

Podsumowanie targów TOUR SALON 2022

The 33rd edition of the Tour Salon Trade Fair of Regions and Tourist Products attracted real crowds of visitors to Poznań. This year, the tourist fair was accompanied by the Caravans Salon motorhome and caravan fair and the Yacht Salon yacht and boat fair. Traditionally, an integral part of the program of events was Travel Festival Śladami Marzeń, which celebrated its 10th anniversary. As a novelty this year was the inauguration of a new project - Tup Tup Family Travel Festival.

Poznań holiday of tourism

During the three intensive days of the fair, the exhibition was visited by over 20,000 people. Enthusiasts of tourism, caravanning, and water sports had at their disposal as many as 6 exhibition pavilions filled with interesting tourist offers, interactive stands, and space for meetings with travelers. The admission ticket entitled you to participate in as many as 5 events. Among the nearly 100 exhibitors of the Tour Salon Trade Fair, we hosted a representation of foreign entities. There were guests from Japan, Germany, Lithuania, Ukraine, Georgia, and Uzbekistan. of foreign entities. There were guests from Japan, Germany, Lithuania, Ukraine, Georgia and Uzbekistan.



Polish regions - the heart of the Tour Salon Trade Fair

For over three decades, the Tour Salon has been bringing together representatives of the world of tourism, in particular national and regional tourist organizations, travel agencies, tour operators, representatives of accommodation facilities, and companies providing services in tourism. This year's offer was characterized by an extraordinary setting and a number of attractions for visiting guests. There were competitions, interactive zones, a flight and cycling simulator, tasting of regional wines and delicacies. The Partner Region of the Tour Salon was Dolny Śląsk, which presented an extensive network of singletracks, i.e. one-way

bicycle paths, leading through the Kłodzko Region, the Karkonosze Mountains, the Iżera Mountains, the Barycz Valley, the Przemkowskie Ponds and the Lower Silesia Forest. An interesting attraction of the region is also the free #ZnajdźSwojąTrasę application, a proposal for a family visit to the capital of the region - Wrocław. Mazowsze, Podlasie, Pomerania and Wielkopolska also promoted their tourist offer. The Polish Tourist Organization presented the "Polish Tourist Brands" project, the aim of which is to strengthen the image of Poland as a country with rich cultural resources and attractiveness in terms of nature. The presence of representatives of the regions is a great opportunity to obtain up-to-date information on the latest news and the most frequently visited tourist facilities. The managers of spa and sanatorium facilities were also present at the fair, offering rest for seniors and families with children.



Thematic and workshop zones

The novelty of the Tour Salon this year were thematic and workshop zones, which enjoyed great interest. The "bike park" zone was organized by "Rowerowy Poznań", for fans of close and distant cycling trips. The zone's special guest was Marcin Korzonek, who shared his knowledge on how to prepare for the first bicycle trip. There were also electric vehicles: scooters, unicycles, and skateboards, and in the open space, you could test a prototype of a powered cargo bike or micro e-vehicles. Interactive workshops on important aspects of e-mobility were conducted by guests from E-Riders. There was also plenty of inspiration for fans of survival and bushcrafting. In the "closer to nature" zone, there was an opportunity to gain practical knowledge about observing and tracking animals, using a map, compass or GPS, and above all, where to go on a trip off the marked trail. The water tourism zone adjacent to the Yacht Salon exhibition, hosted by the Wielkopolska District Sailing Association, prepared numerous attractions for children who had a chance to design their own yachts and learn how to tie sailing knots. Enthusiasts of city sightseeing could take advantage of trips around the iconic districts of Poznań in the company of guides from PTTK Poznań.



Main stage and speakers' corner

Famous and admired travelers could not be missing during the tourist fair. The rich program of events is one of the biggest attractions of this edition. The main stage featured a special guest of Tour Salon Karol Okrasa, Busem Przez Świat, Foxes in Eden, PodróżoVanie, travelers from the Adventure Club Solists, and "bike guru" Marcin Korzonek. Equally large was the speakers' corner zone, where speakers in a workshop convention shared the knowledge gained during their trips or tourist activities. An additional attraction was the opportunity to take part in photography and film workshops, which were prepared by the team from Busem Przez Świat.



Śladami Marzeń Travel Festival - jubilee edition

Travel Festival Śladami Marzeń has been an integral part of the Poznań tourism fair for a decade. It is a unique place for travelers who has a chance to listen to interesting stories, look for new inspirations and hints, and often become festival speakers themselves. In the competition for the Złoty Ślad, Ula Wałachowska turned out to be the best in the category Poland, and Michał Woroch in the category world. The TupTup Family Travel Festival also had its premiere, this event is addressed to families with children, the aim of which is to pass on the passion for traveling to children from an early age.



Motorhomes and yachts

Simultaneously with the Tour Salon fair, the Caravans Salon Poland fair was held, which was eagerly awaited by thousands of lovers of caravanning tourism. The exhibitors' stands featured exclusive motorhomes, caravans, caravans, camping accessories, and services related to the rental of such vehicles or travel planning. There were also special Retro and Vanlife zones and a Caravanning Rally on the fairgrounds.

Lovers of water sports and sailing had the opportunity to see exclusive boats and yachts from leading manufacturers and distributors. Haber Yachts, MS-Yachts, Power Boats Poland, Skyboat, VT-Sport, Golden Slide Marine presented their wide offer. Many visitors were interested in stands with water sports equipment, including electric boards, jet skis, kitesurfing, canoeing, and flyboarding equipment.



We are heading in the right direction

The Tour Salon Trade Fair gave our exhibitors and visitors a chance to experience a joyful adventure, full of inspiring conversations, and lectures, focused on various forms of tourist activities, and all this took place in the atmosphere of the bustle of the fair and the climate of holiday travels. We want to develop such a Tour Salon, we believe that this is definitely a GOOD direction.

We invite you to the next edition of the Tour Salon Trade Fair, which will take place on October 27-29, 2023.

