



## Participate as an exhibitor at the international travel trade fair Tourest!

International travel trade fair Tourest is the oldest, the biggest and the most successful travel trade fair in the Baltic states which has been organized annually since 1991 by Estonian Travel and Tourism Association (ETFL). In 2014 Tourest gathered almost 500 exhibitors from 24 countries during 3 days to give an overview what tourism industry has to offer. Estonian people are eagerly looking forward to the fair to organize their holiday plans. For exhibitors it is also the best opportunity to meet Estonian travel industry. Visitor numbers are growing every year and in 2014 it reached almost 36 000!

Tourest is held in 3 halls. In the main hall, there are represented tour operators, travel agencies, transportation and insurance companies, educational institutions, hotels, spas, restaurants, entertainment and leisure companies, foreign destinations, etc. In "Holidays in Estonia" hall, Estonian tourism regions are represented to give an overview of what Estonia has to offer as a destination. For our little tourism fans, there is a children hall to offer them variable fun and educative activities.

Furthermore, there is always an interactive main stage program to amuse our visitors even more. Many presentations, performances, auctions, quizzes, games, etc take place. Every exhibitor has the opportunity to participate in the main stage program and thereby benefit even more. In addition, it is possible to hold seminars, workshops etc in the fair center's seminar rooms.

### Some reasons why You should participate as an exhibitor:

- Tourest in the paramount event of Estonian tourism industry which takes place already for the 24th time
- Tourest is the oldest, the biggest and the most successful travel trade fair in the Baltic states
- Tourest is the biggest fair in Estonia by visitor numbers (~36 000 visitors)
- Estonian people are eagerly looking forward to the fair to organize their holiday plans
- Tourest is an opportunity to introduce Your destination or company to thousands of holidaymakers
- Entrance for visitors is mostly free
- Tourest always gets a lot of media reflection (also many special projects are being made with exhibitors by different media channels)
- Tourest is a perfect opportunity to get an overview of the industry - all tourism spheres are represented
- Tourest is the best opportunity to meet Estonian travel industry
- Tourest is an opportunity to get to know Your competitors
- Tourest is an opportunity to make new business relationships and contacts
- Tourest is an opportunity to introduce Your brand
- Tourest is an opportunity to present and sell Your products
- Tourest is an opportunity to meet existing and new clients, including Your competitors' clients
- Tourest is an opportunity to get to know Your clients' wishes and needs, using this knowledge and experience later for product development

### Additional promotion possibilities for exhibitors:

- Participation in the main stage program (auctions, games, performances, etc.)
- Participation in the professional program (seminars, presentations, etc.)
- Advertisement or article in Tourest's official fair magazine
- Logo in exhibitors' list ([www.tourest.eu](http://www.tourest.eu))
- Advertisement on exhibition halls' display screens
- Right to send the clients an unlimited number of free web-invitations, which will guarantee a free entrance to the fair

2015 Travel Trade Fair  
**Tourest**  
13-15 February



Looking forward seeing You  
on February 13-15, 2015  
in Estonian Fairs' exhibition center in Tallinn, Estonia  
at the 24th international  
travel trade fair Tourest 2015!

[www.tourest.eu](http://www.tourest.eu)



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