



Hotel Chains
 Conference Centres
 Tour Operators
 Travel Magazines
 Incentive Travel Buyers
 Boat Rentals
 Spa Resorts
 International Tourist Org.
 Travel Agencies
 Corporate Travel Buyers
 Car Rentals
 Bus & Coach Org.
 Business Travellers
 Caravan Holidays
 Conference Buyers
 Air Carriers
 Local Tourist Org.
 Health Resorts
 Taxis
 Travel Guides
 Business Organisers
 Camping
 Tourist Attractions
 Cottage Rentals
 National Tourist Org.
 Decision-makers
 Transport Companies
 Tourist Offices
 Conference Organisers
 Currency Exchange Companies
 Trade Visitors
 Travel Managers
 Conference Bookers
 Bus & Coach
 Meeting Planners
 Contact-creating Meetings
 Information Systems
 Health Resorts
 Maps, Literature
 Golf Resorts
 Business Travel Buyers
 Travel Suppliers
 Ferries
 Railway Operators
 Media Representatives
 Sea Carriers
 Golfing Holiday Org.
 Car Hire Firms
 Conference Managers
 Eco Tourism
 Caravans, RVs
 Sales Managers
 IT Communications
 Reservation Systems
 Sustainable Tourism
 Incentive Travel
 Leisure Travel Agencies
 Sales & e-Commerce
 Cruise Lines

ANNIVERSARY
25TH
 ANNIVERSARY

Travel and meetings for hundreds of billions!



The Meeting Place of the World!
13–16 March 2008

The Leading Travel and
 Tourism Trade Fair in Scandinavia
 The Swedish Exhibition Centre, Göteborg, Sweden
www.tur.se



Facts

Total number of visits, TUR 2007:	49,290 (incl. 23,431 trade visits)
Number of exhibitors:	1,245
Companies represented:	1,985
Countries who were represented:	100
Net exhibition area:	15,600 square metres
Media representatives:	465
Pre-booked business appointments:	4,000
Number of contacts:	Each trade visitor made an average of 9.8 business contacts during the fair. 92% of these were new contacts.

Exhibitors

- Tourist organisations (international, national, local)
- Carriers (air, rail, road, sea)
- Hotels/Conference centres
- Tour operators/Travel agencies
- Meeting planners
- Rental companies (houses, cottages, cars, boats)
- IT/Computerised communications, information and reservation systems
- Spas and health resorts
- Literature (travel guides, maps, etc.)
- Camping
- Tourist attractions
- Other travel related services

Trade visitors

Most trade visitors are decision-makers and influencers at travel agencies, tour operators, transport companies, hotels, tourist offices, business and conference organisers, etc. The majority hold positions in management, bookings, sales, travel management, conference bookings and meeting planning.

General public

These non-trade visitors are people who prioritise travel both in terms of time and money. Many of them use TUR as a high-grade source of information and buying point. An increasing number of trips are now bought right at the actual fair.

For detailed information on TUR visitors, see www.tur.se



Full version in Swedish and summaries in French, German, Italian and Spanish on www.tur.se

Top marks from exhibitors and visitors alike

The results of exhibitor and visitor surveys 2007:

Exhibitors



95% gained new business contacts.



98% rated TUR 2007 overall as very good, good or satisfactory.



99% rated visitor quality during trade-only days as very good, good or satisfactory.



95% plan on exhibiting at TUR 2008.



91% stated that TUR is absolutely crucial, very important or important to their companies.

Trade visitors



98% rated TUR 2007 overall as very good, good or satisfactory.



83% were wholly or partly responsible for purchasing.



95% plan to attend TUR 2008.

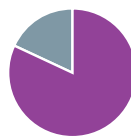
General public



98% rated TUR 2007 overall as very good, good or satisfactory.



91% plan to attend TUR 2008.



82% thought it was a given thing to visit the fair.

TUR opens a market worth over 500 billion!



Some of the travel industry's most dedicated customers live in the Nordic countries. The growth in travel is explosive, with their spending on business travel, meetings and private travel now topping SEK 500 billion per year.



The most efficient key to the Nordic travel market worldwide is TUR at the Swedish Exhibition Centre in Göteborg. Because TUR enables you to carry through a huge number of productive business

meetings with the best customers in the Nordic region. And all in just a few days.

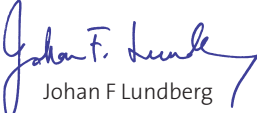
TUR 2008 will be the 25th event of its kind. Some 2,000 exhibitors from around 100 countries take part in the TUR fair every year. When you exhibit at TUR you will benefit from the business-generating power of the strongest travel and tourism brand in the Nordic region.

The meetings industry is also growing apace. And TUR is referred to as the best business venue in this sphere. In recent years we have increased our focus on the meetings industry through a number of activities. The conference programme, in particular, with its keynote speakers from meetings and conferences from all over the world, has met with an overwhelming response.

In preparing for the upcoming TUR we are further strengthening our concept, while increasing and fine-tuning our marketing aimed at visitor target groups.

I extend a warm welcome to all exhibitors, regular and new, to the big, upcoming anniversary edition of the leading Nordic fair for travel, tourism and meetings.

I would also like to take this opportunity to extend a special welcome to our 2008 partnership country, Turkey!


Johan F Lundberg
Exhibition Manager

Book now on www.tur.se

Or phone +46 31 708 80 00 and ask to speak to one of the TUR team: Johan F Lundberg, Exhibition Manager; Jane Ringenson, Sales Manager; Lise Backby Moberg, Marketing Manager; Eva Bursell, Sales; Jessica Santesson and Marcus von Zweigbergk, Administration.

Opening hours TUR 2008

Trade only: Thursday 13 March 09.00–18.00. Friday 14 March 09.00–18.00

Trade and public: Saturday 15 March 09.00–18.00. Sunday 16 March 10.00–17.00

Joint project with travel trade organisations

RTS (Swedish Travel & Tourist Industry Federation)

ANTOR (Association of National Tourist Office Representatives)

VisitSweden

PATA (Pacific Asia Travel Association)

The Swedish Tourism Network (Svensk Turism AB)

FörTur – Swedish Tourism Associated (Föreningen Turism i Sverige)

 RESE- OCH TURISTINDUSTRIN I SVERIGE
Swedish Travel and Tourist Industry Federation











"TUR is the crucial venue for the meetings industry"

ANNIVERSARY
25TH
ANNIVERSARY

The Swedish Exhibition Centre and the travel and tourism industry have worked in close cooperation to create and develop TUR. The fact that TUR will soon be celebrating its 25th anniversary, standing proud as the strongest Nordic brand among travel and tourism fairs, is due to the efforts and dedication of all concerned. The TUR working committee, which is made up of people from the industry, had this to say about TUR:



"TUR is the crucial venue for the industry. It's the only big travel fair in Sweden and everyone gathers here. We have cooperated with TUR for many years, and most of our 38 member countries exhibit at the fair."

Irma Aalto, Chairman, ANTOR (Association of National Tourist Office Representatives)



"The TUR fair is important to PATA; it enables representatives from hotels, tour organisers, carriers and other players in our destination countries to experience for themselves the strength of the Nordic travel market. TUR is an unbeatable venue for market information, marketing and contacts."

Fred Wahlstedt, Chairman, PATA



"TUR is an excellent meeting place for incoming tourism. Well-nigh the whole industry is on the spot. The few days of face-to-face contact afforded by TUR are invaluable. The fact that the industry meets up at TUR is a prerequisite for developing Swedish tourism."

Rikard Bergsten, MD, Svensk Turism AB (Swedish Tourism Network)



"TUR is the biggest and most important tourist industry venue in Sweden. We see it as a very valuable asset in our work of developing entrepreneurship within the industry and creating contacts between different operations and the capital market."

Jan Lundin, MD, RTS (Swedish Travel & Tourist Industry Federation)



"Over the years, TUR has been constantly modified, improved and renewed. So the TUR we'll be celebrating at the 25th anniversary event will be as fresh as ever. The fact that Sweden is featured on a single floor level makes it easier to show the full breadth of what the country has to offer. The high ratings TUR gets every year in the exhibitor and visitor surveys clearly underline its importance."

Eva Hedenström, MD, FörTur (Swedish Tourism Associated)



"The increased partnerships with incoming tourism are a vital factor for VisitSweden. The TUR fair is an inspirational forum and a meeting place for initial discussions for destinations and product owners, as well as for VisitSweden. There will be opportunities for making important business contacts and thus follow the trends and the rapid developments in today's tourist industry."

Tomas Brühl, CEO, VisitSweden



Exhibitor sections

Best of Sweden. TUR's extensive Sweden section.



Europe. Travel destinations in all European countries, except Sweden.

The World. America, Africa, Asia and the Pacific.

Global Arena. Air carriers, shipping lines, railway companies, taxi companies, hotel chains, car hire firms, currency exchange companies, etc.

Coach Corner. Everything related to coach tourism.

Several seminars and debates will be arranged in association with BR (Swedish Bus & Coach Federation).



Photo Forum. Popular visitor activities. Digital photo school, photographic tips, product presentations and photo exhibitions. Visitors can enter their own pictures of the TUR fair in a photo competition.

Meetings at TUR

Meetings and conferences are showing a strong increase. TUR's importance as a business venue for the conference and meetings industry continues to grow. Our new initiatives include more forceful marketing, attractive special invitations to conference and meeting buyers, and extra activities at TUR 2008.

Business Travel Day 2008

Friday 14 March. Seminars and activities specially for travel managers, business travel buyers, conference buyers, business travellers and all their suppliers. Arranged in conjunction with SBTA (Swedish Business Travel Association).

MEETINGS

INTERNATIONAL CONFERENCE AND EXHIBITION





Maximise your business-generating meetings

The opportunity for exhibitors to take part in face-to-face meetings with customers within a concentrated period of a few days is the be-all and end-all of TUR. In fact, TUR generates hundreds of thousands of profitable business meetings. We offer a range of contact-making options and some very efficient ways of booking appointments in advance.

Appointments Forum

Thursday 13 March, 08.00–09.30. Exhibitors and buyers gather to book personal meetings for later on during the fair.

Internet Appointments Service

- ▶ Searchable product lists and direct exhibitor links from the TUR web site enable visitors to conveniently book personal appointments with you in advance of the fair.
- ▶ Our visitor list enables you to check/decide in advance which visitors you are interested in meeting.
NOTE: This service can be bought by TUR exhibitors as an optional extra.

Read more about our personal meeting facilities on www.tur.se

On-the-spot travel sales

Make the most of the opportunity for on-the-spot sales on the days the public attends TUR! Visitors are eager to buy trips, hotel accommodation and other travel related products and services. So much so, that the last few years have seen TUR becoming a very effective “shop”, and on-the-spot sales just keep on growing.





Even stronger trade fair impact!

Arena advertising, visitor list and sponsoring increase the contact and sales impact of TUR 2008 further.

Own invitations the easy way

This new, simple and inexpensive way for exhibitors to create digital invitations has quickly become a popular feature.

Measure your trade fair results!

Exhibitors will have access to efficient measuring tools, free of charge.

Read more about the full range of our marketing services on www.tur.se

Even more intensive visitor marketing!

The TUR 2008 visitor marketing campaign will include personal invitations, advertisements, web updates, newsletters and PR.

New initiatives in 2008 will include a big boost in marketing aimed at young people and families, and special invitations to meeting and conference buyers.

The TUR events receive lots of attention in the press and other media. In 2007, the articles and features on TUR that appeared in the Swedish dailies would have cost SEK 5 million if bought as advertising space. The trade press also traditionally publishes lots of articles and reports on TUR.

“Our theme initiative at TUR 2007 yielded outstanding results”



“TUR is an institution for people in the travel industry. It has grown in strength and achieved a powerful new impetus in recent years. As for VisitBritain, we experienced new and big opportunities at the last TUR fair. Our “Britain Rocks” theme was an outstanding success, enabling us to create exciting activities that we tied into a larger campaign concept.”

Leif Leganger, Marketing Manager – Business Tourism, VisitBritain

Comprehensive service

The Swedish Exhibition Centre offers exhibitors a comprehensive range of free and purchasable services. Here are just a few examples:

Exhibitor Service Online.

Our super-fast service system for booking and ordering.

Stand Training. Free course for exhibitors in exhibition planning, marketing, stand conduct. Also available online! Free of charge to exhibitors!

VIPS – Visitor Information Processing System.

Convenient visitor registration including addresses for a fast follow-up. The basic VIPS package is included in the TUR registration fee.

Read more about TUR's Exhibitor Service on www.tur.se

Travel and hotel accommodation

Special trains and buses. It is easy to get to Göteborg and the Swedish Exhibition Centre by plane, car, bus, train or ship. We even put on special trains and buses. For more information, see www.tur.se

Travel discounts. Exhibitors and trade visitors can avail themselves of generous discounts on certain travel to TUR 2008. Read more on www.tur.se

Travel and hotel accommodation. For advantageous offers, please contact our Travel Department, Svenska Mässan Reseservice:

Tel: +46 31 708 86 90, www.svenskamassan.se/reseservice

Fax: +46 31 708 87 59. E-mail: reseservice@svenskamassan.se

Free shuttle bus. Between Göteborg Central Station, the Swedish Exhibition Centre and several major hotels in Göteborg.

Stands

Fix your stand the easy way! Pick a turnkey, standardised shell stand. Or choose a fully customised solution. Contact our in-house stand builders, Svenska Mässan Monterservice on +46 31 708 80 00, or visit www.monterservice.com

ADA all-in-one package

Price: SEK 2,895 per square metre (excluding VAT).

The ADA all-in-one package comprises: stand space, stand building, furniture, Internet hook-up, cleaning, handling and storage of empty packaging, loading and unloading of palletted goods, 10 exhibitor lunches.



Efficient, congenial business venue within easy reach of most amenities



The Swedish Exhibition Centre's exhibition and conference complex is located right in the centre of Göteborg. This unique city-centre position means that we are within easy walking distance of a wide range of entertainment, sports stadiums, museums and shops.



The complex also includes our own Hotel Gothia Towers, the largest hotel in Scandinavia, with 704 rooms, several bars and restaurants, including a top-flight restaurant on the 23rd floor with all-round views of Göteborg. Ground-breaking operations for a third tower will commence shortly. When this new tower is completed, Hotel Gothia Towers will be the largest hotel in Europe!



The strategic location of Göteborg in the middle of the densely populated south-western region of Scandinavia means that it is within fast and easy reach of the whole of northern Europe.



For more information on the Swedish Exhibition Centre, see www.svenskamassan.se



For more information on Göteborg, see www.goteborg.com