

TOUREST 2010 in Tallinn, Estonia on 12.-14.02.2010

The 19th International Travel Fair TOUREST 2010 broke a record again!

During three days the fair was visited by **23734** people (with free invitations and tickets, as always, we did not count small children and exhibitors). Just for comparison: Tourest 2008 was visited by 23 465 and Tourest 2009 by 23 684 people.

TOUREST 2010 was opened by the **Minister of Foreign Affairs Mr. Urmas Paet** Together with the state representative **Mr. Sven Lõokene, President of the Estonian Association of Travel Agents** and **Mr. Tarmo Mutso, Director of the Estonian Tourist Board** took the floor. Traditionally, the Best Tourism Promoter and the Best Tourism Establishment of 2009 were announced.

Best Tourism Promoter 2009 is Mr. Jaan PÄRN, initiator and the driving force behind the Masters Courtyard, one of the most unique and stylish establishments in the Old City of Tallinn.
Best Tourism Establishment 2009 is Pädaste Manor, the pearl of the island Muhu.

TOUREST 2010 was attended by **408 exhibitors and co-exhibitors** representing 25 countries: Bulgaria, Belarus, Czech Republic, Cyprus, Finland, Germany, Greece, Indonesia, Israel, Italy, Japan, Latvia, Lithuania, Mauritius, Namibia, Norway, Poland, Portugal, Spain, Thailand, Tunisia, Turkey, United Arab Emirates –Dubai, Vietnam and Estonia.

3 halls of the Estonian Fairs exhibition center were again at the disposal of exhibitors and visitors. In the **Main Hall** the sold out space was **1938m²**, in the “**Holidays in Estonia**” **Hall 1168m²** and the open air space in front of the Exhibition Center was **41m²**. Additionally, the fair occupied a Children’s hall of **900m²**.

In the **Main Hall** all big Estonian tour operators, all shipping companies, many airlines, bus companies, spas, hotels, providers of active, country and nature holidays etc. were present. On the Main Stage **18 travel games, 27 auctions** and **13 presentations** took place. Additionally, a varied entertainment program was offered by the exhibitors in their own stands.

Public’s favourite of **TOUREST 2010** was the “**Holidays in Estonia**” **Hall** - the exhibition of Estonian domestic tourism. Opened in cooperation with the Estonian Tourist Board and the Estonian counties the hall presented a large scale of Estonian exhibitors from different regions of Estonia.

Parallely to the fair activities a **program for the travel professionals** took place in the conference center of the Estonian Fairs.

The next, **TOUREST 2011 will take place on 18.-20.02.2011.**

Thank you very much for the participation and see you all next year at TOUREST 2011!

Yours sincerely,
Estonian Association of Travel Agents