



Międzynarodowe Targi Poznańskie



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Targi Regionów i Produktów Turystycznych

TOUR SALON

Fair of Regions and Tourist Products

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

www.tour-salon.pl/en



MTP należą do:



Polska Izba Przemysłu Targowego



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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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Traditionally with the TOUR SALON:

➤ Partner country 2012 is Palestine



➤ Honorary Patronage 2012:



Ministerstwo
Sportu i Turystyki



Polska Organizacja Turystyczna



POZnań*
*Miasto know-how

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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

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Thank you for your attention!!!



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