



GO, REGIONTOUR
18-21 January 2018

International Travel Trade Fair
International Fair of Regional Tourism.

The modern-day Nomads are heading to the Brno Exhibition Center, bringing their special vehicles along with them

The Nomad project will be a big draw of the January GO and Regiontour fairs, and mainly the festival Hall F. Surely you have already heard about the Lidovky.cz news portal series. In January, you will have the opportunity to meet some of the adventurers who are traveling around the world on their own, in unusual vehicles and often in unusual locations on the planet. Here is a little taste of what you can expect to see and hear.

The Bronco Instead of a Hotel project

Martin Remiš is a Slovakian architect who has loved the true American road cruiser since his childhood: The Ford Bronco. It is no surprise that he and his wife Zuzana embarked on a somewhat unusual honeymoon. It lasted half a year and led them to Siberia and Mongolia. As you can probably guess, they completed the trip in a Ford Bronco, for which they had a special expeditionary cabin built on to it, based on their own design. The construction underwent an endurance test in the form of difficult terrain as well as Siberian frost. Visitors will be able to see the vehicle at the exhibition.

Project Avia

It looks like a really bad idea at first glance: you take an Avia A30 caravan from 1974 and find a very remote destination, if possible, with precarious road conditions (if there are any roads at all there) and head off on a journey with a maximum speed of 85 kilometers per hour. Except that Vojta Wertich and his friends proved that it is possible. The Avia first reached Mongolia, then northern Europe and even North Africa. Their latest expedition brought them to South America. There Amálka, as the aged expeditionary vehicle is lovingly called, is waiting there for another adventure, which will begin in a few months.

ČZ expedition around Africa

Martin Magnusek dusted off the ČZ brand motorcycle from the times of Communism in the former Czechoslovakia, which had stood there forgotten for several long years. He thought that the old ČZ was more than just scrap metal and to prove it he ventured off on a journey across Africa in 2015. After five months, he arrived at Cape Agulhas - the southernmost place on the dark continent. He returned to Africa this year and took a different route back to the north. His faithful machine once again safely transported him across the entire continent.

The Hugo and Us project

Hugo is an inconspicuous van like thousands of others traveling across Europe. She works in marketing, he is in film and video. One day they moved into a van with

their dog and set off from Prague. Along the way, besides exploring new places, they took photos, recorded videos using drones and worked. The digital nomads created a carefully maintained website about their lifestyle, including good places for overnight stays and living costs. Their statistics show, among other things, that they spent 273 crowns a day on their meals.

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.