



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



The 27<sup>th</sup> International Travel Fair



The 26<sup>th</sup> International Fair for Regional Tourism



The 5<sup>th</sup> Festival of Regional Specialities and Regional Foods



The 20<sup>th</sup> Festival of Travel Films, Photographs and Books

BVV



Veletřhy Brno

# FINAL REPORT

# GO AND REGIONTOUR 2017

The participation of **812 exhibiting companies** from **26 countries** on **25,500 m<sup>2</sup> of exhibition area**.

The exhibition stands were viewed by **30,535 visitors**.

Foreign visitors came from **18 countries**, with the largest numbers coming from Slovakia, Austria, Poland and Hungary.

**269 media representatives** were accredited at the Press Centre.



6'4"

6'2"

6'0"

5'10"

4'8"



**The opening of the fairs and the ceremonial cutting of the tape were attended by:**

Minister for Local Development Karla Šlechtová, Mayor of the City of Brno Petr Vokřál, Director of the agency CzechTourism Monika Palatková, 1<sup>st</sup> Deputy President of the Association of Regions of the Czech Republic and President of the South Bohemian Region Jiří Zimola, President of the South Moravian Region Bohumil Šimek, President of the Union of Towns and Municipalities of the Czech Republic František Lukl, Chairman of the Tourism Forum Viliam Sivek and CEO of the company Trade Fairs Brno Jiří Kuliš.

## PATRONAGE OF THE TRADE FAIRS...



MINISTERSTVO  
PRO MÍSTNÍ  
ROZVOJ ČR



ASOCIACE KRAJŮ  
ČESKÉ REPUBLIKY

B | R | N | O

**Czech**Tourism





# THE REGIONTOUR TRADE FAIR

- A focused exhibition of regions and areas of the Czech Republic and regions of the Visegrad Four countries
- An effective B2B platform for bringing people in tourism together to consider topical issues
- An expert accompanying programme featuring famous personalities
- The legal conference of the Union of Towns and Municipalities of the Czech Republic
- The highlighted topics at the fair: active tourism in the regions, regional gastronomy and the cultural heritage of the regions with an emphasis on the Baroque
- Increased interest among visitors in specific information and purchases of products
- The successful premiere of the gourmet restaurant project Gastroshow Gourmet Brno Restaurant featuring master chefs from eight of the top restaurants in Brno over the course of four days
- RegFoodFest – the 5<sup>th</sup> year of the Festival of Regional Specialities and Regional Foods with the projects Wines from Bohemia and Moravia and World of Coffee

5'4"  
5'2"  
5'0"  
4'10"  
4'8"



## THE GO TRADE FAIR

- More than 80 foreign destinations were presented at the GO trade fair of outbound tourism
- An attractive accompanying programme organised by the Association of Tour Operators and Travel Agencies of the Czech Republic and the Association of Travel Agencies of the Czech Republic with the engagement of foreign tourist authorities
- An exciting show addressing the general public from the exhibitors' exhibition stands and two stages
- Active leisure – hiking, cycle tourism, caravans
- An increased range of products and services from exhibitors targeted at the segment of visitors aged 50+
- An official presentation by importers and dealers of caravans and coaches and by carriers

# THE ACCOMPANYING PROGRAMME



The 5<sup>th</sup> year of the Festival of Regional Specialities and Regional Foods. Specialities from the Czech Republic and abroad and regional foods awarded the status Regional Food and Golden Taste of South Moravia.



GASTRO JUNIOR BRNO  
BIDVEST CUP 2017



Gastroshow Gourmet Brno Restaurant – live performances by master chefs from eight of the leading restaurants in Brno.

The final of the 23rd Czech International Championship for Young Chefs, Confectioners and Waiters Gastro Junior Brno – The Bidvest Cup hosted by actress Markéta Hrubešová.



# THE TOURISM GRAND PRIX 2016/2017

This competition draws attention to extraordinary initiatives and high standards in tourism.

- Best individual campaign: „**Olympic South Bohemia 2016**“
- Best tourist product: The South Moravia Tourist Authority for the product „**In the Footsteps of the Luxembourgs in South Moravia**“
- Best spa and wellness package: **Jáchymov Spa**, the package “Holidays in the Ore Mountains with All-inclusive Premiere Services at the Dagmar Boarding House”
- The special prize from the publishing house C.O.T. in this category: **Herbal Baths in the Bohemian Forest for the package “He and She”**
- A new feature in the tenth year of the competition was the category Start-up of the Year in the tourism segment: the winner was the **mobile application MyStay**
- The best travel agency was, according to the votes cast by the general public, previous multiple winner **Vitkovice Tours**
- Best electronic project: **the mobile application Blue Assistant from the travel agency Blue Style**
- Representatives of the company Uniglobe IC Travel took the special jury’s prize from Brno for its product **Travel Risk Management**



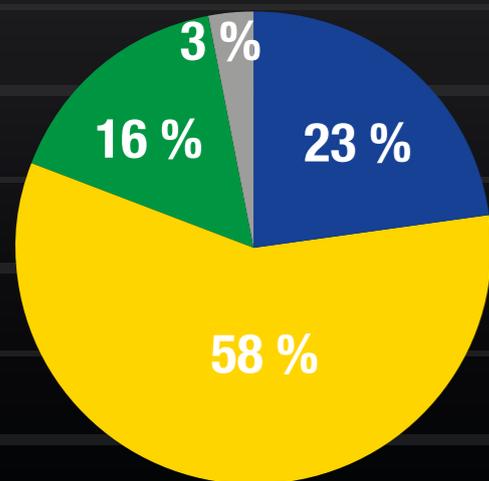
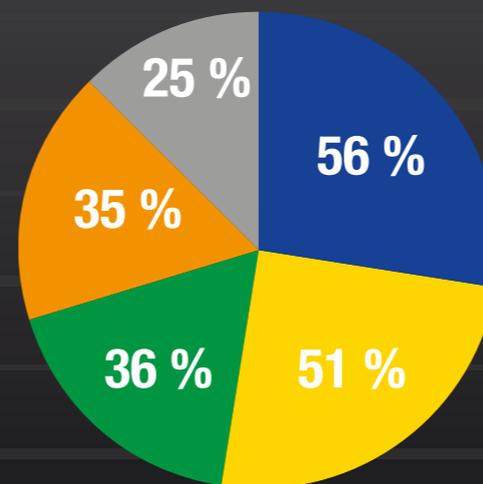
# RESEARCH AMONG VISITORS TO THE GO AND REGIONTOUR 2017 TRADE FAIRS

## Principal reason for visiting the fairs

- to obtain detailed information on a specific area/region in the Czech Republic 57.1 %
- to obtain detailed information on opportunities for individual activities in the Czech Republic 40.2 %
- to obtain detailed information on a specific foreign destination 30.1 %
- business talks, making business contacts 24.6 %
- visiting RegFoodFest – the Festival of Regional Specialities and Regional Foods 21.5 %
- visiting events in the programme for the public (lectures, performances) 20.1 %

## The following areas showed a particularly high level of interest among visitors

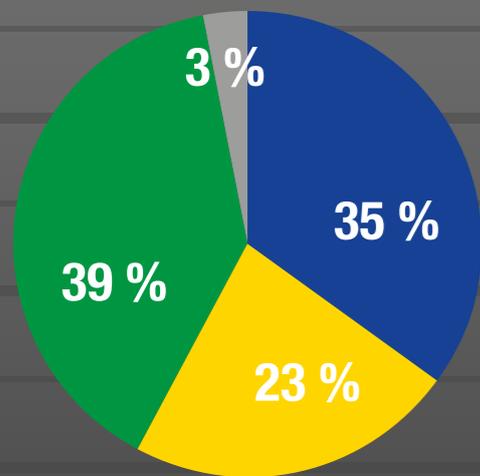
- hiking 56 %
- visiting cultural and historical sites 51 %
- spas, balneology and relaxation 36 %
- cycle tourism 35 %
- mountain tourism, water sports and swimming 25 %



## Overall satisfaction with this year's REGIONTOUR trade fair

- Extremely satisfied 23 %
- Generally satisfied 58 %
- Generally unsatisfied 16 %
- Extremely unsatisfied 3 %

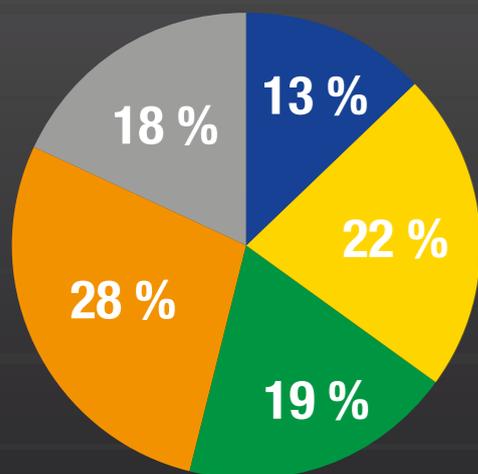




### Purchase preferences of visitors

#### Are you planning on going on holiday in 2017?

Yes, I am planning a holiday abroad	35 %
Yes, I am planning a holiday in the Czech Republic	23 %
Yes, I am planning a holiday abroad and in the Czech Republic	39 %
No, I am not planning a holiday in 2017	3 %



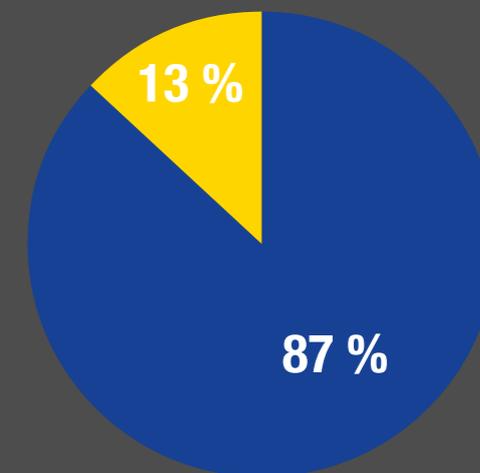
### Age structure of visitors

Less than 15 years old	0 %
15–20 years old	0 %
21–30 years old	13 %
31–40 years old	22 %
41–50 years old	19 %
51–60 years old	28 %
More than 60 years old	18 %

### Traditional visiting attendance

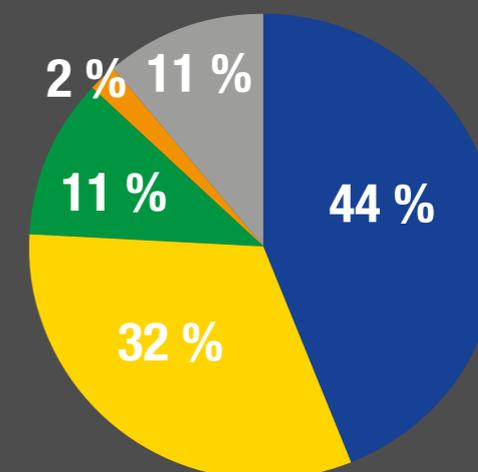
#### Have you visited the GO and REGIONTOUR trade fairs in the past?

Yes	87 %
No	13 %



#### Will you be coming to the next GO and REGIONTOUR trade fairs in 2018 as a visitor?

Definitely	44 %
Probably	32 %
Probably not	11 %
Definitely not	2 %
I don't know, I haven't decided	11 %



### Satisfaction with the accompanying programme for the general public

92 % of visitors asked were **satisfied** overall with the accompanying programme for the general public

### Satisfaction with the expert accompanying programme

95 % of visitors asked were **satisfied** overall with the expert accompanying programme

# STUDENT COMPETITIONS



A number of competitions for young professionals in tourism came to a climax at the fairs. This year's knowledge competition PROFI GO was dominated by students from Opava who took all three medals. The competition PROFI GO – Tourist Product for teams of three competitors was won by students from Krnov. Beautiful girls from all over the country did battle for the title REGION REGINA Queen of the Regions. The representative of the Buchlov micro-region came out on top after the four disciplines. The competitions were a welcome addition to the trade fair programme and the experts agreed that the next generation is well prepared for the future.

# GO KAMERA 2017

The jubilee 20<sup>th</sup> year of the Festival of Travel Films, Photographs and Books GO KAMERA 2017, whose central topic was the Gateway to the Himalayas, was an attractive part of the trade fair programme. The largest travel marathon in the Czech Republic and Slovakia welcomed dozens of interesting personalities over the course of four days including travellers, mountaineers, photographers and filmmakers. Those giving lectures included seafarer Richard Konkolski and adventurer Bruno Baumann. The event also featured five exhibitions with Himalayan topics and a competition to win a trip to India.



# THE ACCOMPANYING PROGRAMME FOR THE PUBLIC

The attractive accompanying programme for the public took place on three stages. Hall P was dominated by culture and folklore performances and a traditional craft fair. The two stages in Hall F invited visitors to interesting foreign destinations.

# GO AND REGIONTOUR 2017 THROUGH THE EYES OF THOSE TAKING PART

## **Karla Šlechtová, Minister for Local Development:**

The ministry gives this fair great support. It is held under the auspices of the ministry every year and our agency CzechTourism mounts its own presentation here. I think it is absolutely impossible to miss our stand and I have to give great credit for this to the people concerned. Tourism is an integral part of regional development for us. We need the regions to promote themselves, and I want to attract foreign visitors and, it goes without saying, Czech visitors to take advantage of our wonderful products.

## **Jiří Zimola, 1st Deputy President of the Association of Regions of the Czech Republic and President of the South Bohemian Region:**

We can experience the very best from the Czech regions at this trade fair. I hope the event meets the expectations of all its exhibitors and that their exhibition stands are surrounded by crowds of visitors looking for the very best experiences. And I hope that all us tourists find what we are looking for every year at the GO and REGIONTOUR trade fairs.

## **Tereza Picková, Executive Director of the Association of Tour Operators and Travel Agencies of the Czech Republic:**

The GO trade fair is important to the Association of Tour Operators and Travel Agencies as we meet up here with our member companies and also offer tour operators and travel agencies that are not exhibiting the chance of presentation with our help. We also have our own accompanying programme on the stage that is prepared to a high standard. I have noticed that the public responded to our lectures really positively and that the people interested then moved at once to the stands of those giving these lectures. This is certainly an interesting opportunity for us to help our members with their presentation.

## **Monika Palatková, Director General of the Agency CzechTourism:**

I am delighted that we can find a large number of regions and a large number of partners here who have come to present their range of products and services in Brno. I am confident that both this year and in the years to come these presentations will be reflected in positive numbers of the kind we recorded in 2016. I would also like to take advantage of this opportunity to thank our business partners from the private sector and local and state government. Without them, we would be unable to present the Czech Republic and its individual regions to full effect.

## **František Lukl, President of the Union of Towns and Municipalities of the Czech Republic:**

Every place, every town, every region is unique and amazing in its way. My wish for you is that you can show these jewels of the places where you were born, where you live and which are close to your heart to the widest possible range of people. I am sure that this fair will be an opportunity to share inspiration for continued business in tourism.

## **Miroslav Kubec, President of the Association of Chefs and Confectioners of the Czech Republic and Continental Director of the World Association of Chefs Societies (WACS) for Central Europe:**

This year's Gastro Junior Brno competition – The Bidvest Cup has given me great pleasure and I have enormous admiration of all the people who spent three days here in Brno with us and undoubtedly a great deal of time preparing for the event beforehand. It is lovely to see that there are still plenty of people in the trade who are prepared to do more than they absolutely have to. Only in this way can we move gastronomy in this country onwards and upwards.

# GO AND REGIONTOUR 2017 THROUGH THE EYES OF THOSE TAKING PART

## **Michal Veber, Commercial Director of the Association of Travel Agencies of the Czech Republic:**

This year's fair was excellent from our point of view and we are, as always, satisfied. We took part in the judging of the competition PROFI GO – Tourist Product. The standard of the competition is getting better and better, and next year we would like to focus the presentation on the stage even more on business and sales to customers. Our accompanying programme on the stage was extremely successful. Visitors most appreciated the fact that it was not a presentation by a single travel agency, but always a presentation of a particular destination featuring the participation of a number of travel agencies. This gave people the chance of taking a virtual look at a given country and then choosing the most suitable holiday.

## **Klára Badinková, Representative of Slovak Tourism in the Czech Republic:**

I am delighted that after a gap of three years Slovakia has a national stand at the REGIONTOUR trade fair. Slovakia has, of course, been represented at the fair in these years, presentations have been mounted by our regions, but now we want to present Slovakia again as a country as this fair is held in Moravia, and Moravians love coming to Slovakia and keep coming back. We are also seeing great demand here for up-to-date information. What's more, the statistics make extremely pleasant viewing and motivate us to continue our active operations and provide information to potential tourists from all over the Czech Republic.

## **Alena Koukalová, Czech Representative of Switzerland Tourism:**

This is our second time in a row at the fair. Before that, we had not attended for five years before we decided to return to the event. For me, GO and REGIONTOUR have always been the first big event of the season where everyone who means something in the business meets up. We meet up here

with travel agencies to agree plans for the future and to reinforce co-operation. I also meet up here with journalists and find out the latest trends from other tourist authorities. This is an important meeting place for me.

## **Jiřina Bradáčová, Business Manager, Delfin Travel:**

We are happy to have taken part in this fair and meet up with our business partners. We will be coming again next year. It was a successful fair for us in terms of the visiting attendance, particularly on Thursday, Friday and Saturday when the number of catalogues handed out was comparable with last year. As far as the service goes, everything worked well and the Moravian mentality of the clients at the event is always pleasant and positive.

## **Filip Žitník, Executive Director at the travel agency GO2:**

This is the first time we have exhibited in Brno. I have to say that we are pleasantly surprised. The people coming to our stand have a real interest and specific and relevant questions to ask. I am confident this will be reflected in the number of people travelling.

## **Jana Heřmanová, the Ivančicko micro-region:**

The Ivančicko micro-region ceremoniously released a new tourist guide at the fair that presents the very best that nine villages and three towns to the southwest of Brno have to offer. We see REGIONTOUR in Brno as a platform where representatives of the South Moravian Region, towns and villages, various businessmen and other interesting people meet up at a single time and place and have the opportunity of having an informal chat, tasting culinary specialities, making new contacts and finding inspiration.



**THE NEXT GO AND REGIONTOUR FAIRS  
ARE TO BE HELD 18–21 JANUARY 2018.**



6'2"

6'0"

5'10"

5'8"

5'6"

5'4"

5'2"

5'0"

4'10"

4'8"



**SENTENCED TO EXPERIENCES**

**18-21/01/2018**

**FAIRS FULL OF EXPERIENCES AT BRNO EXHIBITION CENTRE**

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



The 28<sup>th</sup> International Travel Fair



The 27<sup>th</sup> International Fair for Regional Tourism

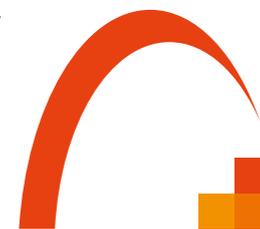


The 6<sup>th</sup> Festival of Regional Specialities and Regional Foods



The 21<sup>st</sup> Festival of Travel Films, Photographs and Books

BVV



**Veletřhy  
Brno**