TOURISM EXPO Sarajevo 2025.

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SKENDERIJA CENTRE

TOURISM EXPO Sarajevo

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RESEARCH TOURISM EXPO SARAJEVO 2025

Showcasing Tourism Opportunities, Connecting Business Entities, Tourism Trends, in Sarajevo

INTRODUCTION

- **Global Tourism Fairs:** Presenting Tourism Expo Sarajevo as one of the most important regional events in the tourism industry. Tourism fairs serve as platforms for connecting tourist destinations, agencies, organizations, and other industry stakeholders, enabling the exchange of ideas, the promotion of new offers, and strengthening cooperation at a global level.
- **Sarajevo as a Key Hub for Connection:** Although Sarajevo is the central focus of this presentation, it is important to emphasize that this city, along with the broader region, is connected to global tourism trends. Sarajevo is a city rich in history, culture, and natural beauty, fitting into global travel trends and offering a unique opportunity for exploration.

GLOBAL TOURISM TRAVEL

- **Sustainable Tourism:** The global need for sustainable tourism is becoming increasingly prominent. Travelers are increasingly seeking destinations and services that reduce negative environmental impacts, support local communities, and promote the preservation of cultural heritage. The sustainability trend in tourism not only includes ecological aspects but also ethical principles related to tourism.

- **Digitalization of Tourism:** With the development of new technologies, travel has become easier, faster, and more flexible. Digital platforms enable personalized tours, better travel management, as well as virtual experiences that allow visitors to explore destinations even before they arrive.

- **Thematic Tourism:** This trend includes specific types of travel, such as cultural tours, gastronomic tourism, wellness tourism, adventure tourism, and other specialized areas. Travelers are increasingly seeking authentic and unique experiences.

SARAJEVO AND BOSNIA AND HERZEGOVINA AS AN ATTRACTIVE TOURIST DESTINATION

- Sarajevo, the capital of Bosnia and Herzegovina, attracts tourists with its rich history, culture, and natural beauty. As a blend of oriental and western influences, it symbolizes multiculturalism and is an important tourist hub of the Balkans. The entire Bosnia and Herzegovina offers various attractions that attract visitors from all over the world.

- A key drawback in Bosnia and Herzegovina's tourism is the lack of a specialized meeting place for the industry. In such a place, experts, investors, and tourism professionals can exchange ideas and develop projects. Sarajevo is an ideal location for this, and events like the Tourism Expo Sarajevo provide a platform for connecting all relevant stakeholders, showcasing new trends, and addressing future challenges in tourism.

BOSNIA AND HERZEGOVINA IS BECOMING A RECOGNIZABLE TOURIST DESTINATION.

Bosnia and Herzegovina is increasingly recognized as an attractive tourist destination. In recent years, the country has received numerous tourism awards for its rich cultural heritage, natural beauty, and adventure opportunities, which is reflected in the growing number of visitors.

Natural Beauties of Bosnia and Herzegovina

National Parks: Bosnia and Herzegovina is home to several stunning national parks, such as Sutjeska National Park, which preserves the oldest and most beautiful remaining natural landscape in the country. Una National Park with Štrbački Buk, Tara, Prenj, and Kozara offer diverse opportunities for adventure tourism, including hiking, cycling, and rafting.
Rivers and Lakes: The green gems of Bosnia and Herzegovina are beautiful lakes like Jablaničko and Plivsko Lakes, which are popular destinations for tourists seeking peaceful and picturesque landscapes. Rafting on the Tara, Drina, Una, and Neretva rivers is considered some of the best in the world.
Bjelašnica and Jahorina: These mountains, hosts of the 1984 XIV Winter Olympic Games, have become a hub for skiing and other winter sports enthusiasts. In recent years, these ski resorts have been attracting an increasing number of international visitors.

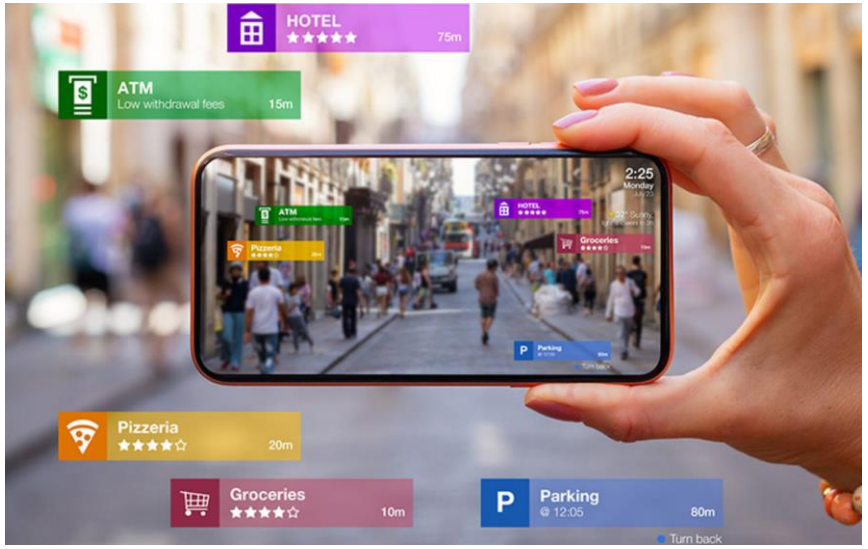
BOSNIA AND HERZEGOVINA – A DESTINATION FOR ALL TYPES OF TOURISM

Green Tourism:
Due to its diverse nature, Bosnia and Herzegovina is becoming an increasingly popular destination for eco-tourism and sustainable tourism. The country's forests, mountains, and rivers offer countless opportunities for hiking, cycling, camping, and all types of outdoor activities, making it a perfect location for nature lovers and those seeking eco-friendly travel experiences.

Adventure Tourism:
Rafting, paragliding, hiking, cycling, and spelunking are just some of the thrilling sports you can enjoy in Bosnia and Herzegovina, especially in its mountainous and river regions. The country's natural landscapes provide the ideal backdrop for adrenaline-packed adventures, attracting adventure enthusiasts from all over the world.

Health Tourism:
Bosnia and Herzegovina is home to numerous thermal springs and spas, such as Ilidža, Teslić, Olovo, and Fojnica, which are ideal for wellness and health tourism. These destinations offer relaxing and therapeutic experiences, making Bosnia and Herzegovina an excellent choice for those seeking rejuvenation and relaxation.

INFRASTRUCTURE AND INNOVATIONS IN TOURISM



Infrastructure development is crucial for sustainable economic growth and prosperity of any country, including Bosnia and Herzegovina (BiH). Infrastructure projects have a huge impact on the quality of life of citizens, attracting investments and improving the tourism offer. BiH, given its strategic position in the region, must invest in the modernization and construction of infrastructure in order to increase competitiveness in the international market and improve the conditions for business and tourism.

Digital Innovations: In the modern world, digital presence plays a key role in promoting destinations. Bosnia and Herzegovina is increasingly utilizing social media, the internet, and digital platforms to promote its tourist resources. The use of these channels allows for increased international visibility, reaching a wider audience, and attracting tourists from all continents.

NETWORK CONNECTIVITY AND COLLABORATION IN THE GLOBAL TOURISM INDUSTRY.

- **International cooperation and networking:** The Tourism Expo Sarajevo provides an opportunity for connecting tourism organizations, companies, and destinations from around the world, as well as all travel enthusiasts, positioning Sarajevo and Bosnia and Herzegovina as a hub for tourism professionals and new business opportunities.

- **Joint development of tourist destinations:** The fair enables the exchange of experiences and the establishment of partnerships among cities, regions, and countries with the aim of jointly developing tourist routes and promoting cultural and natural resources to attract global visitors.

IMPACT ON JOINT TOURISM

Increased international visibility of Bosnia and Herzegovina

The increased international visibility of Bosnia and Herzegovina is not only the result of its beautiful natural resources and rich cultural heritage but also the strategic engagement in the global market. BiH continues to build its status as a global tourist destination, attracting more visitors and investments. With awards, recognition, and a stronger presence at international events, Bosnia and Herzegovina is becoming a key player on the world tourism map, with unlimited potential for further growth and development.

Bosnia and Herzegovina (BiH) has experienced a significant increase in international visibility in recent years, becoming a recognizable and sought-after tourist destination. Through the growing number of international tourists, participation in global fairs, as well as winning prestigious awards and recognitions, BiH is positioning itself as an important player on the global tourism map.

International recognition and awards: BiH has recently won significant awards in tourism, highlighting its potential in the global market. These awards increase international visibility and stimulate the development of the tourism sector, attracting visitors and investments. Participation in important events allows Bosnia and Herzegovina to showcase its cultural heritage and natural beauty.

Increase in tourist numbers: The growing number of foreign visitors reveals BiH as a destination offering authentic experiences. The city of Sarajevo and other locations such as Mostar, Bihać, Trebinje, Banja Luka, Travnik, Jahorina, etc., are becoming symbols of hospitality and multiculturalism, attracting tourists to enjoy the natural landscapes and rich gastronomy.

ECONOMIC GROWTH

Stimulus to the local economy

Tourism is one of the key sectors that significantly contributes to the development of the local economy, and Bosnia and Herzegovina (BiH) increasingly recognizes its potential as a driver of economic growth. Sarajevo, along with other cities and regions in BiH, is using the tourism sector as a tool to stimulate local development, create jobs, promote entrepreneurship, investments, and improve infrastructure.

Job creation

Tourism directly impacts local employment. Given that tourists often visit cities, mountains, and nature, there is a growing demand for local workers in various sectors such as hospitality, transportation, tour guiding, and support services. Restaurants, hotels, travel agencies, tour guides, and souvenir shops are just some of the areas expanding due to the increasing number of tourists.

Attracting investmen in infrastructure

The increase in tourist traffic often stimulates investments in infrastructure, which further has a positive effect on the local economy. The construction of new hotels, restaurants, restoration of historical monuments, improvement of transportation infrastructure (roads, airports, railways), as well as the enhancement of utilities (water supply, sewage, electricity) are all a result of tourism growth.

PROMOTION OF THE CULTURAL HERITAGE AND HISTORY OF BOSNIA AND HERZEGOVINA

Bosnia and Herzegovina (BiH) is a country with a rich cultural heritage and history, spanning various eras, peoples, and cultures. The promotion of this heritage becomes a key factor in the development of tourism, as it not only provides visitors with a unique experience but also contributes to preserving the traditions and identity of the country. The cultural heritage of BiH includes monuments, architecture, customs, languages, music, art, and folk traditions that have shaped this country through the centuries

The multicultural heritage of Sarajevo and other cities

Sarajevo is a symbol of Bosnia and Herzegovina's multicultural heritage. The city is known for being home to various religious and cultural communities, including Muslims, Christians, and Jews. This blend of cultures and religions throughout history makes Sarajevo unique. The city is home to numerous cultural and historical monuments.

Promotion of UNESCO World Heritage sites

Bosnia and Herzegovina takes pride in its numerous **UNESCO World Heritage** sites, which represent exceptional cultural heritage and historical value. These sites attract international tourists and increase the country's visibility on the global map.
The promotion of the cultural heritage and history of Bosnia and Herzegovina not only contributes to the tourism industry but also helps preserve the country's identity and traditions. Through a comprehensive approach that includes historical sites, traditions, art, music, and gastronomy, BiH is becoming a recognizable destination for culture and history enthusiasts, thereby increasing international recognition and contributing to the sustainable development of tourism.

PROMOTION OF GLOBAL DESTINATIONS

Connecting global destinations with the market
Tourism Expo Sarajevo offers the opportunity to connect tourist destinations with markets around the world.
The fair will showcase:
- Exotic destinations from Asia, Africa, and Latin America, offering unique travel experiences.
- **European destinations** rich in history and culture, including cities such as Paris, Barcelona, Rome, and Amsterdam.
- New destinations striving for international recognition and attracting visitors.

Promotion of specific tourist destinations
At the fair, global destinations will have the opportunity to present various tourism products tailored to travelers' interests:
- **Adventure tourism:** Activities such as hiking, cycling, skiing, and rafting.
- **Cultural and historical tourism:** Cities with rich cultural heritage and historical monuments.
- **Luxury tourism:** Private villas, luxury resorts, and exclusive travel experiences.

Networking opportunities and business prospects

Global tourist destinations have the opportunity to:

- Connect with travel agencies, hotels, transport companies, and investors interested in collaboration.
- They are learning about new trading and marketing strategies for better promotion and attracting tourists.
- They refresh and expand destination brands through contacts with tourism professionals, journalists, and influencers.

Tourism Expo Sarajevo provides global destinations with a unique opportunity to showcase their wealth and diversity of tourist offerings, as well as to connect with key industry players. With a focus on digital, sustainable, and innovative tourism, this event allows all participants to shape the future of global tourism and create long-term business and partnership ties.

CONCLUSION

- **Bosnia and Herzegovina** has enormous potential to become a leading tourist destination in the Balkans and the world. Through the promotion of its rich cultural heritage, historical landmarks, and natural beauty, as well as the development of sustainable tourism and modern tourism trends, BiH is on the path to achieving significant growth in the tourism industry.
- **Tourism Expo Sarajevo** represents a key opportunity for all participants to showcase their products, services, and innovations, as well as to establish new business connections and partnerships. This event is not only an opportunity to promote BiH as a destination but also a platform for exchanging experiences and ideas that will shape the future of tourism.
- Through participation in **Tourism Expo Sarajevo**, we can collectively contribute to the further development of tourism, encourage investments in infrastructure, increase Bosnia and Herzegovina's international visibility, and create new opportunities for the local community. We invite all industry experts, investors, and tourism professionals to join this important event and contribute to building a sustainable and prosperous tourism future.
- BiH is ready to showcase its unique resources to the world, and **Tourism Expo Sarajevo** is the right opportunity for us to collectively create a vision and lay the foundations for an even more successful and competitive tourism sector in the future.

WHY PARTICIPATE IN TOURISM EXPO SARAJEVO 2025?

1. **Networking with Key Partners**
   Meetings with industry leaders: Tourism Expo Sarajevo provides an exceptional opportunity to establish contacts with representatives from tourist boards, hotels, agencies, investors, and tourism professionals. This expo is the perfect place for networking and creating new business relationships that can lead to significant business successes.

2. **Presentation of Modern Tourism Trends**
   Getting familiar with new innovations: The expo is the perfect platform to showcase new tourism products, destinations, and innovations in tourism. Visitors will have the chance to familiarize themselves with the latest trends, technologies, and strategies shaping the future of tourism, including sustainable tourism and the digitalization of the industry.

3. **Expert Lectures and Panels**
   Educational content: Engage in expert lectures, panel discussions, and workshops with prominent speakers and industry leaders. These sessions provide valuable insights and knowledge on current challenges and opportunities in tourism, as well as best practices that you can apply to your business.

4. **Expanding Business Opportunities**
   Developing new partnerships and investments: The expo is the ideal opportunity to expand business networks and establish new collaborations. Whether you're looking for investors, partners, or new markets, Tourism Expo Sarajevo offers a wealth of business opportunities that you can leverage for further business growth.

5. **Diverse Content through Presentations and Cultural Events**
   Presentation of tourism offerings: The expo will feature a rich program of presentations showcasing various destinations and cultural content. Visitors will have the opportunity to experience innovative methods of tourism promotion, with a focus on sustainable and digital tourism, which are crucial for the future of this industry.

LOCATION AND DATE OF THE EVENT

CENTAR SKENDERIJA

Terezija BB

Sarajevo, Bosna i Hercegovina

Date:
September 25–27, 2025.

ORGANIZER

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