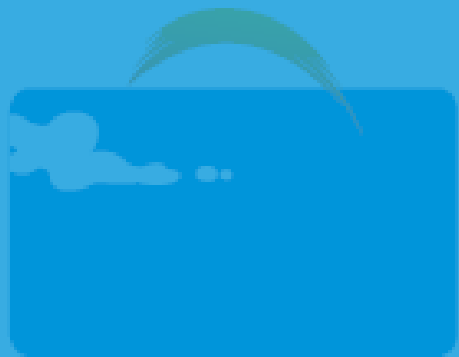




SAJAM

TURIZMA



INTERNATIONAL
BELGRADE
FAIR OF TOURISM

25 - 28 Feb 2027



BELGRADE
FAIR

Travel that bonds. Memories built for life.



INTERNATIONAL FAIR OF TOURISM

- over 30.000 visitors
- 18 countries
- more than 350 exhibitors
- over 2.000 business meetings

The numbers establish the fair's position as the top regional tourism event.





The International Belgrade Tourism Fair serves as the premier opening where global destinations, industry leaders, tourism experts and passionate travelers converge to shape the future of travel.

A place where:

- ✓ New destinations are presented
- ✓ Business connections are built
- ✓ Experiences are exchanged
- ✓ New tourism trends are discovered





Exhibitors:

- ✓ Promote destinations
- ✓ Establish direct contact with tourists
- ✓ Connect with partners
- ✓ Present new products
- ✓ Gain greater market visibility





Tourism Industry Premier Meeting Place

The event brings together:

- ✓ Tourism organizations
- ✓ Hotels and accommodation providers
- ✓ Travel agencies
- ✓ Transport providers
- ✓ Caterers and restaurateurs
- ✓ Local producers
- ✓ International partners





Moving From Presentation to Creating Experiences

We use rich storytelling and interactive content to bring destinations to life and inspire new journeys.

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Approved
International
Event





Destination Promotion

The fair offers opportunities for:

- ✓ National and regional promotion
- ✓ Showcasing tourism potential
- ✓ Cultivating Strategic Partnerships
- ✓ Maximizing Media Exposure





Connections that Deliver Results

- ✓ B2B meetings
- ✓ Partner networking
- ✓ Exchange of experiences
- ✓ Development of new tourism products





The fair is an opportunity for:

- ✓ Linking with travel agencies
- ✓ Developing new associations
- ✓ Presenting offers
- ✓ Exchanging experiences
- ✓ Creating future tourism projects

Our focus shifts from standard promotion to driving tangible partnership opportunities.





The concurrent hosting of **HoReCa Equipment Fair** unites core segments of the tourism sector. It serves as the definitive platform to showcase the modern products, services, and innovations driving today's hotel, restaurant, and catering sectors.





Bringing together in one place:

- ✓ Manufacturers and distributors of professional equipment
- ✓ Hotels, restaurants, and catering facilities
- ✓ Tourism organizations and business entities
- ✓ Industry professionals and business partners.

A Dual-Fair Synergy: Connecting travel inspiration with the exact solutions needed for a world-class tourism experience.





**Travel that connects.
Experiences that last.**

Be a part of the
48th International Belgrade
Tourism Fair.





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THANK YOU!



**BELGRADE
FAIR**