

# PRESS RELEASE

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## HOLIDAY WORLD & REGION WORLD

### Over 26,000 travel lovers visited the HOLIDAY WORLD & REGION WORLD 2024 fair in Letňany

Prague, 19 March, 2024 – The HOLIDAY WORLD & REGION WORLD international tourism and regional tourism fair took place at the PVA EXPO PRAGUE exhibition center in Letňany from 15 to 17 March, 2024. Visitors could see the exhibits of more than three hundred exhibitors from all over the world. The accompanying program pleased both experts and lay travel lovers as well.



The exposition of 302 exhibitors from 24 countries of the world on a gross exhibition area of 9,400 sqm was visited by 26,815 people interested in all types of travel over three days. The partner country of this year's 32nd edition was the exotic Sri Lanka, which returned to the fair after a few years.

*"Visitors were able to see exhibits from many distant destinations such as Indonesia, Peru, Thailand or Japan. The island of Elba was presented for the first time at the fair in Letňany, and of course there were also traditional tourist bestsellers such as Croatia or Slovenia and other countries close to the Czech",* says the director of the fair, Janica Ciglianová.

REGION WORLD delighted fans of domestic tourism when almost all regions of the Czech Republic presented themselves in Letňany. This year's partner region was the Moravian-Silesian Region, which surprised with a number of attractions and natural scenery.



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### A successful professional day

The HOLIDAY WORLD & REGION WORLD trade fair traditionally dedicates the first day of the event to the professional public from the tourism industry. This year, as part of the accompanying program, he introduced the 12th annual conference and educational platform of the Forum of Tourism organized by the CzechTourism agency. It deals with current and future tourism challenges that fundamentally affect foreign and domestic visitors to the Czech Republic. This year, among other things, it focused on the discussion about the influence of small and medium-sized companies and large corporations on the environment and social environment as well. As a part of the panel debates, the topic of active spa tourism was also discussed.

Friday's program for experts was also enriched by MBM Tourism Prague with the possibility of personal business meetings of professionals, which were organized by the Enterprise Europe Network and the Center for Regional Development of the Czech Republic in cooperation with ABF, a.s., and the awarding of the Great Tourism Award 2023/2024, which is announced by the COT Group.

The first ever B2B workshop between Polish regions and Czech tour operators took place under the patronage of the Prague office of the Polish Tourist Organization. 13 Polish tourist organizations and another four dozen of their members presented themselves at it. The German national workshop took place for the first time, and the Montenegro workshop was traditionally held as part of the fair.

During the first day of the fair, the region of Vysočina was honored, the winner of the Region of my heart survey organized by the editors of the Kam po Česku portal in cooperation with ABF, a.s. held under the auspices of the Association of Regions of the Czech Republic.

### Attractive competitions

Visitors from the general public won luxury prizes in several competitions as a part of HOLIDAY WORLD & REGION WORLD, for example a trip for two to the luxury hotel Nirvana with Ultra All Inclusive from Coral Travel CZ, a four-day stay in the HighTauern National Park from ALPINmedia and NP High Tauern, 3 days in Salzburg with entry to almost three dozen attractions or a ten-day cruise for the whole family on the largest MSC WORLD EUROPA ship from the RIVIERA TOUR company.

HOLIDAY WORLD & REGION WORLD was held in conjunction with the 15th edition of the FOR CARAVAN motorhome and caravan exhibition and the 7th edition of the FOR BOAT boat and water sports exhibition.

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

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