










FITUR 2010 FACT SHEET

Date:	From 20 to 24 January 2010 <ul style="list-style-type: none"> • 20, 21 and 22 January - Professionals only • 23 and 24 January - Open to general public 														
Edition:	30														
Scope:	PROFESSIONAL (Open to general public on 23 and 24 January)														
Venue:	Feria de Madrid – Halls, 1, 2, 3, 4, 5, 6, 7, 8, 9 and 10														
Opening hours:	From 20 to 22 January. Professionals only: 10:00 to 19:00h. From 23 to 24 January. Open to general public: 10:00 to 20:00 h.														
Frequency:	Annual														
Countries/Regions:	170														
Gross surface area:	150.000 m ²														
Net surface area:	75.000 m ²														
Participating companies:	11.000														
Layout:	<table border="1"> <tr> <td>Hall 2:</td> <td>Asia-Pacific</td> </tr> <tr> <td>Hall 4:</td> <td>America/ Africa</td> </tr> <tr> <td>Hall 6:</td> <td>North Africa and the Middle East /Europe</td> </tr> <tr> <td>Hall 8:</td> <td>Europe/ Companies</td> </tr> <tr> <td>Hall 10:</td> <td>Companies</td> </tr> <tr> <td>Halls 3, 5, 7 y 9:</td> <td>Spanish Promotion Boards and Organisations</td> </tr> <tr> <td>Hall 14.1:</td> <td>Fitur Congresos (18 and 19 January)</td> </tr> </table>	Hall 2:	Asia-Pacific	Hall 4:	America/ Africa	Hall 6:	North Africa and the Middle East /Europe	Hall 8:	Europe/ Companies	Hall 10:	Companies	Halls 3, 5, 7 y 9:	Spanish Promotion Boards and Organisations	Hall 14.1:	Fitur Congresos (18 and 19 January)
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Hall 14.1:	Fitur Congresos (18 and 19 January)														
Entry price:	<table border="1"> <tr> <td>Professionals - 1 day pass</td> <td>13 euros</td> </tr> <tr> <td>Professionals - Permanent Pass</td> <td>25 euros</td> </tr> <tr> <td>General Public</td> <td>8 euros</td> </tr> </table>	Professionals - 1 day pass	13 euros	Professionals - Permanent Pass	25 euros	General Public	8 euros								
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Organised by:	IFEMA														
FITUR is a member of:	<table border="1"> <tr> <td></td> <td>PATA Pacific Asia Travel Association</td> </tr> <tr> <td></td> <td>UFI The Global Association of the Exhibition Industry</td> </tr> <tr> <td></td> <td>WTO World Tourism Organisation</td> </tr> </table>		PATA Pacific Asia Travel Association		UFI The Global Association of the Exhibition Industry		WTO World Tourism Organisation								
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The International Tourism Trade Fair, which will take place from 20 to 24 January, has added new sections to help stimulate the market and foster its exhibitors' business

THE TOURISM INDUSTRY MEETS AGAIN AT FITUR 2010

Madrid, 13 January 2010. The 30th edition of the International Tourism Trade Fair, FITUR, will take place between 20 and 24 January 2010. This event, organised by IFEMA, has maintained its high level of participation in relation to the previous edition, with around 11,000 companies from approximately 170 countries or regions. These companies will be occupying 75,000 square metres of net exhibition space at the Feria de Madrid.

This edition of FITUR will be attended for the first time by official representatives from countries such as **Uganda, the Republic of Ghana, Kuwait**, as well as territories such as **Abu Dhabi**, thus boosting international participation in the trade Fair. These destinations are intensifying the presence of two regions of the world with enormous potential for the development of tourism: Africa and the Middle East. Belize will also be there for the first time, represented by its national hotel association. In the meantime, official bodies representing the **Seychelles** and **Burkina Faso** are back after missing the event last year, showing just how useful FITUR is to them for promotional purposes, and their wish to attend the Trade Fair, which is such an efficient business platform for them.

Some companies are also back at the event after staying away last year. This is the case of **car rental companies Avis, Europcar and Hertz**, and groups such as **Barceló**. Among the newcomers to FITUR is **FEVE** (Spanish Narrow Gauge Railways), which will be presenting the La Robra Express route (a line connecting Leon with Bilbao), and **ADIF** (Administrator of Railway Infrastructures), which will feature the high-speed line that will link Madrid with Valencia in just over 90 minutes. Ship companies include **NCL** with the official launch of *Norwegian Epic*, its biggest, most innovative vessel, and **MSC Cruises** which has added the *MSC Magnifica* to its fleet. Numerous hotel chains will be using the Trade Fair to promote their newest establishments. These include **Hoteles Sandos, Grupo Piñeiro, Vincci, Rafael Hoteles** and **Sol Meliá**. They will be accompanied by tour operators, and other companies providing services to tourists.

Spain's Autonomous Communities have once again chosen FITUR 2010 as the ideal venue for unveiling their revamped offerings for tourists. Some of the most significant events this year include **Jacobean Holy Year 2010 in Galicia**, while Murcia is celebrating the **Jubilee Year of Caravaca**, and **Castile and Leon is commemorating 1100 years since the creation of the Kingdom of Leon**. Together with these events, other regions are taking advantage of the Trade Fair to present their new promotional campaigns and latest programmes.

The Spanish Promotion Boards and Organisations will occupy all the odd-numbered halls at the Feria de Madrid, while hall 1 will be set aside for access and registration of journalists and trade professionals, to speed up access to the site. International programmes are distributed among halls 2, 4, 6 and part of 8. The remainder of 8 and 10 are reserved for the business area, while 14.1 will host **FITUR CONGRESOS**.

BUSINESS INITIATIVES

To adapt to the industry's current needs, and with a view to helping stimulate the market, FITUR has stepped up its efforts to boost businesses in the tourism industry. This is the philosophy behind the creation of the **INBOUND SPAIN** sector, which groups together companies promoting Spain as tourist destination, making it easier for the numerous buyers who come to the Trade Fair in search of this type of product to find what they are looking for.

FITUR's commitment to the travel industry, the World Tourism Organisation and Casa África are the driving forces behind the creation of **INVESTOUR**, which encourages Spanish investment in tourism projects in Africa, thus supporting economic growth and creating employment in African nations. The forum makes its debut this year, and its guest region is the Economic Community of West African States (ECOWAS). Among the projects presented so far, many come from Burkina Faso and Togo, as well as initiatives in Angola, Benin, Guinea, Guinea Bissau, Morocco, Mauritania, Cameroon, Ethiopia, Congo, Liberia, Niger, Sierra Leon, Tanzania, Togo, Tunisia and Uganda.

Further evidence of FITUR's involvement with the industry and its determination to foster sustainable development in the tourism sector is **FITUR GREEN**, created with the Madrid Tourist Board and the WTO. This forum comprises an exhibition area and a conference, where sector professionals can discover devices that encourage energy efficiency in destinations and accommodation, and the benefits to be gained by using them. Among the firms located in this exhibition area are some of the most important from the renewable energy sector, which include **Robert Bosch España S.A.**; **TÜV Rheinland Iberica**; and **Home Hotel Energy**.

In addition to this, the travellers' social network **Mi Nube** will be holding a "**Travellers' Meetup**" at the trade fair on 23 January, where everyone interested can go along to share experiences and listen to recommendations from other travel lovers. Experts from this website will also be there to give advice to members of the public visiting FITUR on 23 and 24 January about where to find stands with the information and destinations they are looking for, as well as helping them to plot the best route to get the most from a visit to the Trade Fair.

New initiatives join traditional proposals at the Trade Fair and its technical conferences, which serve as a meeting point for trade professionals, the speeches at FITURTECH, highlighting cutting-edge technology applied to tourism and the FITUR-Anestur-Turijobs employment workshop, where Human Resources managers from the participating companies will be able to meet with the most qualified candidates.

With all these initiatives and the other activities organised, FITUR is once again showing its commitment to tourism as a marketing and promotional platform and a meeting point for the tourism industry.

FITUR, 30 EDITIONS

At the beginning of **1980** a new institution, IFEMA, started work on a project to provide tourism, an extremely important industry in Spain, with its own trade fair. Before the first edition in 1981, FITUR's first ever Director, Manuel Ortuño, became the Director of the new Tourist Board attached to the Madrid City Council, from where he would continue his heavy involvement in the project. The task was passed to FITUR's Secretary General, Alfonso Seoane, and head of the Technical Secretariat, Javier Gómez Navarro, who later, as Minister of Tourism and Trade, would officially open the 1994 edition.

HM King Juan Carlos accepted the honorary presidency of the Trade Fair, which has since received the unfailing support of the Royal Household at each edition. The Organising Committee was presided over by Felipe Cons, IBERIA's top executive.

FITUR 81 was officially opened at the Palacio de Cristal in the Casa de Campo by the then Minister of Transport, Communications and Tourism, José Luís Álvarez, on behalf of HM King Juan Carlos.

At the first edition there were: 1500 exhibitors; 37 countries and 3000 trade visitors.

The official opening of the second edition in 1982 was attended by their Majesties the King and Queen of Spain. They were accompanied by a new Minister of Transport, Communications and Tourism, Luis Gamir.

Newly-elected President of the Government, Felipe González, officially opened FITUR **1983**. This year the trade fair was awarded the Gold Plaque for Merit in Tourism from HM the King on his Saint's Day. Enrique Barón held the position of Minister of Transport, Tourism and Communications.

In **1984** FITUR saw changes in its management, with Claudio Meffert taking the helm. Carlos Espinosa de los Monteros took over the chairmanship of the Organising Committee. This year FITUR was officially opened by the Vice President of the Government, Alfonso Guerra.

Their Majesties the King and Queen of Spain opened FITUR again in both **1985** and **1986**. In 1986, Narciso Andreu took over as the new Chairman of the Organising Committee.

In **1987**, FITUR had 3000 participating companies and more than 100 countries. The trade fair was opened by Abel Caballero, Ministry of Tourism, Transport and Communications, who also opened the **1988** edition.

José Barrionuevo, Ministry of Tourism, Transport and Communications, opened FITUR in **1989**, **1990** and **1991**.

1991 was the final year in which FITUR was held at the old trade fair site at the Casa de Campo in Madrid. FITUR was also held against a particularly difficult backdrop, since it coincided with the Gulf War. It was possible to hold the trade fair thanks to support from the European Union, which confirmed its support at this event. This fact underlined the importance of tourism as the first global peace industry. Miguel Aguiló was the Chairman of the Organising Committee for this edition.

A new venue, the Parque Ferial Juan Carlos I, hosted the trade fair in an extremely important year for the sector and for our nation: **1992**. The fair was officially opened by the then Minister of Relations with the Parliament, Virgilio Zapatero. 1992 was a turning point for the sector after a lull in 1991 due to the international impact of the Gulf War.

Claudio Aranzadi, Minister of Industry, Commerce and Tourism, opened FITUR **1993**, when new European countries began to participate, reflecting the new world order caused by rapid changes in Eastern Europe and in Russia. This was the year when Spain earned more than 2 billion pesetas in income from tourism.

FITUR **1994** was opened by Javier Gómez Navarro, Minister of Commerce and Tourism, who had been part of the team which founded FITUR. While this edition was taking place there was a general strike in Spain, which had very little effect on the trade fair. Juan Sáez was the Chairman of the Organising Committee. FITUR ACTIVO was created. This Monographic Section would be a commercial outlet for tourism products involving nature, culture and adventure.

Their Majesties the King and Queen of Spain officially opened FITUR in **1995**. FITUR KNOW HOW was held for the first time, intended to showcase tourism knowledge at the trade fair. FITUR signed a collaboration agreement for the FIT organisation, the International Exhibition for Tourism Professionals, of Cordoba, Argentina.

In **1996**, the event was officially opened by HRH Prince Felipe. Yolanda Aguilar, who had formerly been the Trade Fair's Commercial Director, took over the management of FITUR. The Trade Fair made its on-line debut.

President of the Government, José María Aznar, accompanied by his Vice-President and Minister of the Economy, Rodrigo Rato, officially opened FITUR in **1997**. According to the World Tourism Organisation, Spain was ranked second in the world in tourism earnings during that year and third in terms of the number of visitors welcomed. Xabier de Irala chaired the Organising Committee.

A dramatic terrorist attack in a particularly interesting country and significant wine tourism marked 1998, once again showing the importance of FITUR and tourism as a path towards mutual understanding and the ability of this industry to drive development among people. This country and others experiencing difficult times were there at FITUR again, which was officially opened on this occasion by HRH the Infanta Cristina.

Solidarity in the tourism industry was also outstanding at the **1999** edition. This year, FITUR encouraged participation by countries affected by hurricane Mitch. They took the opportunity to show that their ability to continue welcoming visits by tourists was virtually intact, which was very important at a time when income from tourism was sorely needed. HRH the Infanta Elena opened this edition.

Their Majesties the King and Queen of Spain opened the very special 20th anniversary edition of FITUR. In 2000, the event had been providing services to the tourism industry for two decades, and a new initiative, the Meetings and Incentives Travel Workshop, FITUR CONGRESOS, joined the other events programmed. Always with an eye on developments in tourism, the trade fair offered this attractive marketing tool to the booming meetings market through this workshop.

HRH the Prince of Asturias presided over the official opening of FITUR **2001**, an edition that saw record figures in terms of participant numbers, with almost 85,000 professionals and more than 8000 exhibiting companies from 170 countries. These figures reflected the stability of the industry, a fact that was highlighted by the Secretary General of the World Tourism Organisation, Francesco Frangialli, who made reference to the 476,000 million dollars that had been spent on tourism the previous year. Ana Larrañaga took over as the new exhibition Director that year.

In **2002**, in the wake of the 9-11 terrorist attacks, the event was opened by the President of the Spanish Government, José María Aznar. Just as it has done in other delicate situations, the tourism industry stepped up to show that it was a solid sector, able to overcome all kinds of setbacks. This was obvious from the participation figures, which set a new record in the history of the exhibition with 9542 companies and 73,968.5 square metres hired. Of the 94,808 professionals who participated, 6448 were journalists.

FITUR 2003 was opened by their Majesties the King and Queen of Spain, and tourism showed its confidence with tour operators making significant investments in quality. This was evident from the 97,570 professionals who attended the Feria de Madrid facilities. There were 10,015 companies and 703 direct exhibitors from all over the world, occupying 76,926 square metres (net). There were also 97,570 participating trade professionals from 112 countries, representing an increase of three per cent over the previous event.

FITUR 2004 was the 24th edition of the trade fair. Fernando Conte, Chairman of Iberia, was also Chairman of the Organising Committee and had to face the new challenges of a continually changing demand, giving the tourism industry the opportunity to present the key elements that would allow them to retain their lead in the future. The event was officially opened by their Majesties the King and Queen of Spain.

The participation figures, particularly in the international area, were outstanding. New records were broken by this event which, for the first time, occupied all ten halls at the Madrid's Parque Ferial Juan Carlos I, with its 150,000 square metres (gross) of exhibition space. There were 11,248 companies represented, a 12 per cent increase over the previous year, and 757 direct exhibitors, including 319 foreign exhibitors (13 per cent more than in 2003). A total of 79,517 square metres (net) were occupied. The growth of the international area meant a further hall was required, which made it easier to distribute the products offered by the various countries. With regards to the participation of professionals, this was the first time the event broke through the 100,000 barrier. Those who were able to participate in the intensive programme of technical conferences witnessed their excellent quality. These initiatives included an important meeting - the First World Conference on Tourism Communications, TOURCOM, organized by the World Tourism Organisation.

FITUR 2005 was a special event given that it was the 25th anniversary of this trade fair conceived to be of service to the tourist industry. The participation figures were so excellent that they went beyond all expectations. The 25th edition of the International Tourism Fair brought together 102,139 professionals and more than 100,083 members of the general public, as well as 11,984 companies and 808 direct exhibitors from 170 countries. These marvellous results were the fruit of efforts made by IFEMA to provide quality services to the sector, strengthening tools including its website, www.fituronline.com, by adding the "Trade Meeting Point", concentrating efforts on the internationalisation of the trade fair, with different specialised sections and organising an extensive programme of professional seminars, one of its primary added values.

Their Majesties the King and Queen of Spain opened **FITUR 2006**. For the third year running FITUR occupied all ten halls of the Feria de Madrid, with 842 direct exhibitors. FITUR 2006 also saw substantial

improvements to the services introduced at the previous edition with the intention of making the event more professional and to enable visitors to make optimal use of their time at the exhibition.

FITUR 2007, this great event in the world of tourism, was yet again officially opened by their Majesties the King and Queen of Spain. A total of 170 countries/regions attended the 27th edition. A total of 43% of the products exhibited at the trade fair were foreign. In short, the International Tourism Fair in Madrid once again provided the best setting at the service of the tourist industry.

Their Majesties the King and Queen of Spain opened **FITUR** again in **2008**. The results were the best ever, with 13,530 companies occupying 100,499 square metres (net), with a growth of 11.2% over the previous edition. This year, halls 12 and 14 were officially opened at the Feria de Madrid, which made it possible to improve the services offered to exhibitors. Salvador Santos Campano was appointed Chairman of the Organising Committee.

In **2009**, their Royal Highnesses the Prince and Princess of Asturias opened FITUR. This edition was marked by the complicated economic situation worldwide, which also had its impact on the Trade Fair. However, in spite of this backdrop, participation figures remained high, evidence of the strength of the tourism sector.

The 2010 edition of FITUR is also its 30th anniversary. New monographic sections have been created, which include INBOUND SPAIN, INVESTOUR AND FITUR GREEN. In this edition the Trade Fair once again shows its commitment to the sector. **FITUR: 30 years committed to tourism.**

FITUR CONGRESOS 2010 FACT SHEET

Section:	FITUR CONGRESOS Spain's Meetings & Incentives Travel Workshop
Edition:	Eleventh
Dates:	18 and 19 January
Sectors:	Travel agencies-DMCs; incentive houses; convention centres and congress halls; conventions bureaux; hotels; professional organisers of congresses, conventions and meetings (PCOs); official entities, tourist boards; transport companies and suppliers and complementary service providers
Offer:	140 supplier companies – 33 conventions bureaux; 11 DMC; 62 hotels; 17 official entities; 9 congress halls; 4 transport companies; 1 travel agency etc-, and stands including associations, Autonomous Communities, specialist press, supplier companies.
Organised by:	IFEMA

Sponsored by:	 TURESPAÑA
Accommodation:	 ASOC. EMPRESARIAL HOTELERA DE MADRID
Official land transportation:	 TRAPSA-TRAVELBUS
Welcoming programme and pretours:	  
Memberships:	    

**Spain's Meetings & Incentives Travel Workshop
to be held at the Feria de Madrid on 18–19 January**

FITUR CONGRESOS CELEBRATES ITS 11TH EDITION

The 11th edition of FITUR CONGRESOS is to be held on 18–19 January as a prelude to FITUR 2010. Once again, hall 14.1 of the Feria de Madrid will be converted into the ideal platform for the presentation of the most competitive array of Spanish incentives travel to the more than 200 international buyers from over 30 countries who will attend the workshop.

Business travel is one of the sectors which have shown most strength in the current economic climate. According to International Congress & Convention Association statistics, the number of events organised worldwide increased by almost 12% in 2008 in comparison with the year before. Moreover, at 13% Spain is one of the countries which has experienced the largest increase, occupying third place on the list of countries which host the highest number of meetings. Despite these encouraging results, a report by *The Economist's* Intelligence Unit (EIU) cited in the last UNWTO World Tourism Barometer predicts that in 2009 both the frequency of business trips and their ostentatiousness will probably decrease.

AN EXEMPLARY COMMERCIAL PLATFORM

In this context FITUR CONGRESOS is the perfect platform for putting the Spanish industry businesses and organisations in touch with distinguished international demand. Approximately 4,500 prearranged meetings will be held between representatives of national proposals and international buyers during the days of the Workshop, which adds up to an average of 30 meetings per supplier.

The international professionals who will attend the Meetings are selected by TURESPAÑA by means of their network of Tourist Offices Abroad. This edition will feature the recently opened Bombay office, which will bring even more commercial interest to the workshop, given the current growing interest in the Indian market in general.

The 11th edition of FITUR CONGRESOS will also boast a greater number of representatives from Destination Management Companies (DMC), which, alongside the array of hotels, convention bureaux, promotion boards, congress halls, and Professional Conference Organisers (PCO), will provide a wide-ranging vision of the specialized programmes available in the field of business travel in Spain

The Workshop's organisers are pleased to announce that the programme used for arranging appointments has been improved for the 2010 edition with the aim of speeding up this process and optimising results. The catalogue's format has also been changed: this year it will be published in CD form, and it also includes a featuring which allows users to search through participating companies.

EXPERIENCE SPAIN'S EXCELLENCE

As in previous years, international guests will have the opportunity to get to know the range of congress tourism options offered by different Spanish regions during the PRETOUR, which will be held on the weekend before FITUR. This time the familiarization trips will give buyers the opportunity to experience all the potential of Madrid, Cuenca, Extremadura, Galicia, Navarre, Oviedo, Tenerife, and Saragossa as business travel industry destinations.

During their stay in the capital, the individualised working meetings will be combined with a complete programme of guided tours and social events designed to perfectly complement the commercial activity of the Workshop.

FITUR CONGRESOS and its parallel actions are organised with the support of TURESPAÑA, the collaboration of the Spain Convention Bureau and Madrid Convention Bureau, in conjunction with Turismo de Madrid. Sponsorship deals with Trapsa and the AEHM, the Hotel Business Association Madrid, have also been renewed for this edition of the Workshop.

The event broadens the business potential for the Spanish incentive travel market

SAUDI ARABIA AND THE PHILIPPINES TO JOIN BUYERS AT FITUR CONGRESOS 2010

Spain's Meetings and Incentives Travel Workshop at FITUR, taking place on 18 and 19 January 2010, is to incorporate two new markets: Saudi Arabia and the Philippines. The inclusion of buyers from these countries broadens the business potential for Spanish vendors taking part in the event. Thus some of the companies with the greatest interest from the Middle East and Asia are to participate in the Workshop giving the Spanish tourism sector a much greater scope for development.

Efforts have been stepped up in the 2010 edition of Fitur Congresos for receiving an interesting representation of companies from emerging markets such as Singapore, Malaysia and China, among others. The forum will also be incorporating a noteworthy participation of Indian buyers originating from the recently opened Spanish Tourist Office in Bombay. The work for attracting buyers in the most innovative areas for the Spanish MICE markets is complemented with activities aimed at already established markets but ones which continue to be of huge interest, including for example Germany and the USA.

International guests will be offered the chance to discover the attractions of the incentive programmes offered by some of the Autonomous Communities during specially organised PRETOURS taking place over the weekend prior to the FITUR CONGRESOS workshop. The familiarisation trips in 2010 are taking place in Madrid, Cuenca, Extremadura, Galicia, Navarre, Oviedo, Tenerife and Zaragoza.

FITUR CONGRESOS, is organised in collaboration with TURESPAÑA, the Spain Convention Bureau, Turismo Madrid and E. M. Promoción de Madrid, the Organisation has also renewed its sponsorship deals with Trapsa, the official road transport provider and the Hotel Business Association Madrid (AEHM).

FITUR ACTIVO 2010 FACT SHEET

Section:	FITUR ACTIVO						
Edition:	Seventeenth						
Sectors:	<table border="1"> <tr> <td>ADVENTURE</td> <td>Mountaineering and climbing, photo safaris, horseback riding routes, snow and ice, mountain biking, trekking, hiking, rafting, scuba diving, paragliding and hang gliding, ultralight aviation and off-roading.</td> </tr> <tr> <td>CULTURE</td> <td>Theme parks, historic routes, religious routes, cultural tours (architecture, museums, etc.), language trips, traditional festivals and archaeological visits.</td> </tr> <tr> <td>NATURE</td> <td>Nature reserves, spas, health centres, camping sites, farm houses and farms, environment-friendly routes and rural tourism.</td> </tr> </table>	ADVENTURE	Mountaineering and climbing, photo safaris, horseback riding routes, snow and ice, mountain biking, trekking, hiking, rafting, scuba diving, paragliding and hang gliding, ultralight aviation and off-roading.	CULTURE	Theme parks, historic routes, religious routes, cultural tours (architecture, museums, etc.), language trips, traditional festivals and archaeological visits.	NATURE	Nature reserves, spas, health centres, camping sites, farm houses and farms, environment-friendly routes and rural tourism.
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Organised by:	IFEMA						

FITUR TO HOST THE 15th EDITION OF THE BEST ACTIVE TOURISM PRODUCT AWARD

Once again, FITUR has launched the Best Active Tourism Product Award in collaboration with *Aire Libre* magazine. This is the 15th edition of the coveted award, which will be presented during FITUR 2010. The award recognises the most popular travel programmes presented at the Trade Fair in the adventure, culture, nature and international categories. An overall winner is chosen from among all four categories. The intention of this award is to stimulate the growth of this segment and encourage increasingly better quality products and proposals.

The panel of judges responsible for choosing the winners consists of *Aire Libre* readers, who can consult the applicants before issuing their vote via the magazine's website or that of FITUR, Trade Fair exhibitors and other tourism trade professionals as well as members of the Media.

Certain criteria is taken into account to determine the winners, such as the originality of the proposal, its presentation or image, its contribution to environmental sustainability, the quality of the infrastructures it employs, as well as the product's commercialisation and distribution channels.

Apart from recognising the four most outstanding programmes within each section, there will be special mentions if the judges see fit.

At the last edition of FITUR, awards were given to the following products by category: *The Duero Path, in Zamora*, in the Adventure segment, *the Almadén Mining Museum, Ciudad Real*, for Culture, and the *Fort Tour, natural frontier*, in Ceuta in the Nature section. The *King Crab Safari in Norway* won the award in the International category.

THE 15TH BEST ACTIVE TOURISM PRODUCT AWARD **2010 IN FIGURES**

> TOTAL PARTICIPATING COMPANIES	33 companies
> AUTONOMOUS COMMUNITIES REPRESENTED (Based on the origin of the participating companies)	14
Autonomous Communities	
> COUNTRIES REPRESENTED	9 countries
> TOTAL PRODUCTS PRESENTED	56 products
- "Nature" section:	14 products
- "Adventure" section:	9 products

- “Culture” section:
- “International” section:

21 products
12 products

FITUR 2010 TECHNICAL MEETINGS AND ACTIVITIES PROGRAMME

JANUARY, 18

3, 30 to 6,30 p.m. UNWTO AS A KNOWLEDGE-BASED ORGANIZATION: TOURISM POLICY
MAKING IN EUROPE
Organized by: UNWTO
Room: N115 – N 116

JANUARY, 19

9,30 a.m. 13th IBEROAMERICAN CONFERENCE OF MINISTERS OF TOURISM AND EMPLOYERS
IN TOURISM, CIMET 2010
Organized by: Grupo Nexo
Room: N 103- N104

JANUARY, 20

FITUR 2010 Official Opening

10, 00 a.m. FEMP Meeting
Organized by: FEMP
Room: A7.2

10, 30 a.m. AEPT Meeting
Organized by: AEPT
Room: A10.15

10 ,45 a.m. FITURTECH 2010 Inauguration
Organized by: FITUR – ITH
Stand 10 C 43 - Hall: 10

4, 30 p.m. Meeting of the AECIT Board of Directors
Organised by: AECIT
Room: A10.4

4, 30 p.m. 10th Euro-Mediterranean Forum
“THE UNION FOR THE MEDITERRANEAN: AN OPPORTUNITY FOR TOURISM”
Organised by: DIÁLOGO MEDITERRÁNEO
Room: N 109

5, 00 p.m. Technical Meeting
Organized by: AECIT
Room: N 110

JANUARY, 21

9,00 a.m. INVESTOUR
Organized by: FITUR- UNWTO-CASA AFRICA
Room: N115 - N 116

9,00 a.m. National Congress Travel Manager

*Organized by: IBTA
Room: N 117 – N 118*

*9,00 a.m. UNWTO Seminar: “Perspectives and Responses for Stimulating Recovery”
Organized by: UNWTO
Room: N107 – N108*

*10,00 a.m. AECIT Technical Days
Organized by: AECIT
Room: N 110*

*10,00 a.m. FEMP Meeting
Organized by: FEMP
Room: A 7.2*

*11,00 a.m. FITURTECH 2010
Organized by: FITUR – ITH
Stand 10 C 43 Hall: 10*

*1,30 p m. FEAAV General Assembly
Organized by: FEAAV
Room: S 13*

*12,00 p.m. AECIT General Assembly
Organized by: AECIT
Room: N 110*

*1,00 p.m. Tourism Steering Committee
Organized by: Mesa del Turismo
Room: S100 E*

*2, 30 p. m. INVESTOUR Afternoon Session
Organized by: FITUR- UNWTO-CASA AFRICA
Room: N104 – N 105*

*2, 30 p.m. FITUR- GREEN Hotel Energy Solutions
Organized by: UNWTO
Room: N 103*

*3, 00 p. m. Annual Meeting Federación de Asociaciones de Empresarios Hoteleros Iberoamericanos (FADEHI)
Organized by: CEHAT
Room: A 10.5*

*3,30 p.m. UNWTO Affiliate Members Board of Directors
Organized by: UNWTO
Room: N 111*

*5,30 p.m. CATA Board of Directors Meeting
Organized by: CATA
Room: S 100 D*

*AENOR Meeting
Organized by: AENOR
Room: N102*

JANUARY 22

*FITUR 2010 Workshop
Organized by: FITUR-ANESTUR-TURIJOBS*

Room: N 101- N102

10,00 a. m. Annual General Assembly of Former Students of Schools of Hotel Management and Tourism
Organized by: Asociación Española de Antiguos Alumnos de Escuelas de Hostelería y de Turismo
Room: N112

10,00 a.m. FEMP Meeting
Organized by: FEMP
Room: A7.2

11,00 a. m. FITURTECH 2010
Organized by: FITUR – ITH
Stand: 10 C 43 Hall: 10

JANUARY 23

11, 00 a. m. FITURTECH 2010 – MI NUBE
Organized by: FITUR – ITH
Stand 10 C 43 Hall: 10

Informative Session on Tourism Studies
Organized by: ANESTUR
Room: N 110

11.30 a.m. to 2 p.m. – 4.30 p.m. to 8 p.m.
30th Folklore Festival of the Peoples of the World
South Auditorium

JANUARY 24

11.30 a.m. to 2 p.m. – 4.30 p.m. to 8 p.m.
30th Folklore Festival of the Peoples of the World
South Auditorium

FITUR 2010 PRESS FACILITIES

Registrations

A registration area for journalists to access FITUR 2010 is available both in Hall 1 of the Feria de Madrid and at its **North Entrance**.

Press Club

Furthermore, for those who would like detailed information about FITUR, the corresponding **Press kit, graphical material and exhibitor companies' innovations** can be found at the **Press Club; located to the right of the Central Avenue's Front Arch, between halls 2 and 4, at the South Entrance access.**

A **work area** is also available for journalists at the Club. It is equipped with the technological means required for them to carry out their work, as well as call centres from which they can send articles. The Club also has a **Bar** exclusive to journalists, where they can enjoy refreshments, which is open the same times as the trade fair.

Press Website

This information can also be found on the Press Website. The journalist will find all the information regarding the trade fair in the corresponding FITUR section of www.prensa.ifema.es; innovations presented by exhibitors, graphical material, summaries of seminars and events celebrated daily and finally, the result of the competition.

Parking

As regards travelling to the Feria de Madrid's FITUR facilities, although public transport; especially the Tube, is recommended due to the large number of professionals, journalists are provided with a parking area at the South Entrance.

**FITUR IMPROVES ITS SERVICES TO MAXIMISE
PARTICIPATION PROFITABILITY FOR TRADE VISITOR**

TRADE MEETING POINT

THE ONLINE COMMUNICATION TOOL FOR USE BETWEEN TRADE EXHIBITORS AND VISITORS BEFORE THE EXHIBITION TAKES PLACE

Considering the intense activity that arises when the International Tourism Trade Fair is announced, FITUR provides participants with all the resources it has to enable them to optimise their presence at the fair, which is to take place at the Feria de Madrid between 20th January and 24th January 2010.

The **TRADE MEETING POINT**, an online communication tool between pre-registered trade exhibitors and visitors, is one of the tools used to help visitors take full advantage of their visit to the trade fair. This point can be easily accessed through the EXHIBITORS' AREA at www.fituronline.com where participants can confirm and benefit from its advantages and easy use.

Advantages for the exhibitor:

- * Arrange meetings with visitors and exhibitors. Shortly, we will inform you of a new service that will include the possibility of offering and arranging meetings before the trade fair opens.
- * Make contact in advance with trade visitors, promoting to real FITUR visitors.
- * Send trade visitors information before the trade fair opens, on the products being presented; destinations, innovations, etc., using this online tool, announcing your presence at the trade fair to the whole world of tourism.
- * Inform visitors of any event, presentation, cocktail...

Using this system exhibitors may also check the list of participating Trade Meeting Point visitors online, providing them with an important database of all those trade visitors who are interested in receiving information on their products and/or services. They can therefore access the contact information form of each trade visitor participating in the Meeting Point and information regarding their sector, activity, etc.

The exhibitor can also search using field filters, for example, "sector of interest", "country of residence", "company activity", and use this information to make contact with them.

This database is updated on a daily basis and exhibitors are advised to print a new list every time they use the data, so as to obtain the latest update and get the best result from each operation.

MEETINGS MANAGER

PREPARE YOUR VISIT BY ARRANGING MEETINGS IN ADVANCE WITH ALL THE MAIN EXHIBITORS

To take full advantage of their presence at the exhibition, everyone registered in the Trade Meeting Point may offer and organise appointments and meetings with all FITUR 2010 exhibitors online. Appointments with any exhibitor from the FITUR 2010 Exhibitors' Catalogue online can be requested, once the access codes for this service have been received.

An agenda has been prepared for all FITUR exhibitors in their Official FITUR 2010 Catalogue file at www.fituronline.com, so that trade visitors and exhibitors can request meetings.

INTERACTIVE INFORMATION POINTS

IFEMA has installed information points for visitors at the South Entrance, North Entrance and East Entrance, and at the entrance to each of its halls. These have a simple and efficient programme that shows the location of different *stands* and service areas, as well as all the interesting additional information.

FITUR NEWS

The official trade fair newspaper

FITUR NEWS, the official FITUR 2009 publication, will keep the trade fair's participants regularly informed of the most important innovations, meetings, communications and events that take place at FITUR.

MORE INFORMATION REGARDING THESE AND OTHER SERVICES ARE AVAILABLE ON THE FITUR WEBISTE: www.fituronline.com

FITUR officially opens the INBOUND SPAIN section, presenting Spain as a destination.

EVERYTHING SPAIN HAS TO OFFER AT FITUR 2010

Madrid, 13 January 2010. Extraordinary changes have been seen over the last 30 years in society, history, technology and culture... These transformations have had a particular impact on Spain and have also, naturally, affected the tourist industry. The travel opportunities available in Spain have multiplied, and there are now products to suit all tastes. These include everything from culture to gastronomy and nature to sports. A great many visitors to FITUR, many of them from abroad, are particularly interested in discovering the new ideas unveiled by Spain's institutions and businesses at every edition. INBOUND SPAIN, an area specialising exclusively in services and products related to Spain, has been organised to make it easy to find these programmes at the trade fair.

This enables visitors to the trade fair to make the best use of every moment and speeds up transactions.

The products on display in this section include the traditional sun and beach holidays, which are still an important draw for many tourists. Regions like **Andalusia** and **Murcia** have kilometres of coastline with aspects in common such as a mild climate, splendid waters and extremely charming towns. This can also be said of the **Balearic Islands**, which at this edition of FITUR are presenting an online guide to the peculiarities of their coasts, and the water sports available there.

In addition to the undisputed attraction of its beaches, the **Canary Islands** are promoting original tourism initiatives, such as the Volcanic Experience programme, combining visits to volcanic formations with hiking and the study and exploration of caves.

In **Ceuta**, visitors have the opportunity to follow the *Route of the Fortresses*, one of the FITUR award-winning ideas at the last edition of the trade fair. This is a circuit along the constructions erected between 1860 and 1870 to watch over the border.

CULTURAL ATTRACTIONS

Spain's enormous variety of landscapes is complemented by the surprising cultural attractions in many areas. This is added value for all visitors, and includes not only a huge number of museums (with the **Autonomous Region of Madrid** at the forefront), and festivals of international tourism interest, such as the Moors and Christians festivals held in the **Autonomous Region of Valencia** and many interesting routes. New routes in Castile and Leon include *Handicraft Getaways* highlighting the region's traditional skills, and the *20 Legendary Getaways*, featuring stories from literature, explaining the popular culture of the towns of La Mancha.

Castile and Leon is also organising a tourism campaign to commemorate the 1,100th anniversary of the foundation of the Kingdom of Leon. To celebrate it will be spreading the word about its vast historical and artistic heritage to visitors through *Abrimos*, an initiative to open monuments that will draw in larger numbers of visitors during peak periods such as Holy Week and summertime.

Among the attractions promoted by the **Basque Country** and **Navarre** are the regions' exuberant natural riches, with their spectacular heritage of monasteries, cathedrals and medieval walled cities that blend in with their surroundings to perfection. In the meantime, **Galicia** is celebrating *Xacobeo 2010*, a fusion of St James' Way, active tourism, tradition and history. **Cantabria** is also dominated by traditional tourism, based on its unique riches including ten caves with Paleolithic cave art. In **Extremadura**, visitors are invited to visit the Roman remains, especially the Silver Way, which was the route through Hispania during the Empire. Several centuries later, modernism would adorn symbolic buildings, including those visitors can admire as they travel the *Modernist Route* in **Melilla**.

SEDUCTIVE FLAVOURS

Gastronomy and oenology are now among the best excuses for exploring many regions of Spain, one of which is La Rioja. This region has linked rural tourism with wine, the undisputed main attraction of this region. Asturias also makes the most of this resource, presenting a selection of its finest products at FITUR, including Cabrales and Casin cheeses, cider and wine from the Tierra de Cangas.

There are many ways to enjoy the geography of this country, such as the snow in Aragon with its seven alpine ski resorts and more than 348 kilometres of ski slopes. In the meantime Catalonia is promoting its 10 alpine and six Nordic ski resorts. This destination is ideal for sporting and leisure activities all year round, making it suitable for tourists beyond the winter period.

