



Added Value of Networking

Success Story

Success Story title	<i>International Fair of Rural and Agriculture Tourism "Agrotravel"</i>		
Theme	<i>Network communications; Knowledge exchange; Cooperation</i>		
NRN	<i>Poland</i>	Coordinator	<i>NSU, 16 Regional Network Units, Regional Tourist Organisation of the Świętokrzyskie Voivodship</i>
Partners	<i>Ministry of Agriculture and Rural Development, Ministry of Sport and Tourism</i>		
Period	<i>Annually since 2009</i>	Resources	<i>200 000 euro</i>
Geo-location	<i>Poland, Kielce</i>		
Beneficiaries	<i>Exhibitors from 16 Polish regions, several dozen LAGs, rural housewives' clubs, owners of agri-tourism farms, Ministry of Agriculture and Rural Development, foreign exhibitors from Hungary, France, Spain, Bulgaria, Lithuania, Slovakia, Estonia, Georgia, Belarus, Moldavia and Ukraine</i>		

Background

Agrotravel is the only exhibition in Poland devoted entirely to the promotion of recreation in rural areas. Growing interest of the potential and future entrepreneurs and tourists in rural tourism was the motivation for its organization. One can observe that in Poland there is being created a new image of rural areas as the place not only of a hard labor but also of the rejuvenation, escape from high-speed life. So far, there have been 3 editions of the fair. From year to year, the fair has attracted more exhibitors and visitors (140 exhibitors and nearly 30 thousand visitors). Under the Hungarian-Polish agreement of the NRNs, the partner country of the III edition of the fair was Hungary, represented by the Ministry of Agriculture and Hungarian NRN.

Main activities

- Three-day fair in an exhibition centre
- International conference "Rural tourist product – experiences and challenges" for 350 people
- Workshops for the youth "Świętokrzyski tourist product – greatest attractions for sale"
- 5 theme workshops regarding creation of a local brand, innovation in tourism, promotion of local product and cooperation (networking within the framework of local products and tourism addressed to the representatives of LAGs and NRN partners)
- Study tour for journalists and conference participants to the most interesting products of rural tourism in the Świętokrzyskie Voivodship
- Cooperation fair for LAGs and film presentation of the rural tourism products
- Competitions for exhibitors on most interesting stand, most interesting rural tourism product of Świętokrzyskie Voivodship, most interesting regional souvenir, the youngest owner of the agri-tourism farm and farm hosting the biggest number of foreign guests.





Main results/benefits

The “Agrotravel” Fair is an excellent place for exhibitors to make contacts and gain new customers, to introduce new products and services to the market, create and strengthen the brand and to identify the customers’ needs. Participation in the fair is a chance for finding an inspiration how to present local tourist offer on the Polish and European market. Visitors can learn about attractions that are available in rural areas and find a place where they can spend their free time. The broad programme gave a unique chance to learn about rural culture and heritage, handicrafts, folk art, everyday habits and to taste local and regional cuisine.

During the conference on various areas of tourist activity there was also an opportunity for exchange of knowledge. It has also resulted in developing recommendations on: the need for cooperation and team work in order to create package tourist product, mutual relations within rural community and among inhabitants of the rural areas and officials, consequent building image of the region, brand promotion based on culinary heritage, unification and simplification of legal norms at production and sale of high quality food, exchange of information and expert support within the scope of possible financing of an enterprise.

Contribution of the NSU

- Co-organization of the fair and international conference
- Participation in preparing exhibition stands of 16 regions
- Regional Secretariats’ support given to LAGs, for example organization of study visits to the fair for LAGs’ representatives, self-governments (communes), agricultural advisers

Contribution of Partners

Presentations during the conference

Additional information

More information on the website: <http://www.agro.travel>

