

13^{-oji} tarptautinė turizmo, sporto ir laisvalaikio paroda
13th International Trade Fair of Tourism, Sports and Leisure
VIVATTUR 2007
Kovo 2-4 March



VIVATTUR Exhibition Increases Two-Fold!

International Trade Fair of Tourism, Sports and Leisure VIVATTUR 2007
March 2-4, 2007
Exhibition Center Litexpo, Halls 4, 5, Laisvės pr. 5, Vilnius

VIVATTUR 2007, the International Trade Fair of Tourism, Sports and Leisure will be held for the thirteenth time on 2nd March. Over the years of its existence, the trade fair has increased in size considerably and has acquired a significant reputation in the local and outbound tourism markets. This important event illustrates the potential of the Lithuanian tourism business and is a symbolic lift off for the new travel season.

Trade Fair VIVATTUR, which can boast of an increase in the number of participants year-on-year, is the best way to learn about all the new initiatives in the sphere of tourism. According to Petras Naprušis, Director of Visus Plenus, the company organising the Trade Fair, the volume of participants has grown by 67 percent over the last five years, and has doubled during the last decade. When compared with the previous year, 16 percent more tourism and leisure business representatives will take part in VIVATTUR 2007. The number of participants from abroad has been soaring – growing by 29 percent. As many as 26 foreign countries will be represented by tourism institution representatives: from Latvia, Estonia, Belarus, Russia, Ukraine, Bulgaria, the Czech Republic, Great Britain, Ireland, Denmark, Greece, Spain, Italy, Israel, the United Arab Emirates, Cyprus, Croatia, Poland, Mexico, Kenya, Tunisia, Turkey, Georgia, Belgium, France, Germany.

Lithuanian and foreign travel organisers and travel agencies will not forget to introduce those routes already loved by tourists and will add a number of novelties for this season. VIVATTUR Trade Fair participants will invite visitors to travel to various countries in the world, will astonish them with especially exotic routes such as a trip to the Antarctica with scientists, a hike over Greenland or a luxurious train journey through India, and other not less interesting trips.

Recently local tourism has been becoming more and more popular in Lithuania. Director of Visus Plenus, Petras Naprušis is glad that not only the city and regional tourism information centres, but also travel agencies which create new products promoting active attraction tourism have started paying more attention to national tourism and local cultural heritage. Rural region homesteads, tourist routes across Lithuanian regions, cities and towns, bicycle trips, canoeing and rafting are becoming increasingly popular. Visitors to VIVATTUR 2007 will be able to thoroughly study the possibilities for travelling and spending leisure time in all regions of Lithuania.

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This year the floor space covered by the Trade Fair breaks the record – it has increased by 24 percent, and the space for the entire exhibition has doubled. VIVATTUR 2007 will cover over 7000 sq. metres, i.e. two Exhibition Centre halls. The largest stands will be occupied by the seaside region and the city of Druskininkai, as well as foreign representatives from Poland, Cyprus and Belarus. The leading companies among tourism organisers and agencies according to the size of their stand are Tez Tour, West Express, and Topturas.

The International Trade Fair of Tourism, Sports and Leisure VIVATTUR is one of the most popular of its kind. It is visited by both Lithuanians and foreign guests from Latvia, Estonia, Poland, the Kaliningrad Region and Belarus. It has become a tradition that honorary representatives of Lithuanian state institutions and public organisations take part in the official opening ceremony of the Trade Fair. For the last three years the ceremony was also honoured by the visit of management representatives from the World Tourism Organisation; this year will be no exception. During the Trade Fair opening, awards will be given to exhibitors who are offering the most interesting VIVATTUR 2007 trip to a foreign country and within Lithuania, as well as the most attractive purpose for a trip abroad.

The event called "World Cuisine" will be revived during VIVATTUR 2007. Six restaurants will introduce cuisines of different nations. VIVATTUR visitors will not only be able to get to know the food of different nations better and choose their best cuisine, but also win various prizes.

According to VIVATTUR organisers, it is wonderful that the occasion of the Trade Fair coincides with the most popular event in the capital city – the Spring fair "Kaziuko". Visitors from other towns will be able to enjoy the event in the city and also choose a trip for their summer holidays. Moreover the Trade Fair Cinderella will also be organised in the Exhibition Center during the International Trade Fair of Tourism, Sports and Leisure VIVATTUR 2007.

Trade Fair organisers and tour operator Tez Tour will invite visitors to take part in a competition "Visit VIVATTUR and win a trip with *Tez Tour*". The lucky visitor will win a 7-night trip for two to a four-star hotel in Mallorca.

Information about Trade Fair VIVATTUR 2007 will be regularly updated at www.visusplenus.lt

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The Competition

Visit VIVATTUR and Travel with Tez Tour!

Having bought a ticket to VIVATTUR 2007, Trade Fair participants will not only visit Trade Fair VIVATTUR and gain many ideas for their holidays, but will also have the possibility of winning a wonderful trip for two to Mallorca (4* hotel) with TEZ TOUR. The competition is open only to visitors who have bought tickets to VIVATTUR 2007.

The final of the VIVATTUR 2007 competition will be held on 4th March at 2.00 p.m. on the stage of Hall 4. The lucky ticket will be selected in a draw.

NEW AT VIVATTUR 2007 - AWARDS FOR PARTICIPANTS

The following ideas will be awarded at the official opening of the Trade Fair:

The most interesting VIVATTUR 2007 trip within Lithuania

The most interesting VIVATTUR 2007 trip to a foreign country

The most interesting VIVATTUR 2007 place to visit abroad (awarded to a foreign participant)

The winners will receive VIVATTUR trophy cups created especially for the occasion.

The winners will be chosen and the prizes will be provided by UAB Visus Plenus and the State Department of Tourism.

Trade Fair Organiser:

The main activity of UAB Visus Plenus is organising exhibitions, trade fairs and conferences. UAB Visus Plenus organises the following exhibitions and trade fairs:

- International Trade Fair of Tourism, Sports and Leisure VIVATTUR
- BMT – international exhibition of furniture production and wood industry technology, equipment and material
- UAB Visus Plenus has experience in organising international conferences with up to 1000 participants.

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WORLD CUISINE

Trade Fair visitors and participants will be invited to taste food prepared in the WORLD CUISINE restaurants. Six restaurants will take part in the WORLD CUISINE and will introduce different cuisines of the world. Having tasted food in WORLD CUISINE restaurants, visitors of VIVATTUR will be able to select the best. People participating in selecting the best cuisine at VIVATTUR 2007 will have the chance to win various prizes.

Voting for the most popular world cuisine has already started on website menu.lt; website visitors voting for the most popular cuisine will be able to win a ticket to VIVATTUR 2007.

Facts about VIVATTUR

Exhibitors from 27 countries:

Lithuania, Latvia, Estonia, Belarus, Russia, Ukraine, Bulgaria, the Czech Republic, Great Britain, Ireland, Denmark, Greece, Spain, Italy, Israel, the United Arab Emirates, Cyprus, Croatia, Poland, Mexico, Kenya, Tunisia, Turkey, Georgia, Belgium, France, Germany.

Statistics:

	2003	2004	2005	2006	2007
Number of exhibitors	182	214	235	264	305
Lithuanian	138	160	173	187	206
Foreign	44	54	62	77	99
Net exhibition space	1920	2320	2560	2620	3250
Lithuanian	990	1270	1390	1667	1855
Foreign	250	370	390	453	635
World Cuisine	680	680	680	500	760
Visitors	18000	21000	21500	22500	22000