



GREAT TOURISM EVENT IS SET TO TAKE PLACE IN FEBRUARY AT BELGRADE FAIR

Belgrade Fair is currently preparing for the biggest tourism event both in Serbia and Southeast Europe – i.e, for the 42nd International Tourism Fair and its accompanying events: The 11th BeoWine International Wine Fair, the 16th HORECA-EQUIPMENT Hotel and Catering Equipment Fair, and the 16th Visit Serbia Souvenir Fair.

The starting point for all participants engaged in tourism industry as well as for travelers and visitors alike who take part at this year's Belgrade Fair is to meet the needs of all participants and attract even more exhibitors, business visitors and various audience, all of which is followed by high organizational and professional level, as well as by the latest trends in tourism and its related industries.

The 42nd International Belgrade Tourism Fair is set to take place between 20 and 23 February 2020 under the slogan „One step ahead“ at Belgrade Fair.

Every February, the **biggest and the most important tourism event in Serbia and Southeast Europe**, successfully promotes the latest trends and events in the international tourism industry, as well as new ideas and opportunities as to where to travel and as such it opens a whole new perspective tourism development. The event itself is the symbol of tourism for all those engaged in tourism industry and is the inducer of strengthening all tourism branches and catering in Serbia and the region.

Belgrade Fair halls will host the most prominent travel agencies, associations and organizations, hotels, tourist resorts, airlines and international tour operators that will in turn feature and offer many different travel packages to visitors for the forthcoming tourism season.

Naturally, the most attractive part of this plentiful offer at Tourism Fair is traditionally the **First Minute offer**, as well as exclusive Fair facilitations for the forthcoming summer season. Moreover, the interested travellers will be delighted with the premiere presentation of the offers, programs and travel packages.

As regards the current winter season and winter holidays in both local and international ski resorts, the agencies are preparing the attractive Last Minute offer at the Fair.

The official partner country of Tourism Fair 2020 - Egypt, will have the opportunity to present itself **in Hall 1 measuring 200 m²**. This appealing destination, which attracts visitors from across the globe with its distinctive offer, will primarily focus on several things. One of them is most certainly diving in Sharm El Sheikh, diverse and delicious gastronomic offer; numerous destinations on the Red Sea, as well as the opening of a new museum near the pyramids, which is all part of the offer to be presented to distinguished business guests, the media and the general public.

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

B2B Business Portal - In a bid 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 focused on strengthening business visits, business meeting advancement, mutual contacts between the local businessmen and global professionals who have been successfully engaged in tourism business for many years now.

For this reason only, **the business B2B portal is included as an innovation at the Tourism Fair**, intended for registration of both exhibitors and business visitors and their mutual networking.

B2B portal is also open to media (provided they have PIN and ID), that may schedule meetings and interviews with the Fair participants and guests. The B2B meeting appointment service free of charge for all registered attendees.

By 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 being held at the same time, growing annually in both the scope and number of participants:

11th International Wine Fair, 16th International Fair of Hotel and Catering Equipment HORECA – EQUIPMENT and the 16th Souvenir Fair Visit Serbia.

Journalistic accreditation:

Both the public and the media nurture a special attitude towards the Tourism Fair as an irreplaceable tourist event. Since this is one extremely attractive media coverage, the fair accredits around 1,000 journalists every year from about twenty countries.

You may send your journalist accreditation request by e-mail press@sajam.rs

Media partners of the event:

Rusian Travel Digest, Travel Daily News, Place2Go, Caffè Montenegro, Fashion and Travel, Places2Go, Live Timisoara.ro, Tourism-InSider, TU Magazin, In Horeca, Kongresni turizam, Turistički Svet, BelGuest, Srbija koju volim, Stylers, Adria Media, Color Pres Group, TripinSrbija, Lutajući putnik, Events in Serbia

Hotel partners: Radisson Collection Old Mill Belgrade, Xenon Hotel Belgrade, In Hotel Belgrade, Falkensteiner Hotel Belgrade, Mona Plaza Hotel Belgrade

You are on our mailing list, for which reason we will continue to inform you thematically about our program units, activities and guests at the upcoming Tourism Fair on a weekly basis.

Please visit the following website below regarding all events and side events www.beogradskisajamturizma.com