

# ITTFA NEWS

International Tourism Trade Fairs Association Newsletter

www.ittfa.org

## IFT Belgrade promotes rural tourism in Serbia

IFT Belgrade runs this month for the 32nd year, held at the Belgrade Exhibition Halls from 24th to 28th February. The event will cover 32,600m<sup>2</sup> across 4 halls indicating an increase on last year when the show covered 28,00m<sup>2</sup>. In 2009 it attracted 830 exhibitors from 38 countries and 52,516 visitors and organisers expect an even better show this year.

The opening day, February 24th, is reserved for business visitors and media only, the event is open from 10am to 6pm.

In addition to the presentation of local and international tour operators, accommodation providers, tourist organisations, booking systems, hotel and catering equipment, natural attractions, tourism education and media, this year the organisers have focused their efforts on Serbian rural tourism and in promoting this more intensely to the local and international visitors. In addition to the Serbian rural tourism, Danube tourism will also be featured in Hall 2 – B Level. For those wishing to combine wine and travel, there is a new event this year, taking place in Hall 3A, the Beo Wine Fair 2010, focusing on the wine routes of the former Yugoslavia.

Belgrade (Beograd) is the capital of Serbia, and has a population of around 1.6 million. It is situated in South-Eastern Europe, on the Balkan Peninsula, at the confluence of the Sava and Danube rivers and is one of the oldest cities in Europe. Since ancient times it has been an important focal point for



traffic, an intersection of the roads of Eastern and Western Europe. As a result of its tumultuous history, it has for centuries been home to many nationalities, with Orthodox Christian Serbs making up the majority of the population.

Belgrade may be the capital of Serbian culture and economy but the country has much to offer in the way of visitor attractions as well as a rich and diverse natural beauty to explore, including high mountains, vast plains, huge forests and beautiful caves. There are also many archaeological attractions, one of the most significant being Gamzigrad, the ancient Roman settlement of Felix Romuliana and now a UNESCO protected site, one of four Serbian sites on the World Heritage list.

If you do have time whilst visiting IFT, make the effort to see some of what the country has to offer and experience what the show is really all about.

## Just a Drop asks us to Just Help Haiti

Clean water charity *Just a Drop* is appealing to the travel and tourism industry to raise funds to supply clean safe water to Haiti following the recent disaster. As emergency relief agencies attempt to get the essential supplies through that are needed in the immediate aftermath of the earthquake, *Just a Drop* is calling for donations to provide ongoing support for villages and communities.

Following the natural disaster, hundreds of people have died without access to clean, safe water supplies, while 50% of people currently in hospitals in Haiti are there due to dirty water. *Just a Drop* will send in teams as soon as the initial relief period is over to help rebuild water and sanitation infrastructure and encourage displaced communities back to their villages and homes.

**Fiona Jeffery**, founder and chairman of *Just a Drop* and chairman of World Travel Market, said: "Whether it is for business or pleasure the very nature of the travel & tourism



industry is that it brings people together from across the world. We must face up to the enormous challenges in Haiti and as an industry should rally together and lend our support to its people. Once immediate needs are met, it is vital that support is ongoing so that the recovery process is sustained. That means rebuilding the water and sanitation infrastructure. Every little bit of support adds up to making a huge difference."

ITTFA members and media partners are helping the cause by putting the logo, link and details on their websites and social networks.

There are many ways to donate money to *Just a Drop*. Donations can be submitted online via *Just a Drop's* website [www.justadrop.org](http://www.justadrop.org), or send cheques made payable to *Just a Drop*, to the attention of Ana Sustelo – *Just a Drop* Co-Ordinator Gateway House, 28 The Quadrant, Richmond TW9 1DN. Please contact Nikki Davis for more details on tel: +44 (0)20 8910 7981 Email: [nikki.davis@reedexpo.co.uk](mailto:nikki.davis@reedexpo.co.uk)

## MESSAGE FROM THE CHAIRMAN

Dear Members and Industry Colleagues,

Happy New Year and warm wishes for what looks like being a more promising year as UNWTO announce growth in international tourism for the 4th quarter of 2009 as well as a more positive outlook for the coming months.

It has already been a busy start to the year for our members with several shows held successfully in January and this month Holiday World draws the crowds in Prague and IFT in Belgrade.

It is not a time for complacency however as travel trade events need to continue to prove their worth in the marketing and sales mix. Our members continue to work on adding value for visitors and exhibitors alike and we look at just how some of our members are doing this with excellent results.

We have a new President for 2010, Antonio Dell'Aquilano of TTG Italia, as well as some new Officers on board, bringing fresh perspective and enthusiasm to our team. We also welcome two new media partners this year, TTG Italia and TravelTalk Media, based in California, adding to our already strong list of media support. We look forward to working with them over the coming year.

We hope you will enjoy the read and if you have any comments, suggestions or newsworthy items, we would be happy to hear from you.

Looking forward to seeing you at our next event,

Tom Nutley  
Chairman ITTFA

## New President Antonio Dell'Aquilano takes the reins for 2010

Antonio Dell'Aquilano, Exhibition & Event Manager of TTG Italia Spa, was elected as president of ITTFA for the coming year. "I am delighted to take on this prestigious role and look forward to a successful year ahead. We hope to continue to broaden our membership base, particularly in the area of support and guidance for new and upcoming shows in less established markets and I personally look forward to welcoming members from all corners of the tourism exhibition world."



## Adding value makes the difference

In the current climate, event organisers have to work even harder to ensure they get the exhibitors they want at their show.

Selling the space should only be the beginning of the story and not the end. So how do organisers retain those important exhibitors, attract new ones and add value to the cost of exhibiting?

A good organiser will find out all about his exhibitors business, how they function, understand their product and customer base, what their future goals are. They will build a relationship with each client and prove that they are targeting key visitors on their behalf.

Two of our members, TTTG Incontri and TUR, give us a few pointers as to what makes their events so successful.

TTG Italia, which runs two travel shows in Italy, TTTG Incontri and BTC, achieves this in several ways including running educational and training

programmes and via targeted and crossed communication on selected groups of potential visitors and exhibitors.

In 2009 they ran over 100 one hour training courses organized during the fair. They invest in bringing high caliber Italian and foreign speakers for the seminars to ensure top quality events.

They believe that these courses add professional value for companies participating in the show.

TTG also segment their exhibitor client list and pick out specific segments to then target relevant and specific visitors. For example, golf holidays leads to targeting golf clubs not normally associated with travel events.

TUR, leading Scandinavian travel trade fair held in Gothenburg also looks to going that extra mile. They carry out ongoing analysis on the future of trade fairs in general and look at how this will affect their own fair. They build direct and open discussions with their client list so as to understand what they want

and need and provide a range of platforms for clients to meet, not just at the show but at other times, both virtually and face to face. They carry out seminars, galas and dinners with all types of business related organisations.

TUR aim to be on show all year round and have built up their webpage to provide news and topics for business in general, not just about the event. They have a Facebook account and introduce topics on that for discussion. They have also started BookTUR a webpage for exhibitors to promote their best offerings at the fair which is used in all their marketing.

TUR and TTTG Italia are setting high standards and go the extra mile to prove their commitment. This is what helps exhibitors choose one show over another. In these challenging times it is important to build a close and lasting relationship for both parties to maximise results and there is, at the end of day, no substitute for the face to face meeting.

## We are very pleased to welcome two new media partners on board for 2010



TravelTalkMedia is a multimedia news organisation based in California USA. It produces

and distributes informative travel news segments featuring interviews with the leaders and experts in the travel and tourism industry from around the globe.

All programming is broadcast via conventional radio and TV in markets across the United States, Pacific Asia, and Africa and also distributed and fully accessible worldwide over the Internet. The multimedia group produces live remote radio broadcasts, travel news segments for TV, professional video footage and B-roll, digital still photography, destination and event promos, press releases and newsletters.

Contact [Patrick@traveltalkmedia.com](mailto:Patrick@traveltalkmedia.com) or view [www.traveltalkmedia.com](http://www.traveltalkmedia.com)



TTG Italia is currently considered the leading and most authoritative Italian publication in terms of providing trade information to the tourism industry.

Published since 1973, this bi-weekly magazine is the first Italian travel trade newspaper with audited circulation; it is distributed to over 11,000 subscribers (tour operators, travel agencies, hotel chains), with a total of 55,000 readers per issue, which means more than a million readers per year. Over 80 editorial features are published a year, covering special themes and all major international destinations.

Contact [ttgitalia@ttgitalia.com](mailto:ttgitalia@ttgitalia.com) or view [www.ttgitalia.com](http://www.ttgitalia.com)

## Visitor numbers up at Philoxenia

There were almost 15,000 visitors to last year's PHILOXENIA International Tourism Exhibition held in parallel with HOTELIA Hotel Furnishing Exhibition; trade visitors' numbers increased by 27.58% and there was an overall increase in the targeted audience of visitors through the new system of electronic pre-registration implemented by the organiser, Helexpo.

Also at Philoxenia last year, as part of the Expopartenariat Programme, more than 1400 pre-arranged business meetings were held. In attendance were 70 tour operators from 22 countries. This year Philoxenia will be held from 18 to 21 November in Thessaloniki.

## Even more National Pavilions at MITT

MITT exhibition in Moscow gets even bigger, with more National Pavilions joining the show this year. The Netherlands, Albania and Reunion will exhibit for the first time. Dominican Republic is opening a rep office in Moscow in March and has scheduled it to coincide with their impressive presence at MITT – 200 sq metres of exhibition space and the Dominican Republic Day on the 18th of March. The winner of Wild Card this year is Vancouver Tourism, who is hoping to boost its tourism after the Olympics.

## TTG Incontri gears up for its 47th Show

The organising machine of TTTG Incontri-TTI is already working overtime; Italy's only true business to business tourism fair takes place October 22-24, 2010. Last years' show closed with over 35,000 visitors, over 6,000 operators and a 37% growth year on year. Running along side TTTG Incontri, is TTI, the workshop promoting Italian tourism: two days when the best Italian tourism products meet the international demand represented by more than 600 buyers from 59 countries. The show also has a packed programme of forums and conferences and after a successful debut last year, TTTG Lab, a training programme on the latest trends, tools and applications will be on offer again.

# SHOW CALENDAR

## ITTFA EVENTS 2010/2011

**SATTE, New Delhi**  
28 – 30 January 2010  
[www.satte.org](http://www.satte.org)

**HolidayWorld, Prague**  
4 – 7 February 2010  
[www.holidayworld.cz](http://www.holidayworld.cz)

**EMITT – Istanbul**  
11 – 14 February 2010  
[www.emittistanbul.com](http://www.emittistanbul.com)

**IFT, Belgrade**  
24 – 28 February 2010  
[www.ift-belgrade.com](http://www.ift-belgrade.com)

**MITT, Moscow**  
17 – 20 March 2010  
[www.mitt-moscow.com](http://www.mitt-moscow.com)

**UIIT, Kiev**  
24 – 26 March 2010  
[www.uiit-kiev.com](http://www.uiit-kiev.com)

**TUR, Gothenburg**  
25 – 28 March 2010  
[www.tur.se](http://www.tur.se)

**Tour Sib – Novosibirsk**  
15 – 17 April 2010  
[www.travel-exhibitions.com](http://www.travel-exhibitions.com)

**AITF – Baku**  
15 – 17 April 2010  
[www.travel-exhibitions.com](http://www.travel-exhibitions.com)

**KITF – Almaty**  
22 – 24 April 2010  
[www.travel-exhibitions.com](http://www.travel-exhibitions.com)

**BTC – Rome**  
TBA July 2010  
[www.btc.it](http://www.btc.it)

**Leisure – Otdykh**  
21 – 23 September 2010  
[www.travel-exhibitions.com](http://www.travel-exhibitions.com)

**Ukraine International Travel Market**  
6 – 8 October 2010  
[www.autoexpo.com.ua](http://www.autoexpo.com.ua)

**CIS, St Petersburg**  
13 – 15 October 2010  
[www.restec.ru/travelexpo](http://www.restec.ru/travelexpo)

**TTG Incontri, Rimini**  
22 – 24 October 2010  
[www.ttgitalia.com](http://www.ttgitalia.com)

**Philoxenia, Thessaloniki**  
18 – 21 November 2010  
[www.helexpo.gr](http://www.helexpo.gr)

**Vakantiebeurs – Utrecht**  
11 - 16 January 2011  
[www.vakantiebeurs.nl](http://www.vakantiebeurs.nl)

**BTL, Lisbon**  
TBA January 2011  
[www.btl.fil.pt](http://www.btl.fil.pt)

**Moroccan Travel Market – Marrakech**  
TBA January 2011  
[www.mtm.ma](http://www.mtm.ma)

**MATKA, Helsinki**  
20 – 23 January 2011  
[www.matkamessut.fi](http://www.matkamessut.fi)

**Tourism & Leisure TIP, Ljubljana**  
TBA January 2011  
[www.tourism-fair.com](http://www.tourism-fair.com)

**Slovakiatour, Bratislava**  
TBA January 2011  
[www.incheba.sk](http://www.incheba.sk)

For further information on how to join ITTFA or on our member shows view [www.ittfa.org](http://www.ittfa.org)

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