



16.–19. 1. 2014

GO and REGIONTOUR Fairs expand their content

"A tourism fair full of experiences" - that is the subtitle of the traditional **GO and REGIONTOUR** tourism fairs that annually mark the beginning of a new tourist season at the Brno Exhibition Centre. Next year they will be held from **16 to 19 January 2014** and preparations are already underway.

As in previous years, this time the GO and REGIONTOUR fairs again focus on both the professional and the general public. Professionals can expect the largest Central European presentation of the tourism industry, with an emphasis on regions, while the general public can look forward to fairs full of experiences, a pleasantly spent free time and plenty of travel information. Traditionally there is a comprehensive presentation of tourist regions of the Czech Republic as well as popular destinations in Europe and overseas, but in recent years more and there are also more participants from the neighbouring countries. It grows Especially the interest of exhibitors from Austria is growing and next year also foresees an official participation of Slovakia and Hungary.

Active holidays in the regions

The attractiveness of the fairs is contributed by key themes and followed up in the supporting programme. Completely new themes for GO and REGIONTOUR 2014 feature **holidays for families** and **holidays for seniors** with a concentrated selection of certified accommodation. The greatest emphasis will be placed on **active holidays in the regions**, in various forms, but always with the aim to reach a specific group of visitors. Particular attention will be paid to cycling, hiking, Spa & Wellness, golf resorts, boats and everything that is connected to them. The cycling show should cross the Czech border and include the border regions of neighbouring countries. There will also be presentations of Czech and Moravian ski resorts that will get the last opportunity to reach visitors before the most important part of the season – the spring break.

Gastronomy attracts

After a successful premiere last year, **RegFoodFest** gastronomic festival returns to the fairs. Visitors can taste regional specialities and choose from quality regional food, but there is also an opportunity of gastronomic visits to other countries. There will be a relatively large space provided to projects, such as **Wines from Bohemia and Moravia** and the **Coffee World**. On this occasion, the finals of a prestigious traditional Gastro Junior Brno-Bidvest Cup will take place in the exhibition hall, where the best young chefs, pastry chefs and waiters will measure their strength.

Religious tourism

Professionals in the field of tourism have an accompanying workshop on religious tourism designed particularly with them in mind, developed in cooperation with the Prague Archbishopric and the Tourism Authority of East Moravia.



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Festivals

The highlighted topic, **Folklore and Folk Crafts** will be the purpose of a Festival of Folklore Associations from Various Regions and a Typical Regional Crafts show. The fair will once again include a supporting programme taking place on several stages or traveller festival, **GO CAMERA**.

Record-breaking GO and REGIONTOUR 2013

The most recent edition of the GO and REGIONTOUR fair in January 2013 was attended by 789 exhibitors from 22 countries on a total exhibition area of 9 500 m². During the four days, their offer was viewed by 27 576 visitors from 15 countries.

It pays off to decide quickly!

If you are thinking of exhibitor participation, it pays off to decide quickly. A deadline newly associated with a 20% discount is on 30 June 2013. For more information, visit www.bvv.cz/go-regiontour.