

# MEĐUNARODNI SAJAM TURIZMA **PLACE2GO**

Boćarski dom, Prisavlje 2, Zagreb, 15<sup>th</sup> – 17<sup>th</sup> of March 2013

International **tourism fair PLACE2GO** (B2C) will be held on March **15<sup>th</sup> – 17<sup>th</sup> 2013**, in Boćarski dom in Zagreb.

PLACE2GO is **most visited fair** in Croatia, it is oriented towards visitors, so everything was organized to attract as many people. Last year the rich prize game Passport was organized in which visitor had a chance to win a trip for two people to Thailand, Maldives, Berlin (Tropical Islands and Autostadt), airplane tickets, photographic equipment and such. There were also dancers from Indonesia and many lectures from different experienced travelers about destinations. It attracted lots of people so the same prize game this year will be organized this year.

#### PLACE2GO BY MAZDA 2012

First Place2go fair was very successful, it has been visited by 13 000 visitors in three days, and there was over 100 exhibitors from 13 countries. This year we are expecting even bigger interest in fair, because of the positive impressions of the exhibitors, and also visitors.

The quality of the fair grew, and so this year the fair will be held in two halls. In hall 2 there will be market (where different exhibitors from all around the world will sell their products – like souvenirs, exotic fruit, food, wines) and Gastro Street with international restaurants as exhibitors. This way all visitors will be able to taste some of the world's famous exotic cuisines – like Indian, Thai, Turkish, French and so on.

Workshops, press conferences for the exhibitors and presentations will be held in the same hall.

PLACE2GO will be promoted through 100 billboards in Zagreb and all bigger cities in Croatia, through radio stations, print media, sponsors, leaflets and newsletters.