



GUIDE  
THROUGH

MEĐUNARODNI SAJAM TURIZMA  
**PLACE2GO**  
INTERNATIONAL TOURISM FAIR

**20. - 22. 3. 2026.**  
**Zagreb, Croatia**

ORGANIZATOR: PLACE2GO d.o.o. – Pantovčak 39a/1, 10 000 Zagreb, Hrvatska – +385 98 352 675 – roberto@place2go.hr / damjana@place2go.hr / info@place2go.hr

## MISSION

“ PLACE2GO International Tourism Fair is for exhibitors who wish to present themselves and showcase their products and services in an innovative and compelling manner. The PLACE2GO Fair appeals to travelers who wish to discover the beauty of the tourism and travel world, share their mutual experiences and knowledge, and get acquainted with the major tourism industry stakeholders.

”

## VISION

“ Our aim is to become the largest networking event for international travel businesses and their potential business partners as well as the main platform for meeting the existing and attracting future travelers. Our event also strives to become the event gathering the largest number of renowned travel writers and influencers.

”





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# 1. THINK YOU KNOW EVERYTHING ABOUT THE PLACE2GO?

- The largest tourism fair in Croatia
- First held in 2012
- The place where supply and demand of the travelling destination world meet
- Includes both the B2B and B2C sector
- 800 international exhibitors from 43 countries thus far



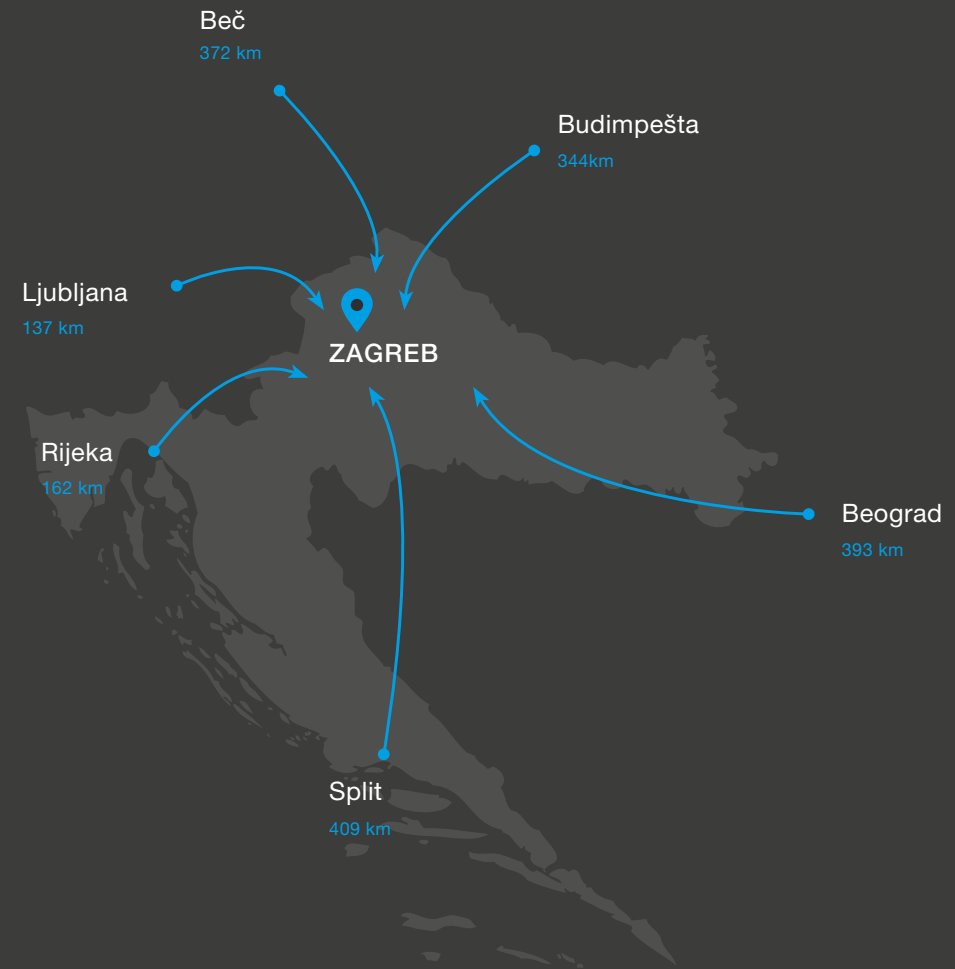
## 2. WHEN DOES THE PLACE2GO FAIR TAKE PLACE?

- 20 – 22 March 2026 (3 days, Friday through Sunday)
- Friday B2B meetings (10 AM to 4 PM) in a separate hall - entrance only for accredited business visitors
- Friday - Sunday are B2C days
- Working hours of the fair: Friday and Saturday - 10 AM to 7 PM, Sunday - 10 AM to 6 PM



### 3. WHY ZAGREB?

- Zagreb is the economic and administration center as well as the most populated city of Croatia
- Excellent road and air connection to the largest European destinations
- Up-and-coming tourist destination on the world tourist map



### 4. WHY ZAGREB FAIR?

- The Zagreb Fair is a specialized fair space
- It is positioned at the southern entrance to Zagreb and is easily accessible from all directions by highways
- It has a large number of parking spaces
- Easily accessible with public transport

# 5. WHO ARE THE EXHIBITORS?

- Travel businesses such as travel agencies, tourist boards, airlines, rent-a-car companies, cruise companies, hotels, motels, apartment buildings, villas for rent, camps, eco-tourism, spas, amusement and adrenalin parks, charter companies etc.
- Businesses such as insurance companies (travel insurance), communications service providers (mobile services), banks (travel and general purpose loans)

# 6. WHAT SPECIAL TOURISM FORMS FAIR PRESENTS?

- Adrenaline tourism, adventure tourism, cyclotourism, cultural tourism, eco-tourism, culinary tourism, nautical tourism etc.

LIST OF EXHIBITORS 2025



## 7. WHAT ATTRACTS THE VISITORS?

- A large number of exhibitors
- Current offers from exhibitors and getting to know destinations
- Fair travel discounts
- The possibility of making new business contacts with partners from all over the world
- Interesting expert lectures and panels in the B2B section
- Appearance of well-known bloggers and travel writers in the B2C section
- Numerous prize games
- Travel Market and workshops for kids

## 8. HOW IS PLACE2GO STRUCTURED?

- It is held in two halls: pavilion 7 (B2C) and pavilion 7A (B2B)



# 9. WHAT ARE B2B DAYS?

- Reserved for businesses only
- The occasion for travel businesses to meet and arrange future cooperation and renew existing relationships
- Meetings take place in three directions: exhibitor-to-exhibitor, business-to-exhibitor and business-to-business
- Panels, keynotes and presentations take place on the main stage, and the mini conference hall is reserved for specialized workshops
- Admission only by accreditation obtained after invoice payment



## 10. WHAT IS THE COST OF A BOOTH?

- Booths are priced at EUR 120/m<sup>2</sup> (excl. VAT)
- Standard booths available in 8, 16, 24, 36 and 48 m<sup>2</sup> sizes

## 11. WHAT IS INCLUDED IN THE INSTALLED BOOTH PRICE?

- Octanorm booth structure
- Lighting and power connection
- Sign board with company logo
- One-time cleaning prior to the fair opening
- Inclusion in the List of Exhibitors on the PLACE2GO website
- Inclusion in the List of Exhibitors in the PLACE2GO Fair Catalog
- Accreditations (amount depends on the booth size)
- Inclusion in the PLACE2GO Fair App
- Grey carpet
- Wi-Fi

## 12. WHAT IS NOT INCLUDED IN THE INSTALLED BOOTH PRICE?

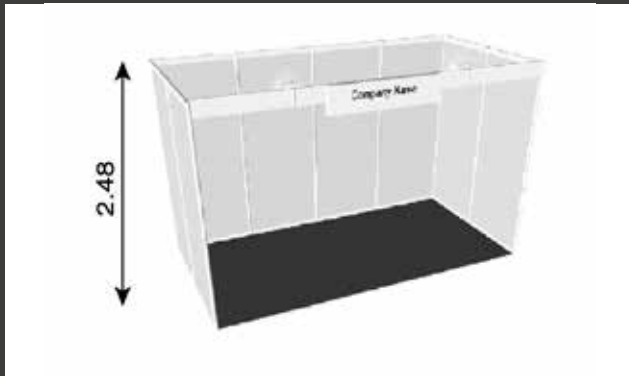
- Furniture
- Additional promotion on the fair exhibition floor (paid in addition to base booth price)
- Additional sign boards (on multiple-exhibitor booths)
- Additional accreditations

## 13. ARE EXHIBIT SPACES (WITHOUT BOOTHS) AVAILABLE FOR LEASE?

- 24 m<sup>2</sup> or larger exhibit spaces are available for lease (specific positions only)
- At EUR 84/m<sup>2</sup> (excl. VAT), the exhibit space lease rate is just 30 % lower than the installed booth rate
- The lease rate includes a carpeted space and a power connection

# STANDARD BOOTH SPECIFICATION SHEET

## 3D VISUALIZATION



8 m<sup>2</sup> (4 x 2)



16 m<sup>2</sup> (4 x 4)



24 m<sup>2</sup> (4 x 6)

**Note:** Exhibit space lessees construct their stands of their own design and cost.

## 14. WHAT IS THE TRAVEL MARKET?

- Travel Market is a part of the fair where direct sales are made
- It is intended for hotels, travel agencies, rent-a-cars - everyone who intends to sell their services at the fair
- The price of such participation at the fair is €400 + VAT, and includes a counter, one chair, two panels in the background for branding (branding is done by the exhibitor at his own expense), Wi-Fi, inclusion in the list of exhibitors, and use of the fair application

## 15. DO YOU WANT TO PARTICIPATE ONLY IN THE B2B DAY?

Yes, that is also possible. Pavilion 7A is intended for business meetings.

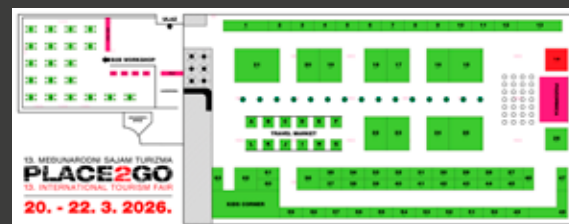
- You can rent a table for €300 + VAT (one day - Friday)
- The price includes: table, four chairs, Wi-Fi, inclusion in the list of exhibitors, catering (coffee, tea, water, small snacks), usage of Fair's B2B application

# 16. HOW TO BOOK A BOOTH?

1. Select a location on the layout plan in accordance with your exhibit space size requirements.
2. Fill out the Application form or request one via email.
3. Send the filled out Application form via email to the PLACE2GO Representative at **damjana@place2go.hr** or **roberto@place2go.hr**
4. Once we receive your Application form, we will mark your selected location on the floor plan and send you a 30% deposit invoice.
5. Your selected exhibit space will be reserved once the deposit invoice amount is visible on our bank account.
6. You pay the remaining 70% no later than 30 days before the start of the fair

General Terms and Conditions of Exhibiting are available on our website [www.place2go.org](http://www.place2go.org)

VIEW FLOOR PLAN



DOWNLOAD APPLICATION FORM

# 17. ARE ADDITIONAL PROMOTIONAL OPTIONS AVAILABLE?

Some of the additional promotion options include

- Showing promotional videos and commercials on a large screen
- Company logo printed on accreditation lanyards
- Branding on central exhibition floor
- Branding in access hallways to the main hall
- Branding on main exterior entrance to exhibition floor
- Branding in B2B newspaper



# 18. WHO HAS SUPPORTED US SO FAR?

This project has been supported by Croatian institutions and major Croatian and international companies. The significance and quality of this project is confirmed by having Turkish Airlines was our General Sponsor for 10 consecutive years. We pride ourselves on the long-term support received from the media through their generous media sponsorship and coverage.



# 19. WHO ARE WE?

The PLACE2GO team has 2 permanent members whom you will all meet during the fair preparation. We will do our best to answer all your questions and assist you in making a strong presence at the PLACE2GO Fair.



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# PLACE2GO FAIR VISITORS AND EXHIBITORS

“ Travelling is my great passion, and the fair is the ideal opportunity to explore the destinations I plan on visiting. ”

*Barbara Barišić*

“ Our partnership with PLACE2GO is based on a common vision and goal: to give our travelers and users a fresh perspective on travelling, destinations, and to provide them with full mobility. ”

*Anton Krivak, CEO, Sixt Rent-a-Car Croatia*

“ As the largest carrier in the world by number of destinations, we view PLACE2GO as a platform for presenting our incomparable flight network and many award-winning services to our regular as well as potential travelers. ”

*Uğur Cantimur, CEO, Turkish Airlines Croatia*



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