

Crotour 2009 survey results:

- **76%** of exhibitors estimated that fair participation would have positive effects on future business results
- **97%** of visitors were satisfied with the overall fair organization
- **63%** of exhibitors negotiated or concluded significant business deals with home or foreign partners



Trade fairs and congresses are a unique opportunity for a comprehensive presentation of the tourist supply, meeting new business partners, maintaining of existing contacts, market exploring and laying foundations of the future marketing strategy.

Tourism is fitting inevitably into trends of the social and economic life of the 21st century as it is based on spending of quality free time and increasing of ecological awareness. The guiding principles of the sustainable development of tourism are the economic growth, protection of natural ecosystems, preservation of cultural heritage, nurturing and respecting of cultural differences. Despite the global economic crisis, we are sure that tourism will remain one of the fastest-growing economic branches generating numerous entrepreneurial possibilities and contributing to employment of the workforce more than any other activity.

With its exhibition part and the current professional and accompanying programmes and entertaining events for the general public the international fair **Crotour** is an important marketing tool for presenting and offering tourist destinations and services. Participation in **Crotour** is at the same time a solid base for acquiring and developing new ideas, global approach and target marketing. The main objective of the **Crotour** fair is to provide support to all participants in planning, preparations and realization of the next tourist season.

The fact that **Crotour 2010** will be again held under the auspices of the Ministry of Tourism of the Republic of Croatia and with the support of the Croatian National Tourist Board and the World Tourism Organization (WTO) is a special recognition of its quality.

CROTOUR 2009 - 9,000 m2 of exhibition space

- **282 exhibitors from 25 countries**
- **68 representatives of tour operators from 20 countries**
- **more than 15.000 visitors**



SEE TOURISM EXCHANGE

The meeting point of the tourist supply and demand from the SEE region as well as the "last minute booking 2010" and negotiations for 2011.

"Buy Croatia" – tourism exchange of the Croatian National Tourist Board will take place in parallel with Crotour tourism exchange.

The CROTOUR fair is designed for:

- travel agencies and tour operators from Croatia and abroad
- owners of hotels, restaurants, marinas, camps and other tourist facilities
- potential investors in the tourist industry
- owners of golf courses, clubs and equipment manufacturers
- users of tourist services
- foreign and home general public
- professional organizations and associations
- media

The aims of the CROTOUR fair:

- to gather all tourist industry participants under a single roof
- to present home and foreign tourist supply
- to promote Croatian tourist industry potentials
- to organize B2B meetings of tour operators and tourist companies
- to carry out "last minute booking 2010" and negotiations for 2011
- to offer tourist accommodation capacities in the country and abroad
- to present golf as the fastest-growing tourist product in the region

EXHIBITION PROGRAMME:

- tourist offices and associations
- accommodation capacities
- travel agencies
- air, land and maritime transport companies
- special forms of tourism
- booking and telecommunications systems
- financing, consulting and training
- media and publications
- other





CroTOUR '10

International Tourism Fair
14 – 17 April 2010

ZAGREB FAIR SERVICES

- setting up your exhibition space
/the attractiveness of your appearance will be ensured by a superbly arranged exhibition space accomplished with teamwork of ZF architects and designers
- Internet services – ISDN, LAN connections to the Internet, video conferencing
- organization of congresses, professional gatherings, presentations
/rooms of various sizes (30-1,200 seats) are available, all properly set up and technically equipped, with contemporary conference projection systems, translating and other necessary equipment
- booking of hotel accommodation
- press center /organization of press conferences, news flashes for journalists . . .
- Zagreb Fair website – with an active database on exhibitors and visitors
- various promotional possibilities /outdoor advertising, advertisements in the fair catalogue

MEMBERSHIP IN ASSOCIATIONS

Zagreb Fair is one of the member-founders of the Union of International Fairs – UFI, established in Paris 1925. Today UFI consists of 334 member organizers of international events from 73 countries.



CEFA – Central and SE European Fair Alliance
Zagreb Fair is a member and one of the founders of the Central and SE European Fair Alliance. www.cefa.biz



With the goal to secure the correct and clear fair statistic data the Zagreb Fair has become an associate member of FKM Austria, an organization for fair data control. On the base of its reputation within the business circles FKM sign has been used as a sign for quality, verified and accurate data on the fair events.



In 1990 Zagreb Fair founded the World Trade Center in the frame of the WTC Association, seated in New York, and has thus entered the net of 320 centers from 100 countries worldwide.



Since 2000 the Congress Centre of the Zagreb Fair has been a regular member of ICCA – International Congress and Convention Association, boasting of a 40-year tradition and over 630 /PCO and DMC/ members worldwide.



AIPC – The association of congress centres offering internationally certified congress halls.

ZAGREB FAIR REPRESENTATIONS

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TRANSPORT SERVICES WITH DISCOUNTS



CROATIA AIRLINES
– discounts to international air ticket prices



CROATIAN RAILWAYS
– discounts to the rail transport prices



HERTZ
– discounts to rent-a-car prices

Registration and information

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