

carus

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Magazine



Carus at the 42nd
edition of the
International
Tourism Trade Fair
—**FITUR 2022**

FITUR is one of the world's leading trade fairs for tourism events and a hub par excellence for the Ibero-American market.

Its 42nd edition was held from January 19 to 23, 2022 at the Madrid's Trade Fair Centre, with the support of its **declaration by the Spanish Government as an Event of Exceptional Public Interest**.

Added to this is the significant support it receives from institutions, countries and destinations, hotel chains, agencies and tour operators, technology companies, suppliers, means of transport, ferry and cruise, etc., which make FITUR a great platform of reference for discovering new developments, proposals and future trends in terms of specialisation, technology and sustainability, and the essential event for the entire international tourism industry.



Booths of two main Spanish ferry companies, at the 42nd edition of Madrid-FITUR 2022.

FITUR is Tourism. 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, with 600 exhibitors, 7.000 companies and 107 countries represented.

FITUR is a unique forum for promoting brands, presenting new products, learning about the latest trends and filling the agenda with new contacts and opportunities.

Five very busy days at the global tourism industry's leading business forum. Five days that translate into hundreds of opportunities to make contacts, start projects and make agreements with a high level of decision-making capability in any tourism segment: 38% chairmen/general managers, 34% marketing/sales/commercial managers and

21% sales/consultant executives. The presence of more than 1,170 media is evidence of the level of expectation this event creates in the industry: taking advantage of media coverage to promote our business.

As society evolves, tourism reflects the diversity of tastes and trends that are part of our lifestyle. FITUR accommodates both mass tourism and niche markets. Each year FITUR expands the showcase of specialist sectors that are making the tourism landscape more diverse and sustainable.



Booth of the new Trasmed-Grimaldi Group ferry operator for the Balearic market



FITUR encompasses technology, the future and sustainability.

FITUR deals with industry-wide, cutting-edge topics such as Big Data, artificial intelligence, smart tourist destinations, and start-ups.

In addition, FITUR has launched the FITUR Next observatory to act as a guide for identifying future tourism trends and to disseminate guidelines that can bring benefits for visitors, residents, destinations and the environment, economically, socially, culturally and environmentally.

The Trasmapi booth, a Spanish shipping company with a 48-year presence in the Balearic market, leader in passenger transport between Ibiza and Formentera, one of the most sought-after destinations.



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Your Answer!