

HOLIDAY WORLD & **REGION WORLD**

13. – 16. 2. 2020



PARTNERSKÁ ZEMĚ

PARTNERSKÝ KRAJ



The whole world within the reach at Holiday World fair

While this will be already the 29th time that the bigger and more modern HOLIDAY WORLD will take place, there will be also one important first time. It will be newly held in the premises of the Letňany Exhibition Centre PVA EXPO PRAHA from 13 to 16 February 2020. Visitors will also be surprised by another important innovation, i.e. a more intense promotion of the regions. No less attractive REGION WORLD fair will offer treasures of the Czech Republic regions, primarily from the viewpoint of hiking. The fairs are organized by ABF.

The international tourism trade fair **HOLIDAY WORLD** is the most important event of its kind not only in the Czech Republic, but also in the whole region of Central Europe. “In 2020, the HOLIDAY WORLD fair will present national tourist boards of traditional European countries as well as of remote destinations, e.g. from America, Asia and Africa. The Czech regions will offer tourist experiences and dozens of travel agencies will provide their current offer of trips to many destinations worldwide,” says Martin František Přívětivý, Sales and Marketing Director of the organizer company ABF.

Partner country of the fair – Tunisia

In 2020, the title of the partner country of the HOLIDAY WORLD fair is proudly held by Tunisia. Sandy coastline with a gentle slope to the sea, sunny climate, destination within a two-and-a-half-hour or three-hour flight from the Czech Republic, diverse historic sights, excellent cuisine and hospitality of local people, all of which makes Tunisia one of the most in-demand countries, visited by nearly 110,000 Czechs in 2019. The Tunisia stand will present classical Tunisian crafts such as ceramics, metalwork, henna tattoo, performances of belly dancers and folklore music band. Visitors will have an opportunity to taste Tunisian confectionery and dates.

Discovering Czech Regions

A parallel event significantly entitled **REGION WORLD** will focus on the regions of the Czech Republic. The major topic will be hiking. The partner region for the year 2020 has become the South Bohemian Region. In cooperation with the Pilsen Region, it will present for example the Golden Path (Zlatá stezka), more than 600 km of trails in the territory of both regions, as well as a newly certified path along the Lužnice River which was prepared by the Toulava tourist area.

Prima ZOOM WorldFilm

Part of the accompanying programme will be again the spectacular traveller's festival **Prima ZOOM WorldFilm**. Every year, it is the very first major traveller's festival in our country. It is also a display of the largest expeditions of the previous year and meeting of authors who published new books or presented new films. "It is a holiday of travelling, a unique opportunity to meet," says director and polar explorer Petr Horký, Program Director of **Prima ZOOM WorldFilm**.

Tatra Around the World 2 expedition

During the weekend the Fair will offer a special opportunity to say good-bye to the team of the Tatra Around the World 2 expedition. And in addition, during the whole weekend visitors will be allowed to view with their own eyes the unique Tatra 815 truck in hall No. 6 – the specially adjusted and equipped truck, which on 22 February 2020 will follow up with the Tatra Around the World expedition from the years 1987–1990. The attractive story about the whole project including projection will be presented by adventurers Marek Havlíček and Petr Holeček on the main stage.

TV faces to be part of the fair

Fotr (Old man) on the trip alias expert Pepa alias Josef Vrtal from TV show Autosalon will advise visitors how to travel Ukraine, Moldova, Georgia, Azerbaijan, Kyrgyzstan, Uzbekistan and Kazakhstan with small children. Visitors will be able to meet him and see his specially adjusted and equipped Toyota Land Cruiser. Dalibor Gondík will tell fair visitors about his experience from travelling Slovakia in a caravan, presenting thereby a Czech TV program of the same name.

Holidays for a Million and Expediční kamera (Expedition Camera)

The popular film festival **Expediční kamera** will also offer its accompanying program. For already the 11th time now the visitors will have an opportunity to compete for **Holidays for a Million**. In cooperation with the tourist portal **Kam po Česku (Where to in Czechia)**,

visitors will be able to vote in the 8th year of the **Kraj mého srdce (Region of My Heart)** survey. A festive announcement ceremony will be held as part of the concurrent fairs **REGION WORLD** and **HOLIDAY WORLD**.

Personality of tourism

The 16th year of the Personality of Tourism award for year 2019 and the prestigious **HOLIDAY WORLD AWARD** for contribution to the development of tourism will take place in cooperation with the main media partner C.O.T. Media.

Accompanying programme for professionals

The already third year of the 360° Travel Trends conference with the subtitle “Rising Stars or who makes the future of the Czech Republic in tourism” will take place within the 29th year of the fair. A novelty of the fair is the first year of Matchmaking Business Meeting Tourism Prague 2020, moderated B2B negotiations between Czech and foreign entrepreneurs which will take place on 14 February in one of the congress halls of the PVA EXPO PRAHA exhibition centre, organized in cooperation with the Enterprise Europe Network. Part of the accompanying program will be a session of the Tourism Sector Group of the Enterprise Europe Network. Very interesting and important will certainly be the conference Final Stage of the EET (electronic registration of sales) in Tourism, which will be held on the first day of the fair under the baton of the Czech Deputy Prime Minister and Minister of Finance, Mrs. Alena Schillerova.

Giving the past a future

The **HOLIDAY WORLD** fair has very pleasantly joined forces with the **PAMÁTKY – MUZEA – ŘEMESLA (SIGHTS – MUSEUMS – CRAFTS)** fair. This union represents an amazing and logic synergy between historic sights and tourism, when the most interesting historical monuments in the country including ecclesiastic ones, will be presented under the auspices of the Czech Ministry of Culture.

3 fairs with just one ticket

In conclusion, it is important to point out that the visitors can enjoy the above-mentioned high quality fairs, i.e. **HOLIDAY WORLD, REGION WORLD** and **SIGHTS – MUSEUMS – CRAFTS** with just one ticket. Advance tickets are already on sale.

For other important information including the current accompanying programme please see www.holidayworld.cz.

Opening hours for professionals:

Thursday 9:30 am – 6:00 pm

Friday 9:30 am – 2:00 pm

Opening hours for the general public:

Friday 2:00 pm – 6:00 pm

Saturday 9:30 am – 6:00 pm

Sunday 9:30 am – 3:00 pm

Admission fee:

Regular: 150 CZK

Discounted: 120 CZK (seniors above 60, disabled persons with a ZTP card, students under 26)

Free of charge: Children under 140 cm accompanied by an adult, disabled persons with a ZTP/P card including an accompanying person

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