



Socio FITUR



Comunidad
de Madrid



PRESS DOSSIER FITUR 2021 " Tourism Recovery Special Edition"



Socio FITUR



Fact Sheet: FITUR 2021, <i>Tourism Recovery Special</i>	
FITUR Dates (in-person):	19 th to 23 rd May 2021 19 th , 20 th and 21 st May - Trade visitors only 22 nd and 23 rd May - Trade visitors and general public
FITUR Dates (LIVEConnect):	5 th May to 4 th June
Venue:	IFEMA MADRID (Spain)
Opening times:	19 th , 20 th and 21 st May: from 10 am to 7 pm. 22 nd May: from 10 am to 8 pm 23 rd May: from 10 am to 6 pm
Edition:	41
Number of participating companies:	5000
Stand-holder exhibitors	350
Countries and Regions	55 (in-person) / 79 (FITUR LIVEConnect as of 13 th May 2021)
International official representations:	37
Net Area	44,000 sq. m
Participants:	Tour operators / Travel Agencies / Inbound services - Hotels - Restaurants / Catering - Official Spanish bodies - National Tourism Offices and other Foreign Promotion Organizations - Trade Associations - Transport - Meetings, Incentives and Conferences - Travel Media - Know-How and Technology - Leisure and Culture - Health Tourism -

	Residential Tourism - Festival Tourism - Screen Tourism - Service Companies
By Sector:	<p>Halls: 3, 5, 6, 7, 8, 9, 10.</p> <p>Hall 3: America, Africa and Fitur LGBT+</p> <p>Halls 5, 7 and 9: Spain</p> <p>Hall 6: Europe, Middle East, Asia-Pacific and Fitur Screen</p> <p>Hall 8: Companies, Travel Technology area, Fiturnext and CEAV's B2B area</p> <p>Hall 9: Fitur Festivals & Events</p> <p>Hall 10: Companies, FiturtechY, Fitur Know-How & Export, and Fitur Talent</p>
Sections:	<p>FITUR LGBT+ - FITUR FESTIVALS & EVENTS – FITURTECHY – FITUR KNOW HOW & EXPORT – FITUR TALENT – FITURNEXT – FITUR SCREEN - FITUR HEALTH – FITUR MICE - FITUR LINGUA - FITUR WOMAN</p>
Parallel events	<p>24th CIMET 2021, Ibero-American Conference of Tourism Ministers and Entrepreneurs, Tuesday 18th May</p> <p>12th INVESTOUR Forum for Tourism Business and Investment in Africa, 20th May (streaming on FITUR LIVEConnect)</p> <p>UNWTO Activities</p>
FITUR Partner	Madrid Region
Organised by	IFEMA MADRID
Member of:	<p>UFI, Global Association of the Exhibition Industry</p> <p>UNWTO, World Tourism Organisation</p>
Official carrier:	IBERIA
More information	https://www.ifema.es/fitur



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Press release

FITUR Begins: The Strategic Event For Tourism Recovery

Organised by IFEMA MADRID, from 19th to 23rd May, FITUR will be the first trade fair on the international circuit of major tourism sector events.

The Fair brings together more than 5000 participants from five continents, with the presence of all Spain's regions, companies and destinations from 55 countries, and 37 official representations, in addition to the participation of trade visitors of 79 nationalities on the new digital platform: FITUR LIVEConnect.

The Madrid Region will have a special presence as FITUR 2021 PARTNER destination. Its participation at the Fair will focus on promoting the capital as a preferred destination for international tourism under the new brand, *Greater Madrid*.

There will be new special-interest sections: FITUR LINGUA, FITUR WOMAN and the FITUR TRAVEL TECHNOLOGY space.

Madrid, 13th May 2021. Next 19th to 23rd May, IFEMA MADRID is organising the first in-person trade fair on the international circuit of major tourism industry events: **FITUR 2021 Tourism Recovery Special**. This edition will focus on recovery in this strategic sector for the economy. It will especially focus on Spain, one of the world's most competitive economies in terms of tourism (World Economic Forum data), where this industry accounted for about 13% in terms of employment and GDP in 2019.

So, next Wednesday, 19th, **FITUR 2021** will open its doors to members of the international tourism community who represent the sector's entire value chain in terms of supply and demand. This edition, so critical for tourism's recovery, will be attended by destinations, the transport and accommodation industries, the solutions and services sectors, the intermediation sector, travel agents, and tour operators. It will also serve all segments that act as drivers of this business to provide a dynamic scenario for moving the revival ahead and the long-awaited re-encounter between professionals.

The Fair is grateful for the significant institutional support it has received from the **Ministry of Industry, Trade and Tourism**, from the **Madrid Regional government**, and from international organisations such as the **World Tourism Organization** (UNWTO, of which **FITUR** chairs the affiliate members committee), as well as all the Spanish regional governments, companies, countries and destinations. This backing has been instrumental for launching this edition, which aims to mark a turning point for relaunching tourism globally, to help strengthen business tourism, and boost the image of Madrid and Spain as major opinion leaders and safe tourism destinations.

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FITUR will also be the first experience of safe international mobility after many months of restrictions. It will be an extraordinary measure, one to which the Government of Spain has contributed by declaring attendance at **FITUR as “essential travel,”** enabling exhibitors and visitors from abroad to come to the capital of Spain. The Spanish government has also supported **FITUR** by declaring **FITUR Tourism Recovery Special** an **Event of Exceptional Public Interest**, included in the National Budget for 2021, over three years. This status will be especially beneficial and will give a boost to relaunching the industry and Spain’s tourism image.

In addition to this, **IFEMA MADRID** has designed a strict Covid-19 sanitary protocol which has four **national and international certifications**. The protocol covers all the necessary measures to manage aspects such as attendee flows and mobility, occupancy controls, safe distancing, eliminating direct contact by using online registration, and incorporating the latest technologies for health safety and people counting, and especially for air renewal in the halls. Furthermore, for the trade days, there will be an additional measure, the requirement for a negative Covid-19 test, in addition to the mandatory PCR tests at origin and the quick onsite tests.

The Madrid Region, FITUR 2021 destination PARTNER

The Madrid Region will be **FITUR 2021’s** tourism destination **Partner** for this **Tourism Recovery Special** edition. This partnership will be an excellent opportunity to reposition the Madrid region as a world leader and preferred tourist destination for international travellers. Furthermore, this is an active involvement in partnership with the **FITUR** brand to show the world the Region’s leadership as an economic driver, with its competitive industry and business community. Freedom and legal certainty are features of its legislative and political context.

Over the past year, Madrid’s tourism sector has been hit by the pandemic. Still, it has shown itself to be an example of solidarity, collaboration, and adapting to changing social and economic circumstances. So, at this year’s **FITUR**, the Madrid government wants to salute the region’s effort with a stand designed as a participatory space for Madrid’s different destinations, products and tourism businesses.

FITUR is also an excellent showcase for the Madrid region’s new tourism model in a changing and increasingly competitive environment. This new tourism model aims to maintain the Madrid region’s competitiveness and leadership with a strategy that can respond to the sector’s needs and contribute to a sustainable and digitalised tourism business in an environment that keeps everyone safe. One of the new developments this year will be on Thursday 20th May at 12 noon on the Madrid Region stand’s main stage, when the Region presents its new brand image and new concept as an international tourism region: **Greater Madrid**, and the new **Destination Weddings** tourism product which proposes the Madrid region as the ideal destination to celebrate unique and unforgettable experiences.

FITUR LIVEConnect

At this special edition, **FITUR** is launching its LIVEConnect community. LIVEConnect is an advanced technology platform designed to complement face-to-face participation. It is part of

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IFEMA Madrid's commitment to digitalising its trade fairs by introducing products and services to enable it to reach other markets. **FITUR LIVEConnect** has been operational from **5th May to 4th June**. It has a powerful search and recommendations engine backed by Artificial Intelligence. It enables users to do business networking and strengthen interaction with the international tourism community outside the dates of **FITUR's** face-to-face Fair in Madrid.

Taking Part in FITUR 2021

FITUR has 44,000 sq. m net exhibition space across seven halls. This special edition brings together **5000 participants, representing five continents and with direct participation by 55 countries**, between destinations and companies, **37 of which are attending as official representatives**. In addition to this international representation, for the first time, its figures include participation to date by **79 nationalities on the FITUR LIVEConnect online platform**. Also, **17 of Spain's regions** will be participating, and the cities of **Ceuta and Melilla**.

The attendance forecast for this event is around **50,000 national and international professionals**, from Wednesday to Friday. In addition, another **50,000 general public visitors are expected** over the weekend.

Special-Interest Spaces and Sections

FITUR covers different topics that address trends that will be vital for relaunching the tourism industry. So, as well as the main cross-cutting themes like digital transformation, technological innovation and sustainable development, which will be part of **FITUR's** overall offer, all the verticals will be represented in different sections at this edition: -Business Opportunities For Meetings and Business Travel Tourism At **FITUR MICE**, health tourism at **FITUR HEALTH**, film shooting destinations at **FITUR SCREEN**, cultural event opportunities at **FITUR FESTIVALS & EVENTS**, talent and professional training, at **FITUR TALENT**, destinations for diversity at **FITUR LGBT**, technology solutions for businesses, destinations, sustainability and future trends, at **FITURTECHY**, and digitalisation, sustainability, and smart tourism destinations at **FITUR KNOW-HOW & EXPORT**.

FITUR is launching special-interest sections for language tourism at **FITUR LINGUA** and leadership by women in the tourism industry at **FITUR WOMAN**. There is also a new space, **FITUR TRAVEL TECHNOLOGY**, bringing together technology suppliers and innovative solutions that are already setting future trends for new travel concepts. Another new space is **CEAV b2b** to host business meetings between travel agents and tourism industry suppliers present at the fair.

The **FITUR NEXT Observatory** focuses on promoting good tourism sustainability practices. This year it has been surveying tourism's contribution to gender equality and women's empowerment. It will be presenting the **Afrikable**, **Codespa Foundation** and **Women in Travel CIC** initiatives, winners of the 2021 challenge. In addition, it will host a series of dialogues and testimonials highlighting female talent and the fight for equality in the sector.

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Download FITUR Section Programmes

Professional Activities

FITUR también será sede de celebración de grandes eventos relacionados con el turismo, entre ellos acogerá el XII Foro de Inversiones y Negocios Turísticos en África, **INVESTOUR**, que organizado por la **OMT**, en colaboración con, **FITUR y Casa África**, se enfoca en potenciar la promoción del desarrollo sostenible en África, y favorecer las oportunidades de inversión y negocio. En esta ocasión se desarrollará en formato virtual y será retransmitido por **FITUR LIVEConnect**, el jueves 20 de mayo.

The **UNWTO** has also prepared a programme of events and activities during **FITUR**. Over five days, these events will invite experts to talk about the sector's recovery and its sustainable future based on the vital role of innovation, cooperation and tourism investment. UNWTO will also actively participate in **FITUR NEXT** and **FITURTECHY**.

As a prelude to **FITUR**, the 24th Ibero-American Conference of Tourism Ministers and Entrepreneurs, **CIMET**, on Tuesday 18th May, will bring together the sector's leaders and decision-makers. It will host panels in partnership with the UNWTO: "*Keys to Post Pandemic Tourism*", "*Investment and Spanish Know-How*", "*What the New Traveller Will Be Like*," and "*Quality and Health Safety for the New Tourism*." In addition, there will be a space for networking with Tourism Ministers and entrepreneurs from the Spanish tourism sector to help Spanish companies expand in Latin America.

Awards and Recognitions

There will be awards and recognitions again this year as **IFEMA MADRID**, **FITUR** and various other organisations highlight efforts to develop tourism activity in different areas. For the second time, **FITUR** will award the **Sustainable Stand Award**, organised in partnership with the **Responsible Tourism Institute (ITR)**. This award highlights exhibiting companies' efforts to make their presence at **FITUR** environment and climate change friendly, contribute to improving social and cultural aspects, and governance and economic issues. In addition, the 22nd edition of the **FITUR-Jorge Vila Fradera Committee Award** organised in partnership with the **Spanish Association of Scientific Experts in Tourism (AECIT)**. The award aims to improve competitiveness through knowledge and disseminate a tourism research project in academia worldwide. Both awards will be presented during **FITUR**.

There will also be the 26th edition of the **AireLibre Tourism Competition**, organised jointly by **FITUR** and the magazine **AireLibre**. This award aims to promote development and marketing in the tourism industry and showcase top-quality active tourism products. Furthermore, **SEGITTUR** is organising the **2021 Chatbots Tourism Awards** as part of **FITUR KNOW-HOW & EXPORT**. They are for the best chatbots, voice apps, and conversational technology solutions, from Spain and abroad, integrated by destinations and tourism sector companies to improve travellers' experience. Finally, the **AMT Smart Destinations Awards** are organised by the **Hotel Technology Institute (ITH)** in the context of **FITURTECHY**. These awards recognise the best Spanish technology solutions and tools to help tourist

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Press release

destinations overcome the challenges of implementing and developing smart destinations.

FITUR At the Weekend

As it does every year, on Saturday and Sunday, 22nd and 23rd May, **FITUR** will open its doors to the general public. This will be an opportunity to discover the proposals offered by destinations and regions worldwide, and enjoy the activities provided by some of the sections and stands at this edition while feeling protected by FITUR's safety measures.

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COUNTRIES AT FITUR 2021

Updated May 11,, 2021

OFFICIAL PARTICIPATION OF COUNTRIES / REGIONS WITH BOOTH

	COUNTRIES	STAND	
1	ALBANIA	6D11	ALBANIAN NATIONAL TOURISM AGENCY
2	ANDORRA	6D07	ANDORRA TURISME
3	ARGENTINA	3C03	ARGENTINA
4	BIELORRUSIA	6F06	NATIONAL TOURISM AGENCY BELARUS
5	BOSNIA-HERZEGOVINA	6A16	VISIT SARAJEVO
6	BRASIL	3A04	CEARA
7	BULGARIA	6D04	MINISTRY OF TOURISM OF BULGARIA
8	CHILE	3E06	SERVICIO NACIONAL DE TURISMO DE CHILE
9	CHINA	6D01	OFICINA DE TURISMO DE CHINA EN ESPAÑA
10	COLOMBIA	3C06	COLOMBIA
		3E22	PACÍFICO COLOMBIA
11	COSTA RICA	3C02A	INSTITUTO COSTARRICENSE DE TURISMO
12	CROACIA	6C19	ZAGREB TOURIST BOARD
13	CUBA	3C04	CUBA
14	EGIPTO	6D05	EGYPTIAN TOURISM PROMOTION BOARD
15	ESLOVENIA	6D10	SLOVENIAN TOURIST BOARD
16	ESPAÑA	9C02	TURESPAÑA
17	ESTADOS UNIDOS	3E10	VISIT USA
18	FILIPINAS	6C01	PHILIPPINE DEPARTMENT OF TOURISM
19	GEORGIA	6F01B	GEORGIAN NATIONAL TOURISM ADMINISTRATION
20	GUATEMALA	3C02C	GUATEMALA, CORAZÓN DEL MUNDO MAYA
21	HONDURAS	3E02	HONDURAS
22	ISRAEL	6F02	MINISTRY OF TOURISM- ISRAEL
23	ITALIA	6E08A	VENETO THE LAND OF VENICE
24	MALDIVAS	6A02A	MALDIVES MARKETING & PUBLIC RELATIONS CORPORATION
25	MARRUECOS	3C08A	OFICINA NACIONAL MARROQUÍ DE TURISMO
26	MAURITANIA	3D02	ONT MAURITANIA, OFICINA NACIONAL DE TURISMO
27	MEXICO	3B09	CARIBE MEXICANO
		3C01	MÉXICO
28	PALESTINA, ESTADO DE	6A06	PALESTINE, MINISTRY OF TOURISM & ANTIQUITIES
29	PANAMA	3C02B	PROMTUR PANAMÁ / VISIT PANAMÁ
30	PERU	3B05	PROMPERÚ
31	POLONIA	6D08	OFICINA NACIONAL DE TURISMO DE POLONIA
32	PORTUGAL	6H01A	CAMARA MUNICIPAL CASTELO BRANCO
		6H02	MUNICIPIO DE BRAGA
		6H04	S. JOÃO DA PESQUEIRA - CORAÇÃO DO DOURO
		6H02B	TURISMO DE SETUBAL
		6D02	VISITPORTUGAL
33	REP. DOMINICANA	3B03	REPÚBLICA DOMINICANA
34	RUSIA, FEDERACION DE	6A12	MOSCOW CITY TOURISM COMMITTEE
		6B12	SAINT PETERSBURG CONVENTION BUREAU
		6G01A	BOLSHOI TOURISM
35	TÚNEZ	3C05	OFICINA DE TURISMO DE TUNEZ
36	TURQUIA	6D06	TURKIYE TOURISM PROMOTION DEVELOPMENT AGENCY (TGA)
37	UZBEKISTAN	6A04A	THE STATE COMMITTEE OF THE REPUBLIC OF UZBEKISTAN FOR TOURISM DEVELOPMENT

OTHER COUNTRIES / REGIONS REPRESENTED WITH BOOTH

	COUNTRIES	STAND	
38	ALEMANIA	10B67N	FVW
		8F10	SUITEPAD GMBH
39	ARMENIA	6F10	NUEVA VISTA ARMENIA
		6C13	ASYA-ARARAT TRAVEL
40	AUSTRIA	6B16	TRAVEL EUROPE
		6F01A	MUNDIVISION TOURS
		8D08A	HOTELKIT GMBH
41	CANADA	10B67K	CANADIAN TRAVEL PRESS
42	CHIPRE	10B67P	TRAVEL TRADE MENA
		10F34	GETTRANSFER.COM
43	ECUADOR	3A03	VOYAGES DE REVE
44	EMIRATOS ARABES UNIDOS	6A13	EXPO 2020 DUBAI
45	FRANCIA	8F14	WIHP - THE DIRECT BOOKING COMPANY
		8F01A	LOUNGEUP
		8F02	EZUS
46	GHANA	10B67G	VOYAGES AFRIQUE
47	GUINEA-BISSAU	3C10A	ADUNATOURS / KASSUMAY TOURS
48	INDIA	10B67J	TRAV TALK
		10B67F	TRAVEL AND TOUR WORLD
49	IRLANDA	8A04	SMARTBOX
50	MOLDAVIA, REPUBLICA DE	6F12	APIT MOLDOVA
51	PAISES BAJOS	8F03	ROOMRACCOON
52	REINO UNIDO	10B67O	CHINA BUSINESS NETWORK
53	RUMANIA	6F01	MARY TOUR GRUP
54	SIRIA, REPUBLICA ARABE DE	6B04	LUXOR TRAVEL & TOURISM
55	SUIZA	10B67H	TRAVEL INSIDE

PARTICIPACIÓN OFICIAL DE PAÍSES EN VIRTUAL

56	CHECA, REPUBLICA	OFICINA NACIONAL CHECA DE TURISMO
57	KOREA	ORGANIZACION DE TURISMO DE COREA
58	BELGICA	VISIT BRUSSELS

OFFICIAL PARTICIPATION OF COUNTRIES ON FITUR LIVE CONNECT

59	BOLIVIA
60	DINAMARCA
61	GRECIA
62	HUNGRIA
63	INDONESIA
64	JORDANIA
65	LETONIA
66	LITUANIA
67	MALASIA
68	MALTA
69	NIGERIA
70	NORUEGA
71	OMAN
72	PARAGUAY
73	PUERTO RICO
74	SENEGAL
75	SRI LANKA
76	SUDAN
77	SUECIA
78	URUGUAY
79	VENEZUELA

Madrid is the PARTNER Destination for FITUR 2021's *Tourism Is Back* Special Edition

This year, the Madrid region will be the venue and international tourism leader from 19th to 23rd May at FITUR, an excellent showcase for the Region's new model for tourism.

Destination Weddings and the brand ***Greater Madrid*** are among the novelties to be presented.

Madrid The **Madrid Region** will be the **FITUR 2021 Tourist Destination Partner** at this special edition, the 41st. Its theme is *Tourism Is Back*. This is an excellent opportunity for the Madrid Region to position itself once again as a world leader and preferred tourist destination for international travellers. Being FITUR's Partner destination opens up a wide field for major joint advertising and promotion initiatives at this major tourism industry event.

From 19th to 23rd May, IFEMA MADRID will again bring the international tourism industry together at this important meeting that aims to relaunch the global tourism industry and be the first major international safe mobility experience. On this unique occasion, the Madrid Region wants to engage even more actively with FITUR to show the world the Region's leadership as an economic driver, with its competitive industry and business community, where freedom and legal certainty are features of the legislative and political context.

Over the past year, Madrid's tourism sector has been hit by the pandemic. But it has been an outstanding example of solidarity, collaboration and how to adapt to changing social and economic circumstances. So, at this year's FITUR, the Madrid government wants to salute the Region's effort with a stand designed as a participatory space for Madrid's different destinations, products, and tourism businesses.

NEW TOURISM PRODUCTS AND A GLOBAL BRAND IMAGE

FITUR is also an excellent showcase for the Madrid Region's new tourism model in a changing and increasingly competitive environment. This new tourism model aims to maintain the Madrid Region's competitiveness and leadership with a strategy that can respond to the sector's needs and contribute to a sustainable and digitalised tourism business in an environment that keeps everyone safe.

The Madrid Region is aware that competitiveness in this new context requires innovative products to attract different niche markets that can help the sector quickly recover and a new international brand image.



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To achieve this, during FITUR, the Region will present its new brand image and new concept as an international tourism region: *Greater Madrid*. The event will be on Thursday 20th May at noon on the Madrid Region stand's main stage. With this new name, international tourists will be able to grasp the idea of what the Madrid Region is clearly and that its hospitable geographical context has a surprising and extensive wealth of heritage and high-quality tourist resources to satisfy even the most demanding tourists.

Another innovation presented during the Fair will be the new tourist product, *Destination Weddings*, to promote the Madrid region as the ideal destination for unique and unforgettable experiences.

THE MADRID REGION, DESTINATION OF DESTINATIONS

The Madrid Region's highly competitive tourist offering includes culture, heritage, nature, food & wine tourism, shopping, and leisure. It brings together a wide diversity of destinations and tourism resources of which the eleven historic heritage towns (*Villas de Madrid*) and the natural landscapes are an outstanding part, infused with a wealth of art, culture and performing arts that are a feature of the Region.

The Region has three UNESCO World Heritage Sites, which are a tourist attraction for fans of history, art, and traditions: the University and historic old town at Alcalá de Henares, the cultural landscape of Aranjuez, and the monastery and the royal palace at San Lorenzo de El Escorial.

The eleven *Villas de Madrid* are historic heritage towns that stand out for their rich cultural heritage and for preserving their rural authenticity and are important tourist sites that surprise visitors all year round. They are the best destination for getting carried away by emotions and perceiving them with all five senses.

But the Madrid Region is also about nature. It has places like the *Hayedo de Montejo* beech forest (the first nature reserve in the Region recognised as World Heritage by UNESCO), the *Sierra de Guadarrama* National Park mountain range, and the *Sierra del Rincón* mountain range and *Cuenca Alta del Manzanares* Biosphere Reserves. These are ideal places for active tourism and ecotourism. The mountainous *Sierra de Guadarrama* National Park has launched a smart tourism project to improve the quality and safety of visitors' experiences.

The *Sierra Norte* (north) and *Sierra Oeste* (west) are also destinations with unique features and landscapes well worth visiting for the variety of tourist attractions and activities. And, for cyclists, the *CiclaMadrid* network of cycling routes is the perfect way to discover the Madrid Region on two wheels in a healthy and sustainable way. The Madrid region is undoubtedly ideal for sharing experiences

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such as wine tourism, horse riding, or canoeing.

The regional government has published a new collection of guides by well-known writers on different themes for visits to the Madrid Region. It is firmly committed to promoting inclusive and accessible tourism, and it has integrated these values into its tourist publications. It recently launched a new guide to accessible routes in the Region. Its *Villas de Madrid* web site now has an accessible version.

To complete your visit on a cinema theme, the *Comunidad de Madrid: Far West Territory* website guides you through a tour of the shooting locations for Westerns during the second half of the twentieth century.

Another of the attractions that makes Madrid an unforgettable visit is the quality and variety of its hotels and accommodation. The Region's hotels are no longer just a place to sleep: they are places where things happen, and guests enjoy experiences ranging from top-quality food in Michelin-starred restaurants to health routines, performances, and more. All endorsed by leading professionals who offer tourists personalised assistance and complete safety guarantees.

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FITUR presents its LIVEConnect platform, the largest professional network for the tourism industry

An advanced technology platform that enhances the in-person experience at FITUR and represents IFEMA's commitment to digitalising its events in an effort to promote products and services that reach other markets.

The LIVEConnect platform will be available from 5 May to 4 June and will help to generate business networking opportunities and strengthen interaction within the international tourism community well after FITUR is held and in-person networking has concluded.

Madrid, 19 April 2021.- FITUR 2021 "Strategic edition for tourism recovery" will feature a new digital tool aimed at expanding opportunities for networking and sharing information among professionals within the value chain of the international tourism industry. This tool is FITUR LIVEConnect, an advanced technology platform, accessible both online and via a mobile app, that enhances the in-person experience at **FITUR and represents **IFEMA's** commitment to digitalising its events in an effort to promote products and services that reach other markets.**

The LIVEConnect platform has been developed with artificial intelligence technology to offer networking opportunities to all professionals in the sector, as well as additional content with a highly interesting programme and a wide range of contacts to broaden the framework for the professional and business relationships that arise during **FITUR.**

FITUR LIVEConnect will be available from 5 May to 4 June, which will enable supply and demand to be included on the platform, facilitate preparation for the event with advanced knowledge of the content expected for **FITUR 2021, identify interests thanks to its advanced search feature, schedule online and in-person meetings, hold video calls, chat live, multi-site eB2B etc. **FITUR LIVEConnect** enables participating businesses to promote their sector-related products, services and destinations, and benefit from several features aimed at enriching their professional contact network, creating business networking opportunities and interaction within the international tourism industry well beyond the **FITUR** event.**

All of this makes **FITUR LIVEConnect a brand-awareness tool that is prepared to strengthen both the ability of participating companies to meet together, as well as their expectations in terms of business and impact as a result of attending the event.**

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Further information for **FITUR** exhibitors and co-exhibitors interested in becoming part of **FITUR LIVEConnect** can be found on the **FITUR** website.

LIVEConnect will also be available in a virtual format for those destinations and businesses who are unable to attend **FITUR** in person and wish to include their content on the platform and be a part of this large network for the international tourism industry. Professionals who will be attending in person can also join **FITUR LIVEConnect** when they register on the **FITUR** website.

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Female experts and professionals in the tourism sector lead the FiturNext 2021 programme

Begoña Gómez, Director of the special lecture series on Competitive Social Transformation at the Universidad Complutense de Madrid; Paloma Real, Director of Mastercard Spain; and Cristina Figueroa, Professor at the Universidad Rey Juan Carlos, are just some of the professionals who will participate in talks and presentations about the role of women in tourism at FITUR from 19–23 May.

Madrid, May 2021. FiturNext Observatory, FITUR's platform dedicated to promoting good sustainability practices in tourism, sponsored by Mastercard, has published the **complete programme** for its current edition, which is dedicated to gender equality and female empowerment. The conference will include the presentation of awards to the winning initiatives for the 2021 challenge and a series of discussions and dialogues to highlight female talent and the pursuit of equality within the sector.

Presentation of awards and talks with the edition's leading women

The programme will be launched by **Santiago Quiroga**, Director of Quality and Corporate Social Responsibility at IFEMA MADRID. Next, **Francisco Rodríguez**, a consultant specialising in tourism at Ideas for Change, will present the **FiturNext 2021 report**, an analysis that includes formulas that can be replicated to achieve gender equality within the industry. Then, **awards will be presented** to the **winning initiatives** of the 2021 challenge and the associated projects will be presented.

The award-winning NGO **Afrikable** will present the positive results of its [“Solidarity Holidays”](#) programme, which offers work opportunities in the tourism sector to at-risk women in Kenya. Then, the other two winning proposals from **Fundación Codespa** and **Women in Travel CIC**, will share their key vision in terms of equality within community-managed rural tourism and in training within the sector, respectively.

The ceremony will also include honourable mention of the remaining **finalist projects** submitted for the challenge: Open Eyes Project, Active Woman, RaizUp, Women in eTravel, Equality in Tourism, Fundación Santander (Best Africa), Fundación EnVía, Fundación Barcelona and ASEET.

Dialogues promoting female leadership

Amongst all of the activities scheduled for the event, of particular note is the significant number of dialogues and discussions with **female experts in the tourism sector** committed to female empowerment.

Press release

Begoña Gómez, Director of the special lecture series on Competitive Social Transformation at the Universidad Complutense de Madrid and **Paloma Real**, Director of Mastercard Spain, will participate in a roundtable discussion as part of the "Mastercard Space" focussing on women, tourism and competitive social transformation.

The schedule also features a discussion on tourism from a female perspective by **Cristina Figueroa**, professor at the Universidad Rey Juan Carlos and author of *Mujer y alta dirección en el sector turístico* [Women and senior leadership in the tourism sector], and **Daniela Moreno Alarcón**, a researcher specialising in gender, tourism and sustainability. **Susana Fernández**, President of the *Asociación de Ejecutivas de Empresas Turísticas* (ASEET, Association of Female Executives in Tourism Companies) will also discuss their vision alongside other sector leaders.

Lastly, **FiturNext** will conclude this year's edition with a public discussion to define which challenge that has a **positive impact** on the industry will be most interesting for the 2022 edition of the Observatory.

The entire FiturNext programme can be found in the attached file.

About FITUR

FITUR is one of the world's leading congresses in the tourism industry and is an essential event for the industry to communicate with the inbound and outbound markets in Ibero-America. Organised by **IFEMA MADRID**, the 41st edition will be held between **19–23 May 2021 at the Feria de Madrid**. These dates are particularly relevant for this edition of FITUR, which is dedicated to the recovery of the tourism sector and aims to create an environment of confidence and revival for both companies and destinations. These five days of commercial and business activities will focus on bringing back both domestic and international tourism offers in a high-visibility setting geared towards strengthening an essential sector to help with economic growth and presenting future trends in terms of **specialisation, technology and sustainability**.

For more information, visit: <https://www.ifema.es/en/fitur-next>

Press Release

The FiturNext Observatory unveils the three winning initiatives for its 2021 challenge, dedicated to empowering women in tourism

Afrikable, Fundación Codespa and Women in Travel CIC are the projects that were chosen for their contribution to gender equality in the tourism industry and their replicability. The awards will be given on the 19 May, within Fitur 2021.

Madrid, 27 April 2021. FiturNext, the FITUR observatory dedicated to promoting sustainable good tourism practises, sponsored by **Mastercard**, announced today the three winning initiatives for its 2021 challenge: **Afrikable, Fundación Codespa and Women in Travel CIC**, this year dedicated to promoting gender-equality in the tourism industry. The decision was made after analysing over 400 projects from around the world, related to the tourism sector.

Initiatives awarded for their contribution and replicability

The selection process for the winning initiatives was based on the **Replicability Barometer**, a model developed by the FiturNext Observatory that evaluates the possibility of adapting practises to other sector agents who have different resources and are within different contexts. The **Impact Barometer** was also created for this edition of the Observatory, a tool that combines several indicators to measure the projects' repercussion and which is completed by personal interviews. Lastly, the notes from the FiturNext **Advisory Council** were taken into consideration, providing international external evaluation.

Employability and inclusiveness, the main focus of the winning initiatives

The three winning initiatives have in common their significant contribution when facing current challenges regarding gender-equality and generating value in tourism by promoting employability and inclusiveness.

Specifically, **Afrikable** is an organisation that offers **job opportunities for women** within the tourism sector in Kenya. Through the project "Solidarity Holidays" it organises trips to the African country, contracting all the services with local women and contributing to their professional development and independence. The initiative generates **positive impact** by providing work for between 50 to 100 women who are in at-risk situations.

Fundación Codespa is an organisation that, through its "Rutas" program, promotes **rural community and inclusive tourism** through its work in Peru and Bolivia. It offers rural tourism hikes led mainly by women. A total of 312 entrepreneurs were able to create their own business thanks to this help. Their proposal not only increases **women's presence in the sector**, but it

Press Release

also affords them a larger role in the family economy.

Lastly, **Women in Travel CIC** is a social company from England that uses tourism as a force for positive impact, at the same time generating **job opportunities for women who are in at-risk situations**. Through their programmes they have trained over 2,000 women for professional environments, and one in three have found a job. The initiative is also beneficial for tourism companies, as it promotes recruiting female talent in the industry.

Runner-up projects and their contribution to gender equality

In addition to the three winning initiatives, another nine projects were declared runner-up in the 2021 FiturNext challenge, thanks to their support for **women's leadership**:

- **Open Eyes Project**, organises trips to India, hiring women who are in at-risk situations.
- **Active Woman**, helps female entrepreneurship through trips in Nature.
- **RaizUp**, supports a global community to help women find employment in the industry.
- **Women in eTravel**, increases visibility of women at public events.
- **Equality Tourism**, empowers women who are in at-risk situations in Tanzania to become suppliers to hotels in the region.
- **Fundación Santander (Best Africa)**, provides financial help and training for women to develop projects in Gambia, Senegal and Morocco.
- **Fundación EnVía**, supports communities of indigenous women in Oaxaca to promote their businesses.
- **Fundación Barceló**, its program offers training scholarships in tourism for women, to help them build a career in the Dominican Republic.
- **Asset**, offers an area where best practises can be shared among women who are leaders in the tourism sector.

Talks and presentations by renowned industry professionals will be offered at the awards ceremony

The awards will be given within Fitur between the 19 and 23 May, along with an ample program of talks, presentations and discussions with **renowned industry professionals** who are committed to equality. FiturNext will also present its **2021 report**.



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New language tourism space - FITUR LINGUA

Organised by IFEMA/FITUR, in partnership with FEDELE, the new section will offer a meeting point for tourism industry professionals and the major players in language tourism, such as language schools in tourist destinations

FITUR LINGUA will take the form of a technical session for trade professionals on Friday 21 May. It will feature discussion of the segment's significant value in this country and the potential of Spain's cultural, linguistic, natural and historical heritage to make Spain a global leader in language tourism

According to Instituto Cervantes, Spanish is spoken by a total of 580 million people - 7.6% of the world's population - and is studied by 22 million people in 110 countries

Madrid, 23 March 2021 - Language tourism comprises a range of educational, social and cultural activities for visitors to enjoy in another country, with the main aim of learning the language of the place they visit. This is a segment with significant growth potential, where Spanish plays a leading role. Indications suggest considerable tourist flows in the coming years, favouring new business opportunities for operators, companies, institutions and destinations.

In view of this, and as part of its continuing endeavour to help boost the tourism industry, FITUR's upcoming 'Special Tourism Recovery' event, from 19 to 23 May, will feature the new **FITUR LINGUA** space, organised in partnership with **FEDELE**, the Spanish Federation of Associations of Spanish Schools for Foreigners. Its aim is to create a meeting point for tourism industry professionals and the major players in language tourism, including language schools teaching Spanish as a foreign language in Spain.

For its debut at the trade fair, **FITUR LINGUA 2021** will take the form of a technical session for trade professionals on Friday 21 May, during which **FEDELE** and various leading figures in the sector will spotlight the significant value of language tourism, focusing on Spain's position within the international arena and the potential of our cultural, linguistic, natural and historical heritage to make this country a global leader in language tourism.

The Spanish language is spoken by a total of 580 million people - 7.6% of the world's population - according to the annual report from Instituto Cervantes, making it the second most widely spoken mother tongue in the world, by number of speakers. Spanish is also studied by 22 million people across 110 countries, and is the third most commonly used language on the internet. The

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growth and influence of Spanish is increasingly apparent, and interest in its study is becoming more and more pronounced in countries such as Germany, India, China and the United States.

This is also evident from the data provided by the Federation's Spanish language schools, which attracted a total of 138,589 students, with associated spending of approximately €236,987,000 (excluding flights). With year-on-year growth of 9.93%, this is an expanding sector offering a new way of enjoying tourism - learning Spanish as a foreign language.

About FEDELE

FEDELE Spanish in Spain is the **Spanish Federation of Associations of Spanish Schools for Foreigners**, comprising six associations encompassing around a hundred Schools of Spanish as a foreign language. Since 1999, FEDELE's main aim has been to promote quality and professionalism among the companies operating in the Spanish language teaching sector in Spain, with a common goal of offering a high-quality linguistic and cultural immersion experience to students from all over the world.

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FITUR TO DISCUSS WOMEN'S LEADERSHIP IN THE TOURISM INDUSTRY IN ITS NEW 'FITUR WOMAN' SECTION

In partnership with WOMEN LEADING TOURISM (WLT), FITUR WOMAN will offer a forum for awareness-raising, debate and dialogue to help advance the role of women in this industry, with a focus on leadership and sustainability

Madrid, 3 March 2021 - One of the new features included this year at **FITUR** as part of its 'Special Tourism Recovery' event is the **FITUR WOMAN** section, a space offered in partnership with **WOMEN LEADING TOURISM (WLT)**. In line with the Sustainable Development Goals (SDGs), it aims to contribute to gender equality and women's empowerment in the tourism sector (Goal 5) and has been created to offer a forum for awareness-raising, debate and dialogue, geared toward promoting the role of women in this industry, with a focus on leadership and sustainability.

All of this will take place under the umbrella of FITUR, the major International Tourism Trade Fair organised by IFEMA, which this year will be held outside its usual timeframe, **from 19 to 23 May**, offering a high-impact context and global visibility to a conference programme focused on a wide-reaching and high-potential issue for the tourism industry in terms of profitability, sustainability and competitiveness.

Women account for 54% of workers in the global travel and tourism sector. Forecasts indicate that 170 million jobs in this sector will be impacted by the pandemic, with a disproportionate effect on women, who have already had to face escalating challenges.

About WOMEN LEADING TOURISM (WLT)

WOMEN LEADING TOURISM (WLT) fosters and promotes the presence of women in the highest-level corporate governance bodies in tourism and addresses the challenges arising from the lack of women's representation in senior management in the tourism industry. It also aims to mentor a new generation of women who will have a leading role to play in the tourism sector.

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Digitalisation, Sustainability and Smart Destinations Will Be the Focus Of Fitur Know-How & Export's 9th Edition

This special-interest section at FITUR is a sure way for Spanish tourism companies to boost their innovation and international reach.

SEGITTURLab will offer practical workshops for tourism professionals to learn about cybersecurity, the importance of data in decision making, and new technologies like virtual reality.

Madrid, 7th April 2021. Digitisation, sustainability, and smart destinations will be the focus of FITUR's special-interest section, **Fitur Know-How & Export**, an initiative promoted by **SEGITTUR** in collaboration with **ICEX Spain Export and Investment**.

FITUR Know-How & Export will take place as part of the trade days at **FITUR 2021: Tourism Recovery Special**, from 19th to 21st May 2021. It will have an exhibition space of 1600 m² and nearly forty exhibiting companies participating, with innovative tourism solutions ranging from hotel management to strategic consulting and, of course, online marketing and promotion.

This initiative aims to support international expansion by Spanish tourism companies by showing their potential and promoting their innovative services and products to markets abroad.

Innovation, digital transformation, and other technology solutions for developing tourism, especially smart, accessible, and sustainable destinations, are critical factors for ensuring the success of tourism businesses today and in the future.

For this reason, the opening day of **Fitur Know-How & Export's** ninth edition will focus on different aspects of the Smart Tourism Destination model and the needs and peculiarities of the member destinations in Spain's Smart Tourist Destinations Network.

It will cover large urban destinations, sun and beach destinations, inland and rural destinations, cultural destinations and heritage towns. It will also highlight ways to partner with international organisations to expand the model abroad.

On the second day, experts will discuss ways to digitalise the tourism sector, standardisation and the importance of cybersecurity. They will also discuss different technology solutions for tourist destinations.

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The theme for day three will be sustainability and its importance for the new tourism. Panellists will discuss topics including how to create sustainable tourism experiences and the circular economy's role in the tourism sector.

This year's Annual Innovation Report 2020 by Innovaspain is about tourism, and it will be presented during **Fitur Know-How & Export**.

Again, this year, the SEGITTURLab space will offer practical workshops for tourism professionals to learn about cybersecurity, the importance of data in decision making, and new technologies like virtual reality.

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FITUR TALENT Poses Three Tourism Innovation Challenges

FITUR's special interest section for promoting talent and professional training is running this initiative in partnership with Paradores, Malaga Tourism and SunCruise Andalusia.

The event is aimed at final year undergraduate, postgraduate or Master's students from universities, research centres and business schools, and multidisciplinary groups are especially welcome.

Up to five projects will be shortlisted for each challenge, to be assessed by a specialist jury on 21st May at FITUR 2021, *Tourism Recovery Special*.

Madrid, 8th April 2021. FITUR TALENT is a special-interest space at FITUR focusing on people, their skills and professional training. In its second edition this year, there is a new initiative for promoting talent by looking for solutions to three tourism innovation challenges posed by Paradores, Malaga Tourism, and SunCruise Andalusia. The event, organised in partnership with Tourism Data-Driven Solutions (TDDS), is aimed at final year undergraduate, postgraduate or Master's students from universities, research centres and business schools, and multidisciplinary groups are especially welcome.

Challenges:

Paradores is looking for a design for a business intelligence system to grow its *Amigos de Paradores* (Friends of Paradores) loyalty programme, which this year celebrates its 25th anniversary.

Malaga Tourism is seeking solutions for managing the ways tourists disperse across the city. The aim is to avoid overcrowding at specific points in the historic city centre by creating new tourist interest points across the city.

The Andalusian Ports Association, **SUNCRUISE**, is looking for innovative solutions using *data-driven* and *business intelligence* models to enable it to set up a tourism intelligence unit for integrated analysis of cruise tourism and the cruise passenger experience. Specifically, projects should aim to complement SUNCRUISE Andalusia's planned Tourism Intelligence System. The

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tool should allow it to visualise data in real time, with a module for the cruise passengers' behaviour.

The five finalist projects will be selected considering the following evaluation criteria, among others:

- ✓ The project's potential and how well it meets the challenge.
- ✓ How well it can be replicated by other, similar bodies.
- ✓ The project's development potential.
- ✓ Multidisciplinary team (for example, technology, business, digitalisation, marketing, tourism, data analytics, innovation)
- ✓ How well it contributes to using technology in the solution.
- ✓ The timescale for implementing the pilot project.

Applications will be accepted **from 27th March to 27th April 2021**.

Once the proposal submission period has closed, the CHALLENGE organising team will select **up to five projects per challenge** to be presented to a specialist jury. Team members will be drawn from **FITUR, TDDS, SUNCUISE, Paradores, Malaga City Council**, together with independent experts.

This presentation will take place on 21st May 2021 in the Talent Forum space at FITUR, located in Hall 10 of IFEMA. The winning project will receive a prize consisting of an internship at the headquarters of SUNCUISE Andalucía, Paradores or Malaga City Council to develop the solution presented.

[More information on the TDDS website](#)

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FITUR FESTIVALS & EVENTS Previews Its Programme Of Activities

An exhibition space, a B2B agenda, and a programme of talks, panel discussions and demonstrations, with an industry-wide approach to recovery for this tourism segment, so badly hit by the pandemic.

Health measures, sustainable development, and how music festivals and cultural events can help promote and position tourist destinations: These are all topics that make up the roadmap of activities at FITUR Festivals & Events.

Madrid, 9th April 2021. FITUR Festivals & Events is FITUR's special-interest section about promoting live music festivals. This year's expanded programme will include cultural events like dance, theatre, opera, exhibitions, museums, and much more, and sports events including Formula 1, golf, regattas, football, and the Olympics. This is just a foretaste of the packed programme that will take place over the five days of **FITUR Tourism Recovery Special**, from 19th to 23rd May, at Feria de Madrid.

A space where you can connect with all the players in this business segment: destinations, transport, hotels and accommodation, tour operators and wholesalers, show and event organisers, ticketing companies, and much more. There will be an **exhibition space** for companies to present their offers, a **B2B agenda** for meetings with buyers from Spain and worldwide, and a **programme of presentations, talks, panel discussions and demonstrations**. This programme will have an industry-wide approach focused on recovery for this tourism segment, so badly hit by the pandemic due to factors like large crowds and casual settings.

As a preview, these are some of the contents that will mark out the roadmap of activities at **FITUR Festivals & Events**:

Wednesday, 19th May 2021

The first day will focus on how destinations and businesses can implement **health measures** to ensure safety and attract attendance at festivals and events. The topics discussed will include hygienic and sanitary measures for tourists and workers, capacity control at venues, festivals and events, digitalisation and implementing touchless processes, with real examples of implementing measures at events and festivals.

Thursday, 20th May 2021

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The second day will deal with different aspects of sustainable development commitments by music festivals and cultural and sporting events and how they can contribute to the Sustainable Development Goals (SDGs). There will be presentations and discussions about sustainable tourism experiences at destinations with festivals and events, implementing the SDGs at festivals and events, and case studies of good practices linked to the SDGs.

Friday, 21st May 2021

The third trade day at FITUR will be about promoting music festivals, cultural and sporting events, and how they can **contribute to positioning tourist destinations**. It will address issues like public-private collaboration between organisers and destinations, using the image of festivals and events to improve tourism positioning, and trends in organising and promoting festivals and events.

Saturday, 22nd May and Sunday, 23rd May 2021

The weekend will be for the general public, with recreational activities and presentations of festivals and events.

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Fitur Screen 2021 to be sponsored by Netflix and host the presentation of the 'Screen Grand Tour' initiative

Spain Film Commission returns to Fitur to show film tourism's potential to boost recovery in the sector

Madrid, 6 May 2021 - Spain Film Commission will return this May to the [FITUR International Tourism Fair](#) to demonstrate the value of the alliance between the tourism sector and the audiovisual industry in revitalising the sector in the wake of the Covid-19 pandemic. This section, especially devoted to film tourism, will present the **Screen Grand Tour**, a project enabling visitors to take a trip to one of the many Spanish locations which have played host to the filming of some of the highest-profile films and series.

The last five years have seen a doubling in the number of people visiting places they have discovered on their screens. According to a study carried out by [TCI Research](#), 80 million travellers choose a destination based on TV series and movie locations - a figure that underlines how this alliance between the two industries can make a decisive contribution to their recovery following the Covid-19 crisis.

The **Fitur Screen** section can be visited at **FITUR** from 18 to 23 May, at **IFEMA MADRID**. The **Spain Film Commission** will also highlight the huge contribution that audiovisual productions filmed in this country make toward the global positioning of Brand Spain. This year's show will therefore seek to strengthen reliance on Spanish destinations as international filming locations.

In this vein, new for this year will be the presentation of the **Screen Grand Tour** project - a route enabling visitors to Spain to tour the locations which have played host to the filming of some of the world's highest-profile films and series.

[FITUR Screen](#) is sponsored by [Netflix](#), which has been championing Spanish productions since 2016, allowing viewers from over 190 countries a closer look at the delights and diversity of regions such as Andalusia, Catalonia, Galicia, Aragon, Navarre and the Balearic and Canary Islands. In addition, Netflix continues to [strengthen](#) its interests in Spanish audiovisual productions with the recent expansion of its Tres Cantos production centre in Madrid, [opened two years ago](#).

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Socio FITUR



Press release

FITUR LGBT+ Holds Special-Interest Talks and Presentations To Help Destinations Boost Tourism and Promote Diversity

Destinations for Diversity is the new, more inclusive name for this edition of FITUR LGBT+, sponsored by IBERIA.

Best practices, digitalisation, the business sector, the media, and Spanish destinations will be the themes of the presentations.

Madrid, May 11th 2021. With a new, more inclusive slogan, FITUR LGBT+ will be organising a programme of conferences and presentations looking at different themes to boost tourism and help destinations improve their diversity. **DESTINATIONS FOR DIVERSITY** will be the slogan for this section sponsored by IBERIA, which is part of FITUR's *Tourism Recovery Special*, from 19th to May 23rd.

Best practices, digitalisation, businesses, the media, and Spanish destinations will be the themes of these sessions. Different destinations will present their offering with innovative and effective approaches to relaunching the sector and developing business. The event will also include the launch of the *Spanish Network of Destinations for Diversity*.

FITUR LGBT+ will be officially opened on Wednesday, May 19th, at a ceremony attended by different institutional authorities. On Thursday 20th, the talks and presentations will focus on "Tourism & Diversity: International Relations," "Sport and Diversity," "Good Practices in LGBT Tourism," "Spanish Destinations," "Government Strategies for LGBT Tourism," "Businesses and Diversity," and "The Influence of Leisure on Tourism."

On Friday, May 21st, the sessions will focus on "Trade, Tourism and Diversity: The Importance of Associations," "Media, Diversity and LGBT Tourism," "Digitalisation in LGBT Tourism," "Sustainability Strategies," "International Pride Events," and "Diversity and Tourism: Diverse Families, Seniors and Trans People." And there will be the *FITUR LGBT+ 2021 Award* ceremony.

Finally, over the weekend (Saturday 22nd and Sunday, May 23rd), there will be **Game Events for the general public**.

Full programme of activities

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Socio FITUR



Press release

More than 100 participants from 21 countries will attend FITUR MICE

With a schedule featuring more than 2000 meetings, the event specialising in conference and business tourism will be held before FITUR on 17–18 May.

The 56 buyers selected to participate include event and conference organisers, incentive agencies and corporate buyers.

Madrid, 11 May 2021.- The most eagerly awaited edition of **FITUR** will kick off with **FITUR MICE**, an event that brings together tourism professionals from the Meetings, Incentives, Conferences and Exhibitions areas at **IFEMA MADRID** from **17–18 May**. **FITUR MICE** will begin two days prior to the start of **FITUR “Strategic edition for tourism recovery”**, which will take place from **19–23 May**. Amongst the various content on offer, it will serve as a strategic meeting point between various players within the area of specialised supply and demand, a key segment for the revitalisation of the tourism industry on a global scale.

FITUR MICE, as in years past, will be held in collaboration with **MITM Events**, a company specialising in B2B events for the MICE industry, and will also count on the support of the **IFEMA** network of offices around the world. This event will offer a unique space to hold these meetings in a professional environment focussed on creating efficient contact opportunities and generating business.

The programme offers participating exhibitors a **predefined meeting schedule** with business executives who have been rigorously selected based on criteria that will assess strong business potential and purchasing decisions. It will wrap up with a **networking programme** comprised of various social events to facilitate the creation of new contacts and strengthening ties between participants.

More than 2000 meetings

FITUR MICE will be launched at a reception event hosted by **Madrid CVB** at Hotel Wellington to welcome the more than **100 participants** from **21 countries**.

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Press release

More than **2000** prearranged meetings will be held over the course of the event, in addition to those that arise as a result of the **networking programme**. The **56 buyers** who were chosen to participate were selected from amongst 435 applicants, a select group that is comprised of event and conference organisers, incentive agencies and corporate buyers.

FITUR MICE will conclude with a closing dinner hosted by the Community of Madrid at the VP Plaza España Design Hotel.

For the second year in a row, Madrid has received recognition as a **landmark destination** to hold professional events. The capital city has also just received the award for **Europe's Best MICE Destination** at the first annual World MICE Awards.

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Socio FITUR



Press release

Georgia Sponsors the Meet & Connect Areas and the Wi-Fi Network at FITUR 2021

Georgia will be a prominent part of FITUR, and visitors will be able to discover one of 2021's best tourist destinations.

Georgia offers a diversity of cultural and gastronomic attractions, as well as its unique natural heritage.

Madrid, 13th May 2021. Georgia will be sponsoring the **Meet & Connect** areas and the **Wi-Fi** at **FITUR 2021**, which is holding its "**Tourism Recovery Special**" edition from **19th to 23rd May**. Georgia will also be a prominent part of the International Tourism Trade Fair, and visitors will be able to discover one of 2021's best tourist destinations.

The **Meet & Connect** areas are designed as open spaces located around **FITUR**'s different halls, where visitors can relax, connect, and meet with other colleagues and business visitors, and recharge their mobile devices. These spaces have been specially designed to ensure safer distancing between stands, in compliance with Ifema's Covid protection protocol.

Georgia is also sponsoring **IFEMA MADRID**'s **Wi-Fi** network. This network is a powerful, pioneering technology infrastructure that provides free, state-of-the-art connectivity for **FITUR** attendees throughout the venue's different areas.

Tourism Diversity

Georgia will be at **FITUR 2021** to promote itself as one of the world's most attractive countries to visit. This small country offers a great cultural and gastronomic diversity, in addition to its unique natural heritage, where you can enjoy moments of adventure and warm emotions. Furthermore, being situated between Europe and Asia, it offers a perfect marriage between the cultures of both continents.

With the Caucasus Mountains and tropical beaches, Georgia is a paradise for adventurous travellers. And the welcoming character of its people has earned it the title of the land of hospitality.

Georgia highlights its participation in **FITUR** as "a great opportunity to show that a small, and unique destination like ours can offer a world-class tourist service. So, for example, "we'll have

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Press release

the opportunity to show the world Georgia's hidden gems in different places."

They say, "Although **Georgia** is a country with an ancient history and culture, its diverse natural heritage and great local hospitality are still waiting to be discovered. Our participation at **FITUR** will help us reach out to tourism professionals and travellers looking for interesting and safe destinations, especially during and after the Covid pandemic."

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