

**Summer is closer  
than you think**

**first minute**

**February 21 - 24, 2019**



## **AN UNFORGETTABLE FAIR TOURISM EXPERIENCE THE MOST IMPORTANT TOURISM EVENT IN SERBIA AND THE SOUTHEAST EUROPE REGION 41<sup>ST</sup> INTERNATIONAL TOURISM FAIR AT BELGRADE FAIR**

The unique event of the global tourism offer, under the slogan „**Summer is Closer than You Think**“, will be held on **February 21 to 24, 2019 at seven Belgrade Fair Halls**. About 400 exhibitors and co-exhibitors have already applied for this great event.

At B2B portal, the exhibitors from 22 countries have been registered so far and the greatest interest of business visitors has been recorded from Tunisia, Poland, Switzerland, Slovenia, Italy, Serbia and the region...

### **An Outstanding Multimedia Event with Cosmopolite Spirit**

Four fair events in four fair days, from February 21 to 24, 2019, are a unique opportunity for the businessmen meetings in the tourism and hotel management business. Besides the whole day professional and side event programs, the event is full of current topics for all tourism professionals, catering staff, hotel managers, but also visitors. Presentations at stands, demonstrations of catering skills by the state of the art equipment, as well as the product tastings, make this event unique for all participants.

Exclusive Fair facilitations, selection of the travel and holiday destinations, but also tasting of the best wines, brandy, drinks and specialties of this region, will attract the expected more than 75 thousand visitors this year, as well.

**Partner Country of this year's Tourism Fair is Bulgaria**, the country extremely attractive for tourists, it offers opportunities for having a good time and holiday throughout the year - summer to enjoy the sand beaches of the Black Sea, the winter for ski sports at famous ski resorts, such as Borovec or Bansko, and during the year visit to the cultural/historical sights and the inevitable shopping in Sofia and other cities.

### **New at the Tourism Fair 2019 - The Registration at the B2B Business Portal Open**

**Business B2B portal has been introduced**, intended for the registration of both exhibitors and business visitors and their mutual networking. The invitation to apply for the B2B portal is open also for media, which may in this way appoint meetings and interviews with the Fair participants and guests.

### **Tourism Fair - The Inducer of Strengthening All Tourism and Catering Branches in Serbia and the Region**

Organizing one of the most successful events in Serbia and the region, Belgrade Fair unites and promotes all tourism industry branches, since, in addition to the Tourism Fair, another three events are held at the same time, growing annually by the scope and participants: **10th International Wine Fair, 15th International Fair of Hotel and Catering Equipment HORECA - EQUIPMENT** and the **15th Souvenir Fair Visit Serbia**.

So far, about 50 exhibitors and 100 co-exhibitors applied for the participation in BeoWine from Serbia, Bulgaria, Turkey, Poland, Croatia, Slovenia, the Republic of Srpska, Italy, and confirmations are expected from Austria, Portugal and Spain. More

### **Tourism Fair News:**

**Belgrade Fair Winner of the Tourist Flower** - Belgrade Fair is the winner of Tourist Flower Award, the most prestigious tourism award granted by the National Tourism Organization of Serbia, NTOS. At the 34th Tourist Flower Award granting, Belgrade Fair was awarded under heavy competition for the organization and contribution to the tourism development, enhancement and promotion in an authentic and creative way, as well as the tourist service quality rising. [More](#)

### **Personalized Loyalty Programs**

The loyalty programs are offered by all global companies and the latest research shows the travelers want to be personalized. [More](#)

**The Number of Solo Passengers is Rising** - The number of solo passengers is rising and the classic summer holidays are falling, says the latest research of Holiday Habits Report. The research was conducted among British tourists and it was shown the travel trends changed in the last one year. [More](#)

### **Journalist Accreditations:**

The publics and media foster special relation to the Tourism Fair as an irreplaceable tourism event. Extremely attractive for media reports, the Fair accredits annually about 1,000 journalists from about twenty countries. Please send the journalist accrediting request to the e-mail address [press@sajam.rs](mailto:press@sajam.rs)

**The Event Media Partners:** Russian Travel Digest, Travel Daily News, Turistički svet, Tui magazin, InHoreca, InHotel, Color Press Group - Magazin Hoteli&Restorani, Adria Media Group, BelGuest, Place2Go, FTNnews.com, RusTourismNews.com, Srbija koju volim (Serbia I Love), Caffè Montenegro magazine, SEEBtm magazine

Please find all details about the event and the side events on the website [www.beogradskisajamturizma.com](http://www.beogradskisajamturizma.com)