

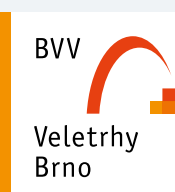
FINAL REPORT

**TOURISM
TRADE
FAIRS**

TRADE FAIRS BRNO
17.–20. 1. 2019
WWW.REGIONTOUR.CZ



B | R | N | O



690

EXHIBITING COMPANIES
FROM 20 COUNTRIES

ALL

13

REGIONS OF THE CZECH REPUBLIC
AND SEVEN OUT OF EIGHT
SLOVAK REGIONS

31.355

VISITORS

191

REPORTERS
FROM THE KEY MEDIA

THE FOLLOWING PARTICIPATED IN THE OPENING OF THE TRADE FAIRS

Klára Dostálová

Minister for Local Development

Antonín Staněk

Minister of Culture

Markéta Vaňková

Mayor of the City of Brno

Milan Štěch

Vice-Chairman
of the Czech Senate

Andrea Jirglová

Director of Marketing Communication
of CzechTourism Agency

Roman Hanák

Deputy Governor
of South-Moravian Region

Jiří Oliva

Chairman of the Board
of Trade Fairs Brno, a.s.

František Lukl

Chairman of Union of Towns and
Municipalities of the Czech Republic

Jana Mračková Vildumetzová

Chairperson of the Board
of the Association of Regions
of the Czech Republic, Governor
of Karlovy Vary Region

Vladimír Dolejš

Chairman of Association
of Czech Travel Agencies

Viliam Sivek

Chairman of The Tourism Forum

Roman Škrabánek

President of the Association
of Tour Operators and Travel Agencies
of the Czech Republic

Jiří Kuliš

General Director of Trade Fairs Brno, a.s.



PATRONAGE OF THE TRADE FAIRS



REGIONTOUR TRADE FAIR

29th International Fair for Regional Tourism



Project for the support of incoming
and domestic tourism

Intensive cooperation with partners
with regard to trade fair and accompanying programmes

Unique platform for discussion of current themes
with an International dimension

New communication campaign
#vzácnémaličkosti (#raremoments)

Main themes of the trade fair:

Active tourism in regions, gastronomy, hiking, historical
cultural monuments, cycling tourism



GO TRADE FAIR

29th International Travel Fair

Attractive accompanying programme organised
by Association of Tour Operators and Travel Agencies
of the Czech Republic and Association of Czech Travel
Agencies with the participation of foreign tourism
head offices

Offer of attractive ways to spend free time
– Nomads and their vehicles, hiking, cycling
tourism, gastronomy

Experience show appealing to the general public
– lectures by travellers, attractive presentations
of foreign destinations

Increased offer of exhibitors for segment of visitors aged **50+**



PROFESSIONAL ACCOMPANYING PROGRAMME



1. EXPERT PANELS

Modern technology in the tourist trade

– Effective on-line communication – “How to properly communicate through Google to make sure you are seen?”

– Presentation of “E-Reception – Will robots take over the receptionists’ job?”

Electronic records of sales

Subsidy opportunities for municipalities

2. 2018–2019 GRAND PRIX OF TOURIST TRADE



The competition makes exceptional and high quality efforts in the area of the tourist trade more visible.



Best United Campaign

Leisurely South Bohemia
(South Bohemian Tourism
Headquarters)

Best Tourist Product

Beer trails in South Bohemia
(South Bohemia)

Best Spa and Wellness Package

Spa Luhačovice, for the series of stays
entitled The Beauties of East Moravia

Best Electronic Project

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

Best Travel Agency

according to voting by the general
public EXIM TOURS a. s.

Best Start-up in the Tourist Trade

Inscape Photo Tours

3. STUDENT AWARDS

The tourism trade fairs featured several **student meetings**.

PROFI GO Award – the tourism product is meant for three-member teams of vocational schools and colleges in the tourist trade. In stiff competition, the team of the **Krnov Transportation and Tourism Vocational School** won with their product “**Mysteries of Northern Moravia**”, which is oriented on the presentation of mysterious places in the Jeseníky and North Moravian regions.

PROFESSIONAL ACCOMPANYING PROGRAMME

4. GASTRO JUNIOR BRNO 2019 – BIDFOOD CUP



Pavilion P was also the setting for the 25th international competition and show entitled **Gastro Junior Brno – Bidfood Cup**, where students competed in five fields: chef, confectioner, waiter, barman and barista.



ACCOMPANYING PROGRAMME FOR THE PUBLIC



REGFOODFEST

Czech and foreign specialities and regional food products awarded the symbols **Regional Product** and **Golden Flavour of South Moravia**.



GO KAMERA 2019

The trade fair programme also included the **22nd annual festival of films, photographs and books on travel GO KAMERA 2019** with the main theme being **Central Asia**.

Over four days, the largest travel marathon in the Czech and Slovak republics welcomed several dozen interesting personalities, including mountain climbers Radek Jaroš, Mára Holeček and Jan Trávníček, photographers Jan Šibík and Jiří Kolbaba, author Josef Formánek, director Václav Marhoul, reporter Petra Procházková and pilot Roman Kramářík. The main star was the Austrian adventurer Bruno Baumann, nicknamed “Messner of the dessert”.



#VZACNEMALICKOSTI (#RAREMOMENTS)

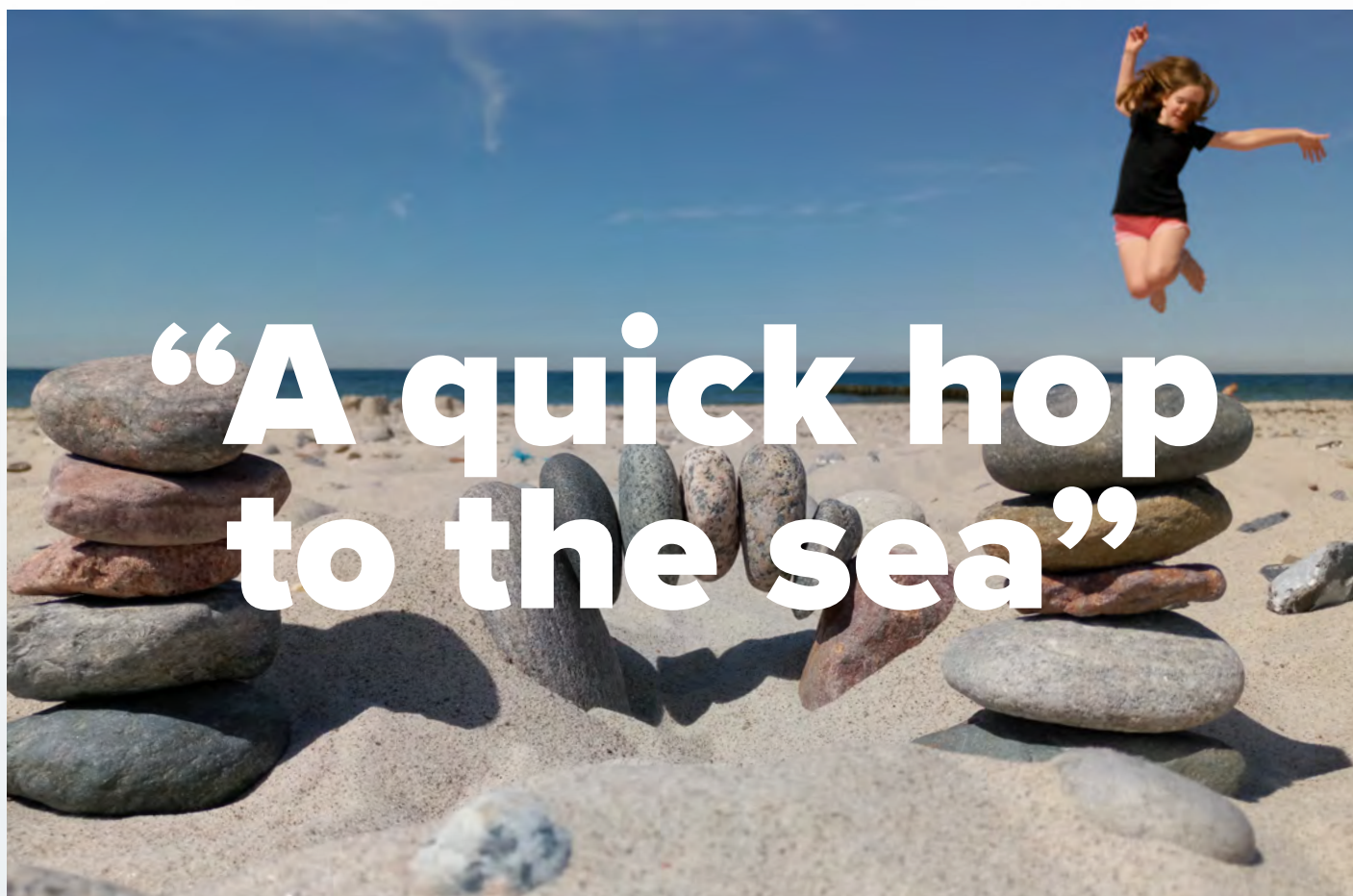
The January **GO & REGIONTOUR** tourism trade fairs were accompanied by a new communication campaign, the goal of which was partly to spread the idea that travelling is about regular moments.

Over the course of one month, more than 2500 people participated in the online contest www.vzacnemalickosti.cz by sending in photos from their travels.

The expert panel of judges chose the winning photo and it will become one of the faces of the trade fairs' campaign in the coming year. Thus, the new communication campaign will depict absolutely authentic situations from the visitors to the GO & REGIONTOUR trade fairs.

The campaign deliberately appealed to different age groups according to the survey of the visitors to the event. And it received a positive rating from the ranks of the professional media and marketing-oriented portals. It met with a great response on social networks, especially on Facebook and Instagram.

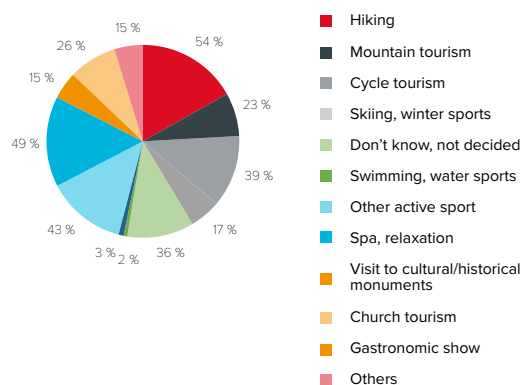
WINNERS OF THE ONLINE CONTEST:



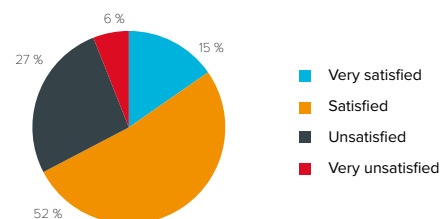
CONCLUSIONS FROM THE VISITOR SURVEY

FOR THE 2019 GO & REGIONTOUR TRADE FAIRS

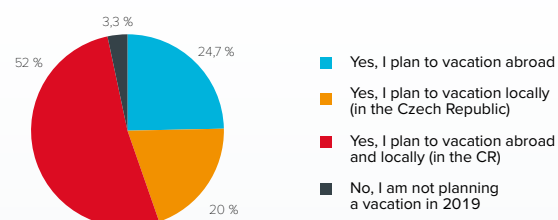
HIGH PERCENTAGE OF VISITOR INTEREST



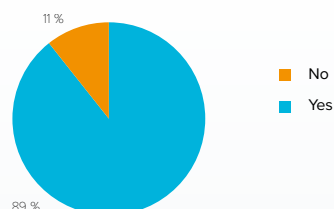
OVERALL SATISFACTION WITH VISIT TO THIS YEAR'S GO & REGIONTOUR TRADE FAIRS



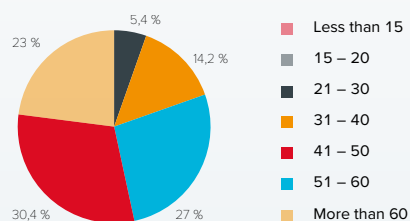
VISITORS' BUYING PREFERENCES ARE YOU PLANNING TO GO ON VACATION IN 2019?



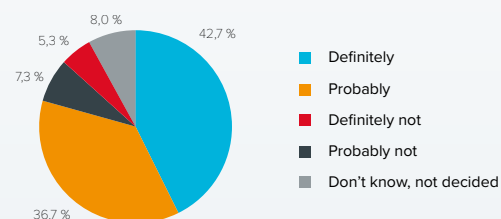
HAVE YOU VISITED THE GO & REGIONTOUR TRADE FAIRS IN THE PAST?



AGE STRUCTURE OF VISITORS?



WILL YOU ALSO COME VISIT NEXT YEAR'S 2020 GO & REGIONTOUR TRADE FAIRS?



CONCLUSIONS FROM THE VISITOR SURVEY

FOR THE 2019 GO & REGIONTOUR TRADE FAIRS

MAIN REASON FOR VISIT TO TRADE FAIRS

12 %

selection/purchase
of holiday in Czech Republic

49 %

to get more information
about specific area/region
in Czech Republic

18 %

selection/purchase
of holiday abroad

42 %

to get more information
about possibilities of
performing various activities
in the Czech Republic

(e.g. cycling tourism, hiking, skiing, spas, etc.)

23 %

visit to RegFoodFest
– festival of regional
specialities and regional foods

23 %

to get more information
about specific foreign
destinations

23 %

to get more information about
the possibilities of performing
various activities abroad

(e.g. cycling tourism, hiking, skiing, spas, etc.)

WHAT THEY SAID ABOUT THE TRADE FAIRS

Jiří Kuliš

General Director of Trade Fairs Brno

Tourism is an important sector of the Czech economy. The GO & REGIONTOUR trade fairs are still an important presentation platform for it.

Markéta Vaňková

Mayor of the City of Brno

The GO & REGIONTOUR International Tourism Trade Fairs traditionally open the new tourism and exhibition season. Each year they attract more people, both from the professional and lay public. The City of Brno is aware of the importance of this event for the tourist trade in general and primarily for the tourist trade in the Czech and Moravian regions.

Jiří Oliva

Chairman of the Board of Trade Fairs Brno

This year we are celebrating the 30th anniversary from the time when we stopped living behind barbed wire. We should appreciate and take advantage of that, and not take it for granted, which some of us now do. Let's travel and get to know other countries, because that enriches us.

Milan Štěch

Vice-Chairman of Czech Senate

I am a regular participant in these trade fairs and this year I was very pleased by the large representation of Slovak counties. Last year we enjoyed the wonderful celebration of the establishment of Czechoslovakia together, because even in spite of our divorce, our countries are still very close. It is good that we still visit and discover the beauty of our countries to a great extent. I am sure that the presentations at these trade fairs help to develop the good relations between the citizens of both countries.

Klára Dostálová

Czech Minister for Local Development

I enjoy participating in these trade fairs every year. For me it is one of the most important trade fair events, which begins the exhibition season and where we all meet up. We can discuss lots of activities for the upcoming season, and not only concerning the Ministry for Local Development. We are breaking records; in three quarters of the year 2018 almost 17 million tourists were accommodated in the Czech Republic and the foreign currency revenue reached 125 billion crowns, so tourism is on the right path.

Antonín Staněk

Czech Minister of Culture

This is the first time that the Czech Ministry of Culture sponsored all its contributory organisations and prepared their complete presentation for you at the stand. I am very glad that the Czech Republic is among the safe nations attractive for tourists and that it is the monuments, whether of tangible or intangible culture, that can be an enticement for tourists.

Jana Mračková Vildumetzová

Chairperson of the Board of the Association of Regions of the Czech Republic and Governor of the Karlovy Vary Region

I am very glad that all of the regions are presenting themselves at this trade fair, because tourism is a key area for the development of regions. Regions have an important task in attracting tourists to their sights. Trade fairs and other activities can help them in this, for which I would like to thank the Minister for Local Development. The number of tourists increased in all the regions last year, which truly is positive news.

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

Our wonderful country is full of jewels that you can discover here and subsequently visit and experience.

Viliam Sivek**Chairman of the Tourism Forum**

In the name of the Tourism Forum, the strongest business association in the Czech Republic, I wish you lots of health and happiness. Long live Trade Fairs Brno.

Vladimír Dolejš**Chairman of the Association of Czech Travel Agencies**

GO is the oldest tourism trade fair in this country. We are already in the 29th year, and Brno deserves thanks for that. It is good that the regions have also taken up presentations as a very important part of the tourist trade. I wish everyone pleasant experiences and the exhibitors a lot of concluded transactions.

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

Both of the trade fairs have a long and successful history and inherently belong to our field. I am glad that in 2018 a brand new format was tried for the first time, with both of the trade fairs placed into one joint exhibition hall, just as our professional association requested. It was a step in the right direction and I am glad that it will continue this year. For that, I would like to thank the organising company, Trade Fairs Brno.

Andrea Jirglová**Director of Strategy and Marketing Communication Division of CzechTourism Agency**

I have noted a very positive response regarding the new multimedia trade fair exhibit, by which CzechTourism will be presenting the Czech Republic at home and abroad for the next four years. We are pleased by the references of our partners. We provided exhibit space to 14 subjects at Brno's GO & ReglONTOUR festival; while the capacity of the exhibit is up to 30 places. The Exhibit uses multimedia and 3D presentation elements and is designed in the national colours. The exhibit is visually easy to spot, in spite of the very rich accompanying programme and the diverse selection of exhibitors at the trade fairs in Brno.

Jaromír Polášek**Director of South Bohemian Tourism Headquarters**

Trade fairs are not just about the offer, but also about the ability to intrigue, which is something we managed to do this year with Vltava. We would like to strengthen the perception of our brand and South Bohemia as a region that has something to offer and is a bit different from the others. The first two days of the trade fair are mainly important for me, when I meet with professionals as part of the Tourism Forum, with people from CzechTourism, with our partners. We are one big gang at the stand and simply the fact that we get together here strengthens our cooperation during the year.

Petr Krč**Sales and Production Director of ATIS Travel Agency**

We are regulars here, exhibiting from the first year and compared to the past it is now far better arranged because we are in one pavilion together with the regions. For us it is mainly about meeting business partners, and our authorised dealers come here and hand out catalogues. From a sales perspective, the importance has declined, but we have lots of clients in Brno who come to the trade fair to say hello. And it is also important to always be seen.

Martina Koňářiková**Tour salesperson PERISCOPE Scandinavia Travel Agency**

We are a Brno-based travel agency and we have exhibited in Prague and Slovakia, but this year we are only in Brno. We do not sell that many tours at the trade fair, but rather recommend various destinations to clients, advise them and so on. We refer the visitors to our office or to our web pages. The presentations on the podium also help us a lot, because they are presented by our guides and there is a lot of interest in them among the visitors.

Irena Navrkalová**Secretary of ZnojmoRegion Association**

Our destination company is responsible for the Znojmo and the Podyjí regions and we exhibit as part of the South Moravian Region, though we used to have our own stand. The exhibit is sensibly divided into five tourist areas and it is pleasant for the visitors that they can find the entire offer of South Moravia in one place. Along with a trade fair in Vienna, REGIONTOUR is the most important for us from the more than ten trade fairs that we participate in during the course of the year, because Brno is our main source area.

Ondřej Herzán
Promo Event Coordinator
from VIDA! Science Centre

The organisation is super. I have to commend the joint stand of the South Moravian Region and the City of Brno. Each year the program is wonderful. I especially appreciate the wide offer of travel agencies and regions of the Czech Republic.

Tomáš Málek
Head of server Lidovky.cz

Hundreds of visitors visited the nomadic Lidovky.cz stand every day. For us the trade fair was an opportunity to present our Nomad column to a new public and also to present the expedition specials right on the spot.

Bohumil Stupka
Representative of Pangeo Tours

After a four-day exhibition marathon we, the travel agency Pangeo Tours, are very satisfied. With the clients' interest in the entire trade fair as well as the accompanying programme with the lectures. And also with the helpfulness and willingness of the employees and management of the exhibition grounds, which was a pleasant surprise. Seeing that we have not missed a single year, we will definitely see you again next year.

Pavel Číž
CEO of RIVIERA TOUR
travel agency

We look forward to the clients, friends and travel agencies that come take a look at our stand. And who we have not seen for a long time. It is a great place to meet. It was also sensible to combine the Go trade fair with REGIONTOUR. Because they were tossed together, the clients are here. Even though they came to REGIONTOUR, they go to take a look at a travel agency. We are primarily here to support the brand, so that we are visible.

Šárka Motalová
Head of Communications
and Marketing Department
of Technical museum in Brno

This year's REGIONTOUR had a very good number of visitors. We are pleased with the interest that the visitors displayed about the contests and information that we presented here. This year we arranged two exhibits, TMB And the Ministry of Culture. The cooperation and communication with Trade Fairs Brno was excellent.

Rūta Mačytė
Department of Foreign
Relations of Kaunas City Hall
(Lithuania)

We are at the REGIONTOUR trade fair for the first time and we like it here. We did not expect so many visitors. The people here are very communicative and helpful. We will be happy to come next time.

Marie Bardounová
Head of Sales Office,
Delfín Travel

We have been at the trade fairs in Brno a number of times and there is always a very pleasant atmosphere here. We welcome the connection of travel agencies, gastronomic offers and presentations of regions. We are also satisfied with the organisation of the trade fairs. The GO trade fair is useful for us from a direct sales perspective, as well as like a promotional tool. We rank this year's campaign, which also showed the target group of seniors. Thus, participation for us is a kind of mix and it includes greater media interest in our company, which we welcome.

Čestmír Vala
Manager of Cyklo Klub
Kučera Znojmo – organiser
of a specialised part of the
trade fair – Cycle tourism
in the Czech Regions and
Beyond

For the eighth year now, Klub Kučera Znojmo has prepared a comprehensive presentation of cycling tourism activities in the regions on an area of almost 800 m². Part of the presentation is dedicated to state and local governments. Both the visitors to the individual exhibits and the exhibitors agree on the need to present the issue of bicycle transportation and tourism in one place.

NEXT YEAR THE GO & REGIONTOUR
TRADE FAIRS WILL TAKE PLACE ON

16. – 19. 1. 2020



Video from this year's
trade fairs