

CULTOUR



GLOBAL CULTURAL TRAVEL FAIR

UNIQUE FEATURES OF CULTOUR

To assure a substantial presence of professional visitors, and potential business for the exhibitors CULTOUR is taking the following steps:

- To bring to the exhibition –paying their travelling expenses– up to 250 U.S.A., Asian and European product managers of tour operating companies specialized in cultural travel: city breaks, wine tours, festivals, castles, gastronomy and a long etc, so they can meet with exhibitors to complete or incorporate new tours to their cultural travel programs.
- To complement CULTOUR's hosted buyer program, German travel agents and tour operators will be offered free rail and bus transportation from anywhere in Germany to Koelnmesse to attend the fair as professional visitors.

Since 65% of German travelers book directly their holidays, CULTOURFEST will be open on Saturday and Sunday to the traveling public from Cologne, Düsseldorf, and Bonn.

No seminars will be held in conjunction with CULTOUR as not to interfere with doing business between exhibitors and buyers.

Important: CULTOUR is not an open registration exhibition. Entry during the professional days is open only to exhibitors and travel professional visitors. ***Incoming travel agents, hotels or tourist office personnel not exhibiting will not be allowed entry in CULTOUR, except on the weekend –open to the public days–.***

For further details please enter www.cultourfair.com