



Fairs *Ljubljana Trade Fair*

Alpe-Adria: Tourism and Leisure Show 2015

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## TRADITION

**BEGININGS OF ALPE-ADRIA FAIR** IN THE YEAR  
**1962**, IN **1980** GR HAS DESIGNED ITS TURIST  
CHARACTER.





## VISION OF THE FAIR

TO BECOME THE **CENTRAL TOURIST EVENT IN THE ALPS-ADRIATIC REGION**, WHICH CONNECTS ALL TOURIST SERVICE PROVIDERS AND OFFERS VISITORS IDEAS FOR LEISURE, HOLIDAYS, TRIPS.





## MISSION OF THE FAIR

**PROMOTION** OF FRIENDSHIP,  
UNDERSTANDING AND MULTICULTURAL DIALOGUE.

**CONNECTIONS** IN THE FIELD OF TOURISM IN THE  
REGION AND THEIR PRESENTATION EXTERNALLY OF  
THE REGION.





## PURPOSES OF THE FAIR

1. PRESENT TO VISITORS **ACTUAL OPTIONS** FOR SPENDING LEASURE TIME.
2. FACILITATE EXHIBITORS **GREATER VISIBILITY** WITH VARIOUS MARKETING TOOLS
3. FACILITATE EXHIBITORS **INCREASED SALES** OF TOURIST PRODUCTS.





## POSSIBILITIES AND OPPORTUNITIES

1.

**LARGEST TOURIST EVENT IN THE REGION**

2.

**PRODUCT FOCUS**

3.

**BROADENING OF TARGET GROUPS**

4.

**STRENGTHENING OF THE ALPE-ADRIA  
TRADEMARK**





## TRAVELLERS

Addicted to travel. Lovers of near and distant active travels and explorations. Lovers of self-organized holidays.

**Interest group:** young couples or groups, dynamic families, active seniors.

## HOLIDAY MAKERS

Addicted to shorter and longer holidays. Lovers of organized holidays. Their goal is their well-being during their holidays and as many short holidays as possible.

**Interest group:** families, all target groups.

## SHORT TRIP ENTHUSIASTS

Lovers of short trips in the near and distant surroundings, with a common interest of culture, hobbies, art and history.

**Interest group:** organized groups, individuals, active seniors, families.

## ACTIVE TOURISTS

Lovers of active leisure time. Those who dedicate their leisure time, trips, weekends, holidays to special interests (cyclists, golfers, lovers of eco-tourism, beekeepers, etc.)

**Interest group:** from young to active seniors.



## BASIC EXHIBITION THEMES

1.

### **DESTINATIONS**

Promotional stalls of whole regions

2.

### **SMALL PROVIDERS OF SERVICES**

Providers of services within destinations-  
accommodation, catering, etc.

3.

### **PROVIDERS OF PRODUCTS**

Providers of products based on the interests of the  
visitors/tribe

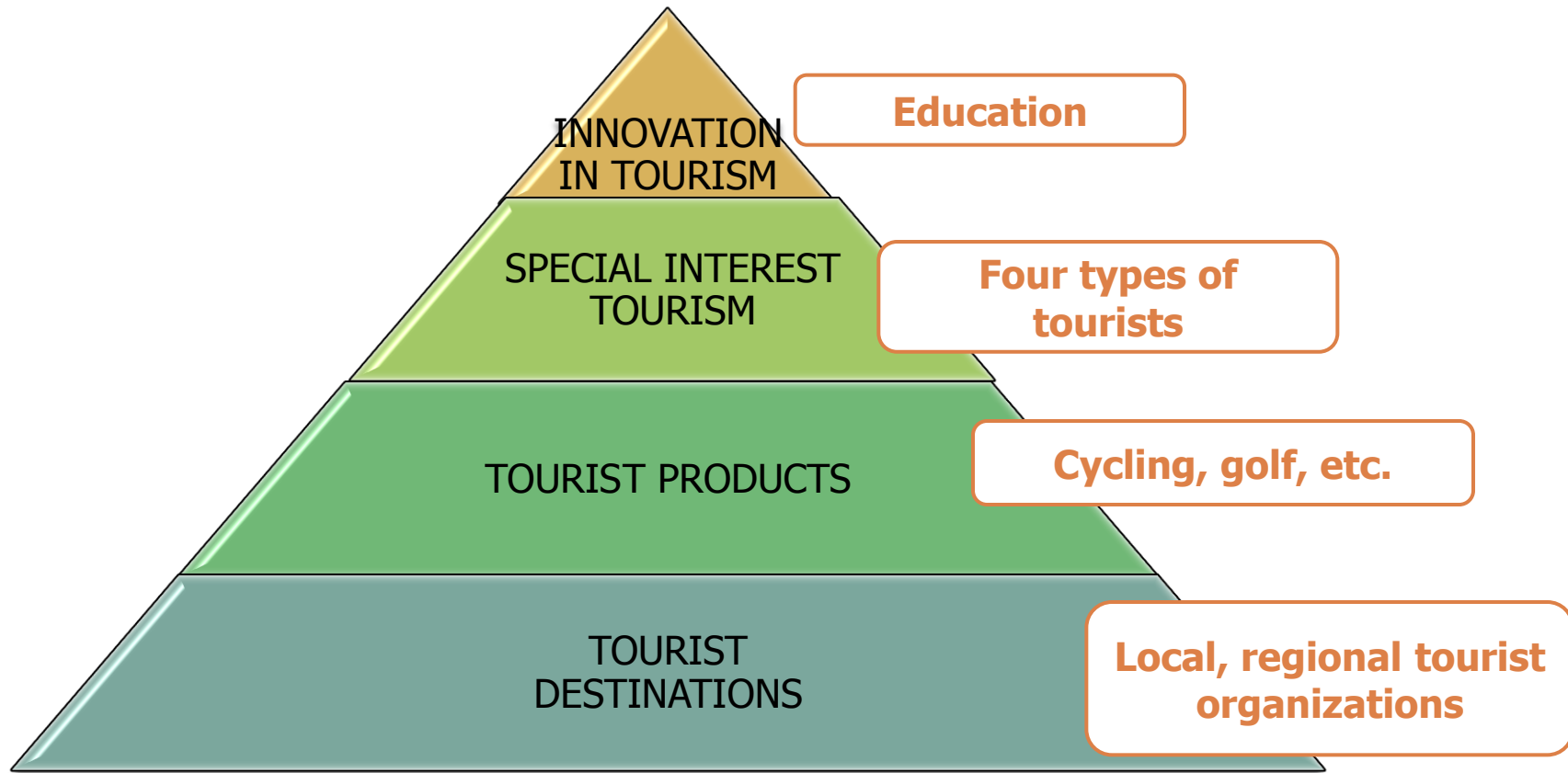
4.

### **SPECIALISED PROVIDERS OF SERVICES**

Cultural, youth, adventure, sport, religious, festival,  
eco-tourism, etc.









## **ALPE-ADRIA TIP 2014 DATA**

**DURATION: 4 DAYS**

**322 TOURIST SERVICE PROVIDERS**

**12 COUNTRIES**

**14,000 VISITORS**





## **ALPE-ADRIA TIP 2014 HIGHLIGHTS**

**ACTIVE TOURISM: HIKING, RUNNING & SPORT FISHING**

**4 TYPES OF TOURISTS: VACATIONERS, ACTIVE TOURISTS, BACKPACKERS & HIKERS**

**LOCAL DELICACIES**

**JAKOB AWARD FOR EXCELLENCE IN TOURISM**

**TOURIST OFFER OF SLOVENIA AND NEIGHBOURING COUNTRIES**

**REGIONAL EXPERTS' MEETINGS**





## ALPE-ADRIA TIP 2015 DRAFT HIGHLIGHTS

1.

**FESTIVAL OF BEER**

5.

**TOURIST OFFER**

2.

**MISS ALPE-ADRIA  
COMPETITION**

6.

**FAIR TOUR BY  
TOURIST GUIDES**

3.

**CUISINE CHEFS  
COMPETITION**

7.

**FIRST MINUTE  
SUMMER OFFER**

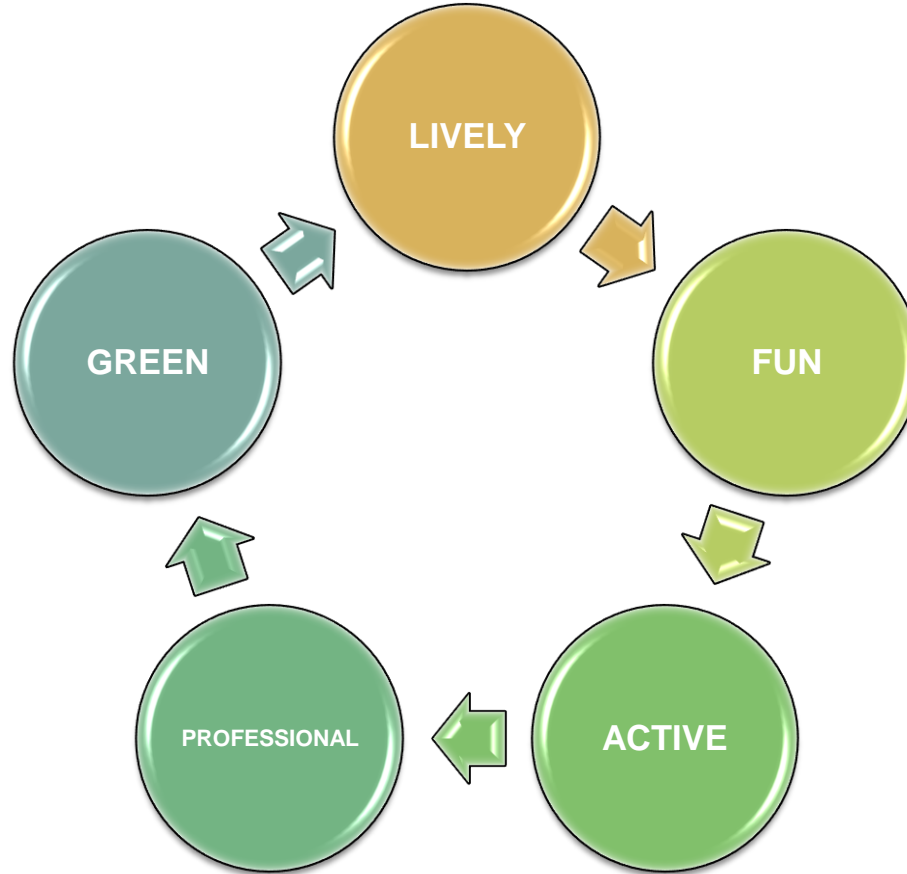
4.

**GAST EXPO**

8.

**JAKOB AWARD**







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See you there!

