



United Nations
Educational, Scientific and
Cultural Organization



• UNESCO
• Global
• Geoparks
•



ITB - FITUR 2019

International Tourism Fairs



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

23-27 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

6-10 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 31st October 2018. **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

SWIFT: CGDIPTPL



The logo for Fitur, featuring the word "Fitur" in a bold, white, sans-serif font, enclosed within a white, stylized, curved shape that resembles a pair of parentheses or a wide smile.

23 - 27 Enero 2019

Madrid



FACTS & NUMBERS (2018)

- ***251,000 participants***
- ***140,120 professionals (54% from Europe)***
- ***165 countries represented***
- ***6000 m2 of exhibition room***
- ***44800 business meetings***



More than 10,000 enterprises

***7,700 journalists
and bloggers***

***600 Ministers
and national authorities***

***Visit the website
www.ifema.es/fitur_06***

Fitur

23 - 27 Enero 2019

Madrid



WHAT UNESCO GGEOPARKS CAN OFFER IN 2019

- ***38m2 shared UNESCO GGeopark booth in the Europe Hall***
- ***Press Conference under the Spanish Geoparks***
- ***Cultural performances by UNESCO GGeoparks***
- ***Local food tasting events by UNESCO Ggeoparks***
- ***B2B and B2C opportunities***
- ***Promotional activities***
- ***Arrangements with national and regional tourism boards or regional and national authorities***



MIXTEÇA 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/>





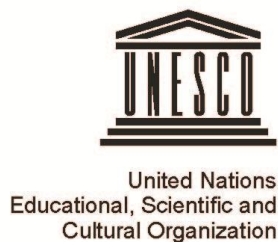
ITB
BERLIN

The World's
Leading
Travel Trade
Show®

WHAT UNESCO GGEOPARKS CAN OFFER IN 2019

- *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 for Geopark talks*
- *Cultural performances by UNESCO GGeoparks*
- *UNESCO GGeoparks common promotional tools*
- *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*





FITUR AND ITB GEOPARKS REGISTRATION FORM

Send this form to geral@naturtejo.com

Promotional material to be sent by post **UNTIL 16th January for FITUR and UNTIL 1st March 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 16 January (FITUR) and 1 March (ITB) to be in time to be included in the international transport).

-
-

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):

-
-
-

•Participation fee in FITUR: 1000€ + taxes

•Participation fee in ITB: 1000€ + taxes

Costs include GEOPARKS stand exclusive design, space rental, electricity supply, cooking facilities stand (if there are more than one geopark with live cooking) and your promotional material transportation to the venue, if applicable. Note that staff participation (flights, hotels, meals) 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)