

FINAL REPORT

TOURISM
TRADE
FAIRS

BRNO EXHIBITION
CENTRE
18.–21. 1. 2018

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GO & REGIONTOUR

Tourism trade fairs 803 exhibiting companies from 25 countries participated in GO & Regiontour 2018. Every Czech region and seven out of eight Slovak regions were represented.

The trade fairs were viewed by 31,314 visitors.

Foreign visitors came from 11 countries, primarily from Slovakia, Austria, Poland and Hungary.

256 journalists were accredited at the press centre, among whom were 22 foreign journalists from Hungary, Poland, Austria and Slovakia.

OPENING THE TRADE FAIRS WERE THE FOLLOWING GUESTS

Klára Dostálová Minister for Regional Development

Petr Vokřál City of Brno Mayor

Milan Štěch President of the Senate of the Parliament of the CR

Monika Palatková General Director of CzechTourism

Bohumil Šimek Governor of the South Moravian Region

František Lukl Chairman, Union of Towns and Municipalities of the Czech Republic

Viliam Sivek Chairman of the Tourism Forum

Jiří Kuliš CEO of BVV Trade Fairs Brno



SPONSORS



TRADE FAIR REGIONTOUR

26th international trade fair for regional tourism

Central project to support incoming and domestic tourism

Intensive co-operation with partners to create a new concept for the trade fairs and the accompanying programmes

Unique platform for discussing the latest issues

International dimension

New communication campaign

Central theme of the trade fair: active tourism in the regions, gastronomy, walking tourism, cultural and historical monuments, holidays on water

Specialist accompanying programme with top experts (marketing in tourism, new travel trends, quality of services, classification of destination management and other topics)

New: attractive programme for the general public – “Experience” Exhibition Hall F

Attractive project in the shape of the RegFoodFest experience restaurant – tasting the very best foods from nine luxury Brno restaurants

Raising visitor interest in specific information, also in relation to buying products



VELETRH GO

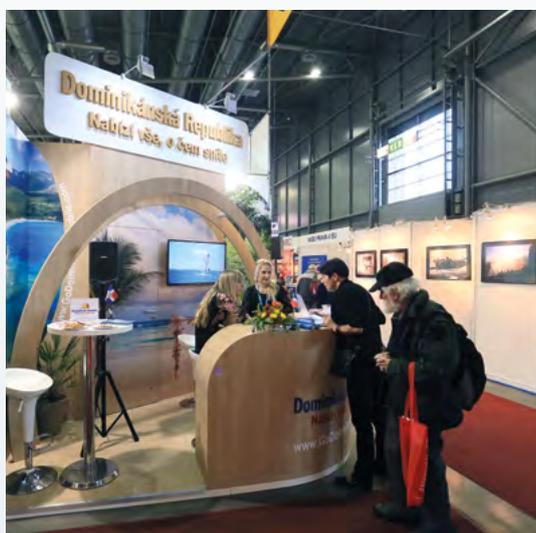
Over 80 foreign destinations presented at the GO international tourism industry trade fair

Attractive accompanying programme organized by the Association of Tour Operators and Travel Agents of the Czech Republic (AČCKA) and the Travel Agents Association Czech Republic (ACK ČR), also linked to other national tourist agencies abroad

Offer of attractive ways to spend leisure time – holidays on water, caravans, Nomads, walking tourism, cycle tourism, extreme gastronomy

Experience show for the general public – tasting specialities from far-flung corners of the planet

Improved offer from exhibitors for the over 50s visitor segment



SPECIALIST ACCOMPANYING PROGRAMME



1. SPECIALIST PANEL DISCUSSIONS

Marketing in tourism

Modern technology in tourism

Service quality in tourism

Classification of destination management

Best tourist product

Elbe Cycle Route (Partnerství, o.p.s.)

Best spa and wellness package

Spa Luhačovice for the package entitled Week in the Popper Hotel, or On the Trail of Luhačovice's Gendarmerie (1920s theme, based on the popular Czech TV police drama)

Best electronic project

Tourist portal Vychodni-Cechy.info
(Regional Office of the Pardubice Region)

Best travel agents

As voted for by the general public – and certainly not for the first time – CK Vítkovice Tours

2. TOURISM GRAND PRIX 2017–2018



The competition raises the profile of exceptional and high-quality achievements in tourism.

Best integrated campaign

Baroque with the magic of diversity
(Eastern Moravia Tourism Centre)

3. STUDENT COMPETITIONS

The tourism trade fairs were the occasion for several student contests. The **PROFI GO competition** — tourism product is for three-member teams of students studying tourism in secondary and higher education. Battling into first place against a highly competitive field were a **Mendel University team on a Tourism Management course**. Their product was called “Get to know the taste of Podyjí”.

The **REGION REGINA** pageant was contested by beautiful girls from all over the Czech Republic, with a **student from Luhačovice** taking home the crown.

Exhibition Hall P was the stage for the international food and drink contest/show **Gastro Junior Brno — Bidfood Cup**, in which students competed in 5 disciplines: chef, pastry chef, waiter/waitress, barkeeper and barista.



SPECIALIST ACCOMPANYING PROGRAMME



4. GASTRO JUNIOR BRNO 2018 – BIDFOOD CUP

Final of the 24th international championship of the Czech Republic for future stars in catering.

Students competed in 5 disciplines: chef pastry chef, waiter/waitress, barkeeper and barista.

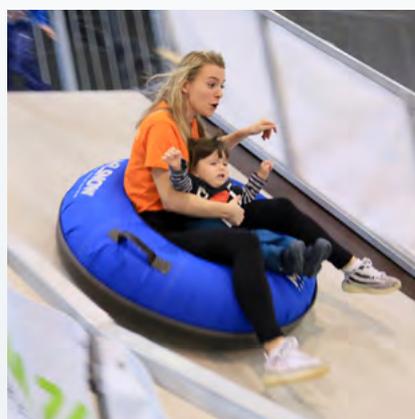
ACCOMPANYING PROGRAMME FOR THE GENERAL PUBLIC

1. FESTIVAL PAVILON

New this year was the Festival Pavilion (Exhibition Hall F), entertaining the public with an attractive programme. Visitors had the chance to **try out a particular form of holiday** that they could then find in Hall P. This meant experiencing exciting presentations of holidays, e.g. on water, on bikes, or caravanning. **Intrepid souls could sample a tarantula or crocodile, or set out on a journey with Nomads.**

The latter brought with them special mobile homes for visitors to check out. The children enjoyed the play area for little travellers, and parents tested the unique bar, where they could try drinks with stories. Adrenaline junkies also loved the first mobile via ferrata wall in the Czech Republic.

New family oriented experiences at the pilot Festival Pavilion made it a great addition to the tourism trade fairs.



ACCOMPANYING PROGRAMME FOR THE GENERAL PUBLIC



2. REGFOODFEST

Czech and foreign specialities, as well as regional foods awarded the Regional Food label and the Golden Taste of South Moravia.



3. EXPERIENCE RESTAURANT

Live presentation by nine masters of the culinary arts from nine leading Brno restaurants.



4. GO KAMERA 2018

The trade fair also hosted the 21st festival of film, photography and travel books – **GO KAMERA 2018**, with **Africa being its central theme**. The biggest travel marathon in Czechia and Slovakia welcomed several dozen engaging figures during the four-day festival, including e.g. **climber Radek Jaroš**, **writer and traveller Ladislav Zibura**,

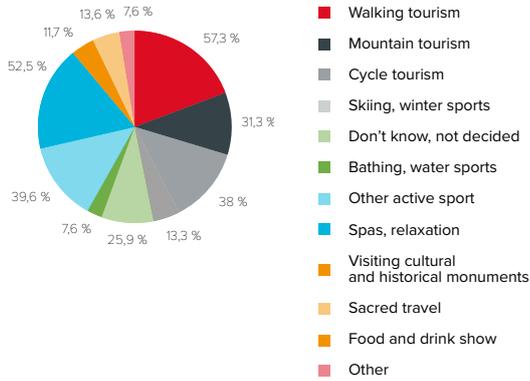


artist David Černý and **seafarer Rudolf Krautschneider**. The festival also comprised seven travellers' exhibitions and a competition to win a holiday to Mauritius-Réunion with the travel agents Livingstone.

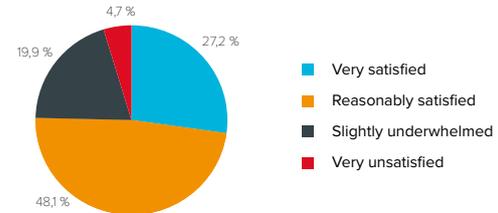
VISITOR SURVEY FINDINGS

FOR THE GO & REGIONTOUR 2018 TRAVEL FAIRS

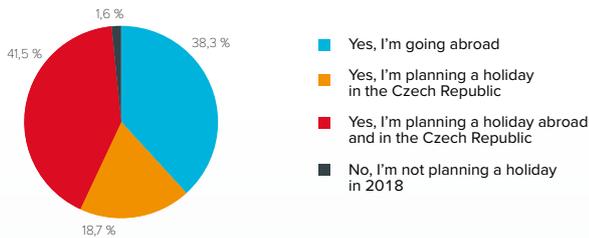
HIGH PERCENTAGE OF VISITOR INTEREST



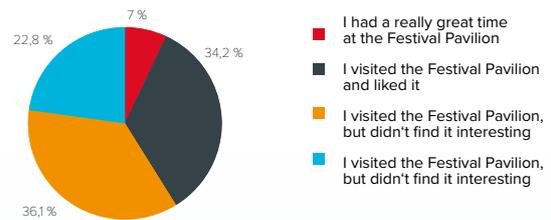
OVERALL SATISFACTION WITH YOUR VISIT TO THIS YEAR'S REGIONTOUR TRADE FAIR



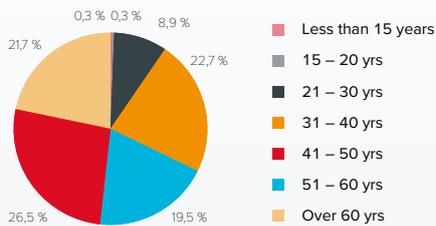
VISITOR PURCHASING PREFERENCES ARE YOU PLANNING A HOLIDAY IN 2018?



WHAT DID YOU THINK OF THE NEW FESTIVAL PAVILION?



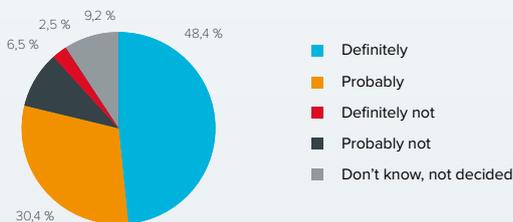
VISITOR AGE STRUCTURE



HAVE YOU EVER VISITED GO AND REGIONTOUR BEFORE?



WILL YOU BE COMING AS A VISITOR NEXT YEAR TO GO AND REGIONTOUR 2019?



VISITOR SURVEY FINDINGS

FOR THE GO & REGIONTOUR 2018 TRAVEL FAIRS

MAIN REASON FOR VISITING THE TRADE FAIRS

60,8%

finding out more info
about specific areas
/regions in the Czech
Republic

42,4%

finding out more info
about doing certain
activities in the CR
(e.g. cycle tourism, walking, skiing, spas
and wellness etc.)

23,4%

visiting the RegFoodFest
festival of regional
specialities and local foods

22,5%

finding out more info about
doing certain activities abroad
(e.g. cycle tourism, walking, skiing, spas and
wellness etc.)

22,2%

attending
a programme for the
general public
(lectures, presentations etc.)

21,8%

choosing/buying
a foreign holiday

WHAT THEY SAID ABOUT THE GO & REGIONTOUR TRAVEL FAIRS

Klára Dostálová

Minister for Regional Development

I've been tremendously impressed by the fairs during my visit. This isn't my first time here; in fact, I see it as a natural place to meet up, where a lot of things can be sorted out. I certainly think the event benefits tourism, and I'm fully in favour of the new concept for the GO and Regiontour trade fairs.

Jiří Kuliš

CEO of BVV Trade Fairs Brno

Tourism represents a very important sector of the economy. It's a real industry. BVV is recognized as an organizer of trade fairs for different branches of industry, and therefore we're happy that the GO and Regiontour international trade fairs contribute towards the development of the tourism industry.

Monika Palatková

General Director of CzechTourism

CzechTourism is a longstanding participant of this event; even so, this year stands out – not only because of the new concept of the fair as a whole, but also because the main marketing theme has been the 100-year anniversary of Czechoslovakia. Last year tourism in the Czech Republic grew in every parameter, with the standout development being that Prague has seen a slight drop in visitors compared to other regions. In the first three quarters we recorded a high growth of foreign clients in the regions of nearly 16 percent, whereas Prague could only muster less than 7 percent.

František Lukl

Chairman, Union of Towns and Municipalities of the Czech Republic

I'm happy that the tourism fairs in Brno have continued their high standards. Comparing them with similar trade fairs elsewhere in the EU, I'd say that there is a spirit of friendship and an upbeat mood here. For us mayors, these fairs are essential for two reasons. First, we can show off the beauty of our villages, towns, regions and associations of municipalities. Second, we can establish friendships with other regions and get inspired by how they promote tourism in their region. The new concept for these trade fairs is certainly a step forward: it's a convenient solution and talks about possible co-operation are now happening much more intensively.

Michal Veber

Executive Director, Association of Czech Travel Agents

The new concept is a good move. We had empty chairs for the accompanying programme last year, but this year there are not enough to go round – the numbers are up. Many travel agents weren't sure what combining the two fairs would mean, so they've hung back and come only as visitors. Next time they want to exhibit.

Tereza Picková

Executive Director, Association of Tour Operators and Travel Agents of the Czech Republic

We welcome the merging of GO and Regiontour and appreciate how the accompanying programme has been harmoniously combined - the podiums haven't disturbed one another. From our perspective, visitor levels have been satisfactory. The new trade fairs concept is a step in the right direction and we're looking forward to next year.

Jan Hodovský

Director of the Association of Regions of the Czech Republic

At this year's GO & Regiontour at the Brno Exhibition Centre, the Association renewed its tradition and co-operation in using regionally focused trade fairs to present interesting places, regional culture, gastronomy and various associations to the general public. The reason is that support for and the development of tourism significantly contributes to improving the socio-economic situation in the individual regions of our country. It's also a good place for a professional discussion between all partners working at the national and regional level. The new model for the fair is positive, and a good basis for going forward.

Klára Badinková

Foreign representative of Slovak Tourism

I'm pleased that the fair is alive and well – incorporating craftsmen and women, food, and everything related to tourism. This year Slovakia is upping the scale of its presentation. Our regions and entrepreneurs know that Moravian customers are very important. They also recognize efforts made by the fair organizers to help us fulfil our objectives.

Petr Vokřál

City of Brno Mayor

The tourism fairs have become a fixed part of the calendar, but this year they've changed things round a little. The exhibition centre is commemorating its 90th year, while at the same time we're also celebrating the birth of the Czech Republic and Czechoslovakia. At the Brno stand we're offering a taste of history, and also two festivals that will soon be upon us – the Olympic Games and Re:publika.

Petra Rusňáková
City of Brno Councillor

This year's GO and Regiontour international trade fairs have been a great success, with the new concept especially praiseworthy. The Brno stand, which has a distinctly First Republic feel, has been drawing crowds to its coffee shop and photo booth. This year's success is also confirmed by visitor numbers, both in terms of the wide range of industry experts and the general public.

Jana Vildumetzová
Chairwoman of the Council of the Association of Regions of the CR and Governor of the Karlovy Vary Region

Tourism is a key sector in our region's development. We want our regions to be more accessible, for our roads to be faster and safer. All our regions have something to offer, and I'd love to see tourist numbers – domestic and foreign – continue to rise steeply. I'm confident that more than 30,000 people have visited these tourism fairs.

Bohumil Šimek
Governor of the South Moravian Region

It's brilliant. After recent years, when the fairs have languished somewhat, this year's been a big restart. I'm sure this is going to give other regions and towns a kick up the proverbial – to come and join in next time. I think that Regiontour has a great deal to offer the Czech Republic.

Milan Štěch
President of the Senate of the Parliament of the CR

These trade fairs are a good illustration of the progress we've achieved in the tourism sector. If you compare today's exhibits with those of 10 or 20 years ago, the progress is plain. You really should be proud of the work you've done here.

Viliam Sivek
Chairman of the Tourism Forum

Small and medium-sized businesses create 99% of the tourism revenue that

flows into public coffers. In their name I'd like to thank BVV Trade Fairs Brno for the fact that, for the first time in the history of these fairs, they've made it possible for small and medium-sized businesses to exhibit alongside the regions.

Jiří Čunek
Governor of the Zlín Region

I'm a big fan of the Go and Regiontour tourism trade fairs. The new arrangements are better, people have a better idea of what's available and how to get around, and the promotional sense of individual regions is sharper. A thumbs up from me!

Ivo Vondrák
Governor of the Moravian-Silesian Region

I'm very pleased to be here on the first day of the international trade fairs. Naturally, I meet up regularly with my fellow governors, but the trade fair offers us not only a more informal atmosphere, but also the opportunity to visit the stands of the regions, micro-regions and towns, and find out about what these places are offering. The Moravian-Silesian Region supports high-quality regional foods, so I made sure I sampled the delicacies made by the winners of the Regional Food competition. Besides which, I'm extremely happy to have spoken with the Minister for Regional Development Klára Dostálova and arranged her visit to the Moravian-Silesian Region.

Jiří Štěpán
Governor of the Hradec Králové Region

I've been surprised by the inventiveness and creativity of individual exhibitors. The trade fair has been well-organized and I'm sure visitors have gained a lot from the experience.

Ivana Stráská
Governor of the South Bohemian Region

I've been a regular visitor to Regiontour for years, and I've witnessed its progress – after a period in the doldrums, the fair has once again got a fresh wind

in its sails. I think the new trade fair concept must take some credit for this renewed vigour. Tourism is a real industry, so marketing and development strategies are vital, which is where this trade fair comes in. The South Bohemian Region is a regular participant, and is used to staging interesting exhibitions with original ideas. My only wish is for even more members of the public to visit.

Jaroslava Pokorná Jermanová
Governor of the Central Bohemia Region

Marketing in tourism is developing extremely fast, so I'm happy to see that our domestic trade fairs are adapting themselves to the very latest trends with their own ideas. As a result, visitors can sample the atmosphere of individual regions in the same way as they've done at this year's Regiontour in Brno.

Roman Škrabánek
President of the Association of Tour Operators and Travel Agents of the Czech Republic

It's great that organizers paid attention to what the travel agencies were saying and put both exhibitions into one big hall. The results confirm that this new arrangement is the right one, because participation by small and medium-sized travel agencies and tour operators has grown.

Bohumil Smutný
Assembly Member of the South Moravian Assembly for the Communist Party

Visitor numbers at the start of this year's GO and Regiontour travel trade fairs are up, thanks in part certainly to the great presentations made by individual regions. What I love most about this event is the opportunity to meet up with partners in friendly regions, thanks to which we can better find a common voice – without a doubt, this then contributes to better co-operation between regions at the national level.

Miriam Kolářová
Deputy Mayor of City
District Brno North

I love the now traditional Go and Regiontour international trade fairs. I make good use of the time I spend here in the company of friends not only from Brno and the South Moravian Region, but also from other allied regions. The atmosphere is very warm and lively.

Jiří Horák
Mayor of Bučovice

Regiontour is a superb place to meet and establish contacts with new partners. Speaking as a South Moravian, we're happy to meet up with friends, say from the Zlín Region, with whom we just don't get the time to chat during the rest of the year.

Pavel Pichler
Travelbakers.cz

I've come across a number of stands where they're working with virtual reality and interactive models, which has been a pleasant surprise. The fact that the Go and Regiontour fairs have linked together tourism and food is a progressive step. For me, it's wonderful that when I visit the Olomouc Region's stand, for instance, I can taste some of their tvarůžky cheese right next door.

Ondřej Cahel
exhibitor, ekolo.cz

We've even managed to sell a few bikes since the morning. Visitors have been tempted by the festival prices. Compared to last year our stand is in a better place, and the test track is bigger – clients get a longer test ride.

Ondřej Blaho
presenter of Czech Television's
Dobré ráno morning programme

I'm really enthusiastic about this year's Regiontour! First and foremost, I must praise the programme on the joint stage of the Brno and South Moravian Region stands, which is really packed with interesting stuff and some super guests. I most enjoyed the debate with

Pavel Anděl about preparations for the project to mark the 100th anniversary of the founding of Czechoslovakia, which sounds like a unique project and might well be something unmatched anywhere else in central Europe. And the overall organization of the event is great. I've really enjoyed myself here, even though I've been rushed off my feet presenting. central Europe. And the overall organization of the event is great. I've really enjoyed myself here, even though I've been rushed off my feet presenting.

Petr Kostka
Sales Director of the travel agents
KOVOTOUR PLUS

Shifting the GO trade fair into Exhibition Hall P was a good move. The customer doesn't have to go anywhere, and the regions' stands have always had a high number of visitors. Now customers can make their way through the regional stands, taste some food and drink, and come and see us. There are plenty of people here, so we're satisfied.

Lenka Aliti
Customer Care Department of the
Nomád travel agency

The overall impression I get is that this year has been very successful – if we compare it to last year's event. There are more people here. Exhibitors have appealing stands. We also appreciate how the organizers have generally looked to ensure everything has been kept clean and tidy.

Simona Juránková
PR and Advertising Agent, National
Tourist Office of the Dominican
Republic

I can safely say that visitors haven't given us a moment's peace. They've flocked to us over all four days of the event. They were asking questions and gathering information. It's great that this year the regions and travel agents have been put together side by side. Visitor numbers at our stand this year have been very high.

Martin Pižem
Regional Tourism Organization
Slovak Paradise and Spiš

I've been very favourably struck by the fair. I can see a real diversity on offer: the domestic regions are exhibiting in force and there are many attractive foreign destinations, too. I like how people are responding actively and asking for more information, which is of course what we're here for. Partly we want to present destinations, but at the same time we've brought some special offers from our towns and accommodation providers. Czech visitors are very important for us, they represent about 30% of our clients.

Michaela Rafajová
Executive Director, Tourism
Association High Tatras

Czech customers are the number one group when it comes to the High Tatra region. So it's vital that we represent ourselves on the Czech Market. We get guests coming from all over the Czech Republic; I think there's an element of nostalgia at play, because they regard the Tatras as partly theirs. The older generation is now returning, for example, with their grandkids, showing them the places where they once used to go.

Michaela Bělinová
Hořice Information Centre

Thanks to the Association of Tourist Information Centres CR, we've got a lot more space to present Hořice, so we're really pleased. We've tried to make the most of this opportunity. People have found us OK, even though we used to be part of the Hradec Králové Region exhibition. Kids have loved the "300 Curves" motorcycle race simulator, and the Hořice tubes have gone down well with everyone.

Jana Plocrová
Hand Painted Maps

We're really satisfied. Loads of people – we've been constantly busy and they're really interested in our aerial photographs, asking a lot of questions. The organizational side of Regiontour has gone without a hitch – smooth as silk.

Jitka Šašinková
Tourist Stamps, Rýmařov
Information Centre

We are especially satisfied with visitor numbers – it's been packed here and we've handed out a surprising amount of printed materials this year. Fortunately, we were prepared and there are enough of us here, so we have had a chance to go and look round the other exhibitors.

Robert Huszár
Hungary, Manager Balatontourist

This is my fifteenth year at the fair, so it's a home from home. The organizers are very helpful and friendly – we love you! The main thing we look forward to every year is meeting up with friends from the Czech and Slovak regional stands, who also make this fair a regular destination. We're just missing a Polish stand, and then we'd be one big happy family.

Jan Matouš
Secretariat Director, ATIC

I really like this trade fair. I'm happy to be able to meet with members of our association, who are here to represent their region. This year we used the event as an opportunity to organize a meeting of the Council at the conference centre.

Jiří Karpíšek
presenter of the Plzeň Region stand

We come here regularly, I already know all my colleagues from the other regions. The atmosphere is excellent, friendly, and there are enough visitors to go round. We're always happy to come here and we have a good time.

Magdaléna Jiříková
South Bohemian Tourism Office

I like this year's new changes – the idea of linking together the Go and Regiontour international trade fairs in one hall. They complement each other superbly, and therefore attract more visitors. For me, the Regional Foods stands are maybe the most interesting.

Tomáš Postl
Director of Pangeo Tours

Combining the Go and Regiontour is super, there are plenty of people here. They keep streaming through and the place is alive. We're really happy, and that applies to the organization, too.

Kateřina Vyškovská
exhibitor, owner of the V-Tour travel agency

This year we've erected two stands at the fair – in Hall F we've installed a via ferrata wall and next door we've a normal exhibition stand where we're presenting an exhibition of photos, for example. I think that people like to be very active these days. I welcome this kind of trade fair concept, where people can come and try out all kinds of activities connected with tourism.

Michal Kůra
Director of the Slovenia Center Praha

Our visitor numbers are comparable with last year's numbers. Visitors are really interested in Slovenia. For us, we prefer it when travel agencies are linked up with the regions, because it means that there are a lot more people moving about here.

Renata Hořanská
Director of the travel agents Valaška

The strongest days for us were without doubt Friday and Saturday. Visitor numbers have been decent. People still want to travel and explore. I've personally noticed a change in that more and more people are coming who know exactly what they want. Before it was different: people wandered around undecided, just collecting catalogues and not knowing what to choose. Putting the travel agencies in the same hall as the regional stands was a brainwave, because it means a much bigger accumulation of visitors.

Blanka Milfaitová
owner of Caravan & Camping Resort La Marmolada

This is our first time here, so we've nothing to compare it to. Nonetheless, there are enough eager visitors, so we're quite satisfied. We got the most interest on Saturday.

Věra Molnár
representative of the Natural History Museum Vienna

We're satisfied – we've had a lot of visitors coming to the stand. We've also made some new and promising contacts. Most people are interested in the Natural History Museum and the Zoo Schönbrunn. It's always been lively here, and this year's no exception. In Exhibition Hall P there is a lot of footfall, which is how it should continue to be in future.



Check out
this year's
video.

**NEXT YEAR'S
GO & REGIONTOUR TRADE
FAIRS ARE TAKING PLACE
17. – 20. 1. 2019**