



GO, REGIONTOUR
18-21 January 2018

**International Travel Trade Fair
International Fair of Regional Tourism.**

**The international GO & REGIONTOUR Travel Trade fairs will
present almost all regions of Slovakia**

The GO and REGIONTOUR Travel Trade Fairs in Brno will present almost all of Slovakia. The Slovak Republic is currently one of the three most sought-after foreign destinations of Czech tourists. This is according to data from the Czech Statistical Office (CZSO), which monitors outgoing tourism. The event commences on Thursday, January 18 at the Brno Exhibition Center. This day is mainly intended for professionals. The exhibition gates will be open for the public on Friday and throughout the weekend.

The traditional January fairs will bring almost all regions of Slovakia to Brno, the second largest Czech city, for four days. *"We see a significant increase in participation compared to last year, which pleases us. The trade fair will be attended by all Slovak regions, apart from the Nitra region. For the very first time, the region of Bratislava, for example, will be presented separately,"* said **Miloň Mičák**, director of Go and Regiontour.

Meanwhile, Slovakia is one of the most visited foreign destinations for Czech tourists. *"Moravia is a catchment area for active tourism in Slovakia. The inhabitants of Moravia travel to Slovakia multiple times per year and exhibit strong interest in the country. They are on the lookout for new locations, attractions and products. This is why Slovakia is once again part of the Brno Travel Trade Fair,"* explains **Klára Badinková**, Director of the Czech representation of Slovak tourism in the Czech Republic.

For example, the Bratislava region strives to appeal to lovers of history, offering good food and high-quality wines as well as to athletes and families with children. *"We bring a comprehensive range of destinations. We will provide a lot of inspiration for one-day and multi-day trips, water trips or bike trips,"* describes **Andrea Ambróza**, Head of Marketing and Events at Bratislava Region Tourism

Visitors also have the opportunity to meet up with several Slovak tourism companies that will provide them with complete information. *"Our goal is to provide information, but people can also purchase accommodation with us right on the spot. We are thus contributing to securing economic benefits from tourism for the Slovak economy,"* said **Vladimír Hronský** of the Slovak travel agency Hepex, which will take part in the fair.

The new concept of the GO & REGIONTOUR fairs

BVV Trade Fairs introduces a completely new concept this year, which gives space to support incoming and domestic tourism. Part of the transformation is also a new unique discussion platform for addressing current topics in the field. Changes have also been reflected in the placement of fairs in the halls. *"A showcase of travel agencies and offices of the "outgoing" trade fair GO will be moving to Regiontour, which is traditionally associated with the most modern and largest exhibition Hall P. Hall F will become a festival hall where visitors will be able to try out the various forms of holidays that will be offered in Hall P. The attractive accompanying program will be enriched by a knowledge and skills competition,"* described **Mlčák**.

Active holidays will also be mingled with the GO trade fair, which is focused on outbound tourism. Besides the traditional offer of destinations, there will be an emphasis on active holidays. *"We have strengthened the accompanying program and we now offer a real festival concept for everyone who wants to get inspiration. This is the greatest added value for us from the point of view of the public and the end customer. Visitors can choose holidays from the comprehensive offer, try them out during the accompanying program, and also purchase them for a trade fair price,"* concludes **Mlčák**.

Alongside the GO and Regiontour trade fairs, the travel festival GO Camera and the REGFOODFEST regional specialty and regional food festival will also take place.

About the GO & REGIONTOUR trade fairs

The GO Trade Fair focuses on outbound tourism. In addition to domestic travel agencies, exhibitors include providers of travel services in popular foreign destinations and foreign tourist centers. This is the largest presentation of the travel industry with a focus on regions in Central Europe. 2018 will mark the trade fair's 28th year.

The REGIONTOUR Trade Fair is the main presentation platform to support regional tourism in the Czech Republic. It is intended to promote incoming and domestic tourism and brings together key subjects and decision-makers for tourism in the Czech Republic and individual regions. 2018 will be the 27th edition of REGIONTOUR.

Three other events will also be held at the same time as the travel fairs: RegFoodFest, a festival of regional foods and specialties, the international Gastro Junior Brno 2018 – Bidfood Cup competition, and GO KAMERA – a festival of travel films, photographs and publications.

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Publisher: Veletrhy Brno, a.s.

PR Manager: Karolína Křenková

tel.: +420 608 354 419,

e-mail: kkrenkova@bv.v.cz

More information: www.regiontour.cz