



THE LARGEST GLOBAL TRAVEL INDUSTRY EVENT IN NORTHERN EUROPE

17-20 Jan 2019 | 50.000 + public visitors | 20.000 + trade visitors

Dear travel industry professional and Skål member,

With 2018 soon being over, it's time to look into new travel industry events and trends. 2019 starts in January when Matka Nordic Travel Fair invites you to Helsinki to explore the biggest travel trade event in Northern Europe for 16.-20.1.2019. Whole world comes together to network, share learnings and develop business partnerships. First two days of the fair are purely for trade professionals, and the weekend 18.-20.1. is for consumers.

January 16 starts with Matka Workshop Day, where buyers and suppliers have meetings. It's not unheard of that the whole year's sales are done based on Workshop Day meetings! Thursday 17.1. continues with program for professionals, and Matka Nordic Travel Fair keeps focus on the current events and trends shedding light on topics such as sustainable and responsible travel, how Helsinki became the first European Capital of Smart Tourism and whether tourism can save the world.

Welcome to the biggest travel event in Northern Europe!

REGISTER AS A TRADE VISITOR TO MATKA 2019

The code below entitles Skål members to register as a trade visitor to Matka 2019.

Code: **MATKASKAL19**

Copy and paste the following link on your browser, insert the code and register.

<https://visit.messukeskus.com/registration/Registration/Login?id=292-19102-603>