**Fitur, 22-26 January 2020**
**IFEMA - Feria de Madrid, Spain**

**Price**
Full show - 5 days
Between £3,300 - £3,875 + VAT

Consumer days only – 2 days
£1,320 + VAT

**Deadline to apply**
Friday 6 September 2019

**Website**
https://www.ifema.es/en/fitur

**Target Audience**
Travel Trade and consumer – Spanish, Latin American and Portuguese.

Spanish-language skills are appreciated. If you count Spanish-speaking colleagues among your staff, VisitScotland highly recommends involving them during the consumer days in particular.

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**Fitur is the world’s 2nd largest travel show - meet large numbers of Spanish consumers as well as buyers representing the Spanish, Latin American and international markets**

**Now in its 40th year, the first three days of the event will be dedicated to travel trade only and then open to the general public for the last two days**

**In 2019 FITUR set a new record with 10,487 exhibiting companies from 165 countries/regions, 142,642 trade participants and 110,848 people from the general public**

**22 - 24 January 2020**
10 a.m. - 7 p.m.
25 January 2020
10 a.m. - 8 p.m.
26 January 2020
10 a.m. - 6 p.m.

**Target Groups include**
DMCs, DMOs, Festivals & Events, Hotels, Local Authorities & Stakeholders, Marketing Groups, Tour Operators, Transport, Attractions

**Spain is the 5th most important international market in terms of visits to Scotland - In 2018, Spanish visitors took 122,000 visits, nearly 602K bed nights and spent £109m**

**Each partner will receive 1 counter plus a meeting table, registration and catalogue entry, a header board as well as access to an appointments system**

**Among the participation figures of note in 2019 was an 11% increase of international trade visitors compared to the previous staging of Fitur**
Fitur excels on the international stage as a platform for businesses to develop new markets and identify and attract new partners and distributors.

This event presents a great opportunity to revisit previous associates and establish new contacts, carry out market studies, strengthen brand awareness and generate sales.

Latin American operators tend to have strong links with Spanish operators, as tours to any European destinations are generally organised by partners based in Spain. Spanish operators can therefore be a route not just to the Spanish and Portuguese markets, but also Latin America.

VisitScotland’s market profile, ‘Spanish Visitors to Scotland’, can be viewed here.

### 2020 Opportunity Pricing

- **Single Participation for 5 days:** £3,300 - £3,875 + VAT
  This is for the 3 days trade & 2 days consumer combined.
  Please note that the final price should fall within the range indicated and will be determined by the number of partners who sign up.

- **Single Participation consumer days only:** £1,320 + VAT
  This is for the 2 consumer days only, excluding the 3 trade days.

*NB: Participants that take part in the 3 trade days only that are unable take part in the 2 consumer days may be invoiced at a reduced rate. The potential reduction is fully dependent on the sales volume of consumer day only packages and is solely at VisitScotland’s discretion.*

If you purchase a package for the whole event, please note that the consumer days element cannot be transferred to a third party.

**Confirmation of attendance and the final rate will be advised shortly after 6 September, the deadline to apply.**