

# Trade Fairs: Their role in marketing sustainable tourism products

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# Number of fairs increasing

- Conventional fairs addressing ST themes
  - ITB Berlin, WTM, SMT, Fitur..
  - events, awards, halls & workshops on ST
- Specialised fairs focusing on ST
  - Reise Pavillon, Vankantiebeurs..
  - organic, bird, trekking, other tourism..
- Regional fairs at the country level
  - Indaba ( South Africa), Expoturismo (Venezuela), European travel mart ( Costa Rica)..
- Strengthening the educational & networking component, combining Forum and Fair

# SME's & CBEs: which Fair to choose?

- Have great difficulties in selecting
  - location, dates, cost, language, markets
- Cannot cover all the expenses
  - Average cost of a Fair
- Hesitating between traditional & specialised
- Want learning, networking & marketing components altogether (critical mass of TO)
- Interest in the European market is increasing

# New strategy & alliances

- Network of existing selected & certified fairs
  - Traditional, specialised, incoming & outgoing
- Rotation of 1 European specialised fair co-funded by several DAA or collaboration between several
- Specific assistance at the country level (capacity building...)
- Common marketing strategy between DAA with a range of market access tools
  - Market place, e-marketing
  - Fam tours, B-2-B,
  - TO commitments at the destination level

# Tourism Forum International at the Reisepavillon in Hanover



- Initiated by WTO and GTZ in 2002 at the beginning of the IYE
- The only fair supported to such an extent by a DAA



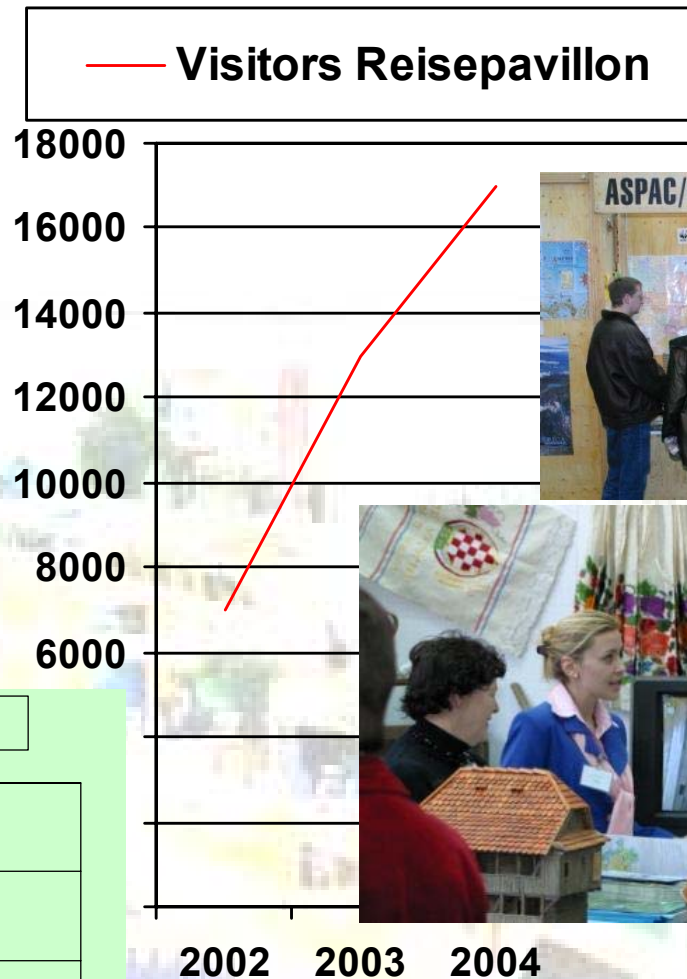
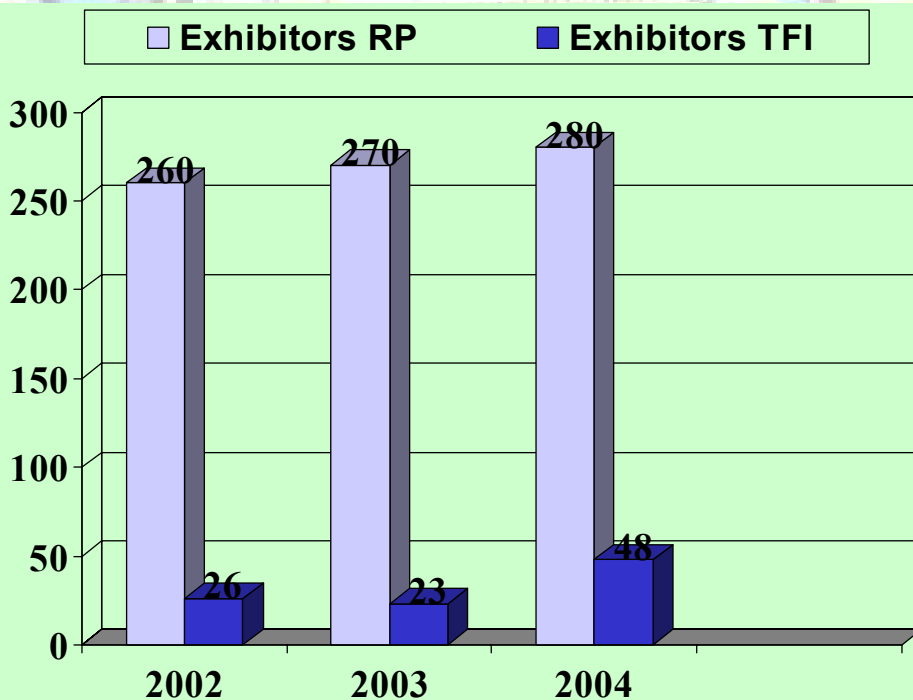
## Exploring new fields:

- Education and training
- Networking
- Unique marketing opportunity for tourism providers from the south
- International exchange for experts and practitioners



# Increasing figures

- Reisepavillon 2004: 17.000 visitors; 300 exhibitors on 10.000 m<sup>2</sup>
- TFI 2004: 48 exhibitors from more than 40 countries



**FORUM INTERNATIONAL**  
for sustainable tourism

at the **13. ReisePavillon**  
Marktplatz für anderes Reisen

Hanover Expo Ground and Fair Ground  
January 29th - February 2nd 2003  
Fair, Exhibition, Workshops, Presentations and Discussion

**gtz**  
An initiative of GTZ [www.gtz.de/tourismus](http://www.gtz.de/tourismus)  
Technische Dienstleistung für  
Sachverständigen-Zusammenarbeit (GTZ) GmbH

# TFI: Services and benefits



- Best Website Competition (Free participation at the fair).
- Special rates for the Marketing Workshop, stand rental and hotel.
- Organisation of B-2-B-meetings.
- Discussion forum and reception of the City of Hanover.
- International conference at the state-of-the-art.
- Active support and advisory services for the trade show preparations (e.g. contacts with tour operators, etc.).



**Tourism-Forum-International**  
at the Reisepavillon 2004  
in Hannover Fair ground  
5 - 8 February 2004

- **Exhibition at the fair**  
with more than 40 countries
- **Talk-show**  
"International Tourism - Foreign Policy by other Means?"
- **Marketing-Workshop**  
with competition: "Best Web-Site"
- **International Conference:**  
"Tourism and development. The win-win-performance"

[www.gtz.de/tourismus](http://www.gtz.de/tourismus)

# Prospective

- Intense collaboration with other Development Agencies  
(First meeting of the European DAA at TFI 2003).
- Cooperation with other fairs.
- More emphasis on training and exchange of experiences.
- Support innovative marketing methods.



Tourism-Forum-International (TFI)  
at the Reisepavillon in Hanover,  
3 – 6 February 2005

[www.gtz.de/tourismus](http://www.gtz.de/tourismus)



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