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GELATOn the ROAD:

A Flavorful Discover at the 45th International Tourism Fair

On February 23rd, the **45th International Tourism Fair at Belgrade Fair** featured the GELATOn the ROAD project. This delightful initiative tantalized the senses and ignited wanderlust among visitors. The fair served as a meeting point of world cultures, where new destinations, domestic and foreign tourist regions, gastronomy, and attractions were promoted in a unique atmosphere.

At the Tourism Fair, attendees discovered new destinations, savored diverse gastronomy, and immersed themselves in the magic of travel.



The Belgrade Tourism Fair, **maintaining tradition for 40 years**, fulfilled world standards of business, including building partnership relations with exhibitors and business visitors.





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For travel enthusiasts, numerous attractive and exotic destinations were presented through an interesting and spacious program at stalls and fairgrounds.

- The largest tourist event in Southeast Europe, the fair featured:
- 600 exhibitors in 2023
- Exhibitors from more than 30 countries
- Over 100 hosted buyers
- More than 1,000 journalists from Serbia and the region
- 36,742 visitors
- 50% discount on travel packages
- Numerous prizes and praise confirming it as the most successful tourist event in Serbia and the region

The **45th International Tourism Fair at the Belgrade Fair** was a vibrant celebration of global cultures and wanderlust. Imagine a bustling marketplace where the world converged. Seasoned travelers and curious explorers alike gathered to discover new destinations, savor diverse gastronomy, and immerse themselves in the magic of travel. From tempting food stalls to interactive exhibits, the fair wove a tapestry of shared dreams and unforgettable experiences.

On February 23rd, visitors stepped into a world where every corner held a story, every taste bud a memory, and every handshake a connection. Bon voyage!

