

*The impact of
the fair and
exhibition
industry on the
host community*

*Case study on
tourism fairs*

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INTRODUCTION

Fairs organization at national and international level
Impact on the host community and the promotion of tourism

Methodology : lecture review, evaluation, exploring, identifying and analyzing the literature, the content analysis of surveys, official statistical analyses, national reports and international economic relations.

MICE Industry : Meetings - corporate / business meetings, Incentives, Conventions - congresses and conferences, Exhibitions / fairs



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The Bucharest National Airport Company recorded in **2016**, at the two airports of the capital - **Henri Coanda International Airport Bucharest** and **Bucharest International Airport Baneasa - Aurel Vlaicu**, a record number of **10.99 million passengers** and **120.7 thousand aircraft movements**.



Potential



Impact of the fair and exhibition industry

Aim : information & promotion

Duration : 3 days to a week

2 types of participants that form the demand for travel related services: hotel, food, transportation, telecommunication, excursions, cultural events, city tours ...

Different sizes : from small to international; easy assess the number of visitors

The structure of expenses for participation in fairs : 22% stands rental, 43% exhibitor expenses and 35% visitor spending (IACVB numbers)

3,000 fairs are organized in Europe each year with **500,000 direct exhibitors** participating and attracting over 50 million visitors (Trade Fair Observatory)

Impact of the fair and exhibition industry



Different **benefits to the host community, mostly economical (transport companies, shopping centers, banks and foreign exchange offices, translators, hotels, restaurants...) but also an improved image of the host city.**

World Travel Market London (37th edition in 2017) is the biggest world travel fair for specialists (B2B), and Romania has been participating since the first edition.

In this year's edition: 182 countries registered with a national pavilion and 50,000 participants had officially enrolled. A number of over 100,000 visitors over the three days of the event.

Results and conclusions

The Romanian Tourism Fair - *November 2016 and February 2017*

Utazas - International Tourism Exhibition (Hungary) - *March 2017*

Sample: 100 visitors and 30 exhibitors;

Method: questionnaires to visitors (15 questions) and to exhibitors (17 questions);



Visitors aged between 18 and 75 years, income below 1500 lei or between 1500 and 4500 lei, or even exceeding that amount;

The purpose of tourism fairs research for 2016-2017 in Romania and Hungary was to see each event in antithesis, which is its potential for tourism revival but also economic profit, image and promotion for the communities where it takes place.

Results and conclusions

The Romanian Tourism Fair - *November 2016 and February 2017*



- ✓ **60%** of those surveyed, visitors and exhibitors, claim that the autumn edition is irrelevant;
- ✓ about **70%** of the visitors to the fair were interested in buying a tourist package, but only **45%** of them purchased,
- ✓ the respondents aged 36-55 years with incomes ranging between 1500-4000 lei purchased packages between the sums 200 - 500 euro;
- ✓ **65%** of the attendees chose this fair for it's market image and **70%** for the organization;
- ✓ **25%** visitors and **45%** exhibitors were accommodated in a hotel;
- ✓ **45%** of visitors went shopping; **35%** of exhibitors went to clubs and restaurants in their free time.

Results and conclusions

The Romanian Tourism Fair - *November 2016 and February 2017*

**THE ROMANIAN
TOURISM FAIR**
22nd - 25th FEBRUARY 2018
ROMEXPO



- ✓ **45%** of the respondents declared positive regarding the potential of tourism fairs for Romania;
- ✓ The negative impact is considered to be the promotion of external destinations by the operators and, for exhibitors, the high participation costs. With a rented stand, approximately **38%** of respondents have spent between 5000 and 30000 euros for participation.

Results and conclusions

Utazas - International Tourism Exhibition (Hungary) - *March 2017*

- ✓ 75% of the visitors were interested in buying a tourist package, but only **55%** of them purchased,
- ✓ the respondents aged 25-55 years with incomes between 3000-7000 lei purchased packages between 500 - 1500 euro;
- ✓ **45%** of the attendees chose this fair for it's market image and **80%** for the organization;
- ✓ **45%** visitors and 65% exhibitors were accommodated at the hotel;
- ✓ **35%** of the visitors went shopping, **40%** visit the city and **55%** of the exhibitors went to clubs and restaurants;
- ✓ **40%** of the respondents declared positive declared positive regarding the potential of tourism fairs for Hungary;
- ✓ For exhibitors, the high participation costs with a rented stand, approximately **58%** have spent between 5000 and 50000 euros for participation.



Conclusions

- ❖ About 75% of respondents recommended waiving access to the fair;
- ❖ The **economic advantage** for the community is limited to the important revenues generated from the accommodation, food services, entertainment services, as well as the incomes obtained by applying the different taxes and duties on these services and other tourist facilities;
- ❖ **A great advantage** that tourism tags bring to the community where it takes place is given by the time it is organized. As it takes place in the off-season, many tourist destinations rely on participants to mitigate the effects of seasonal tourism;
- ❖ **The participants in the fairs are the most environment friendly** of all the others and the negative effect on the local population is minimal they spend most of their days in the spaces allocated to events and intersect very little or no with the population;
- ❖ A participant who has a good impression on the fair and of the host place, becomes a "*free ambassador*" for that destination.



THANK YOU FOR YOUR
ATTENTION!