

Beat: Travel

Starts FITUR 2021, first international appointment with visitors

From 19 to 23 May in Madrid

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USPA NEWS - Organised by IFEMA MADRID, from 19th to 23th May, FITUR will be the first trade fair on the international circuit of major tourism sector events. The Fair brings together more than 5,000 participants from five continents, with the presence of all Spain's regions, companies and destinations from 55 countries, and 37 official representations, in addition to the participation of trade visitors of 79 nationalities on the new digital platform: FITUR LIVEConnect. The fair was inaugurated by the King Felipe VI and Queen Letizia.

From this Wednesday 19th to Sunday 23th May, IFEMA MADRID is organising the first in-person trade fair on the international circuit of major tourism industry events: FITUR 2021 Tourism Recovery Special. This edition will focus on recovery in this strategic sector for the economy. It will especially focus on Spain, one of the world's most competitive economies in terms of tourism (World Economic Forum data), where this industry accounted for about 13% in terms of employment and GDP in 2019.

On Wednesday 19th, FITUR 2021 will open its doors to members of the international tourism community who represent the sector's entire value chain in terms of supply and demand. This edition, so critical for tourism's recovery, will be attended by destinations, the transport and accommodation industries, the solutions and services sectors, the intermediation sector, travel agents, and tour operators. It will also serve all segments that act as drivers of this business to provide a dynamic scenario for moving the revival ahead and the long-awaited re-encounter between professionals.

The Fair is grateful for the significant institutional support it has received from the Spanish Ministry of Industry, Trade and Tourism, from the Madrid Regional government, and from international organisations such as the World Tourism Organization (UNWTO, of which FITUR chairs the affiliate members committee), as well as all the Spanish regional governments, companies, countries and destinations. This backing has been instrumental for launching this edition, which aims to mark a turning point for relaunching tourism globally, to help strengthen business tourism, and boost the image of Madrid and Spain as major opinion leaders and safe tourism destinations.

Safe international mobility

FITUR will also be the first experience of safe international mobility after many months of restrictions. It will be an extraordinary measure, one to which the Government of Spain has contributed by declaring attendance at FITUR as "essential travel,"^[?] enabling exhibitors and visitors from abroad to come to the capital of Spain. The Spanish Government has also supported FITUR by declaring FITUR Tourism Recovery Special an Event of Exceptional Public Interest, included in the National Budget for 2021, over three years. This status will be especially beneficial and will give a boost to relaunching the industry and Spain's tourism image.

In addition to this, IFEMA MADRID has designed a strict Covid-19 sanitary protocol which has four national and international certifications. The protocol covers all the necessary measures to manage aspects such as attendee flows and mobility, occupancy controls, safe distancing, eliminating direct contact by using online registration, and incorporating the latest technologies for health safety and people counting, and especially for air renewal in the halls. Furthermore, for the trade days, there will be an additional measure, the requirement for a negative Covid-19 test, in addition to the mandatory PCR tests at origin and the quick onsite tests.

First appointment for the tourism

FITUR is the first appointment of the year for the world's tourism professionals and the leading trade fair for inbound and outbound markets in Latin America. At its 2020 staging, FITUR has surpassed its participation record with 11,040 companies from 165 countries and regions, 150,011 trade visitors and 111,089 visitors from the general public.

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