

Matka Nordic Travel Fair - Where one day's meetings sell the entire year of traveling



32nd consecutive Matka Nordic Travel Fair will be held 16.-20.1.2019 in Helsinki, Finland and as per usual, the fair brings together travel industry professionals from Finland and abroad. Matka Nordic Travel Fair has almost 1 000 exhibitors and is the biggest travel trade event in Northern Europe. Worth looking into!

The four days in January offer valuable networking and deep insights especially to Nordic consumers and destinations. While Matka Nordic Travel Fair is the top place for Nordic travel industry, the whole world comes together for the fair. With 64 000 visitors, the 20 000 travel trade professionals will fill the venue sharing their experiences and knowledge – and of course making some of the most important sales of the year.

8 000 meeting requests for one day

Before Matka Nordic Travel Fair is open for public, Wednesday 16.1. starts with the official Matka Workshop Day to connect exhibitors and buyers in the most significant travel industry's sales event in Finland and Nordic countries. Workshop Day consists of Meet Finland, which in 2018 hosted 120 travel companies all around Finland, and Global, which in turn showed 80 providers to the over 300 who visited Workshop Day in 2018.

“Matka Workshop Day is an excellent event to find new partners and increase sales. It's not unheard of that exhibitors sell all of next year in one day based on the meetings on Workshop Day”, tells Anna Suominen from Matka Nordic Travel Fair.

Business travel effectively

When time is money, business travel experts can opt to come to the fair only for Thursday 17.1. to exhibit business travel products and services. Global decision makers in travel management will be at the fair to focus on DMCs from Finland and broad, travel agencies and meeting services. As Matka Nordic Travel Fair is the travel industry leader, the fair also shows light on the latest trends in things such as travel bookings and analysis software.

Matka Nordic Travel Fair, the largest travel fair in the Nordic countries, will be held from 16 to 20 January 2019 at Messukeskus in Helsinki. The international sales event Matka Workshop Day will kick off the Matka Nordic Travel Fair on 16 January. On 17 January, the fair will be open to professionals only.

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