

(Fitur) 2012

18-22 JANUARY

International Tourism Trade Fair

Your journey
to success begins **here** 

ORGANISED BY



YOUR MEETING

DEDICATED TO DRIVING THE INDUSTRY >

FITUR, the International Tourism Trade Fair, will hold in Madrid (headquarters of the UNWTO) its 32nd edition from 18 – 22 January, 2012.

> **18-20 JANUARY**
Only professionals

> **21-22 JANUARY**
Open to general public



The first and most profitable tourism fair

32 years ago, **FITUR, the International Tourism Trade Fair**, embarked upon a journey with the goal of becoming a global meeting point for tourism professionals. Today we know that this objective has been met and surpassed, as FITUR has become one of the sector's essential events.

FITUR represents the first major event on the international tourism industry's calendar, and a genuine driving force and catalyst of the sector, marking the year's launch. Planning gets underway, trends are observed and new developments presented. Positioning with relation to the competition can be seen, and strategies are set for the rest of the year... **if it's about the business, it's at FITUR.**

FITUR is, in addition, the leading fair for inbound and outbound Ibero American markets, (Latin America, Spain & Portugal) featuring the greatest participation of these markets in number and decisionmaking power.

"FITUR is and has been for years the most important tourism event for us. We have expanded our stand's square meters over this whole time to show Argentina, its services and destinations, in the best way possible. Participation in FITUR is fundamental for us, as it continues to attract not only a great number of attendees from among the public, but also the world's most important companies and destinations."





WHY YOU SHOULD PARTICIPATE >

FITUR: An image of prestige

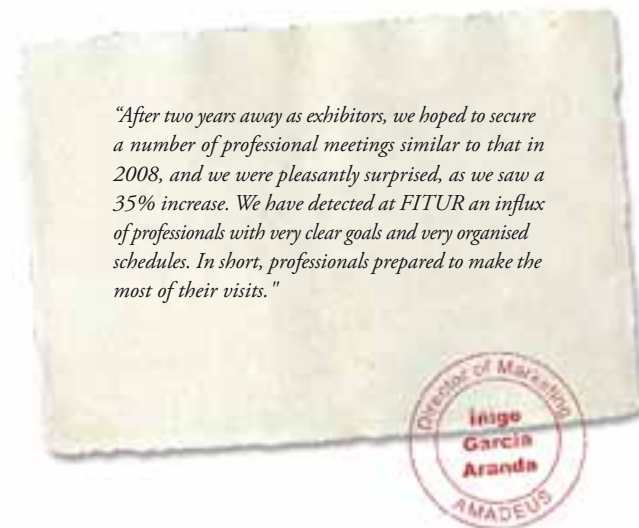
Getting in on an event like FITUR is about becoming associated with a leading and prestigious brand. It is about pursuing profitability and taking advantage of opportunities for synergetic business deals with world leaders in the tourism sector. It means participating in the first event on the tourism world's annual calendar.



"It is an ideal setting to reconnect with the public and with clients, and to present one's projects and latest developments both to the press and to the industry. It's also an ideal event to spot trends, stay up on technological innovations and establish new channels."

FITUR: The most profitable fair

FITUR is the **most profitable and worthwhile fair in terms of its cost/contacts ratio**. If you divide the price of your participation at FITUR between the number of trade visitors and journalists and final consumers, and compare it with that of other fairs and events, you will see that FITUR boasts the greatest profitability.



"After two years away as exhibitors, we hoped to secure a number of professional meetings similar to that in 2008, and we were pleasantly surprised, as we saw a 35% increase. We have detected at FITUR an influx of professionals with very clear goals and very organised schedules. In short, professionals prepared to make the most of their visits."

The numbers back us up. FITUR 2011 figures

209.260 total number of participants

Over 200 authorities (government ministers, ambassadors...)

119.661 trade participants

30% presidents / general directors

20% marketing / sales directors

62.446 trade visitors

distribution by company's activity



57.215 exhibitors

10.434 exhibiting companies

166 countries and regions

89.599 general public

"The best FITUR in the last three years in terms of the numbers."



Exhibition Area (in sq.m.)

74.327 net exhibition space

gross exhibition space

150.000

Press

number of media

3.987

7.726

registered journalists

origin (countries)

59

meetings & events

204 total number of participants

total number of appointments

2.000

183 total number of agendas



FITUR guarantees you an efficient use of your time

If time is a scarce resource for you and you need to optimize it, FITUR is a unique opportunity to, in just 5 days, contact PERSONALLY the main agents in the sector.

FITUR places the best work resources at your disposal

In order to deliver this efficient time management, we provide you with our tools to organize your appointment diary: a Trade Meeting Point, requests to meet exhibitors from their catalogue files, a diary manager, etc.

FITUR also organizes 100% B2B workshops. In order to participate in them you only have to notify us of your interest by filling out the corresponding form once you sign up as an exhibitor. We take care of preparing your schedule. In addition, during FITUR the FITUR-ANESTUR-TURIJOBS Employment Workshop is held.

"Exhibitors confirm FITUR's good health and point to the increase in commercial contacts made. (...) Exhibitors' impressions confirm that it has been the best event in recent years. (...) Professionals have come willing to make the very most of the fair."





"The professionals working in Andalusian tourism have found at FITUR a way to bolster their business, as well as a major commitment to innovation and product creation."



The importance of investing in experience and know-how

Be sure to attend conferences and workshops. At them you will find practical cases of success which will provide you with knowledge, experiences and keys to improve your business and its competitiveness.



The Tourism Innovation and Technology Forum. Organized by FITUR and the Hotel Technology Institute, it will celebrate its 6th edition in 2012.



A product of the collaboration between the UNWTO, FITUR and the Madrid Tourist Board, its objective is to provide the hotel sector with incentives to adopt efficient energy sources and renewable energy technologies. 3rd edition.



The Forum for Tourism Investment in Africa, coorganized by the UNWTO, FITUR and Casa Africa, will celebrate its third edition at FITUR 2012.

B2B Americas

The success of Investour Africa spurred the UNWTO and FITUR to launch B2B meetings for the Americas in 2012.

FITUR: much more than just a fair

FITUR's presence on social networks is another of the resources made available to tourism professionals, an alternative promotion channel available for your company year round.

 **facebook** **10.808** people like us on Facebook.

 **twitter** **2.951** followers on Twitter

 **minube** **2.000** people in the "travellers Meet up"

Speaker's Corner **300** appearances

*Data updated on May 2011

www.fituronline.com

IFEMA

With a lineup of commercial events featuring over 70 fairs and 400 events annually, IFEMA stands as Spain's leading exhibition organiser. It's one of the great catalysts driving the economy of Madrid, which has become a world meeting point for professionals and agents from multiple sectors.

IFEMA's long experience in convention management and its exceptional series of facilities and infrastructures make FERIA DE MADRID one of Europe's cutting-edge trade fair entities.

Member of:



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