

CHILDREN'S TOUR

8th 0-14 HOLIDAY SHOW

www.childrenstour.com

17-20 march 2011
ModenaFiere

Destinazione Felicità

THE ONLY FAMILY AND KIDS HOLIDAY SHOW

*The 2010 edition concluded with a BOOM of visitors: over 31,000 adults and 9,732 children!!!
A specific target*

THIS YEAR CHILDREN'S TOUR IS EVEN **BIGGER!**



**a new pavilion
dedicated entirely to**

- ADVENTURE PARKS
- NATURE PARKS
- THEME PARKS
- HOLIDAY FARMHOUSES, EDUCATIONAL FARMS
- HIKING TRAILS



WHAT IS IT?

The eighth edition of CHILDREN'S TOUR is a unique Italian event specializing in children's tourism and a point of reference for those selected operators offering family holidays.

PROFESSIONAL MEETINGS

- 8th CHILDREN'S TOUR Workshop, a professional meeting about supply and demand for tourism for families, children and schools
- National Observatory on 0-14 Tourism
- Training seminars for tourism operators

TARGETS

- families with children
- nurseries, primary and junior schools
- children and kids up to 14
- sector operators

WHO IS IT FOR?

TOURISM AND TRAVEL

national agencies
regional agencies
tourism consortiums
tourism promotion departments
mountain communities
spas
tour operators
travel agencies
hotel chains
hotels
holiday villages, camping sites
fun parks

NATURE

holiday farmhouses
educational farms
natural parks
nature trails
hiking trails

STUDY

study holidays
museums
scientific parks
art cities and cultural sites
educational workshops
and recreation centres
school tourism

SPORT

summer camps
sport schools
sport hiking

ENTERTAINMENT

professional entertainment
entertainment companies

EQUIPMENT, GAMES AND INTERIOR DESIGN

games and toys
articles and accessories
for early childhood and travel
0-14 interior and exterior design

SPECIALIZED MEDIA

ASSOCIATIONS



PATROCINIO



2010 REPORT

- 31.795 visitors, adults and kids over 6 +7%
58.8% from Modena
34.1% from the Emilia Romagna region
12.1% from outside the Emilia Romagna region
- 10.413 children under 6
- 14.300 m² of exhibition area - in comparison to 2009 +50%
- 175 exhibitors
- 250 operators participated in the Tourist Workshop
- 70 operators participated in the conference
"Motor Education in Primary School"
- 114 accredited operators at the presentation of the
Observatory on Youth Tourism
- 30 Internet Explorer shows
- 115 educational workshops and play activities
- 188 children participated in the NIKON climbing race
- 60 people made up the CHILDREN'S TOUR 2010 staff
- 8 mascots walking around CHILDREN'S TOUR



MEDIA MENTIONS:

IL VENERDI
di Repubblica

Le proposte per turisti piccoli che assicurano relax ai grandi



Panorama

Fughe di primavera

Idee di viaggio per dire addio al freddo



DONNA MODERNA

Qui le vacanze sono come piacciono a loro famiglia? Fattoria didattica o villaggio turistico? Decidere è facilissimo. Basta fare un salto al Children's Tour, il Salone specializzato nel turismo junior, che si tiene a Modena/Fiere dal 19 al 21 marzo. Oltre 150 espositori e tantissime proposte di soggiorni anche senza mamma e papà. Tutto su www.childrenstour.it.



la Repubblica
Il Sole **24 ORE**



TOPOLWO



TG5

STUDIO APERTO

TG REGIONALE





Management:

studio Lobo
progetti di comunicazione

ModenaFiere
BolognaFiere

Management Office

studioLobo srl, v.le Vittorio Veneto 22/d Correggio (RE)
Tel. 0522 631042 - info@studiolobo.it

BUSINESS CONTACTS

- **ANDREA BONUCCHI**
andrea.bonucchi@studiolobo.it

- **ANDREA CAVACCINI**
andreas.cavaccini@studiolobo.it

- **LISA GAVIOLI**
lisagav@gmail.com

- **ELENA BARBIERI**
elena.barbieri@studiolobo.it

- **GIANLUCA FANTUZZI**
Gianluca.fantuzzi@studiolobo.it

Workshop - Tourist-Trend
info@tourist-trend.it

Ufficio Stampa - MediaMente
comunicazionestampa@mediamentecomunicazione.it

