

CZECH TOURISM – Foreign Offices

Prague, 18 February 2026

Dear Sir or Madam,

On behalf of **ABF, a.s.**, the organizer of the international fair **HOLIDAY WORLD & REGION WORLD 2026**, we would like to invite you to participate in the Hosted Buyers Programme designed for international tourism professionals.

The **HOLIDAY WORLD & REGION WORLD** fair has long been one of the most important professional tourism events in Central Europe and provides an ideal platform for establishing new business contacts, developing cooperation, and obtaining up-to-date information about tourism opportunities in the Czech Republic.

Our goal is to strengthen the business potential of the fair while offering participants a high-quality professional and networking programme. For selected international partners, we have prepared a special Hosted Buyers package, which includes:

- Multiple-entry access to **HOLIDAY WORLD & REGION WORLD** for a professional visitor
- One complimentary night's accommodation at **Aquapalace Hotel Prague**
- Complimentary access to the Aquapalace water and sauna world

Day 1 – 12.3. 2026

- Participation in the official opening ceremony of the fair
- Invitation to the gala evening, including a reception
- Participation in the B2B event **MBM Tourism Prague** via the fair platform (Thursday – on-site meetings, Friday – individual business appointments)
- A guided professional tour of the fair with an organizer's representative

Day 2 – 13. 3. 2026

- Participation in a programme prepared in cooperation with **Prague City Tourism**, including a guided tour of Prague tailored for participants
- Opportunity for follow-up B2B meetings during the fair **HOLIDAY WORLD & REGION 2026**

The programme capacity is limited. Should you be interested, please contact us and we will be pleased to provide further details, including the participation terms and conditions.



We would be delighted if you accepted our invitation and became part of the professional programme of the fair.

We look forward to possible cooperation.

Yours sincerely,

Mgr. Michaela Volná
Sales Team Leader
ABF, a.s.
Organizer of HOLIDAY WORLD & REGION
volna@abf.cz
724 122 084