



Trade Fairs:

Their role in marketing sustainable tourism products

Sylvie Blangy
Tuktu **France**

Birgit Steck
Germany



Deutsche Gesellschaft für
Technische Zusammenarbeit (GTZ) GmbH



Trade and tourism fairs, a survey

- A first identification of Fairs around the world
- A survey sent to some of the fair organisers
- A dialogue by e-mail and phone with the organisers
- A summary note submitted to Fair organisers and consultants for comments

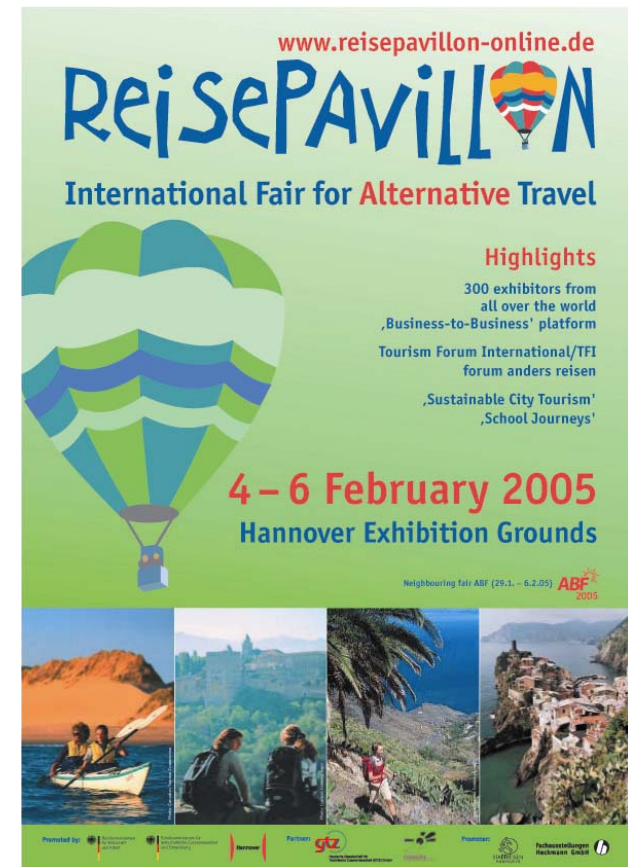


Number of fairs increasing

- **Specialised fairs focusing on ST**
 - Reise Pavillon, Vankantiebeurs..
 - organic, bird, trekking, other tourism..
- **Conventional fairs addressing ST themes**
 - ITB Berlin, WTM, SMT, Fitur..
 - events, awards, halls & workshops on ST
- **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**

Specialised Fairs & Forum in Europe

- **Vakantiebeurs** 2004, Utrecht, January 13-18, 2004, Netherlands
- **Reise Pavillon/TFI**, Feb. 2004, Hanovre, Germany
- Marjolaine Fair trade (Organic food and tourism) in Lyon
- Salon de la Randonnée in Paris, France
- Forum tourisme équitable à Marseille, septembre 2003
- Bird Watching Fair in the UK
- The Fair Trade Fair, London Dec 13-14



Conventional national Fairs in Europe

- ITB Berlin
 - Nature with sense exhibition hall
- SMT Paris
 - Charte éthique du voyageur, 2002
- WTM London
 - Responsible tourism day, Nov.11, 2005
- Fitur Madrid



WORLD TRAVEL MARKET
THE GLOBAL EVENT FOR THE TRAVEL INDUSTRY

ExCeL
LONDON, UK

08-11
NOV 2004

All Fairs In Northern America

- **All Educational & Non Profits in Travel Conference-** Los Angeles- February 2003-
- **Outside Travel Expo & IATOS World Congress-** Chicago- 2003
- **IATOS World Congress-** Chicago - 2004 Adventures in Travel Expo- New York City- Jan 2004- - San Francisco- Oct 2004- Washington D.C. - Jan 2005
- **New York Times Travel Show-** New York City - 2004,
- **Adventures in Travel Expo-** New York City- Jan 2004- San Francisco- Oct 2004- Washington D.C. - Jan 2005
- **Educational travel Conference,** Feb 5-7 2004 Washington

Faris in at the country level

- **South Africa, - INDABA**
 - supporting 20 community based tourism enterprises 2003
- **Venezuela-Expoecoturismo, --**
- **Mexico - 2004 Expo Aventura y Ecoturismo**
- **Costa Rica- European Travel Mart-ETM**
 - Incoming agencies and local suppliers



INDABA
2005

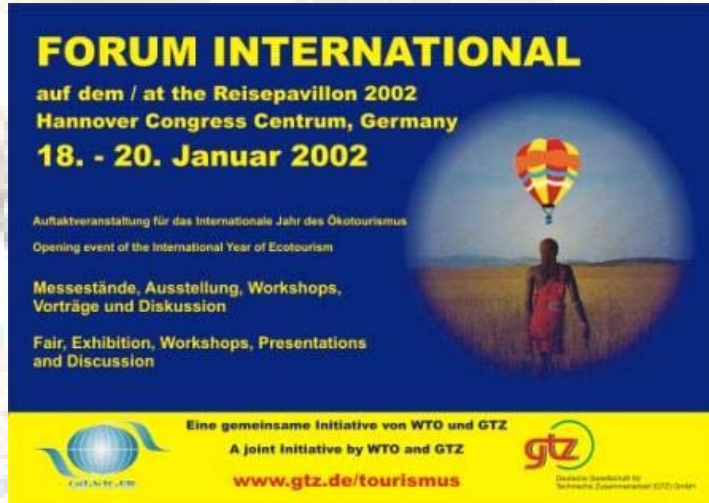
www.southafrica.net



Which Fair to choose?

- **Have great difficulties in selecting**
 - location, dates, cost, language, target markets
- **Cannot cover all the expenses**
 - Average cost of a Fair (1500 Euros plus travel expenses in TFI Reise Pavillon)
- **Hesitating between traditional & specialised ones**
- **Want learning, networking & marketing components altogether (critical mass of TO)**
- **Interest in the European market is increasing**

TFI: 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 DAAgency
- Partnership between a Fair & a DAA is unique

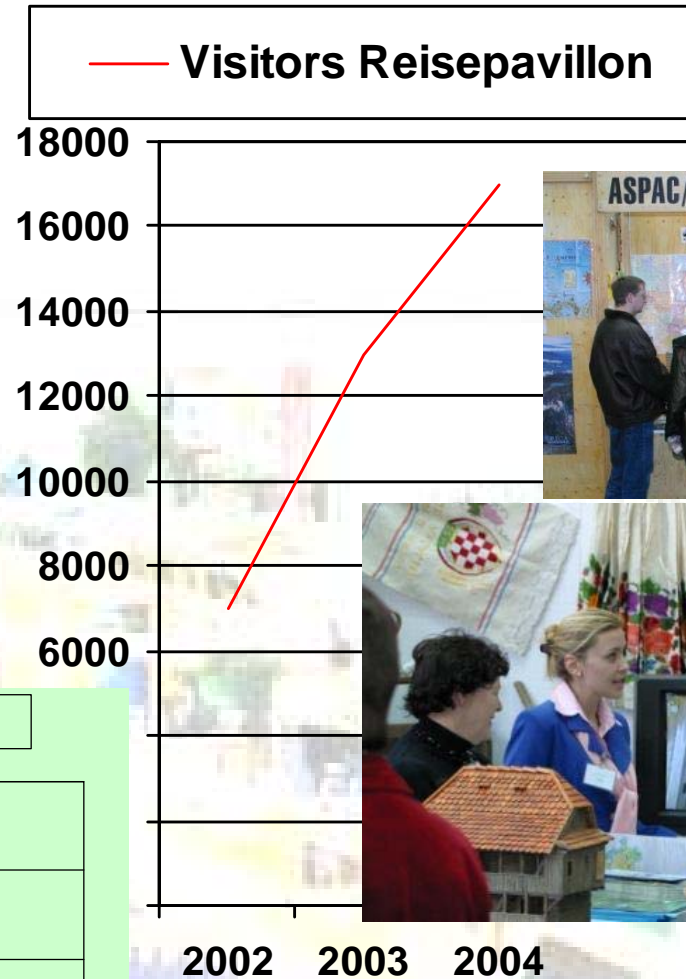
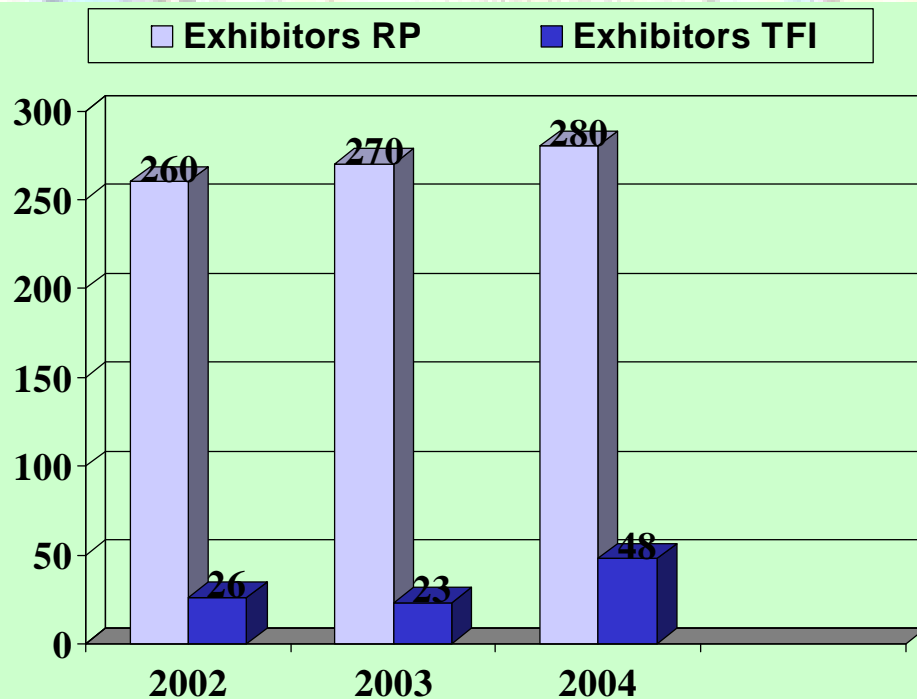


Exploring new fields:

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

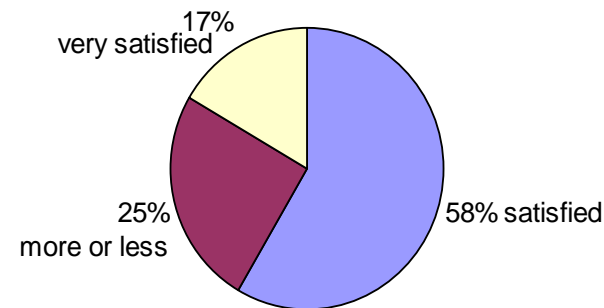
Increasing figures

- Reisepavillon 2004: 17.000 visitors; 300 exhibitors on 10.000 m²
- TFI 2004: 48 exhibitors from more than 40 countries



Exhibitors survey 2004

11. Has TFI 2004 come up to your expectations?



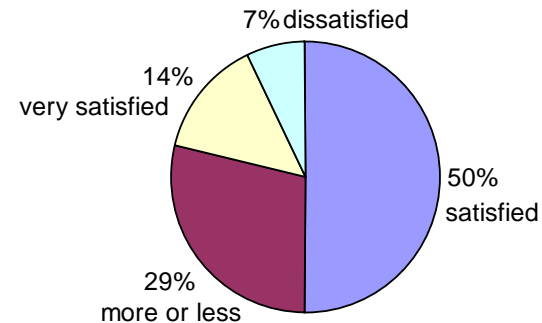
- Exhibitors like the familiar, but also professional atmosphere of the fair, the especially interested general public and professional visitors.
- Especially small providers appreciate the training opportunities and the possibilities for the exchange of experiences prior to and during the fair
- Some of the TFI exhibitors come every year although they do not receive GTZ-funding.

Exhibitors survey 2004

Strengths of TFI:

- • conference: good contributions
- ☐ • international tour operators
- ☐ • panel for small tour operators
- ☐ • wide range of products on offer
- ☐ • small tour operators can present themselves
- ☐ • marketing-workshop well organized
- ☐ •

17. Are you satisfied with the professional contacts you had during the fair (in terms of „networking“)?

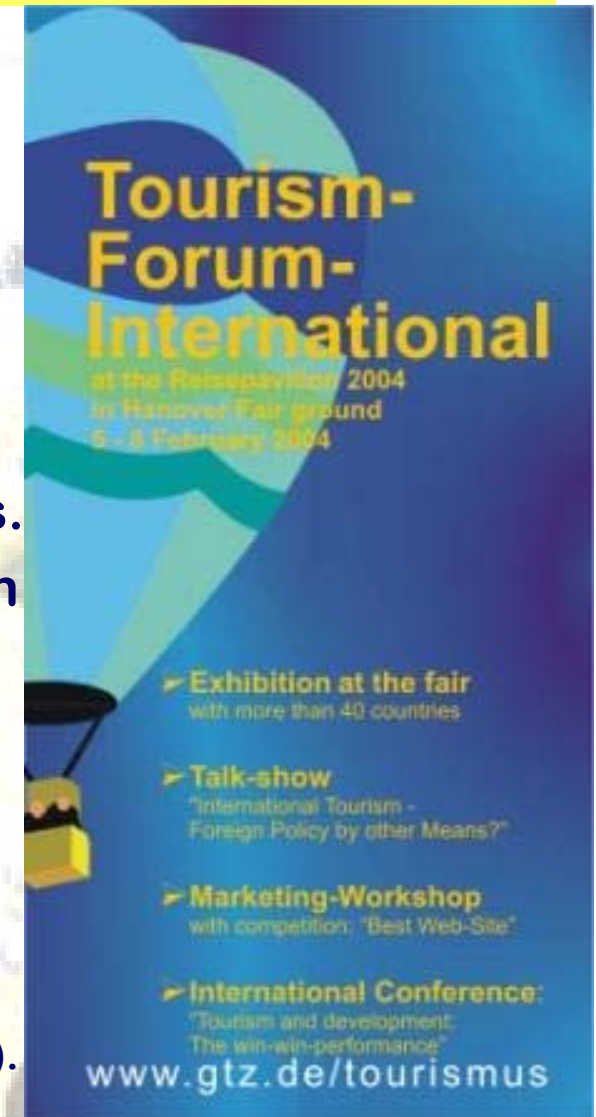


- GTZ support for international exhibitors
- ☐ • not too expensive for small tour operators
- ☐ • combination with other fair ABF
- ☐ • addresses special market segment
 - combination training, network and fair

TFI 2005: More services and benefits



- Marketing workshop on ST
- 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.).



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.gtzt.de/tourismus



Deutsche Gesellschaft für
Technische Zusammenarbeit (GTZ) GmbH

commissioned by:



Federal Ministry
for Economic Cooperation
and Development

Developing agencies: 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... preparation to attend European Fairs)
- **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