

South Eastern Europe



Regional Rural Development Standing Working Group



## Belgrade Tourism Fair

37th Belgrade Tourism Fair 2015

19 - 22 February 2015 / Serbia , Belgrade



# Event Description

## **BELGRADE TOURISM FAIR, 37th Belgrade Tourism Fair 2015**

Belgrade Tourism Fair 2015 covers areas like Tourism, Tourism Marketing and Travel Industry.

The number of people involved in this Trade Show, Fair and Exhibition were close to 62000.

37th Belgrade Tourism Fair 2015 is organized annually.



# Event Description



The four cross - border regions "Drina-Sava", "Drina-Tara", "Prespa" and "Sharra" presented their attractions, traditional products and tourism potential

# Event Description

## Day 1 – Presentation of Drina Sava Region



# Event Description

## Day 2- Presentation of Drina Tara Region



# Event Description

## Day 3 – Presentation of Prespa Region



*More foto at the FB page  
of SWG Secretariat*



# Event Description

- Day 4 – Presentation of Sharra Region



# Conclusions

- Presentation and Marketing of the Prespa Region



# Lesson Learned

- Very attractive region, but not so much information
- Organizing B2B meetings and events abroad, presenting and selling the Prespa Region as 1 unit
- Promoting packages and itineraries stressing the two countries under the slogan “one destination 2 countries”

# Conclussions



A friend is better  
than a Samsung  
Galaxy S5