



Subject: Invitation to Participate in the International Tourism Expo 2025

Dear,

We are pleased to invite you to participate in the **Tourism Expo Sarajevo 2025**, an international tourism fair to be held in Sarajevo at **Skenderija Center** from **September 25-27, 2025**. This unique event, under the slogan "**Journey into the Future**", will bring together leading players from the tourism industry in Bosnia and Herzegovina, the region, and the world, offering an ideal platform for business networking, promotion, and the exchange of experiences.

Why Participate?

- ✓ **Connect with Key Partners:** Meet representatives from tourist boards, hotels, agencies, investors, and industry experts.
- ✓ **Showcase Latest Tourism Trends:** A perfect opportunity to present new products, destinations, and innovations in tourism.
- ✓ **Educational Content:** Attend expert lectures, panel discussions, and workshops featuring renowned speakers.
- ✓ **Expand Business Opportunities:** The fair offers a great environment for creating new collaborations and investment opportunities.

Tourism Expo Sarajevo 2025 will provide a rich program of activities, including presentations of tourist offerings, cultural and artistic programs, and innovative approaches to promoting sustainable and digital tourism.

Many exhibitors will participate, including tourism boards, hotels, travel agencies, nature parks, transport providers, agencies, restaurants, producers, traders, industry associations, specialized publications, and others.

Tourism Expo Sarajevo will feature:

- **Recreational Tourism** – Travel primarily motivated by rest, relaxation, and enjoyment.
- **Cultural Tourism** – Travel that includes visiting cultural and historical landmarks, museums, festivals, and other cultural events.
- **Adventure Tourism** – Tourism based on physical challenges and exploration, such as hiking, rafting, or exploring untouched natural beauty.
- **Ecotourism** – A form of tourism that promotes responsible and sustainable travel while preserving the natural environment and resources.
- **Business Tourism** – Travel related to business purposes, such as conferences, congresses, seminars, and meetings.
- **Health Tourism** – Travel that includes specialized health services, surgeries, or treatments not available in the home country.



OD „PROFI TEAM“

Grbavička 1, 71000 Sarajevo, Bosna i Hercegovina Kontakt

broj: +387 61 400 042

e-mail: profiteamsa@gmail.com

PDV: 4303202550000 ŽR: 154-180-20113132-62



Key Reasons for Organizing a Tourism Fair:

1. **Promotion of Tourist Destinations:** Tourism fairs offer an ideal platform to showcase specific destinations, including cities, regions, and entire countries, highlighting attractions, cultural heritage, natural beauty, and unique services, helping to attract visitors and investors.
2. **Connecting the Tourism Industry:** The fair facilitates networking among different tourism sector stakeholders, such as travel agencies, hotels, airlines, guides, restaurants, and service providers, creating opportunities for collaboration and new business projects.
3. **Knowledge and Experience Exchange:** Tourism fairs often include seminars, panel discussions, and workshops, enabling industry professionals to exchange knowledge and stay updated on the latest trends, innovations, and best practices.
4. **Business Opportunity Development:** The fair offers exhibitors and visitors an opportunity to find new business partners, clients, and markets, especially for smaller or new companies looking to expand their influence.
5. **Supporting Sustainable Tourism:** Tourism fairs can promote sustainable tourism, ecological initiatives, and responsible travel. By showcasing eco-friendly destinations, reducing tourism's negative environmental impact, and presenting sustainability innovations, fairs raise awareness about preserving natural resources and cultures.
6. **Increasing Competitiveness of Destinations:** For destinations competing for tourists' attention, tourism fairs provide an excellent opportunity to highlight unique attractions, cultural events, or specialized tourism packages that can help destinations stand out and become more recognizable in the market.
7. **Generating Economic Revenue:** Tourism fairs contribute to the economy through direct revenue from ticket and exhibition space sales and can increase tourism traffic in a region or country. Visitors often plan future trips, bringing additional revenue to local communities through spending in hotels, restaurants, shops, and other services.
8. **Boosting Global Visibility:** Tourism fairs attract international exhibitors and visitors, allowing destinations or organizations to enhance their global visibility. This is especially beneficial for countries or regions looking to attract international tourists and position themselves as attractive destinations on the global tourism map.
9. **Strengthening Brands and Image:** Participation in tourism fairs is an opportunity for organizations and destinations to strengthen their brand and image. A well-designed fair presence can help create a positive and recognizable image, providing long-term benefits for promotion and marketing.

Profi Team

Kontakt broj: +387 62 365 670; +387 61 400 042

e-mail: profiteamsa@gmail.com; sajamturizmasarajevo@gmail.com

OD „PROFI TEAM“

Grbavička 1, 71000 Sarajevo, Bosna i Hercegovina Kontakt

broj: +387 61 400 042

e-mail: profiteamsa@gmail.com

PDV: 4303202550000 ŽR: 154-180-20113132-62



- 10. Innovation and Trends in Tourism:** Tourism fairs are often a platform to explore new technologies and innovations in the tourism industry, such as travel apps, smart devices, new online booking methods, and digital marketing. This helps organizations stay competitive and relevant in a rapidly changing market.

We invite you to be part of this prestigious event and take advantage of the opportunity to showcase your tourism products and services to a wide audience and business sector from the country, region, and Europe.

A detailed program, along with additional information about participation, will be provided shortly. For any inquiries and exhibition space reservations, please feel free to contact us.

We look forward to your partnership and participation in **Tourism Expo Sarajevo 2025**, as we jointly shape the future of tourism!

Kind regards,

Profi Team



TOURISM EXPO SARAJEVO 2025 – 'BE A PART OF THE EXHIBITION'

Profi Team

Kontakt broj: +387 62 365 670; +387 61 400 042

e-mail: profiteamsa@gmail.com; sajamturizmasarajevo@gmail.com