

5 Things you should not miss at FITUR, International Tourism Trade Fair IFEMA Madrid

FITUR, the international tourism fair, held at Ifema Madrid and full of exhibition stands design, is one of the most important events of the tourism industry in the world. IFEMA booth design company, Adam Expo Stand, produced and built few stands.



Madrid, Jun 8, 2020 (Issuewire.com) - FITUR, one of the most important events of the tourism industry in the world

FITUR, the international tourism fair, full of exhibition stands design, is one of the most important events of the tourism industry in the world. Is held in Madrid, Spain, in January. Dedicated to decision-makers in the tourism industry, this event shows the countries. Unique aspects of regions and "regions" in several pavilions of IFEMA, the institution of trade fairs of Madrid.

The fair has grown 8.3% and this year's edition was biggest ever with the participation of 886 stand-holder exhibitors and more than 10,487 companies from 165 countries and regions. The international presence has grown by 11%, and now represents 55% of the total share. Domestic participation has increased by 6%.

FITUR has become a global meeting point for the tourism industry and a great business tool to strengthen contacts and business. Also, for the general public, this is the perfect place to find your next flavor.

Adam Expo Stand as exhibit booth design Company produced and built several exhibitions stands at this important trade show.

New exhibition spaces for market niches

FITUR is already known for LGBT tourism and health, but also for FITURTECHY and FITUR KNOW-HOW, where it is used the most. This year, from these spaces, the exhibition was larger, to accommodate new segments to visit.

FITUR open a new space for MICE (meetings, incentives, conferences, and exhibitions). MICE Tourism is a tourist area specializing in planning, bookings, conferences, seminars and major events. FITUR MITM - MICE & BUSINESS is a synergy between FITUR and GSAR Marketing. This new format has an agenda of up to 30 meetings.

There was also a section dedicated to film tourism, promoted by the Spanish Film Commission (SFC). This is a burgeoning new tourism niche that refers to the growing interest in meeting room rentals that has become popular in its programs, films, or shows.

One of the highlights of this year was the launch of the FITURNEXT observatory. In order to reveal trends and new business models for the sector, the Observatory served as a guide for the next three years.

FITUR Special Awards

People from all over the world come to FITUR for two reasons: their products/services/ companies or their meetings with exhibitors. With more than 10,000 exhibitors presents in the exhibition stands design, represent a huge advantage for visitors to FITUR.

That's why FITUR, along with other organizations, is taking this opportunity to reward the best in the tourism industry and celebrate it with hundreds of thousands of people.

XXIV Competition for the best active tourism products: this year, was the 24th edition. Its purpose is to promote development and commercialization within the tourism industry while promoting high-quality tourism products.

20th Prize FITUR-Jorge Vila Fradera Prize: intended for the academic world, this prize is intended for unpublished research work on tourism.

II edition of the Responsible Tourism Award: this prize is intended for all companies present at FITUR 2019, which has contributed to the promotion of tourism over the past two years.

FITUR Stand Awards - Spanish institutions, regions, countries, and companies, based on their professionalism, communication/promotion, and design.

IFEMA booth design contractor, Adam Expo Stand

Adam Expo Stand is a Spanish Stand & Booths Design Company. We have developed an exhibition and layout strategy that maximizes your visibility and draws a lot of attention to your booth, to the desire of visitors to enter your space and generate qualified Leads. Adam Expo Stand is a Spain based Exhibition Stand design and Booth builder contractor that deliver remarkable exhibition services as per client need.

A booth is an ephemeral space for selling, exchanging, working and sharing information. Exhibit booth design is a reflection of your image and its layout that of your processes and work values. We are studying the optimization of the reserved space by identifying the main visitor flows and strategic angle to increase the visibility of your brand.

Visit Madrid Please

Finally, yet importantly, you cannot miss Madrid! Madrid is the largest city in Spain and is the homeland of the International Tourism Trade Fair, FITUR. Known for its professional environment and buzzing nightlife, Madrid offers its tourists monuments, incredible museums and the best restaurants in Europe.

If you attend FITUR, be sure to take a break and get to know Madrid. Here are some places you will not regret visiting during your stay:

- Museums: Prado, Thyssen-Bornemisza, and Reina Sofía.
- Retiro Park: enjoy life.
- Rastro: one of the most famous street markets in the world and the oldest in Madrid.
- Puerta del Sol: one of the worlds' most famous squares
- Full of history, delicious food, and friendly people, Madrid will not disappoint you. Give yourself an experience in Madrid!



Media Contact

Adam Expo Stand

expostand2017@gmail.com

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