



United Nations  
Educational, Scientific and  
Cultural Organization



• UNESCO  
• Global  
• Geoparks  
•



# ITB - FITUR 2019

## International Tourism Fairs



### PARTICIPATION OF UNESCO G GEOPARKS IN INTERNATIONAL TOURISM FAIRS INFORMATION & REGISTRATION FORM

**Informations: Naturtejo Geopark | [geral@naturtejo.com](mailto:geral@naturtejo.com)**



Feria Internacional de Turismo  
International Tourism Trade Fair

**SAVE THE DATES!**

**FITUR – International Fair of Madrid**

**Hall 4 Europe | Stand 4G22**

**23-27 January, Madrid, Spain**



**ITB  
BERLIN**

**THE WORLD'S  
LEADING TRAVEL  
TRADE SHOW®**

**ITB Berlin – International Tourism Fair**

**Hall 4.1.b – Adventure Travel-Responsible Tourism**

**6-10 March, Berlin, Germany**

Any Geopark interested to participate in ITB and/or FITUR UNESCO GGeopark stand **must formalize it by filling and signing the FITUR AND ITB GEOPARKS REGISTRATION form** that can be found at the end of this document and send to Naturtejo Geopark ([geral@naturtejo.com](mailto:geral@naturtejo.com)) until 31<sup>st</sup> October 2018. **Participation fee must be transferred to**

**Naturtejo international bank account before the beginning of FITUR and/or ITB.**

**Data for international bank transfer:**

**Naturtejo – Empresa de Turismo – EIM**

**Bank: Caixa Geral de Depósitos**

**IBAN: PT50 0035 0222 00080761830 40**

**SWIFT: CGDIPTPL**





**23 - 27 Enero 2019**

**Madrid**



## **FACTS & NUMBERS (2018)**

- ***251,000 participants***
- ***140,120 professionals (54% from Europe)***
- ***165 countries represented***
- ***6000 m2 of exhibition room***
- ***44800 business meetings***



***More than 10,000 enterprises***

***7,700 journalists  
and bloggers***

***600 Ministers  
and national authorities***

***Visit the website***

***[www.ifema.es/fitur\\_06](http://www.ifema.es/fitur_06)***



23 - 27 Enero 2019

Madrid



## WHAT UNESCO GGEOPARKS CAN OFFER IN 2019

- ***38m2 shared UNESCO GGeopark booth in the Europe Hall***
- ***Press Conference under the Spanish Geoparks***
- ***Cultural performances by UNESCO GGeoparks***
- ***Local food tasting events by UNESCO Ggeoparks***
- ***B2B and B2C opportunities***
- ***Promotional activities***
- ***Arrangements with national and regional tourism boards or regional and national authorities***





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BERLIN

The World's  
Leading  
Travel Trade  
Show®

## FACTS & NUMBERS (2018)

- **180 countries**
  - **160,000 m2 of exhibition area**
    - **>10,000 exhibitors**
    - **>100,000 trade visitors**
  - **Showing interest in products and brands:**
    - **Leisure and recreational trips 38%**
    - **Adventure, experience and bicycle tours 31%**
    - **Education trips, study tours 18%**
  - **Business expected represents 7 Billion €**
- Visit the website: <http://www.itb-berlin.de/en/>





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## WHAT UNESCO GGEOPARKS CAN OFFER IN 2019

- ***72m2 shared UNESCO GGeopark booth in the Adventure & Responsible Tourism Hall***
- ***UNESCO GGeoparks Press Conference***
- ***International Conference Pow-Wow for Tourism Professionals with a session for Geopark talks***
- ***Cultural performances by UNESCO GGeoparks***
- ***UNESCO GGeoparks common promotional tools***
- ***Arrangements with national and regional tourism boards***
- ***Contacts with some of the best intern. media for Tourism***
- ***B2C and educational activities***
- ***Common space for B2B meetings***



## **GEPARKS REGISTRATION FORM FOR ITB BERLIN 2026 3 – 5 March**

Send this form to [geral@naturtejo.com](mailto:geral@naturtejo.com) **until 30<sup>th</sup> June 2025** (Naturtejo UGGp will coordinate ITB participation on behalf of GGN). Payments to be made

Register GEOPARKS stand space until 1 July 2025 to benefit from early bird rates. The official registration deadline for ITB Berlin 2026 **ends on 1 September 2025**.

The minimum stand size is 20 m<sup>2</sup>.

**Participation fee in ITB required to the Geoparks: 1500€ (not including bank transfer taxes)**

**Note: besides participation fee GGN will contribute financially for the ITB operation**

Geopark Name:

Email/Website:

Contact person for ITB:

We need the indication whether your Geopark is represented at ITB Berlin by your staff (provide names):

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...and what brochures, giveaways, films, local products to display, etc (please describe what you are going to contribute for the GGN booth; no roll-ups or pop-ups will be allowed)

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As partner you are expected to contribute for the events of the Geoparks booth with cooking shows and food tasting, local culture or artist performances, educational activities, etc (please describe them so we can arrange with ITB organization):

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**Costs include GEOPARKS common stand exclusive design, space rental, electricity supply, storage room, Media package, participation in events such as ITB Speed Networking,**

**Note that staff participation (flights, hotels, meals) are not included and you must book yourself ahead.**

**•Place, date and Sign (with stamp)**