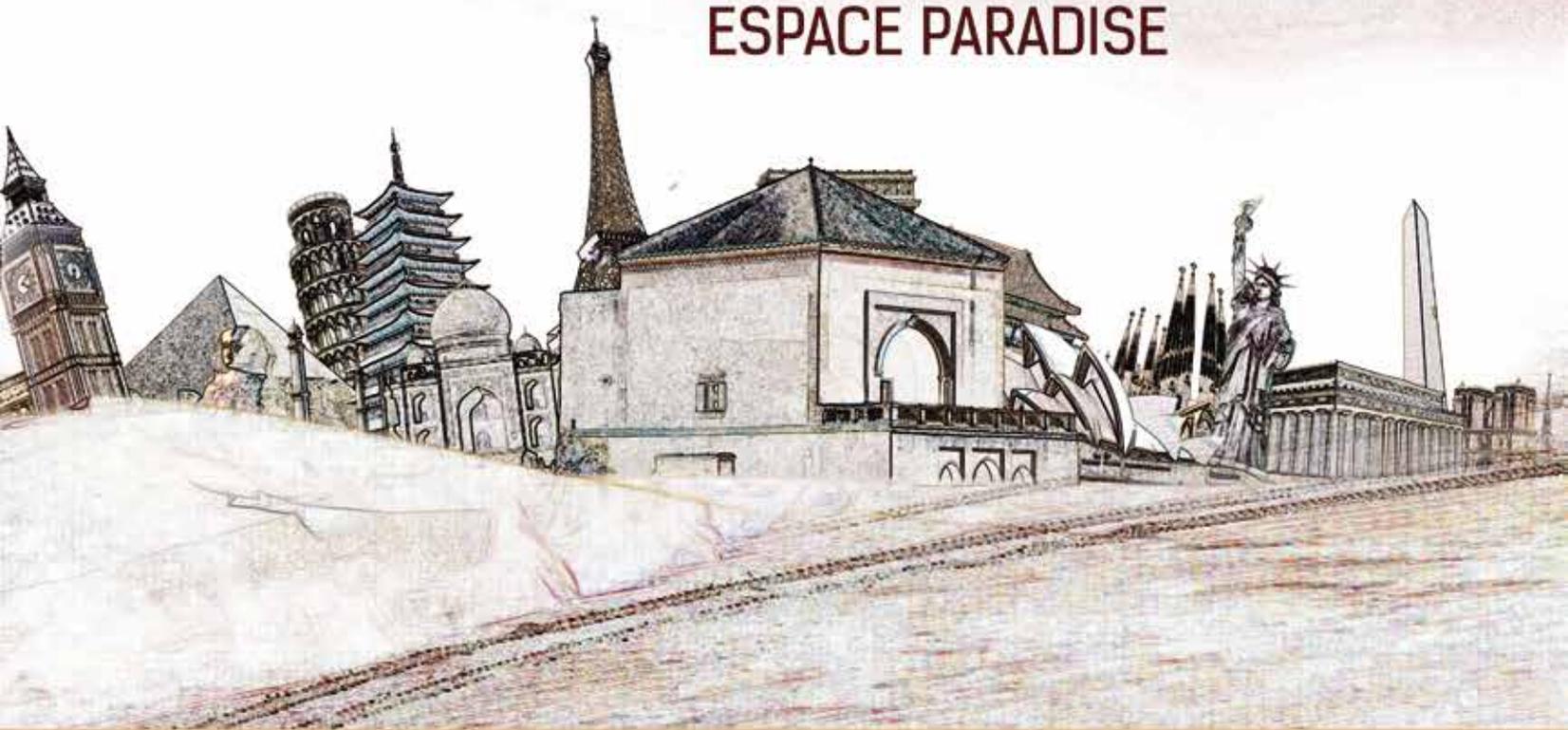




# TRAVEL, TOURISM AND LEISURE SHOW

April **22 - 25**, 2015  
CASABLANCA, MOROCCO  
ESPACE PARADISE



An AVC event :



Delegate organiser :



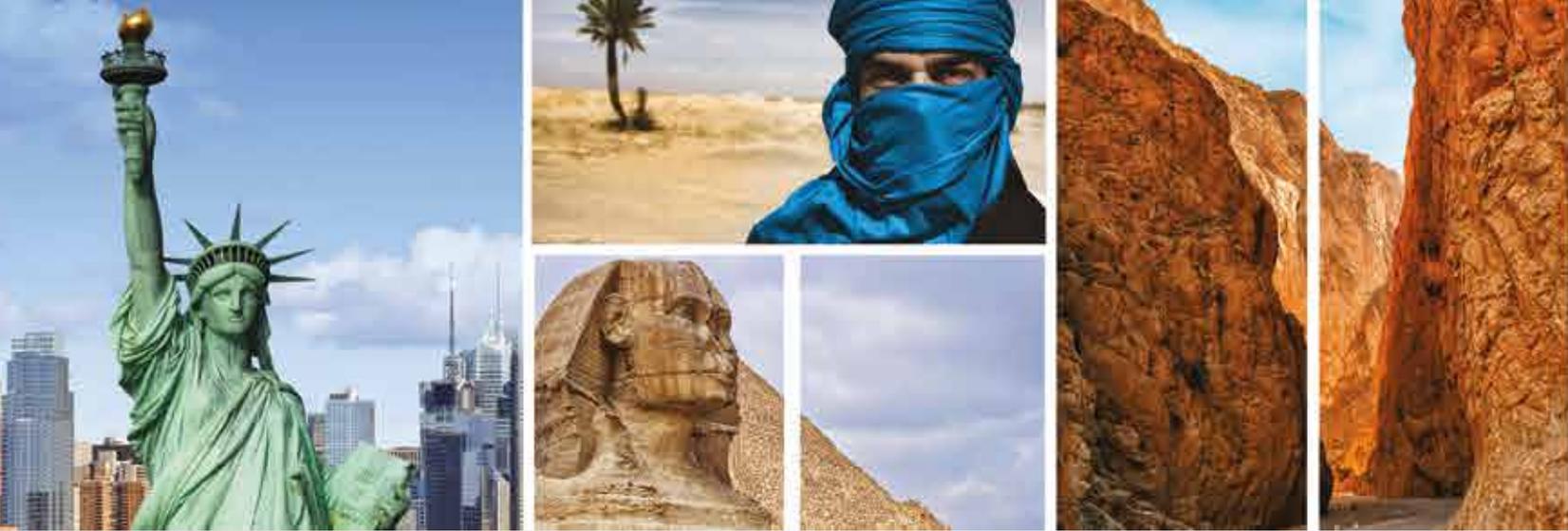
Supported by :



Media partners :



[www.svtlmaroc.com](http://www.svtlmaroc.com)



## EVENT OVERVIEW

The world tourism sector, having experienced a slight decline in times of crisis, enjoys these last four years a mood of new beginnings. The industry registered an overall growth of more than 6% in 2010 then progressed with 5% in 2011. Representing 5% of the world GDP today, tourism is a major instrument of economic progress thanks to export revenues, new jobs and companies creation and thanks to infrastructures development.

In Morocco, tourism gains momentum thanks to our compatriots from abroad and to the national tourists who resort more and more to travel agencies, while formerly they requested them only for stays abroad. Indeed, we see increased demand for a national tourism in the discovery of deep Morocco.

The scale of the travels is today such as a city Moroccan on three leaves every summer for holidays, and such as a big part of towns and mid-sized cities see their populations doubling or tripling during summer time. A recent official survey conducted by the Ministry of Tourism confirms these trends and highlights this development.

Within the perspective to revive tourism in Morocco, an extensive range of projects and destinations has widened to provide you with a better knowledge of costs and competition standards.

The 6<sup>th</sup> edition of the Travel, Tourism and Leisure Show « SVTL » comes to support this socioeconomic progress and will be held, April 22-25, 2015 in Casablanca.

The Show will give the entire travel industry the opportunity to gain exposure, sell and inspire consumer looking for holiday and travel ideas. Whether you are lover of the natural and cultural sites or a big traveller at the discovery of the world, this event is for you !

SVTL aims to be a meeting place, a most effective way to target consumers seeking travel and holiday information and travel agents looking for the latest tours and destinations.

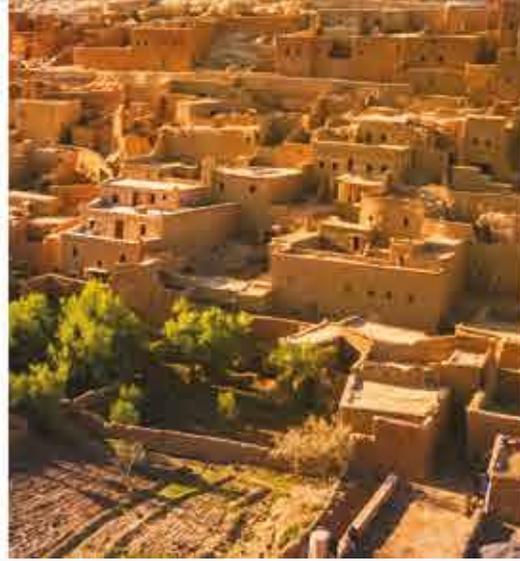


## WHO EXHIBITS ?

Moroccan and international exhibitors, representing Tour operators ( TO), clubs and resorts, travel agencies, transport companies and the related industry services are expected at SVTL 2015 :

- Tour operators ( Incoming / Outgoing);
- Travel agencies;
- Hotels;
- Airline companies;
- Trade associations and federations;
- Tourist offices;
- Resorts;
- Thalassotherapy, wellbeing, fitness;
- Car rental;
- Coach operators;
- Extreme Sports;
- 4X4 and water sport;
- Press / media ...





## WHO VISITS ?

The Travel, Tourism and Leisure Show is open to the trade and the public, and will bring together attractions, destinations and accommodation exhibitors all under one roof. It has everything you need to inspire you to plan your best vacation ever saving you time and energy.

- Tour operators;
- DMC travel agencies;
- Coach operators;
- Hotel chains;
- Consultancy firms;
- Training centers
- Tourism association and federations;
- Press / media;
- General public: travelers, tourists, hikers



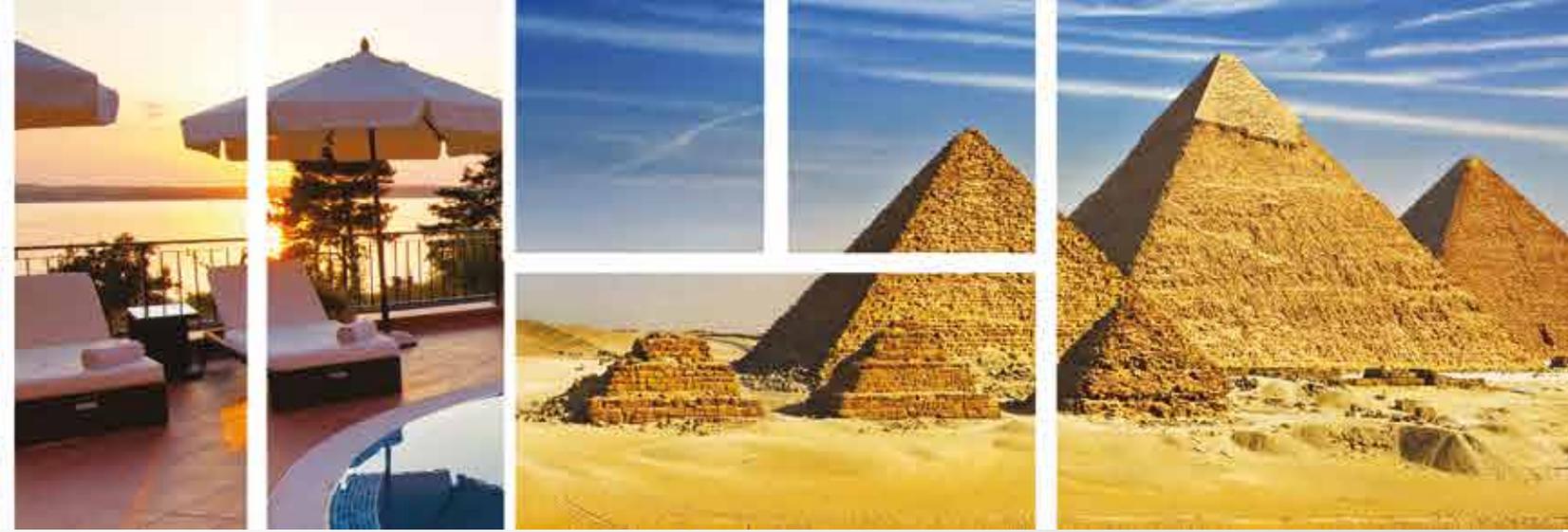
## WHY EXHIBIT AT SVTL?

Since its inception in 2006 and through successful 5 editions, the SVTL has focused on supporting the tourism industry in Morocco.

### Reasons to exhibit at SVTL :

- Demonstrate the professionalism of Morocco and the competitiveness of the tourist facilities ;
- Federate and mobilise national and international actors ;
- Meet your market face-to-face to develop a trusted relationship ;
- Reaffirm your relationships with your existing customers and meet new ones ;
- A perfect platform to launch new destinations, services and products in the local and international market ;
- Raise your company profile and the awareness of your brands ;
- Keep an eye on what your competitors are doing ;
- Sell direct to the person who books and influences group bookings ;
- Generate new business possibilities in the Moroccan market.





# WHY SPONSORSHIP THE TRAVEL, TOURISM AND LEISURE SHOW 2015 ?

## **Build your brand through sponsorship**

SVTL 2015 is offering a range of sponsorship opportunities to suit all budgets. Sponsorship will assist you in achieving strategic goals and serve to provide the perfect platform to promote new products, services and destinations to a highly relevant audience.

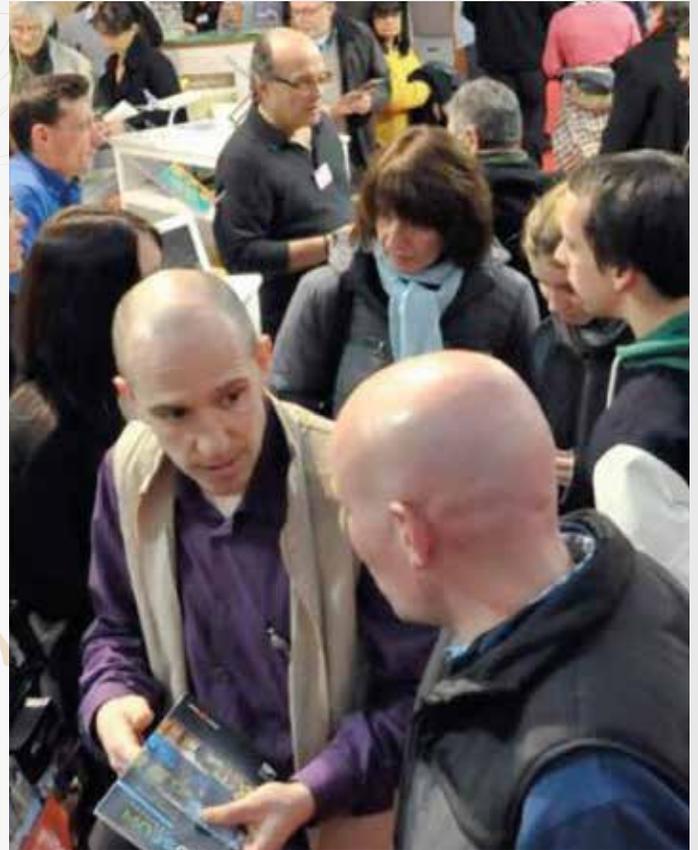
**Support your brand image:** take advantage of having your logo displayed on the extensive promotional campaign to be implemented in the lead up to SVTL 2015.

**Generate new business leads :** Visibility at the SVTL exhibition through sponsorship strengthens and guarantees your brand will be noticed by visitors and decision makers. Every person at the Show - exhibitor, trade visitor, journalist or interested outsider - is a potential customer.

**Reinforce your brand awareness,** support your products, and maintain a high profile within the industry. You can talk about your solutions through a workshop, invite potential buyers and speak to the audience of your wide range of products and the advantages that they have for your customers.

In addition to your booth, SVTL sponsorship program offers tailor-made packages designed specifically to help you achieve your business goals. We will work with you every step on an individual basis, first taking measurement of what you plan to achieve, and then crafting a bespoke product which will perfectly fit and serve your individual SVTL goals.

To find out which options are still available please contact us.





# AN EVENT MADE BY: AVC-ASSOCIATION OF CASABLANCA TRAVEL AGENCIES

Founded in 1985, the Association of Casablanca Travel Agencies is a non-profit regional association representing the interests of about 150 members who mostly come from travel agencies of Casablanca and its region and whose distribution network is the most important of Morocco.

The AVC's primary purpose is to study the main economic, social, technical, financial and legal issues that can be beneficial to the tourism industry, develop and strengthen links between the travel agencies of the region, protect corporate interests, represent them in front of the authorities, study and propose any reform to improve the situation of travel agencies and to join to any demonstration in favour of the Tourism promotion.



الجمعية الجهوية لوكالات الأسفار للدار البيضاء  
Association Régionale des Agences de Voyages de Casablanca



# THE DELEGATE ORGANISER-IEC

A Morocco based professional events organiser since 2000, IEC Group is a company headquartered in Casablanca that offers quality services for the management of trade shows and conferences.

Having a slightly different approach towards the management of these events and trade shows, IEC Group has been coming up with innovative and thriving trade shows in Morocco and serves different industries through its five divisions :

- Trade fairs organisation
- Stands construction
- General installations
- Ad agency
- Logistics and transport





## CONTACTS



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