



18-20 | 3 | 2022



HOLIDAY WORLD & REGION WORLD fairs met the expectations of the organizer and exhibitors

The **HOLIDAY WORLD & REGION WORLD 2022** trade fairs took place in parallel with the **FOR CARAVAN** and **FOR BOAT** exhibitions as a part of one entrance fee. The trio of fairs was visited by a respectable 17,801 people. Popular events took place on 18-20 March, 2022 successfully under the baton of the organizing company **ABF, a.s.** in the modern exhibition center **PVA EXPO PRAGUE** in Letňany.

HOLIDAY WORLD & REGION WORLD trade fairs are the most important events of their kind not only in the Czech Republic, but also in the region of Central Europe. At the jubilee 30th edition of these traditional fairs of tourism and regional tourism, a **total of 227 exhibitors from 21 countries presented their expositions and stands on an exhibition area of 5,740 sqm.** The regions of the Czech Republic were all represented. *"We thank all visitors from the bottom of our hearts for their fantastic participation. Our exhibitors rightly deserve huge thanks and gratitude. Unfortunately, the coronavirus pandemic has put tourism in a very difficult situation with impacts of unprecedented proportions. However, we firmly believe that our maximum efforts to support and restart tourism through trade fairs are one of the irreplaceable ways to slowly emerge from this industry crisis. And we are glad that we had the courage to organize tourism fairs at this difficult time again. We stand by the fact that it is right time for the return of events of this type,"* says Martin František Přívětivý, CEO of the organizing company **ABF**.

At trade fairs **HOLIDAY WORLD & REGION WORLD 2022** has been awarded a prestigious award for the first time in history **Grand Prix of Tourism 2021/2022**. The organizer of the competition, the communication agency **COT** group, evaluated out of a record number of 52 projects in a total of 4 competition categories. The co-organizer of the 15th year was **ABF, a.s.** for the first time. *"It is a great honor for us to be able to join forces with the **COT** group to organize this prestigious competition. The number and quality of submitted projects are a signal to me personally, that although the covid was most affected of all fields, tourism in the Czech Republic has strong roots,"* says Martin František Přívětivý, general director of the organizing company **ABF**.

Category winner The best unified campaign became Living Region - Destination Agency for the Karlovy Vary Region for the campaign "Holidays? In the Karlovy Vary region! ". In the category The best sustainable project the jury awarded most action called Region of the

Knights of Blanice, which entered the competition under the association of the same name. It was chosen as the best tourist product - product called The Road to Beer through the Karlovy Vary Region, which was created with the aim of supporting specific local gastronomic production and connecting it to the field of tourism. The best electronic project in the last category was announced "1. Online famtrip or virtual tour of South Moravia ", registered by the Brno Convention Bureau.

The third edition of the **Matchmaking Business Meeting Tourism Prague 2022** also took place at the fairs. These controlled B2B meetings among Czech and foreign entrepreneurs were a great success. A total of 100 participants from 23 countries were registered for this year's MBM Tourism Prague. The organizer of this event was the member of the **Enterprise Europe Network** at the Center for Regional Development of the Czech Republic, co-organizer was ABF.

The largest and oldest domestic tourist organization, the Czech Tourists' Club, presented the long-distance route through the Czech Republic within the Saturday's main program. Editors KAM po Česku announced the results of the popular competition Region of My Heart 2021. The organizer of the survey was the editorial staff of **KAM po Česku** in cooperation with the ABF, a.s. trade fair administration, under the auspices of the Association of Regions of the Czech Republic. The aim of the survey is to find out and compare the development of the popularity of regions from the point of view of visitors and their leisure activities. The poll took place in eight categories from 31 October, 2021 to 28 February, 2022. A total of 3,160 people took part in the survey and 56,909 votes were registered in all categories.

The membership meeting of the **Czech Tourism Union** also took place at the fairs. The Day for Experts, Friday 18 March was dedicated to conferences, lectures, presentations and workshops in addition to the program at the individual stands. Presentation and workshop at the fair were organized by Montenegro, Airlines Eurowings and Lufthansa. Marta Kučerová, director of the Czech representation of the Slovak National Tourist Office - Slovakia Travel, presented news from our neighbors. The expert conference on the topic - Steps to Restart Tourism was organized jointly by the Czech Tourism Union and the Ministry of Regional Development of the Czech Republic. There was also a press conference of Tunisia dedicated to the restart of the tourist season. The presentation of the Hungarian National Tourist Board connected with the workshop was a success. Tourfilm was also presented with its spots promoting the Czech Republic.

Complete results of all professional competitions can be found at www.holidayworld.cz.

In conclusion, one thing can be said. The HOLIDAY WORLD & REGION WORLD team is already starting to work hard on the next edition. We look forward to seeing you again in 2023!

Michaela Volná

Project manager HOLIDAY WORLD & REGION WORLD
