

# ITM at the MADI 2006 in Prague

> Text and photos  
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During the past 13 years, MADI Travel Market has become one of the most important platforms for professionals in Czech tourism and beyond. From 2nd - 4th November 2006, the event with nearly 500 exhibitors from over 30 countries took place in the so called PVA fairgrounds in Prague. Trade visitors came from travel agencies from all over the Czech Republic. ITM was invited to take a stand.



The stand of ITM manned by our representative Mr. Johannes Bardong.

جناح السياحة الإسلامية الذي أداره يوهانس باردونغ

The annual MADI Travel Market is not yet a giant in comparison with other international tourism exhibitions. Nevertheless, over 4000 trade visitors came to the event.

Czech and Eastern European tour operators, travel agencies and hotels dominated at the three-day fair. The strongest country represented was Austria; all Austrian exhibitors were located in one place. Italy and its regions were also strongly represented throughout the fair. Exhibitors and tourist agencies representing overseas destinations came from Egypt, Brazil, Cuba, India, Sri Lanka and the Maldives. Viennese airport gave Jordan

Airlines, Emirates Airlines and Qatar Airways a platform to market their services.

Tourism professionals and exhibitors were given excellent assistance by the MADI team who provided polyglot support and also served snacks and drinks. The "mother" of the fair Marie Divisová (MA-DI) and her co-worker Katerina Svobodová were responsive to the needs of the exhibitors and visitors at all times. Islamic Tourism was a completely new topic for many visitors. ITM's stand presented its magazine in the new layout and distributed several hundred free copies to the keenly interested visitors from the ITM stall at the fair.

A workshop programme and a gala dinner were the highlights of the fair. Special guests at the gala-dinner enjoyed many Czech gastronomic specialties in a historical ambience, culminating in an outstanding folklore performance. The perfect pastry reminded one of the past coffeehouse traditions of Prague whose sweets are similar to those of Arab countries.

While the first two days of the fair were turbulent, on Saturday attendance was low due to the fact that only trade people were allowed access. Many exhibitors believe it would make sense in the future to open the gates to the general public on the last day. ■