

(Fitur)

PARTNER FITUR

Imagine your **Korea**



WE ARE TOURISM

MADRID, 22 - 26 JANUARY 2020

fitur.com

40 YEARS FITUR

WE ARE

TOURISM

BUSINESS

SPECIALISATION

INNOVATION AND KNOWLEDGE

INSPIRATION AND FUTURE



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WE ARE TOURISM



COMMITTED TO TOURISM

During its **four decade** history FITUR has always been **at the service of the tourism industry**. The Spanish tourism sector is considered **the most competitive in the world** and has led Spain to become the second most important destination in terms of international tourist arrivals and tourism revenue. Its trade fair, FITUR, has since its inception, increasingly acted as a catalyst for the industry in Spain and worldwide.

FITUR was launched in 1981 to serve as a platform for this new Spain, the land of tourism that was opening up to the world. Over the years FITUR has continuously adapted to emerging trends and at the same time has promoted professionalism, internationalisation and specialisation.

Today, FITUR is **an unmissable date** in the world tourism industry calendar, both as a leading trade fair for the world's industry and as a bridge between the **Latin American market** and the rest of the world.

Who would have thought, back in 1981, when FITUR opened its doors to **1,500 exhibiting companies and 3,000 visitors**, that 40 years later, it would be offering know-how, business and networking opportunities to **10,500 companies and more than 140,000 trade visitors** in this dynamic and global industry that is tourism today.

Madrid [España] 26/30 Enero



destino
negocio

FITUR 2019 FIGURES

WE ARE BUSINESS

FITUR facilitates meetings management for all its exhibitors via its App and the Trade Meeting Point tool.

It also organises sector-specific B2B agendas based on programmes for international buyers with high-level decision-making power.

FITUR B2B MATCH

Tour operators and travel agents.

FITUR MICE

Organisers of meetings, incentive trips, congresses and events.



10,487
exhibiting
companies



165
countries/
regions



253,490
participants



142,642
trade
visitors



110,848
general
public



8,433
journalists
& bloggers



38% presidents/general managers



34% marketing, sales, business management



21% sales executives & consultants



WE ARE SPECIALISATION

FITUR FESTIVALS

Music festivals lead the way in international tourism promotion **by creating new tourist flows**, boosting the hotel industry and increasing occupancy, and invigorating retail businesses. A growing segment of the population schedules their holidays and chooses a destination based on the promotion of live music festivals. FITUR brings the festival industry together with the tourism industry to provide tourism opportunities around this activity.

FITUR HEALTH

Health tourism includes medical and wellness tourism, a segment that is registering **an annual growth of 20%**, both in number of patients and in business volume. This section includes B2B meetings with international buyers and serves to foster the relationship between the health sector and the tourism industry. In addition, it has a central B2C space where visitors can receive medical and therapeutic treatments. FITUR organises this section in collaboration with SPAINCARES.

FITUR GAY (LGBT+)

It is estimated that **more than 10% of international tourists and 16% of total travel spending are from the LGBT+ segment**. Increasingly, some destinations, companies, hotel chains, airlines, tour operators focus on this profile with its high spending power. This section of FITUR highlights this segment and its business possibilities.

FITUR SCREEN

80 million travellers choose their holidays based on destinations they have seen in films and television series. **Film tourism has doubled over the last five years**, becoming a powerful tool for promoting tourism. FITUR organises this space in collaboration with the SPAIN FILM COMMISSION.

INVESTOUR

The African continent has an important presence at FITUR. INVESTOUR allows attendees to share experiences and know-how, discuss key issues and **promote the development of sustainable tourism in Africa**. It includes a programme of panel discussions, meetings with ministers and a diary of B2B appointments aimed at developing investment opportunities. INVESTOUR is a platform organised by CASA AFRICA, FITUR and the WORLD TOURISM ORGANIZATION (UNWTO).

A man in a dark suit and tie is wearing a VR headset and holding a controller. He is standing in a brightly lit exhibition hall with other people in the background. The scene is overlaid with a blue and white geometric pattern.

WE ARE
INNOVA
KNOW

FITURTECH Y

In partnership with the Hotel Technology Institute (Instituto Tecnológico Hotelero, ITH) and with **technology and innovation as its guiding thread**, FITUR presents four forums specialising in tourist destinations, future trends in the tourism sector, business management and sustainability, an unmissable opportunity to acquire know-how and to learn about cutting-edge trends.

FITUR KNOW-HOW & EXPORT

Organised by SEGITTUR and with the participation of ICEX, this initiative aims to support **international expansion by Spanish tourism SMEs** by giving them an opportunity to show their potential and promote their innovative services and products to other international markets.

TION & LEDGE

FITUR TALENT

Focusing on **people and talent as the backbone of business competitiveness**, this new space presents specialised tourism training for industry, and the best practices of major companies in terms of bringing talent into their organisations. Business schools, universities and head hunters specialising in tourism come together in this new section.

A woman with long brown hair, wearing a green and white striped shirt, is looking through a telescope. The image is overlaid with a green semi-transparent shape that contains text. The background is a blurred outdoor setting.

FITURNEXT OBSERVATORY

To identify and communicate best practices that are having a positive impact on visitors, residents, destinations and the planet, FITUR invites all stakeholders to participate in **a global conversation about the tourism models of the future.**

FITUR is committed to the promotion of the **17 Sustainable Development Goals** defined by the United Nations General Assembly.

WE ARE
INSPIRATION
AND FUTURE



International Tourism Trade Fair

MADRID, A CITY OPEN TO THE WORLD

MADRID is a cosmopolitan and welcoming city with a wealth of business opportunities, a broad range of cultural and leisure activities, and is also honoured to be the **headquarters of the World Tourism Organization (UNWTO)**, a reaffirmation of its tourism vocation.

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