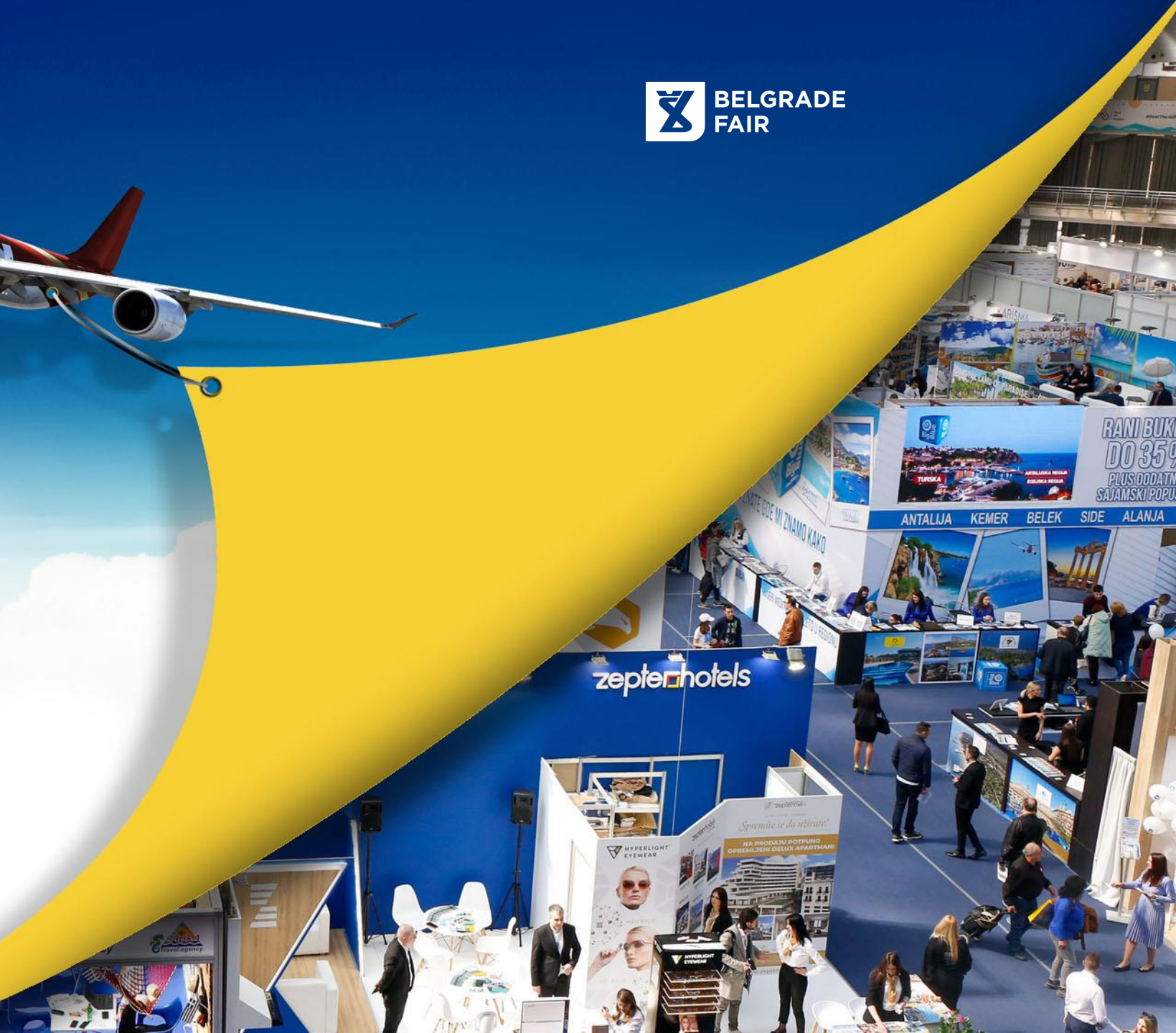




 BELGRADE
FAIR



SAJAM
TURIZMA





INTERNATIONAL FAIR OF TOURISM

→ 30 COUNTRIES

→ 600 EXHIBITORS

→ 36.742 VISITORS





When something lasts for more than forty years, then it is difficult to say something enchanting, something refreshing, something new about it. Maybe it is enough to say... here we are once again and we are moving on, we are here for you, to make your business and private plans, dreams that are often the first step towards a journey, come true.





СРБИЈА
Доживи!

The ITF International Fair of Tourism, one of the traditional business pillars of the Belgrade Fair and the entire Serbian tourism industry, hosted more than 600 participants from 30 countries, 36,724 visitors and 1000 accredited journalists from twenty countries at the last tourist gathering.





According to UNWTO data, it is estimated that 700 million people travelled abroad between January and July 2023, which is about 43% more than in the same period in 2022. We also contributed to this, together with our exhibitors and dear visitors who could choose between the mountains and the sea, foreign and domestic destinations of our beautiful Serbia. We are sure that this will also be the case at the next International Fair of Tourism in Belgrade.





This most visited tourism fair in the region and beyond, with a large number of business guests and **B2B activities** (more than 500 scheduled meetings held), constitutes a significant market of several tens of millions of potential tourists.





A “Hosted buyer” concept has become a usual practice at the Fair of Tourism and every year specially selected international and local travel agencies schedule meetings with exhibitors and buy group arrangements.

The meetings are held at the special „**B2B Meetings**“ area (Hall 1) and are easily scheduled using the unique B2B platform especially created for the needs of the event.





The fair is also visited by a large number of other business visitors, who have the possibility of buying a **business pass** which allows them to have various benefits and reduction of costs.

The business pass also allows entry to the Business Lounge zone, the Gallery in Hall 1, a gathering place for VIP guests and professionals from the field of tourism and other industries as well.





Tourist destinations with their attractions, accommodation and hospitality facilities and other contents have the opportunity to present their offer not only to tourists from Serbia, but from the entire region, which is becoming an increasingly emitting market.





& HORECA equipment

The accompanying HORECA equipment exhibition brings together the most important companies involved in the manufacture and distribution of the most modern products and product ranges for equipping catering facilities, restaurants, and hotels, as well as those involved in service activities, new business trends, supply and functioning of catering facilities.





And finally, don't expect a "sterile" atmosphere at the fair, because the Balkan soul is hard to tame, it demands music and rhythm from stands and stages. The Belgrade Tourism Fair offers a special atmosphere in a city whose heart beats 24 hours a day, day and night, night and day.

After a successful business day, when the hustle and bustle of the fair dies down, don't expect that you can call it a day, because Belgrade, the capital of Serbia, has a special atmosphere.

That atmosphere is made up of interesting people, the people you will meet, and will talk to them about music, film, fashion, gastronomy – and, of course, about work, because that's all tourism.



Contacts:

Dragan Zečević, project coordinator
phone: +381 (0)11 2655-866

Aleksandra Nikolić, project assistant
phone: +381 (0)11 2655-305

Nataša Panić, project assistant
phone: +381 (0)11 2655-307

Dragana Kovačević, project administration
phone: +381 (0)11 2655-206



turizam@sajam.rs



www.belgradetourismfair.com



www.facebook.com/sajamturizma/



www.instagram.com/belgrade_tourism_fair/



**APPLY FOR
PARTICIPATION**

<https://sajam.rs/en/download/application-forms/>



WATCH VIDEO

<https://www.youtube.com/watch?v=IT5XBtRSC8o>



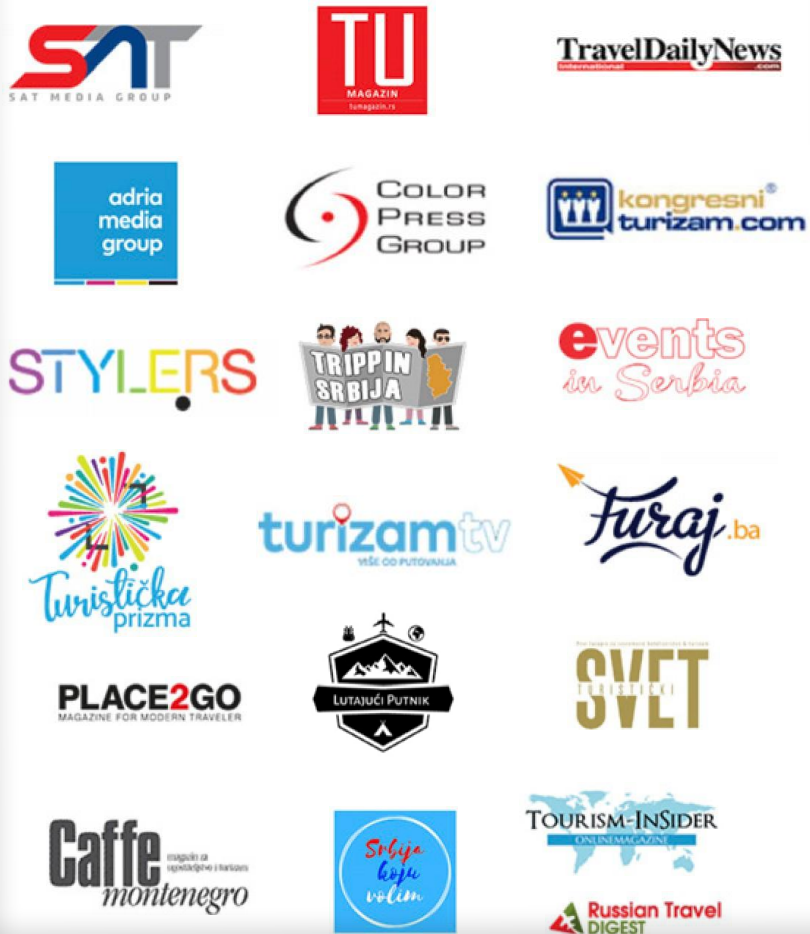
B2B PORTAL

<https://belgradetourismfair.ta.lkb2b.net/en>

Све(т)
почиње
нашим
сусретом

БЕОГРАДСКИ
САЈАМ

MEDIA PARTNERS



BUSINESS PARTNERS



HOTEL PARTNER



Све(т)
почиње
нашим
сусретом

БЕОГРАДСКИ
САЈАМ



THANK YOU!



**BELGRADE
FAIR**

Све(т)
почиње
нашим
сусретом

БЕОГРАДСКИ
САЈАМ