



# TRADE FAIR OF REGIONS AND TOURIST PRODUCTS TOUR SALON – BUSINESS FOR TOURISM

www.tour-salon.pl/en







### **TOUR SALON** in a nutshell:

- Over 20 years of experience and prestige in tourism industry
- Four-day format of the fair: 2 days for professionals and 2 days for the public
- New international business contacts 750 exhibitors from dozens of countries around the world
- > Over **30 000** visitors of whom more than half are professionals
- Industry news: conferences, discussion panels, exchange of experience, knowledge and opinions
- MTP Gold Medals for the best touristic product NEW formula in 2012
- Business with pleasure business meetings and Tour Party 2012





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### **Traditionally TOUR SALON Fair will present:**



- All regions of Poland
- National and Regional Tourism Organizations from all over the world
- Travel agencies and tour operators
- Hotels, SPA and wellness centers
- Tourism information centers
- Event companies
- Airports, transports companies
- Tourism associations
- Trade media



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### **Traditionally TOUR SALON Fair visitors are:**

#### Professionals:

- Tour operators
- Managers, tourism specialists, marketing and promotion specialists, advisors
- Travel agencies owners, CEO's and MD's
- Conference organizers
- Active-tourism organizers
- Incentive travel organizers
- Tour pilots, guides
- Ambassadors, mayors, local government representatives
- Attractions and regional products owners and management
  - Public individual recipients of tourism services





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### Why is it worth participating in TOUR SALON:

- In one place and time you can reach to the professional exhibitors and visitors from different tourism sector
- VIP Packages for key travel agencies and tour operators
- Two halls (products and business) + open space
- Specially designated special exhibitions:
  - Health SPAce
  - Business Tourism
  - Active Tourism Extreme
  - Coaches Exhibition
  - Tour Salon Airport
- TOUR SALON Business Planner professionally planned program of business meetings





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### Why is it worth participating in TOUR SALON:

- Wide spectrum of promotion possibilities for expositors NEW > **PROMOTION FORMS!** (ie. advertising constructions on the MTP grounds, renting of conference rooms, ad in the exhibitors catalogue)
- Wide TOUR SALON advertising campaign outdoor campaign >
- Advert in polish and foreign trade publications, radio, information on > embassy websites etc.
- > **Complex service:** accommodation, hostesses hiring and interpreters
- Flexibility of offers: ability to implement any custom forms of presentation



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### **Contact Us**

#### **Project Manager**

Anna Myślak, tel. 61 869 20 95, e-mail: anna.myslak@mtp.pl

#### Sales and Exhibitors Service Team

Małgorzata Sawicka, tel. 61 869 21 16, e-mail: malgorzata.sawicka@mtp.pl Paulina Pietrzak, tel. 61 869 21 98, e-mail: paulina.pietrzak@mtp.pl Olga Kaczmarek, tel. 61 869 20 89, e-mail: olga.kaczmarek@mtp.pl

#### **PR and Products Promotion**

Miłosz Zagórski, tel. 61 869 21 15, e-mail: milosz.zagorski@mtp.pl

#### **Advertising and Visitors Service**

Kamil Frackowiak, tel. 61 869 29 83, e-mail: kamil.frackowiak@mtp.pl

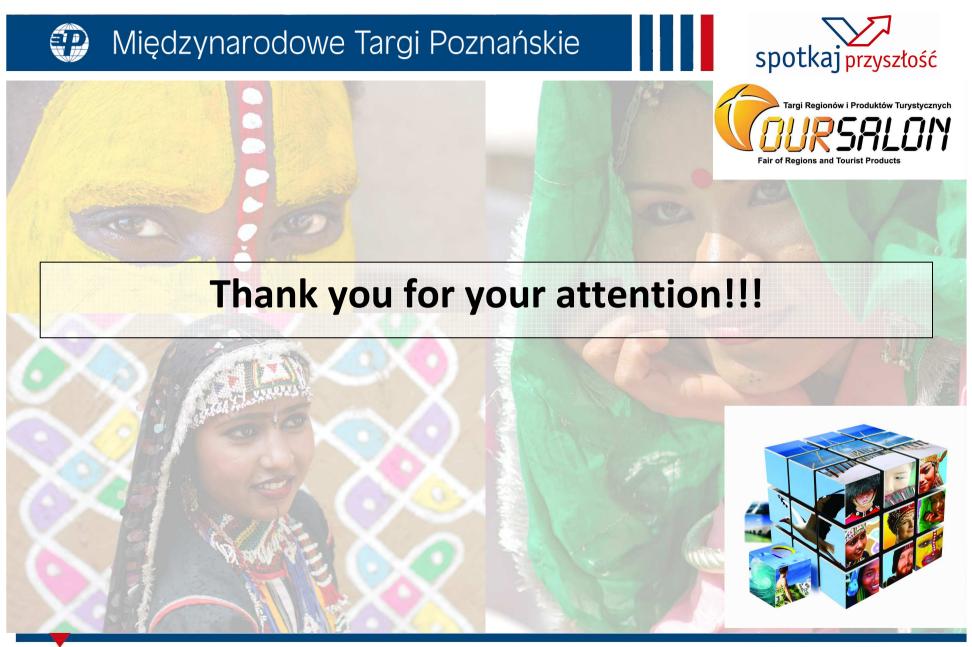




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