

# HOLIDAY WORLD & REGION WORLD

MEZINÁRODNÍ VELETRHY CESTOVNÍHO RUCHU A REGIONÁLNÍ TURISTIKY  
INTERNATIONAL TOURISM AND REGIONAL TOURISM TRADE FAIRS

PVA  
EXPO PRAHA

17-19 | 3 | 2023



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## Almost 28,000 people visited the HOLIDAY WORLD & REGION WORLD 2023 fairs with simultaneous exhibitions

Prague, March 21, 2023 – The HOLIDAY WORLD & REGION WORLD international trade fairs for tourism and regional tourism are now in their 31st year, which enjoyed extraordinary interest from professionals and the general public as well. 27,537 visitors came to PVA EXPO PRAGUE in Letňany from March 17 to 19 for travel and vacation tips. The official cars of the fair are FORD cars.



The great success of the past 31st year of the HOLIDAY WORLD & REGION WORLD international trade fairs testifies to the fact that there has already been a positive development in the field of tourism not only in the Czech Republic. The increased interest of exhibitors, of which there were a total of 306 from 26 countries in Letňany, which had already been announced before its event, has now also been confirmed by the attendance of visitors. In the days from March 17 to 19, exhibitions of tourist destinations, countries across continents and Czech regions filled the exhibition area of 9,370 sqm. An attractive accompanying program was also held at the most important domestic industry event, and thanks to the connection with the FOR CARAVAN motorhomes and caravans and FOR BOAT boats and water sports exhibitions, every square meter in the halls of PVA EXPO PRAGUE was filled.

This year's trade fair event commemorated the creation of independent Czechia and Slovakia, and with it the ongoing close relationship between the two states. Slovakia symbolically became the partner country for 2023, and the Pilsen region was the partner region of the event.



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Japan returned to HOLIDAY WORLD & REGION WORLD in Prague after years, representatives of Indonesia, the Philippines and Thailand also arrived from Asia. For example, the Polish Lubusz Voivodeship or the Georgian region of Adjara and the second largest city of Georgia, Batumi, have had their Czech fair premiere. The most attractive destinations of their country were presented by Lithuanian tour operators, the Federal Republic of Germany Saxony, there was South Tyrol with a presentation of the Val Senales Schnalstal glacier area, and locations from Hungary and Romania were also on offer. The opening ceremony was also attended by a delegation from the Kurdistan Region of Iraq, consisting of representatives of the local administration, Governorates, the Ministry of Tourism and travel agencies.

Visitors also learned about tourist attractions in Peru, Jamaica, Cuba, South Africa and Morocco. After the covid absence, Egypt successfully returned to the fair.

**Partner country Slovakia** presented many localities that the Czechs consider to be located just round the corner. The visitors got to know the beauties of nature, valuable monuments and tourist attractions near the capital. The fair also featured interesting facts about the High Tatras, the Orava and Liptov regions, and the Thermalpark Dunajská Streda water resort.

**Partner region** The Pilsen region shown visitors that it is a region of golden water, mysterious history, industrial monuments, undiscovered baroque, castles and chateaux, as well as peculiar traditions that come to life in the ethnographic region – Chodsko. The regions of Central Bohemia, South Moravia and its metropolis Brno, as well as the regions of Pardubice, Hradec Králové, Moravian-Silesian, Olomouc, Zlín and Ústí also presented their regions. Representatives of Prague City Tourism, the Ministry for Regional Development of the Czech Republic, the Regional Office of the South Moravian Region, the destination agency Central Bohemian Uplands, UNESCO or the KAM po Česku portal spoke about the points of interest.

## A program for experts and adventurers alike

This time, too, the first day of the fair was reserved for experts from the tourism industry, for whom the organizers prepared a rich program, for example the 12th annual conference of the Forum of Tourism educational platform, which was organized by the CzechTourism agency. On the same day, the fourth edition of MBM Tourism Prague was also held, and for the second time in its history, the prestigious Grand Tourism Award 2022/2023, organized by the communication agency COT Group, was awarded at the Letňany Exhibition Center. You can familiarize yourself with the results on the fair portal [HERE](#). The program included the conference Where is the money for entrepreneurs for marketing and tourism, organized by the Czech Tourism Union and the Ministry of Regional Development of the Czech Republic. Also this year, at the HOLIDAY WORLD & REGION WORLD trade fairs, the results of the Region of my heart survey were announced, which is organized by the editorial staff of the KAM po Čechách portal in cooperation with ABF, a.s. and which is held under the auspices of the Association of Regions of the Czech Republic. You will find the results [HERE](#).



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On the weekend of March 18 and 19, the parallel festival AROUND THE WORLD was held, and the accompanying program was not missing even at the exhibitors' stands. The exposition of the Central Bohemian Region offered, for example, handmade letterpress using historical technology on a century-old Boston machine or a presentation of the glassmaking technique of winding pearls. The heroes of the travel legend Tatra around the world 2 also visited the fair, the KAM portal in the Czech Republic brought a show with Old Shatterhand, the Fairy Tale Academy or the unique aerial performance FLY TO HOLIDAY WORLD & REGION WORLD also took place. Those interested could test their knowledge at the Czech UNESCO Heritage Site or get an autograph from the actors of the Palace Theater and the Na Jezerce Theater. At the CzechTourism exhibition, visitors tried out an interactive virtual reality application that introduced them to four environments in which they performed fun tasks.

**More information can be found at [www.holidayworld.cz](http://www.holidayworld.cz).**

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