



United Nations
Educational, Scientific and
Cultural Organization



UNESCO
Global
Geoparks



ITB - FITUR 2020

International Tourism Fairs

Celebrating 20 years of the European Geoparks Network



**PARTICIPATION OF UNESCO G GEOPARKS IN INTERNATIONAL TOURISM FAIRS
INFORMATION
&
REGISTRATION FORM**

Informations: Naturtejo Geopark | geral@naturtejo.com



Feria Internacional de Turismo
International Tourism Trade Fair

SAVE THE DATES!

FITUR – International Fair of Madrid
Hall 4 Europe | Stand 4G22
22-26 January, Madrid, Spain



ITB
BERLIN

**THE WORLD'S
LEADING TRAVEL
TRADE SHOW®**

ITB Berlin – International Tourism Fair
Hall 4.1.b – Adventure Travel-Responsible Tourism
4-8 March, Berlin, Germany

Any Geopark interested to participate in ITB and/or FITUR UNESCO GGeopark stand **must formalize it by filling and signing the FITUR AND ITB GEOPARKS REGISTRATION form** that can be found at the end of this document and send to Naturtejo Geopark (geral@naturtejo.com) until 30th November 2019. Participation fee must be transferred to

Naturtejo international bank account **before the beginning of FITUR and/or ITB.**

Data for international bank transfer:

Naturtejo – Empresa de Turismo – EIM

Bank: Caixa Geral de Depósitos

IBAN: PT50 0035 0222 00080761830 40



PAPUK GEOPARK

2020



Feria Internacional de Turismo

22-26 ENERO

40
Aniversario

Madrid

[South Korea is FITUR 2020 partner country](#)

FACTS & NUMBERS (2019)

- *Over 253,000 participants*
- *142,642 trade visitors*
- *165 countries represented*
- *6000 m2 of exhibition room*



IS

10,487 companies

*8,000 journalists
and bloggers from 68 countries*

*Visit the website
www.ifema.es/en/fitur*

2020



22-26 JANUARY
Madrid



International Tourism Trade Fair

WHAT UNESCO GGEOPARKS CAN OFFER IN 2020

- *38m2 shared UNESCO GGeopark booth in the Europe Hall*
- *Presentations audio and video at the booth*
- *Possibility for cultural performances by UNESCO GGeoparks*
- *Local food tasting events by UNESCO Ggeoparks*
- *B2B and B2C opportunities*
- *Opportunities for promotional activities*
- *Possibility for arrangements with national and regional tourism boards or regional and national authorities*



MIXTECA ALTA GEOPARK



ITB
BERLIN

The World's
Leading
Travel Trade
Show®

FACTS & NUMBERS (2018)

- *180 countries*
 - *160,000 m2 of exhibition area*
 - *>10,000 exhibitors*
 - *>100,000 trade visitors*
 - *Showing interest in products and brands:*
 - *Leisure and recreational trips 38%*
 - *Adventure, experience and bicycle tours 31%*
 - *Education trips, study tours 18%*
 - *Business expected represents 7 Billion €*
- Visit the website: <http://www.itb-berlin.de/en/>





ITB
BERLIN

The World's
Leading
Travel Trade
Show®

WHAT UNESCO GGEOPARKS CAN OFFER IN 2020

- ***72m2 shared UNESCO GGeopark booth in the Adventure & Responsible Tourism Hall***
- ***UNESCO GGeoparks Press Conference***
- ***International Conference Pow-Wow for Tourism Professionals with a session open for Geopark talks***
- ***Possibility for cultural performances by UNESCO GGeoparks***
- ***UNESCO GGeoparks common promotional tools***
- ***Possibilities for arrangements with national and regional tourism boards***
- ***Contacts with some of the best intern. media for Tourism***
- ***B2C and educational activities***
- ***Common space for B2B meetings***



MESSEL PIT WHS/
BERGSTRASSE-ODENWALD GEOPARK



FITUR AND ITB GEOPARKS REGISTRATION FORM

Send this form to geral@naturtejo.com

Promotional material to be sent by post **UNTIL 10th January for FITUR and UNTIL 20th February for ITB to:** Naturtejo, Av. Nuno Álvares, 30, 6000-083 Castelo Branco, Portugal

Geopark Name:

Address:

Email/Website:

Contact person for FITUR/ITB:

We need the indication whether your Geopark is represented at ITB Berlin by your staff (provide names):

-
-

...or represented in the Geoparks booth solely by brochures, giveaways, films, local products to display, etc (please describe what you are going to send by post for Naturtejo Geopark address BEFORE 10 January (FITUR) and 20 February (ITB) to be in time to be included in the international transport).

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As partner you are expected to contribute for the events of the Geoparks booth with cooking shows, local culture or artist performances, educational activities, etc (please describe so we can arrange with FITUR and ITB organizations):

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•Participation fee in FITUR: 1000€ + taxes (if required)

•Participation fee in ITB: 1000€ + taxes (if required)

Costs include GEOPARKS stand exclusive design, space rental, electricity supply, and your promotional material transportation to the venue, if applicable. Note that staff participation (flights, hotels, meals) and entrance tickets are not included and you must book yourself ahead.

•Please, indicate if you want to participate:

•FITUR and ITB ____

•FITUR only ____

•ITB only ____

•Place, date and Sign (with stamp)