

FOOD AND BEVERAGE FOR TOURISM **& Accompanying Industries Summer 2020**

22.04.2020

International hotel, Golden Sands Resort, Bulgaria

29.04.2020

RIU Helios Paradise, Sunny Beach Resort, Bulgaria

PRESENTATION

www.hnt-bg.com

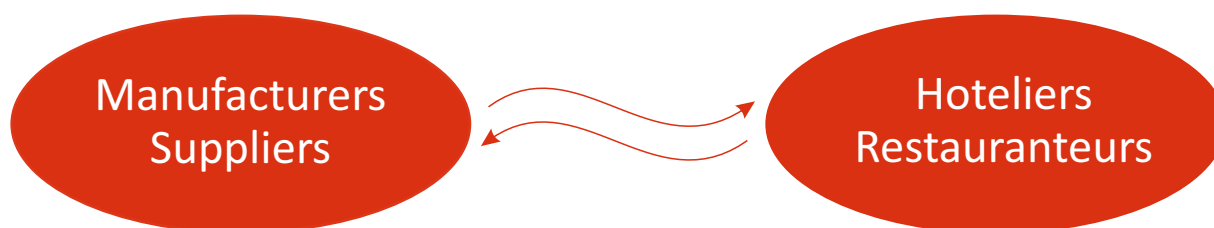
FOOD AND BEVERAGE FOR TOURISM & Accompanying Industries Summer 2020

For **18 years**, the forum **Food and Beverage for Tourism & Accompanying Industries** has proven its worth by meeting strategic business partners. Through intensive business talks and attractive culinary demonstrations, manufacturers and traders in the food industry present products and services to representatives of tourist sites - hotels, restaurants, trade companies.

Known, expected and necessary for the tourism industry, **Food and Beverage for Tourism** is an established space that allows for concrete results - forming new contacts, creating sustainable partnerships, maximizing sales, brand positioning, company and brand awareness.

Since its creation, striving to be the best platform for business contacts on the eve of the tourist season, the event is growing and developing, adding new activities in order to meet the requirements of exhibitors and visitors.

In 2019, 253 companies at 328 stands participated in the three editions of Food and Beverage for Tourism & Accompanying Industries, and 1883 representatives of 721 tourist sites visited the forum.



WHAT IS FOOD AND BEVERAGE FOR TOURISM & ACCOMPANYING INDUSTRIES?

Professional B2B forum for the HORECA industry, based on a proven formula and established effectiveness.

The event is the **point of intersection** between strategic business partners: tourist sites /hotels, restaurants, retail outlets/ meet and exchange information with manufacturers and traders of food and beverages.

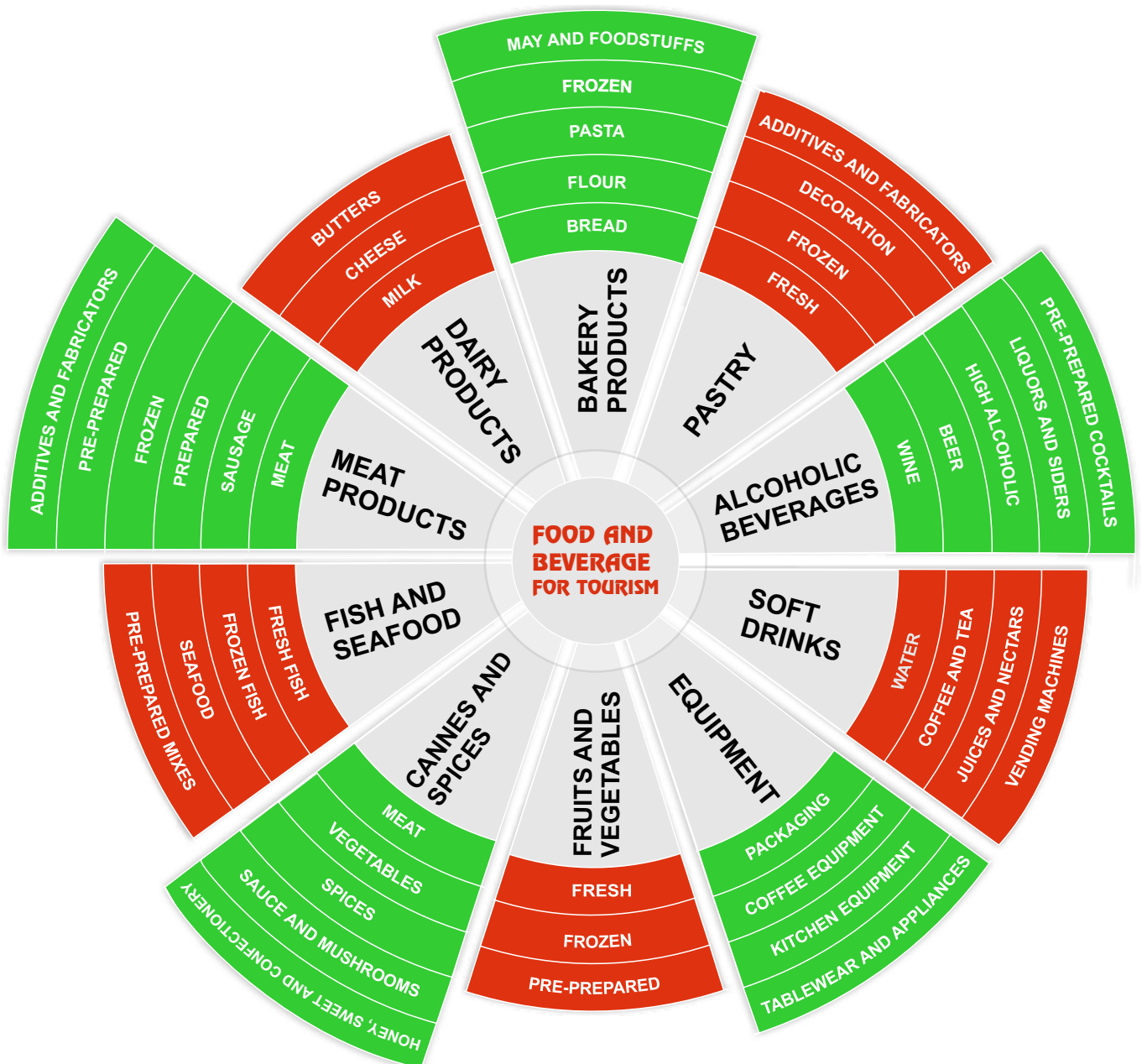
The best place to negotiate terms of supply and prices for tourist sites, to maximize product sales during the current summer season.



WHO PARTICIPATES?

Conceived and implemented as an **effective marketing tool**, the forum **Food and Beverage for Tourism & Accompanying Industries** is a product of ongoing in-depth research and detailed knowledge of the tourism industry and its needs.

Food and Beverage for Tourism & Accompanying Industries is an event **closely focused** on the needs of hotels and restaurants in the field of tourist dining, presenting specific and well-defined areas.

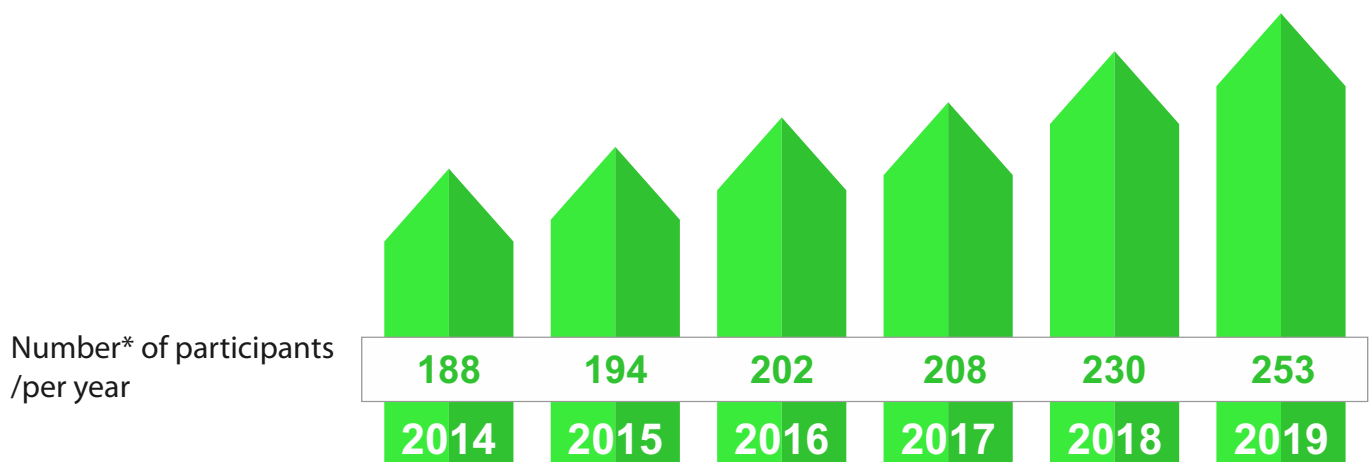
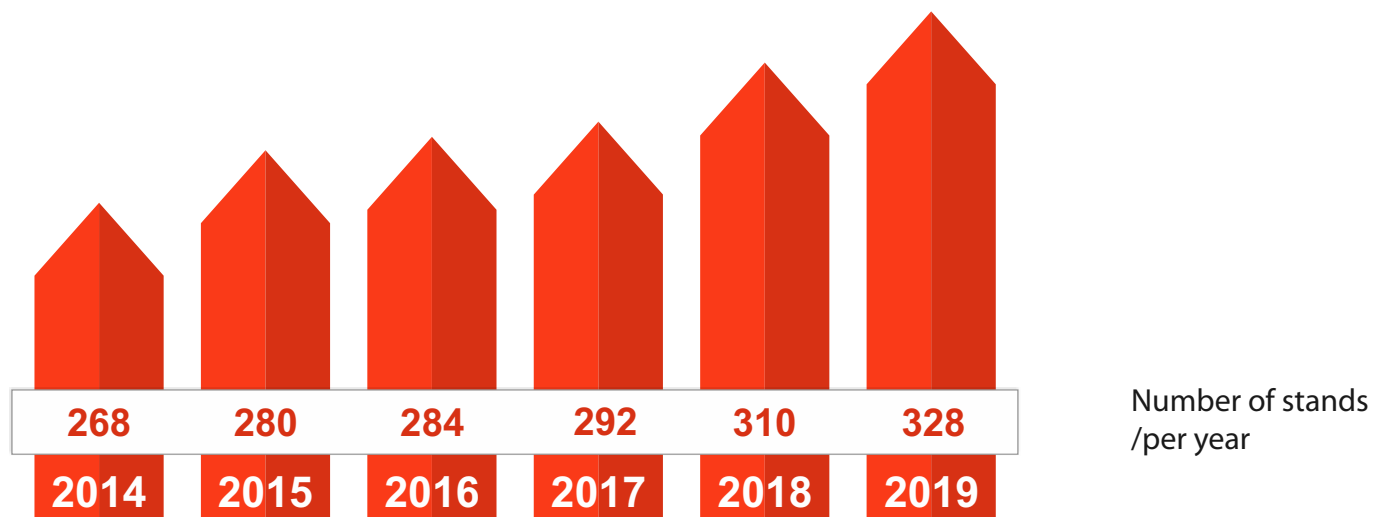


WHO PARTICIPATES?

Golden sands resort, Sunny beach resort, Bansko ski resort

(cumulative data on the three locations of the exhibition)

YEAR	Golden Sands Resort	Sunny Beach Resort	Bansko Ski Resort	TOTAL	
	Number of stands /per year	Number of stands /per year	Number of stands /per year	Number of stands /per year	Number of participants
2014	96	112	60	268	188
2015	99	118	63	280	194
2016	100	120	64	284	202
2017	104	124	64	292	208
2018	108	132	70	310	230
2019	117	138	73	328	253



*The number of companies is smaller than the number of stands due to participation more than one venue and more than one stand.

WHO VISITS?

The database of tourist sites, through which the process of informing about the forum is carried out, is updated on the eve of each season, and a team of organisers visits the tourist sites personally so that they are invited and maximally motivated to attend the event.

On the side of the tourist sites from the North and South Black Sea personally invited are: hotel managers, supply managers, chefs, representatives of large tourist complexes, representatives of hotels, restaurants, bars, taverns and discos, supermarkets, exchanges, other retail outlets.

Golden sands resort, Sunny beach resort, Bansko ski resort
(cumulative data on the three locations of the exhibition)

Number of hotels and restaurants visited the exhibition / per year

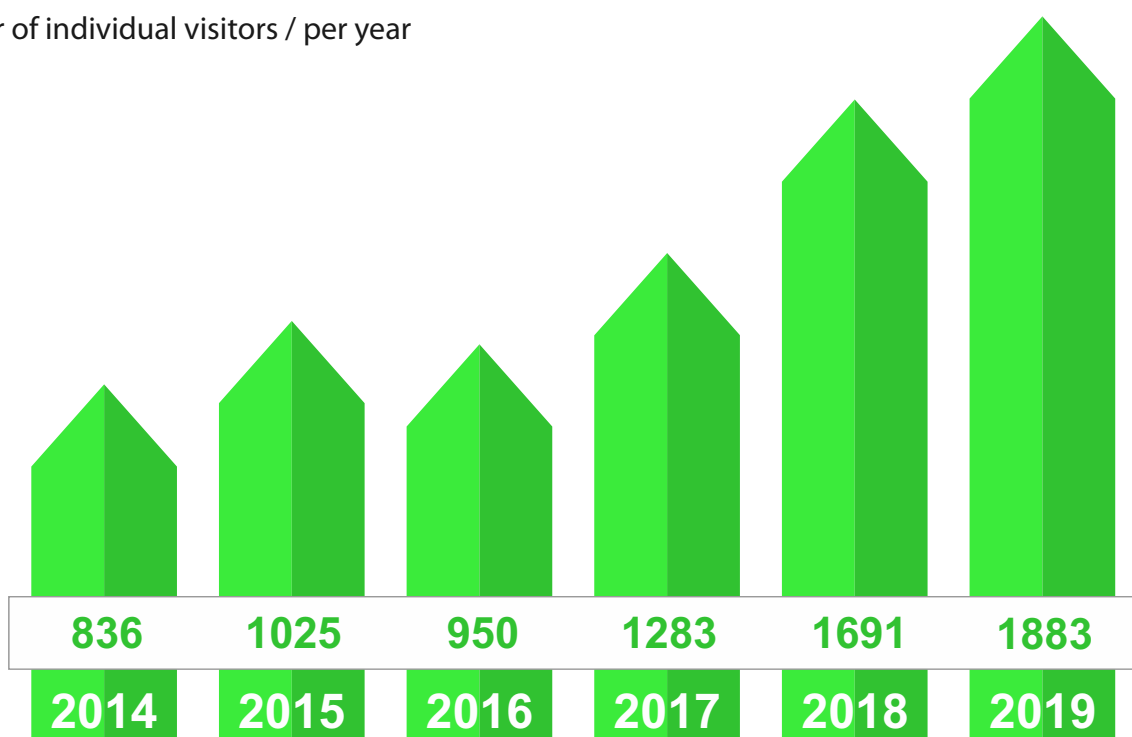


WHO VISITS?

Food and Beverage for Tourism & Accompanying Industries is the only forum that, thanks to the detailed registration of each guest, has real statistics on the attendance of the event.

Golden sands resort, Sunny beach resort, Bansko ski resort
(cumulative data on the three locations of the exhibition)

Number of individual visitors / per year



YEAR	Golden Sands Resort		Sunny Beach Resort		Bansko Ski Resort		TOTAL	
	Number of hotels and restaurants	Number of individual visitors	Number of hotels and restaurants	Number of individual visitors	Number of hotels and restaurants	Number of individual visitors	Number of hotels and restaurants	Number of individual visitors
2014	117	230	145	315	135	291	397	836
2015	133	264	200	526	125	235	458	1025
2016	151	291	192	420	122	239	465	950
2017	169	390	245	587	143	306	557	1283
2018	203	607	249	763	144	321	596	1691
2019	242	683	301	862	178	338	721	1883

ADVANTAGES



Regardless of its scale, the Forum retains its focus and narrow specialization in the field of tourist dining and related services.



The event takes place in the "heart" of the resorts - the most famous and easily accessible point for any representative of the tourist industry.



The guests are PERSONALLY invited interested individuals, which ensures high performance and business success throughout the event.



At the disposal of all interested companies-participants are the kitchens of the restaurants of the hotels, where the products can be prepared in the necessary form for presentation and tasting.



Near Season - The event takes place in the second half of April, when hotels are actually starting their preparations for the new season in terms of food and beverage supply.



Within the forum, the companies presenting their products are visited by 200/250 + tourist sites and logistics companies, which gives the opportunity to expand the customer network, form new business contacts and is a prerequisite for a strong increase in sales during the active season.



Food and Beverage for Tourism is a constantly evolving project, provided with: up-to-date databases of tourist sites, their potential and key employees; trained and motivated organisational team working directly in and with each tourist site; responsible attitude to each participant in the event.



As the organizer of the forum, Patchwork Communications Agency provides the exhibitors with a number of accompanying services that add value to the participation - GENUINE statistical attendance report (detailed registration at the entrance to the forum), newsletter for all new tourist sites at the Black Sea coast, development of Product Book and catalog New Products, providing in-advance and subsequent awareness of the products and services offered by the companies.

NEW IN 2020

How will **Food and Beverage for Tourism & Accompanying Industries** increase the added value for exhibitors and forum guests?

NEW Facebook platform

From the beginning of 2020, the Facebook page of the forum **Food and Beverage for Tourism & Accompanying Industries** will become a modern information platform.

Interviews with F&B managers and key HoReCa specialists from hotels and resorts on the Bulgarian Black Sea coast will be published in the new platform - about their expectations for the new season, what products and services they need and what can be useful for food and beverage companies.

Each week, articles and analyses will be published on the latest trends in tourist dining. The site will be presented and actively advertised to the target audience of hoteliers and restaurateurs.

Each exhibitor company will have the opportunity to publish their materials for new products, services and technologies - articles, interviews, videos (up to 3 free advertising / pr publications with content and volume at their discretion + 1 free presentation as a company-participant in the forum).

Like and follow the Food and Beverage for Tourism & Accompanying Industries page on Facebook to stay tuned for everything related to the forum, as well as receive timely information from our marketing surveys and statistics.

<https://www.facebook.com/hntbg/>

NEW EXHIBITION STANDS

During the 18th edition of Food and Beverage for Tourism & Accompanying Industries, participants who wish will be able to enjoy the new exhibit stands at the forum. They will be functional and convenient, providing excellent product presentation and branding opportunities for better and more effective communication with guests. Information about the new stands can be seen in the Documents file.

IN 2020

And in 2020 you will be able to take advantage of the marketing activities realised in the last two years:

1. **Marketing research on the readiness of tourist sites for the beginning of the season and the time of their active work with clients.** The document examines, in the pre-season time lag, the willingness of hotels and restaurants to meet the tourist flow, as well as providing information on the needs of specific personnel and human capital in general.

The survey also contains a module for the new tourist Black Sea sites that will start work in the summer 2020 season. The survey will be brought to the attention of the exhibiting companies at the beginning of April 2020.

2. **The focus of the organisation of the forum will be the catalogues "New Products and Technologies" and "Product Book", first published back in 2018.** The documents are aimed at hoteliers and restaurateurs and focus on new products of exhibiting companies and the overall portfolio of individual companies.

For more information, see the "Ad Forms" section in Documents.

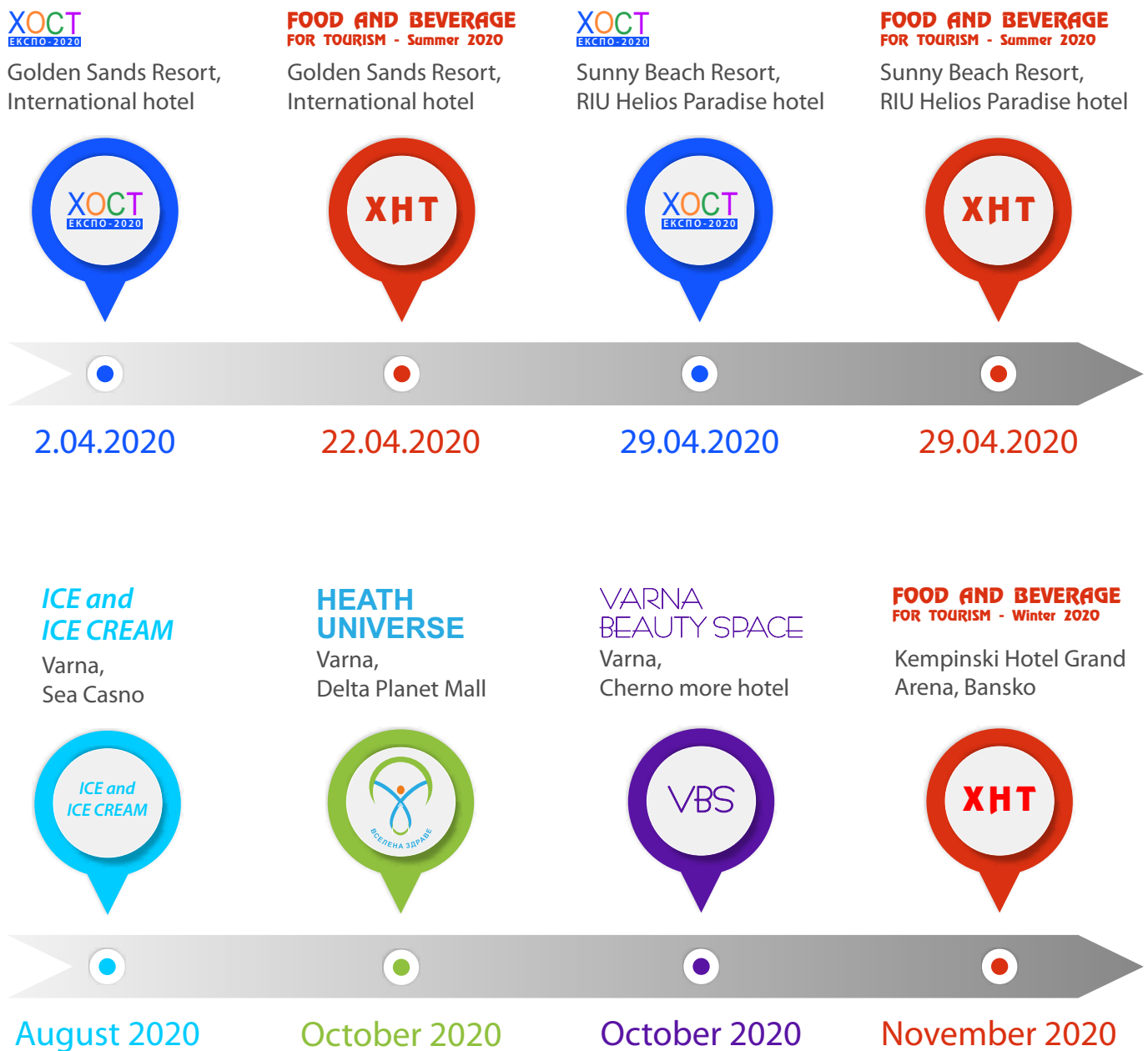
3. Emphasis in **Food and Beverage - Summer 2020** is the opportunity to XOCT **culinary master classes** aimed at chefs from hotels and restaurants. Each participant may request a similar format, with the exact parameters subject to further agreement with the organisers.
4. From the beginning of February 2020, Patchwork Communications Agency opens an **"open mind" telephone line** to which any exhibitor may offer an original form for attending or conducting a communication event or other which would lead to a more effective presentation of the products and services of the exhibitors. If the offer is within the space and equipment of Patchwork Communications Agency, it will not require additional payment.

You can communicate your suggestions with us at any time on 0888 294 162.

Patchwork Communications Agency works in the field of integrated marketing communications and specialises in the management of special events.

We create and realise B2B exhibition forums that develop their profile with each edition and grow to be established as effective marketing branch tools.

In 2020, the following events are targeted to the tourism industry in our calendar:



FOOD AND BEVERAGE FOR TOURISM

& Accompanying Industries Summer 2020

Why participate in FOOD AND BEVERAGE FOR TOURISM - Summer 2020?

Because you will be able to present the features of your products and services in a direct "eye-to-eye" meeting with a precisely targeted audience!

Because you are presenting your offers and capabilities at the most suitable time - the eve of the 2020 Summer season!

Because you save your most valuable resources - time and financial resources, and within one business day, you hold effective meetings and exchange up-to-date information with your real and potential clients and business partners!

Take advantage of this opportunity for fruitful business meetings!

If you would like to participate or need more information, please, feel free to contact us without hesitation!

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