



GREAT TOURISM EVENT IN FEBRUARY AT BELGRADE FAIR

Under the slogan „Summer is Closer than You Think“, the 41st International Belgrade Tourism Fair will be held on February 21 - 24, 2019 at Belgrade Fair.

The **biggest and most important tourism event in Serbia and Southeast Europe**, promotes successfully every February the latest trends and events in the international tourism industry, new conceptions and opportunities for travels and opens new perspectives in the tourism business development. The event is the symbol of tourism presentation for all participants in the tourism industry and the inducer of strengthening all tourism branches and catering in Serbia and the region.

The most important travel agencies, Associations and organizations, hotels, tourism resorts, airlines and international tour operators will feature in Belgrade Fair halls and offer the visitors the travel packages for the forthcoming tourism season.

One of the most attractive sections in the plentiful offer of the Tourism Fair are traditionally the **First Minute** offers and exclusive Fair facilitations for the holiday in the forthcoming summer season, as well as the premiere presentation of the offers, programs and travel packages to the interested travelers.

For the current winter season and holidays on snow in the local and international ski resorts, the agencies prepare for the Fair the attractive **Last Minute offer**.

Partner Country of this year's Tourism Fair is Bulgaria, the country with blooming tourism and the City of Plovdiv one of the European Culture Capitals 2019. Serbia and Bulgaria continue by this partnership the enhancement of their anyway close tourism cooperation.

The local destinations and sights of Serbia will be presented at the Fair through the hotel and resort facility capacities and the recommendation for the holiday on mountains, in spas and the lakes, in the natural ambient with diverse features for the rest, entertainment, health recovery, sport, as well as active holiday and recreation.

Plentiful tourism offer of Belgrade, already known City Break destination, will be presented at the Fair through current attractive programs and the capital will be promoted as a city of culture, sport, good energy, shopping and entertainment, attractive for investments, congresses and seminars.

New at the Tourism Fair 2019 - B2B Business Portal

With the permanent attempt to improve the commercial aspect of the Fair - sales of travel packages and the most effective presentation of the exhibitors' offers, Tourism Fair is **continuously oriented to the business visit strengthening, business meeting** advancement and mutual contacts of the local businessmen and global professionals who have been doing tourism business successfully for many years.

Just because of this, **the business B2B portal is included as an innovation at the Tourism Fair**, 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.

The B2B meeting appointment service for all registered attendees is free of charge. [Link to the portal](#)

Promotion of All Tourism Industry Branches

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.**

BeoWine Wine Fair is the event by which the wine season traditionally begins. In 10 years of its existence, it built its reputation and irreplaceable position in Serbia and the region as the venue for sales of famous and new wine tastings. The most respected local and international wine manufacturers, cellars, houses and companies distributing 'the Gods' drink' at the BeoWine at the halls 3 and 3A, will feature, besides their top wines, also the possibilities of wine tourism, accommodation and gastronomic specialties, as well as the complete state of the art equipment for wine manufacturing and vine growing.

HORECA-EQUIPMENT gathers at Belgrade Fair Halls 2B and 2C the most important companies dealing in manufacturing and distribution of state of the art products and assortments for the furnishing of catering facilities, restaurants and hotels, as well as service activities, new business, supply and operation trends of the catering facilities. In the program exhibiting section visitors may see the equipment for kitchens, restaurants, bars, hotels, security and booking systems, bedsheets, cleaning equipment, bakery and pastry product range, banquet equipment, professional literature and publications.

An Outstanding Multimedia Event with Cosmopolite Spirit

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.

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).

Journalist Accreditations:

The public 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

Tourism Fair News:

More Flights to Belgrade: Tourists may arrive in Belgrade by flights of 28 airlines from 61 destinations in 35 countries! Dobra vazdušnaThe good air connection is the basis of tourism development. According to the winter flying timetable, published by airlines flying from Belgrade Nikola Tesla Airport, there will be five percent more flights, compared with the previous winter season. [More](#)

Top Five Countries to Which Serbian Tourists Travel: The nationals of Serbia travel increasingly and in the last summer season they spent abroad even 14.5 percent more money than last year! According to the data of National Bank of Serbia, the tourists from Serbia spent abroad 1,063 million Euros. Thus, Belgrade Tourism Fair is definitely the first and right place for the international exhibitors to present their offer. [More](#)

HORECA-EQUIPMENT 2019 [More](#)

BEOWINE 2019 [More](#)

Vouchers - Quarter Million Passengers: Since Ministry of Tourism started the program of voucher supply (RSD.5,000 per person) so far, a quarter million passengers used this opportunity. Each following year was better, so last year the best results were achieved when all 100,000 vouchers were supplied almost two and a half months earlier, due to the record response of the citizens! [More](#)

Please find all details about the event and side events on the website www.beogradskisajamturizma.com