



THE GROWTH OF FITUR '08 BOOSTS THE BUSINESS OPPORTUNITIES FOR TOURISM AGENTS



A lato:
L'entrata degli operatori
nella giornata inaugurale

In Basso:
Lo stand di Saragoza



The predictions have been fulfilled and FITUR '08 has obtained the best results in its history, based on growth of 11.5%. In this respect, the fair achieved a new record in terms of its net exhibition area, which exceeded the figure of 100,000 square metres,

distributed throughout 12 halls. The fair also welcomed some 255,817 visitors, a 2.6% increase compared to last year. Of this number, 157,299 were professionals, a 3.6% increase compared to the year 2007. The fair also witnessed a rise in the number of visitors from abroad, based on a 10% increase compared to the last edition.

At its twenty-eighth edition, the fair brought together some 13,530 companies from 170 countries and regions. Another reflection of the importance of this fair, the first grand tourism event of the year, is based on its repercussions within the media. Thus, FITUR was covered by more than 8,300 journalists from 62 different countries.



The fair's growth, both in terms of attendance and participation, led to an increase in meetings and commercial transactions, thus confirming FITUR's role as a key point of reference within the industry, one that brings together the most competitive products and services and the most discerning sections of demand.

One of the most notable aspects of this latest edition was the growing international



Lo stand della Campania:
l'On. Ciampaglia
(Assessorato al Turismo),
Ettore Cuccari, Direttore
As Salerno



Fine riunione allo stand
di S. Marino: il Consigliere
del Ministro al Turismo,
Mauro Maiani, Mariarosa
Mesaragni, Elena Antolini
(S. Marino Conference)
e Luca Bonelli Direttore
ITP Events

The Pacific, the Americas
and Africa.

With regard to the exhibition that was presented at FITUR '08, according to field of activity, the hotel and catering industry, official Spanish bodies and leisure and culture companies were the most strongly represented sectors at the fair.

stature of the fair, fulfilling one of the main targets set by the Organisation. On this point, it is worth mentioning the presence for the first time from new countries -Benin, St. Thomas & Prince, Bhutan, Madagascar and Greenland-, which have contributed to the fact that 44% of the participants were foreigners. In this respect, this edition witnessed a sharp increase in attendance from regions such as Asia-



L'Assessore al
Turismo del Lazio,
Claudio Mancini,
con il dirigente
Francesco Ventura
in un incontro allo
stand Bonelli ITP
Events



On the other hand, the majority of the trade visitors who attended FITUR 08 belonged to travel agencies (11%) followed by the hotel trade sector, transport companies and wholesalers and tour operators (10%), amongst others.

Likewise, the sectors that awoke greatest interest amongst these professionals were the transport companies, with 9%. Following this were wholesalers and tour operators, travel agencies and leisure and culture products, each of which attracted 8% of the tourist agents.

FITUR CONGRESOS

FITUR CONGRESOS, which took place on 28th and 29th January, served as an ideal prelude to the International Tourism Trade Fair. This monographic section devoted to business and incentive tourism, brought together some 214 foreign buyers from 35 different countries and 160 Spanish representatives selling their products and services. Some 4,600 pre-arranged interviews took place over the event's two working



days by means of a cross-agenda procedure.

Furthermore, as is customary at FITUR, the fair provided the framework for the staging of the Stands Competition, based on the best stands at FITUR within their different categories. Thus, within the Spanish Regions Category, the awards went to the Madrid Tourist Board, the Canary Islands Tourist Board and Catalonia Tourism, with a Special Mention being presented to Benidorm. In the Countries Category, the winners were the Tourism Institute of Costa Rica, the National Institute for Tourism Promotion of Argentina and the Portuguese Tourist Board. Within the Companies Cate-



gory, the awards went to Confortel Hoteles, Air Comet and Europcar Ib S.A.

Another competition that has become a traditional event at FITUR focuses on the Best Active Tourism Product, an event organised in collaboration with the magazine, Aire Libre. At the thirteenth edition of this Competition, the overall winner and the winner of the Cultural Tourism Category was 'Wine Routes of



Spain', presented by Ciudad Real. In the Nature Tourism Category, the winning product was entitled "Routes, Volcanoes and Flowers for the Passionate", presented by Níjar in Almería. The project "Whales, Dolphins & Sailing", presented by Murcia, was chosen as the winner in the Adventure Tourism Category. Within the

International Category, the winning product consisted of "10 Routes through Romantic Landscapes", an idea presented by the Czech Repu-

blic. Finally, the Jury awarded a Special Mention to the "Active Crèches" Programme in Asturias.

FITUR '08 also evaluated and promoted tourism research within the tourist industry by staging the Jorge Vila Fradera Forum Award, which, at this edition,

went to the work entitled 'Measurement of Tourism Sustainability: Proposal of a Synthetic Index Based on Factorial Weightings', produced by Marcelino Sánchez Rivero and Juan Ignacio Pulido Fernández.

In order to continue growing alongside and for the tourist industry, FITUR will once again bring the industry together at its twenty-ninth edition, which is due to take place between 28th January and 1st February 2009.



Nella pagina accanto,
dall'alto: Gli Stand di Euro 2008
e Bonelli ITP Events,
Qui sopra: Le autorità
della conferenze stampa Consorzio
Etna/Taormina ed Isole Eolie,
A lato: Conferenza Stampa
di Aeroporti di Puglia
In alto lo stand della Svizzera
e quello de "La Esaltazione
del Tamburo"