



FAIRWAY

2ND WAY OF ST. JAMES FORUM

NOVEMBER 12 · 14 2017

PALACIO DE CONGRESOS
E EXPOSICIÓN DE GALICIA
SANTIAGO DE COMPOSTELA

PRESENTATION

www.fairwaysantiago.com



comercial@fairwaysantiago.com




WHAT IS FAIRWAY?

... a space dealing with the different aspects of the phenomenon of the Way of St. James.



... a place for reflecting on the needs and problems of this European cultural itinerary, balancing spiritual, religious and cultural approaches with tourist and economic perspectives.




... a necessary meeting place for supply and demand to consolidate the tourist product based on the routes to Santiago de Compostela.




... culture, gastronomy and innovation centred on the Jacobean route.

... internationalisation of Europe's Main Street.




... exchange of knowledge, generation of cultural, spiritual and economic values.

... leadership in pilgrimage routes, a booming phenomenon.




... a multilevel workspace for the different administrations involved.

... an open initiative launched from Santiago, in the knowledge that the Routes leading to this city are far more than just one.



... a place to commit oneself and start working in benefit of the Jacobean route over and above any differences.





EXHIBITER FAIR:

THE FAIR IS...

... a showcase for presenting or discovering the sector's new developments.

...a meeting place for companies, institutions and tourist destinations.

... a commercial platform for agencies, booking centres, webs and businesspeople offering services and tourist products of the Way of St. James.

... an opportunity for coming into contact with a completely new business model designed for companies of the Way of St. James at Fairway: **the 1st Way of St. James Sourcing Show.**

DATA SHEET

Sector	Travel, Tourism, Leisure.
Venue	Palacio de Congresos e Exposicións de Galicia Santiago de Compostela
Date	November 12 to 14, 2017
Periodicity	Biennial
Year	Second
Scope	International
Exhibiter profile (Fairway Market)	companies and/or institutions established or that offer services in the area of influence of any of the Routes to Santiago.
Visitor profile (Fairway Forum & Market):	Professional public: travel agencies, hotels, hostels, rural tourism establishments, retailers, wholesalers, tourist reception companies, service companies.
	Administration: tourist institutions, political leaders and officials of the administrations involved.

General: pilgrims, persons interested in the Way of St. James and/or in the programme designed for the event.



FAIRWAY FORUM:

THE CONGRESS

...a space for reflecting on the present and future of the Way of St. James from a global perspective.

...a framework for creating working parties centred on the Way of St. James.

...an area for knowledge and exchange of perspectives regarding the world's pilgrimage routes.

... a workspace for detecting and solving conflicts affecting the Way of St. James.

...a mouthpiece for researchers, scholars, friends... of the Way of St. James.

...an arena combining tradition and innovation.

... a space for dialogue, experiences and values of the Way of St. James.

... a space for reflection where people and figures can speak to us about life after the Way of St. James.

... a framework for training, knowledge of tendencies, presentation of products and ICTs of interest for companies of the Way of St. James.

... a place where the different administrations can meet in an ideal format for joining efforts.





SANTIAGO DE COMPOSTELA PATRIMONIO DE LA HUMANIDAD

COMPOSTELA HUMANIDAD

ASTORGA

San

Santiago

Ribo. Santi

Ribo de



FAIRWAY CITY:

THE CITY ALSO IN FOCUS

Santiago de Compostela, as the destination of one of the world's main pilgrimage routes, is the epicentre of a programme of cultural and leisure parallel activities during Fairway, the Way of St. James Forum.

... literature, cinema, photography and music of the Way of St. James.

... gastronomy: monographic tapas routes and tasting featuring Way of St. James products.

... experiences: the route to Fisterra.

... fun: "make your own Compostela," a game involving itineraries around the city, simulating the Way of St. James through sections of the city.

... the possibility of rediscovering other "Compostelas," for those who mistakenly think that they know everything that the city has to offer.





INSTITUTIONAL SPONSORS:



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ORGANISED BY:



✉ info@fairwaysantiago.com
comunicacion@fairwaysantiago.com
☎ 981 57 31 45

✉ workshop@fairwaysantiago.com
☎ 981 58 79 11

✉ comercial@fairwaysantiago.com
comercial1@fairwaysantiago.com
☎ 981 59 23 33



comercial@fairwaysantiago.com

www.fairwaysantiago.com

