

Press release
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Estonia's oldest tourism fair Tourest is postponed until next year

International tourism fair Tourest was supposed to take place on February 11-13 this year but is now postponed a year and will take place in February 2023.

Tourest is organised by Estonian Travel and Tourism Association (ETFL) and they decided to postpone the fair because due to COVID-19 restrictions, it is not certain if the fair could happen in a way that offers joy of participation and satisfaction to both exponents and visitors.

"ETFL really wishes to hold to fair, however, we have set a goal to ourselves to organise the fair in such way that all parties would be happy with the result. In this situation we have now, with these restrictions we cannot achieve that, the spread of the virus is stronger than we are," explained Merike Hallik, Secretary General of Estonian Travel and Tourism Association.

"Although people are actively travelling in accordance with the restrictions, our neighbours in Finland also decided that for everyone's safety it's not reasonable to hold mass gatherings and their tourism fair Matka 2022 is also postponed for a year," added Hallik.

The oldest tourism fair in Estonia has taken place since 1991, 29 times. The 30th and jubilee fair has been postponed due to the pandemic for two years now.

"Our priority is the safety of our guests and good and happy experience from the event that brings together tourism related people from different countries and gives our visitors the opportunity to put together their dream trip with tourism professionals," said Hallik. "This is why we'll start working today to worthily uphold Tourest 30 in February next year."

According to plans, the next Tourest will take place in February 9th-11th, 2023.

Founded in 1990, Estonian Travel and Tourism Association (ETFL) is a voluntary association of tourism industry's employers that connects 79 members. The Association's full members are travel agencies and tour operators, associated members are transportation companies, tourism organizations, educational institutions, hotels, insurance companies, foreign tourism organizations/companies and other organizations that offer supportive services for tourism industry. ETFL is a member of a national associations of travel agents and tour operators ECTAA.

Additional information:

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