mosaic of the Czech Republic, which is unique thanks to all the wonders located in individual regions.

### **Roman Onderka, the Mayor of Brno:**

Brno has become a place where the biggest touristic offer is centred. Here you can see the offerings of all destinations, and their touristic and holiday, as well as leisure-time, activities. This trade fair proves that the Czech Republic has a lot to offer to visitors, that we can take care of them, and that we can keep the trends of the 21<sup>st</sup> century. The city of Brno is a metropolis of the South Moravian region, which regularly places second, behind Prague, in the tourist traffic charts. I am convinced that the novelties introduced in Brno this year will catch the attention of all visitors of our region.

### **Michal Hašek, the Governor of the South Moravian Region:**

I am truly glad that here, underneath the P pavilion's roof, you can find only the best from Brno and South Moravia, but also from all the other regions of the Czech Republic, along with offerings from our foreign partners. I believe that here, every visitor can find inspiration for where to spend their free time.

### **Rostislav Vondruška, the Managing Director of the CzechTourism Agency:**

This year's REGIONTOUR is a concentration of the best that Czech, Moravian and Silesian regions can offer in tourism. I would like to thank our regional partners, who take care of touristic development in the regions. I wish everyone a successful trade fair, so that it is (as always) a good start of the New Year.

### **Michal Janeba, the Deputy of the Minister for Regional Development:**

I am really happy that we concern ourselves with gastronomy here at GO and REGIONTOUR, because gastronomy is massively connected to tourism. Those are the fine memories we take with ourselves from our travels. Because of that, it's very important that the finale of the international Gastro Junior Brno competition takes place alongside with the festival of regional foods and specialities RegFoodFest and acts as a specialized supporting programme of these trade fairs.

### **Jiří Rozbořil, the Governor of the Olomouc Region, and the Chairman of the Committee for Culture and Tourism of the Association of Regions of the Czech Republic:**

The presentation of a region at the REGIONTOUR trade fair is not only important considering the general public, who in the age of the Internet can gather their information in other ways, but also we can meet each other here, exchange experience and tell each other what we don't have in our regions yet and what we can make better. For me, as the Chairman of the Committee of the Association of Regions of the Czech Republic, it is extremely important because there is no other meeting as big as this one anywhere. I like the trade fair, there are jewels such as the stands of South Moravia, Vysočina or Southern Bohemia, other regions have smaller stands, but in any way everyone is trying to present themselves in the best light and show the most beautiful things from their region.

### **Witold Stepień, the Marshal of the Łódź Voivodeship:**

I had to visit Brno with its monuments and the whole South Moravian region to see for myself that Prague is not the only touristic centre in the Czech Republic. We act as deputies of the Łódź Voivodeship and we are here for the eighth time. We have all kinds of things to offer to the visitors from the Czech Republic so I believe that our contacts in the tourism area will only spread in the future. Nothing stands in the way, as I have myself seen yesterday, the trip from Łódź to Brno takes only four and half hours.

### **Jaroslav Baška, Governor of the Trenčín Autonomous Region:**

We have been coming to Brno, the heart of the South Moravian Region, and in particular to this tourism fair as representatives of the nearby Trenčín region for a very long time and with delight. This collaboration will be sealed with a new contract we will sign with Governor Hašek. I firmly believe that the excellent cooperation will bring new opportunities not only in tourism but also in other areas that both our regions need to develop.

### **Václav Božek, Deputy Governor of the South Moravian Region:**

GO and REGIONTOUR fairs are the most important event for tourism in the Czech Republic. They are no regional show and I believe they show the potential of South Moravia to become the most important tourist destination in the country. In terms of visitor rate we are in second place after Prague today, but our offer is very diverse, which is due not only to the wealth of cultural attractions, but also natural beauty.

**Zuzana Vojtová, Director of the South Moravian Tourist Authority:**

We are sometimes asked whether it makes sense for Brno and South Moravia to present at the REGIONTOUR fair. But it is very important for us because we need to keep visitors in our region for a little longer and offer them news that are prepared for the upcoming tourist season, by us as a tourist authority as well as towns and micro regions.

**Michal Kůra, Managing Director, Slovenija Center:**

We are presenting Slovenija Center in Brno for the first time and we are very satisfied. Our offer is quite attractive for the Czechs; it also includes popular sport and outdoor activities, so we certainly can not complain about a lack of visitor interest. A lot of people come to our stand to find out specific information. The aim to present Slovenia's tourist offer has certainly been achieved and I believe that we as newcomers also served as a fresh impulse for the annual traditional GO offer. We also met with representatives of travel agencies and informed them about the imminent opening of the Slovenian Tourist Information Centre in Prague.

**Jakub Ditrich, Managing Director, ekolo.cz:**

We are presented as part of the Bike Village and show mainly electric bike rental solutions. Thanks to an agreement with the organizers of the fair we have also made the presentation of electric bikes more alive through a test track, where visitors have eighteen electric bikes of all types available. I am very satisfied as an exhibitor here because the composition of visitors is as we expected and what we need. I am totally excited about the RegFoodFest festival, the combination of gastronomy and tourism is ideal I think. Only the two busses that are parked just in front of the test track visually separate our area from the rest of the hall, but we can attract visitors there otherwise.

**Simona Juránková, PR Assistant, Dominican Republic National Tourism Authority:**

We have been on the Czech market since 2009 and we see a lot of progress in how the Dominican Republic as a tourist destination come to people's attention, also through targeted presentations at trade fairs and exhibitions. We are satisfied with our participation in Brno. People who came to our stand and who have never been in the Dominican Republic were very interested in what specific places to visit and how to spend their free time there. Friday afternoon and Saturday had excellent attendance and on Saturday we had completely filled the lecture room. Next year, we will again consider the possibility of a presentation at a trade fair in Brno with a stand and presentations for the public.

**Petr Krč, director of ATIS travel agency:**

As long as it is profitable, we will keep coming to Brno. We have not missed any year in the history of the GO fair so far. Despite some reservations, the fair is still important for us, particularly due to the fact that we as a tour operator are regularly visited by over 200 of our trading partners, i.e. travel agents and travel agencies that sell holidays from our catalogues.

**Jitka Bradáčová, business consultant, Delfin travel:**

Last year we were here just as visitors and this year it is our first exhibition. I must say that we were very pleasantly surprised by the attendance, and particularly by the clientele which is interesting for us. We are specialising in Spain and in recent years we have been focusing on subsidized trips for people over 55 years of age.

**Xenie Stehlíková, head of KOVOTOUR PLUS travel agency:**

We are pleased that our clients resolved to vote and for the fourth year in a row we have been awarded as the "Best Travel Agency". It is a commitment for us and at the same time it is also a gift to our twentieth anniversary. We are pleased that we were able to begin our significant year so successfully. We see our participation in the GO fair very positively. We have the opportunity to meet with business partners from abroad and from this country, affiliated vendors and we also speak directly with clients as well.

**Zita Suchánková, Director of the Museum of Central Bohemia, Roztoky u Prahy:**

I come to REGIONTOUR regularly, because I have the opportunity to meet colleagues from my profession and for networking. I also look how and what other entities in other regions do, what can inspire us in a positive sense. I think that every year, such meetings bring something that I can make use of in the Museum of Central Bohemia. REGIONTOUR is traditionally held in January, so this is also an opportunity to see people and share what we are entering the New Year with.

**András Szirányi, Director, Hungarian Tourism:**

The stand of the Hungarian National Tourist Centre mainly introduced representatives of spa resorts and hotels in the Western Transdanubia this year. Their offer was in line with what people were looking for, because the Czechs travel to Hungary mainly to the thermal baths. This year's trade fair was a success from our point of view. We have seen great interest from clients; enough people came to visit, so we are satisfied.

**Next year's edition of GO and REGIONTOUR  
fairs will be held from 15–18 January 2015.**