



TRADE FAIR FOR  
TOURIST ESTABLISHMENTS

# ATLAN TUR

21al 23  
APRIL

2021

AT EXPOMELONERAS

ON-SITE ATTENDANCE AT LIMITED CAPACITY AND VIRTUAL ATTENDANCE

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INFORMATION DOSSIER  
FOR EXHIBITORS

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PROMOTER

ORGANIZER



SUSTAINABILITY

DIGITALIZATION

COVID  
SOLUTIONS

MORE INFORMATION AT  
[ATLANTUR.ES](https://atlantur.es)

## What is ATLANTUR?

**ATLANTUR** IS A TRADE FAIR WHICH SPECIALISES IN PRODUCTS AND SERVICES FOR TOURIST ESTABLISHMENTS. THE 2021 EDITION WILL BE HELD IN A HYBRID FORMAT (ON-SITE AT A LIMITED CAPACITY AT EXPOMELONERAS AND VIRTUALLY).

SPECIFICALLY, IT IS AN EXHIBITION FOR:

- **HOTELS**
- **NON-HOTEL ACCOMMODATION** (APARTMENTS, BUNGALOWS AND HOLIDAY HOMES)

THE SECTORS THAT WILL EXHIBIT THEIR PRODUCTS IN THIS TRADE FAIR ARE THOSE THAT OFFER SOLUTIONS TO FOSTER SMART, SUSTAINABLE AND SAFE TOURISM, THAT IS, COMPANIES RELATED TO:

- **SUSTAINABILITY**
- **DIGITALIZATION**
- **COVID SOLUTIONS**

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## WHO WILL ATTEND THIS FAIR?

- ✓ EXECUTIVES, PURCHASING MANAGERS AND SPECIALISTS WORKING AT HOTELS, APARTMENT AND BUNGALOW COMPLEXES.
- ✓ OWNERS AND MANAGERS OF ANY TYPE OF ACCOMMODATION INTENDED TO BE RENTED AS A HOLIDAY HOME.
- ✓ OTHER PROFESSIONALS WHOSE WORK IS LINKED TO THE TOURISM INDUSTRY, LOOKING FOR DIGITAL, SUSTAINABLE SOLUTIONS WHICH CAN BE ADAPTED TO THE CURRENT HEALTH CRISIS.

## DATES



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# WHO WILL EXHIBIT?

## DIGITALIZATION

APPLYING TECHNOLOGY INNOVATIONS TO THE TOURISM INDUSTRY HAS BECOME ONE OF THE PRIORITIES OF THE HOTEL SECTOR TO OFFER QUALITY CUSTOMER SERVICE. UPDATING AND IMPLEMENTING NEW TOOLS IS THE RIGHT PATH TOWARDS SMART TOURISM.

COMPANIES RELATED TO THE FOLLOWING SECTORS: BIG DATA, CLOUD COMPUTING, DIGITAL MARKETING, CYBERSECURITY, CUSTOMISED APPS, AUTOMATION AND DIGITAL TRANSFORMATION, ROBOT TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE, ETC.

## SUSTAINABILITY

COMPANIES THAT USE PRODUCTS AND SYSTEMS THAT CONTRIBUTE AND COLLABORATE IN PROMOTING SUSTAINABLE TOURISM, SUCH AS: AIR CONDITIONING SOLUTIONS, ENERGY SOLUTIONS, EFFICIENT WATER AND ENERGY TREATMENT; SUSTAINABLE PRODUCTS FOR TEXTILES AND INDUSTRIAL LAUNDRIES, FOOD AND DRINK USE AND RESOURCES, RECYCLED PACKAGING SYSTEMS, ETC.

## COVID SOLUTIONS

THIS PANDEMIC HAS CREATED OPPORTUNITIES AND ACCELERATED PROCESSES OF CHANGE AND TRANSFORMATION THAT ARE PROMOTING THE DEVELOPMENT OF USEFUL PROJECTS AS A RESULT OF NEW PROBLEMS, DIFFERENT DEMANDS AND CHANGES IN CONSUMPTION AND LEISURE PATTERNS THAT THIS NEW LIFESTYLE WILL BRING ABOUT.

CLEANING AND DISINFECTION COMPANIES, AND ALL THOSE THAT OFFER PRODUCTS AND SERVICES THAT GENERATE AND CONTRIBUTE TO GUARANTEEING SAFER SPACES.

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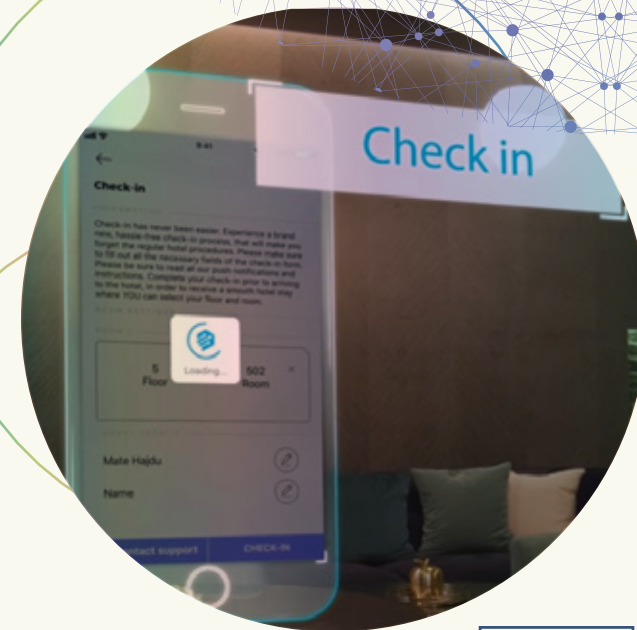
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# WHY SHOULD YOU VISIT US?

## EXHIBITORS

- ✓ TO GET TO KNOW FIRST-HAND THE MOST IMPORTANT NEW DEVELOPMENTS AND SOLUTIONS FOR YOUR TOURISM BUSINESS.
- ✓ TO HAVE ACCESS TO A COMPREHENSIVE LIST OF EXHIBITORS WITH THE POSSIBILITY OF INTERACTING WITH THEM EITHER VIRTUALLY OR FACE-TO-FACE.

## PROGRAMME

- ✓ TO ATTEND HIGH QUALITY PROFESSIONAL CONFERENCES ABOUT THE SECTORS REPRESENTED IN THIS FAIR, EITHER VIRTUALLY OR ON-SITE.
- ✓ TO GET MORE DETAILED INFORMATION ON THE PARTICIPATING EXHIBITORS AND THEIR BUSINESSES THROUGH THEIR PRESENTATIONS, AVAILABLE IN OUR VIRTUAL FAIR.

## B2B MEETINGS

- ✓ MAKE THE MOST THIS FAIR, CREATE A MEETING AGENDA WITH SUPPLIERS OF YOUR INTEREST.
- ✓ SHARE COMMON INTERESTS WITH OTHER PROFESSIONALS, EXPAND YOUR PROFESSIONAL NETWORK, CONSOLIDATE YOUR CONTACTS AND BUILD NEW BUSINESS ALLIANCES, KEY COMPONENTS TO THE GROWTH OF YOUR BUSINESS.

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# HOW CAN YOU PARTICIPATE?

IN THIS NEW EDITION, ATLANTUR WILL BE HELD IN TWO DIFFERENT FORMATS: **VIRTUALLY AND ON-SITE**.

TO ACCESS ALL THE CONTENT AND SERVICES, VISITORS WILL NEED TO REGISTER IN THE VIRTUAL FAIR.

## VIRTUAL FORMAT

ONCE YOU REGISTER, YOU WILL HAVE **FREE ACCESS TO THE VIRTUAL FAIR**, WHERE YOU WILL FIND ALL THE INFORMATION REGARDING OUR EXHIBITORS AND YOU WILL BE ABLE TO INTERACT WITH THEM, TO WATCH THE PROFESSIONAL CONFERENCES IN REAL TIME AND TO ACCESS ALL **CONTENT AND SERVICES OFFERED BY ATLANTUR**, INCLUDING THE **B2B MEETINGS**.

## ON-SITE FORMAT

IF YOU ALSO WISH TO ATTEND THE FAIR AT EXPOMELONERAS AND BENEFIT FROM ALL THE ADVANTAGES OF DOING BUSINESS FACE-TO-FACE, YOU CAN REQUEST A TICKET BY FILLING OUT OUR REGISTRATION FORM AND RECEIVE IT BY E-MAIL.

WITH THIS TICKET YOU CAN ALSO ATTEND THE FAIR AT THE EXPOMELONERAS CONVENTION CENTRE IN PERSON ANY OF THE THREE DAYS OF THE EVENT.

BY CHOOSING TO ATTEND IN PERSON, YOU WILL BE ABLE TO **MEET THE EXHIBITORS**, HOLD **BUSINESS MEETINGS** IN PERSON AND ENJOY THE **PROFESSIONAL CONFERENCES LIVE**.

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# B2B MEETINGS

## WHAT ARE B2B MEETINGS?

THIS SERVICE BRINGS TOGETHER **PROFESSIONAL EXHIBITORS AND VISITORS**, WITH BUSINESS MEETINGS WHERE YOU WILL BE ABLE TO **SHARE YOUR INTERESTS, EXPAND YOUR PROFESSIONAL NETWORK, CONSOLIDATE YOUR CONTACTS AND BUILD NEW BUSINESS ALLIANCES** WITH OTHER PROFESSIONALS FROM THE INDUSTRY.

## HOW DO THEY WORK?

**ONCE YOU HAVE REGISTERED FOR THE VIRTUAL FAIR**, YOU WILL GET ACCESS TO THE FULL LIST OF PARTICIPATING COMPANIES AND YOU CAN REQUEST -BEFORE THE START OF THE FAIR- A MEETING WITH THEM EITHER IN PERSON AT THE EXPOMELONERAS CONVENTION CENTRE, BY VIDEOCONFERENCE THROUGH THE VIRTUAL FAIR PLATFORM OR BY **TELEPHONE**.



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# B2B MEETINGS

## WHEN IS IT?

ATLANTUR WILL TAKE PLACE ON THE FOLLOWING DAYS:

**WEDNESDAY 21ST AND THURSDAY 22ND APRIL FROM 10 A.M. TO 6:30 P.M.**

**FRIDAY 23RD APRIL FROM 10 A.M. TO 2:30 P.M.**

**BUSINESS MEETING REQUESTS WILL BE CLOSED BEFORE 21ST APRIL, SO WE RECOMMEND THAT YOU BOOK YOUR MEETING AS SOON AS POSSIBLE.**

## WHAT IF I NEED HELP?

OUR E-MAIL:

**REUNIONESDENEGOCIO@INFECAR.ES**

OUR PHONE NO.: **828 01 02 03,**

**EXT. 2019/ 608 622 848**

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## INSTITUCIÓN FERIA DE CANARIAS

Avenida de la Feria nº 1  
35012 Las Palmas de Gran Canaria  
Islas Canarias  
España

### CONTACT

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[atlantur.es](http://atlantur.es)

## LOCATION

### Expomeloneras

Plaza de las Convenciones  
35100 · Meloneras · Gran Canaria  
Islas Canarias · España

PROMOTER



ORGANIZER

