

United Nations

Cultural Organization .

Educational, Scientific and





ITB - FITUR 2020 International Tourism Fairs

Celebrating 20 years of the European Geoparks Network



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

Informations: Naturtejo Geopark |geral@naturtejo.com



SAVE THE DATES! FITUR – International Fair of Madrid Hall 4 Europe | Stand 4G22 22-26 January, Madrid, Spain



ITB Berlin – International Tourism Fair Hall 4.1.b – Adventure Travel-Responsible Tourism **4-8 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 (<u>geral@naturtejo.com</u>) until 30th November 2019. 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



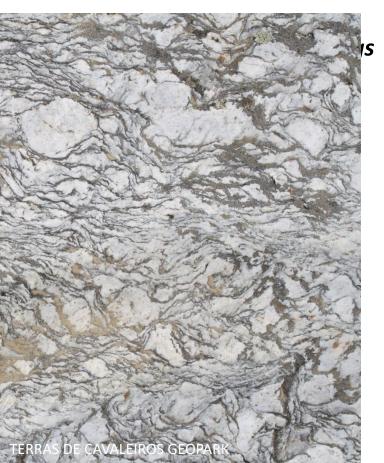




South Korea is FITUR 2020 partner country

FACTS & NUMBERS (2019)

- Over 253,000 participants
- 142,642 trade visitors
- 165 countries represented
- 6000 m2 of exhibition room



10,487 companies

22-26 ENERO

Anidersario

Madrid

8,000 journalists and bloggers from 68 countries

Visit the website www.ifema.es/en/fitur **International Tourism Trade Fair**

(Fitur)

WHAT UNESCO GGEOPARKS CAN OFFER IN 2020

• 38m2 shared UNESCO GGeopark booth in the Europe Hall

2020

22-26 JANUARY

Madrid

YEARS

FITUR

- Presentations audio and video at the booth
- Possibility for cultural performances by UNESCO GGeoparks
- Local food tasting events by UNESCO Ggeoparks
- B2B and B2C opportunities
- Opportunities for promotional activities
- Possibility for arrangements with national and regional tourism boards or regional and national authorities





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 bycicle tours 31%
 - Education trips, study tours 18%
 - Business expected represents 7 Billion €

Visit the website: http://www.itb-berlin.de/en/





The World's Leading Travel Trade Show[®]

WHAT UNESCO GGEOPARKS CAN OFFER IN 2020

- 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 open for Geopark talks
- Possibility for cultural performances by UNESCO GGeoparks
 UNESCO GGeoparks common promotional tools
- •Possibilities for 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







United Nations • U Educational, Scientific and • G Cultural Organization • G





FITUR AND ITB GEOPARKS REGISTRATION FORM

Send this form to geral@naturtejo.com

Promotional material to be sent by post **UNTIL 10th January for FITUR and UNTIL 20th February for ITB to**: Naturtejo, Av. Nuno Álvares, 30, 6000-083 Castelo Branco, Portugal

Geopark Name:

Address:

Email/Website:

Contact person for FITUR/ITB:

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

•

...or represented in the Geoparks booth solely by brochures, giveaways, films, local products to display, etc (please describe what you are going to send by post for Naturtejo Geopark address BEFORE 10 January (FITUR) and 20 February (ITB) to be in time to be included in the international transport).

•

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

•

- •
- •

Participation fee in FITUR: 1000€ + taxes (if required)
Participation fee in ITB: 1000€ + taxes (if required)

Costs include GEOPARKS stand exclusive design, space rental, electricity supply, and your promotional material transportation to the venue, if applicable. Note that staff participation (flights, hotels, meals) and entrance tickets are not included and you must book yourself ahead.

•Please, indicate if you want to participate:

•FITUR and ITB ____

•FITUR only ____

ITB only _

•Place, date and Sign (with stamp)