

Interreg - IPA CBC  
Greece - Albania



GET GRALB Experience Tourism

13.12.2021  
Final Event

# *Chamber of Thesprotia*

*The GET Experience through ITB ASIA 2021 & CHINA 2021*

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THREE ROUTES ONE PROMISE  
THESPROTTIA - VLORIE



- The Chamber of Thesprotia (PB3), under Deliverable D.6.1, had the obligation to organize the participation in at least two (2) Dissemination event (International EXPOs), from a joint mission of PPs and local travel agents & 2 B2B forums for the promotion of the new codeveloped touristic path.
- As a result of the mission, the key travel-agent contacts from China should be invited for familiarization trips (D. 5.2) in the area, to understand the potential, and as a follow-up, the 2 B2B forums for Travel Industries was expected to create new touristic flows.

- Unfortunately, the pandemic that struck the whole world, struck our Project as well. Face-to-face contacts, which can not be replaced in any other way, either at international fairs or B2B business meetings, could not be made due to restrictions.
- However, all the actions were carried out online virtually. And if we missed the opportunity of personal contact, we gained in this way the promotion of our region in many more travel agents than we expected in FAM TRIP, and we met much more than we could in the Physical Exhibitions.

- Utilizing the tools of IT, we participated in two virtual International Exhibitions. In the **ITB ASIA 2021** exhibition that took place on **25-28.10.2021** and in the **ITB CHINA 2021** exhibition that started on **08.11.2021** and is still in progress.
- In ITB ASIA 2021 we participated with a virtual booth where we presented our tourist product, we showed our common area in a "**virtual familiarization trip**" to all participants and we held, all partners, meetings with foreign travel agents from many countries.

- At ITB China 2021 we participated in both a "virtual familiarization trip" to all Chinese participants and B2B meetings.
- With the completion of the ITB CHINA 2021 Exhibition, and although the project will be completed, the partners are committed to holding meetings, to gather the data of all the agents we met, and to make them available at information events to all tourism companies, of both countries, which are interested in contacting them for the development of cooperation.

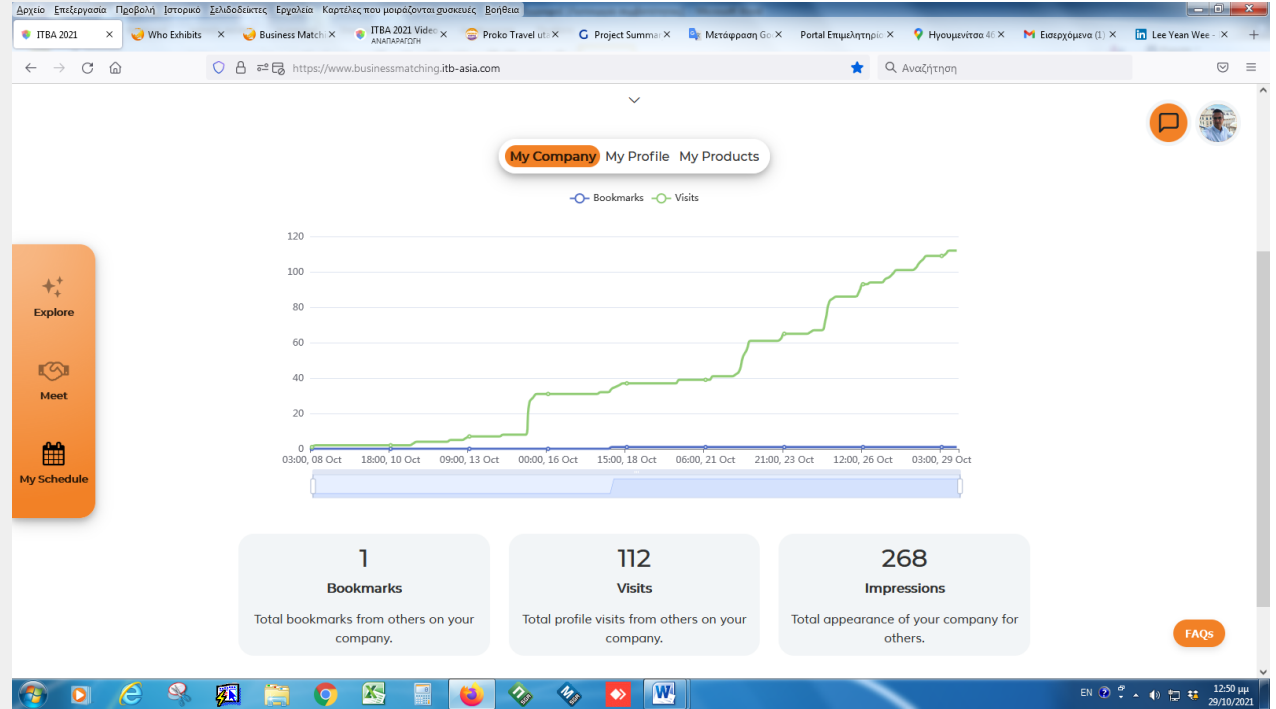


The Booth of  
 our  
 participation  
 in **ITB ASIA**  
**2021**





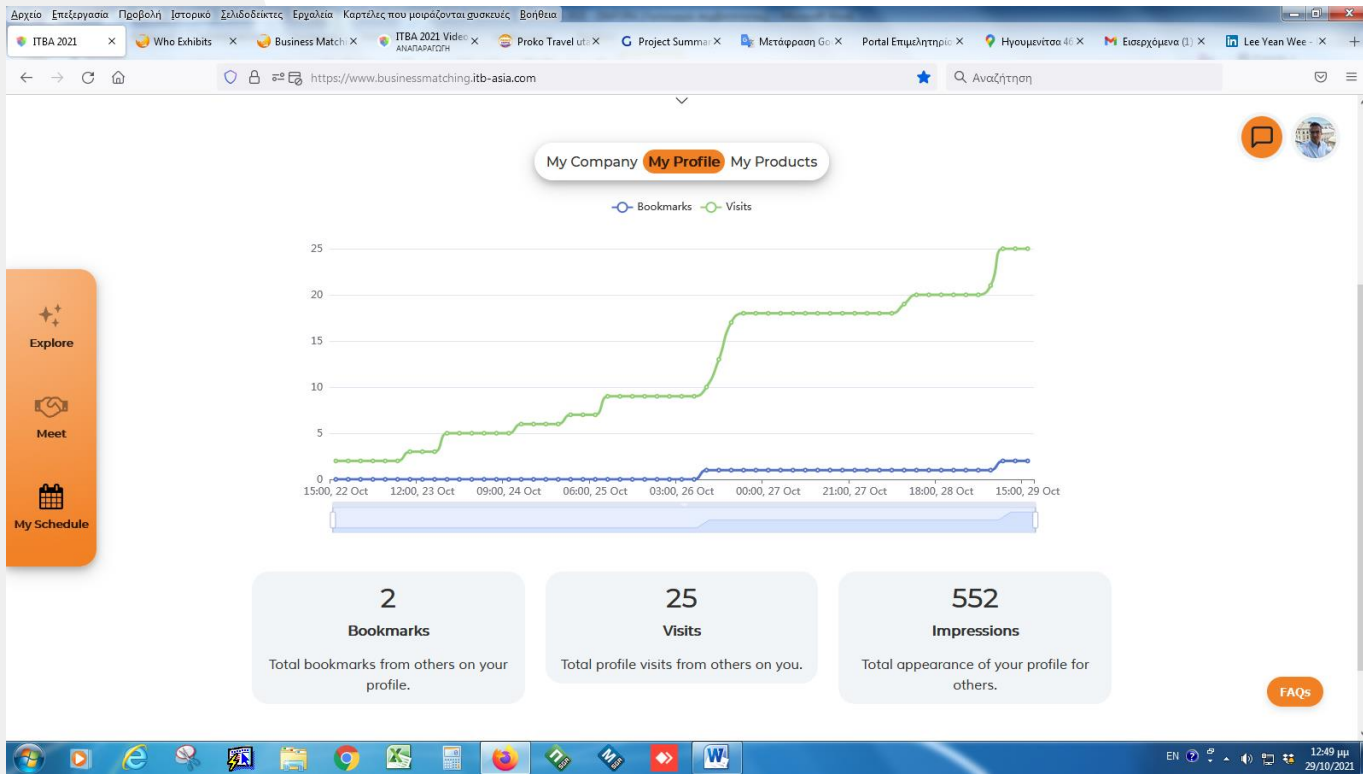
The statistics of our participation in **ITB ASIA 2021** are the following





GET GRALB Experience Tourism

ITB ASIA 2021



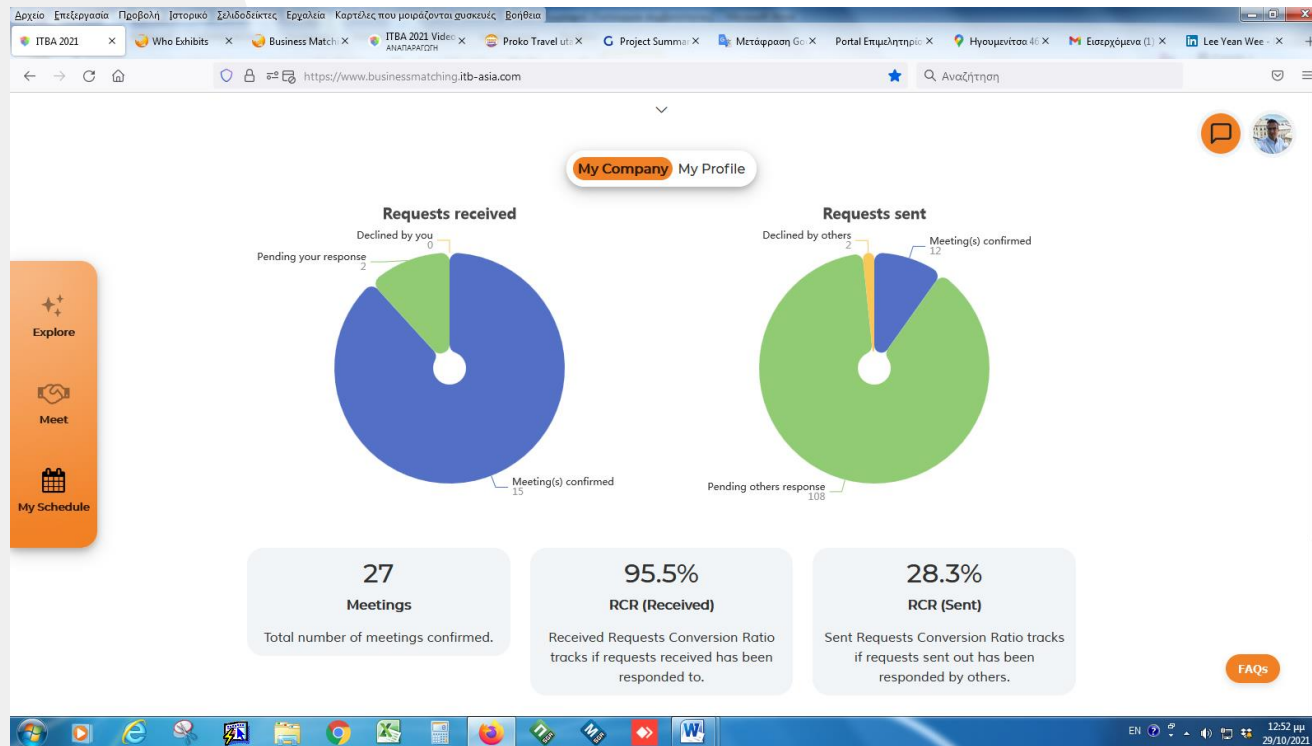
The Project is co-funded by the European Union and by National Funds of Greece & Albania





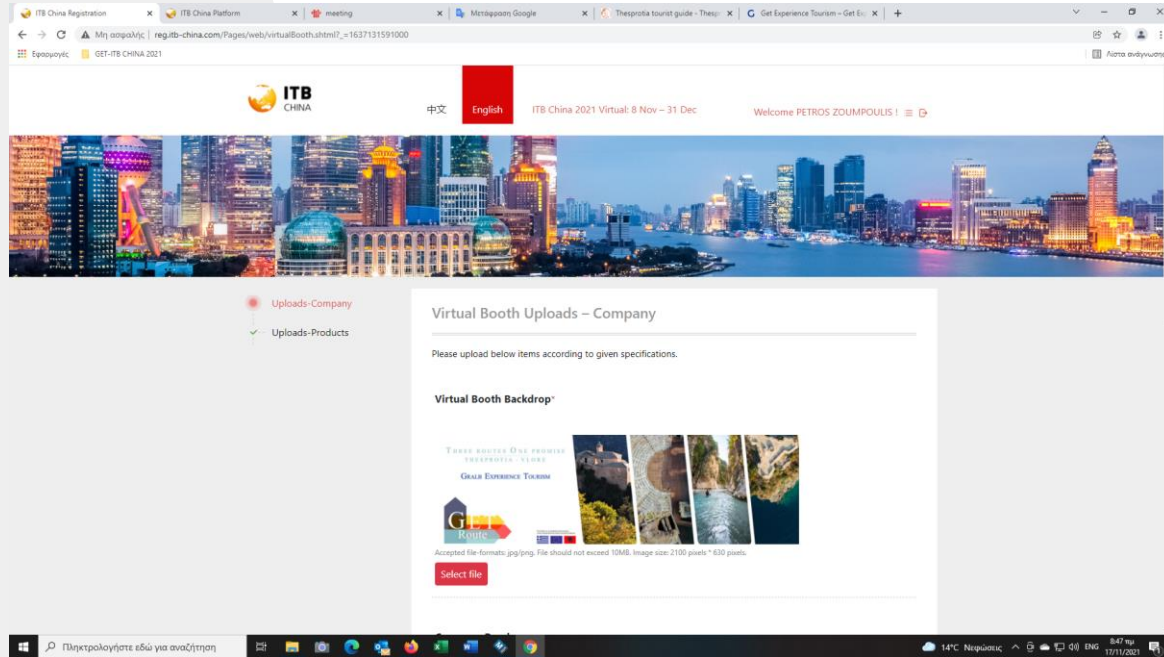


ITB ASIA 2021

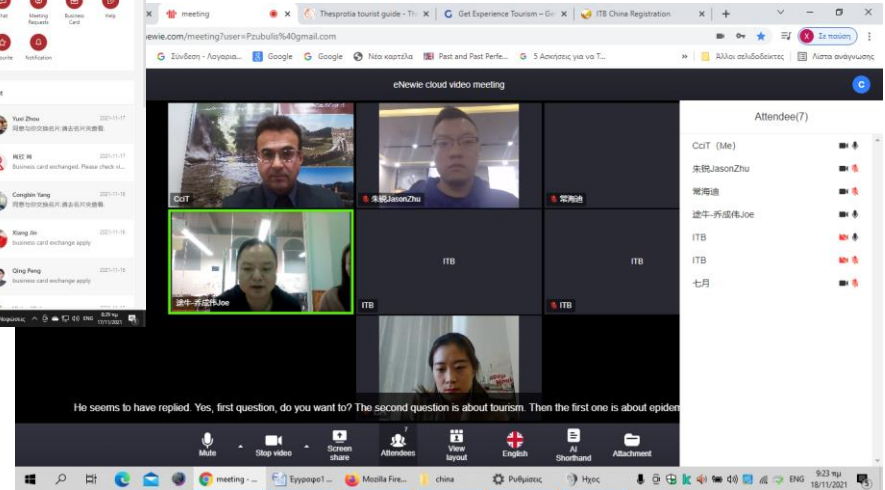
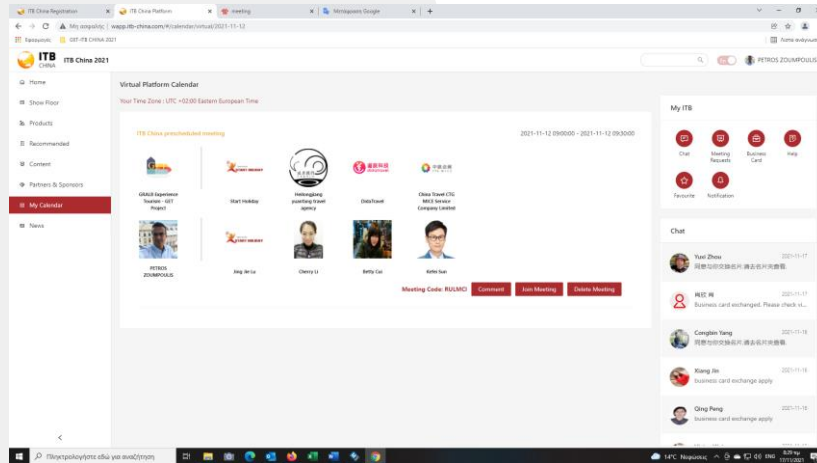




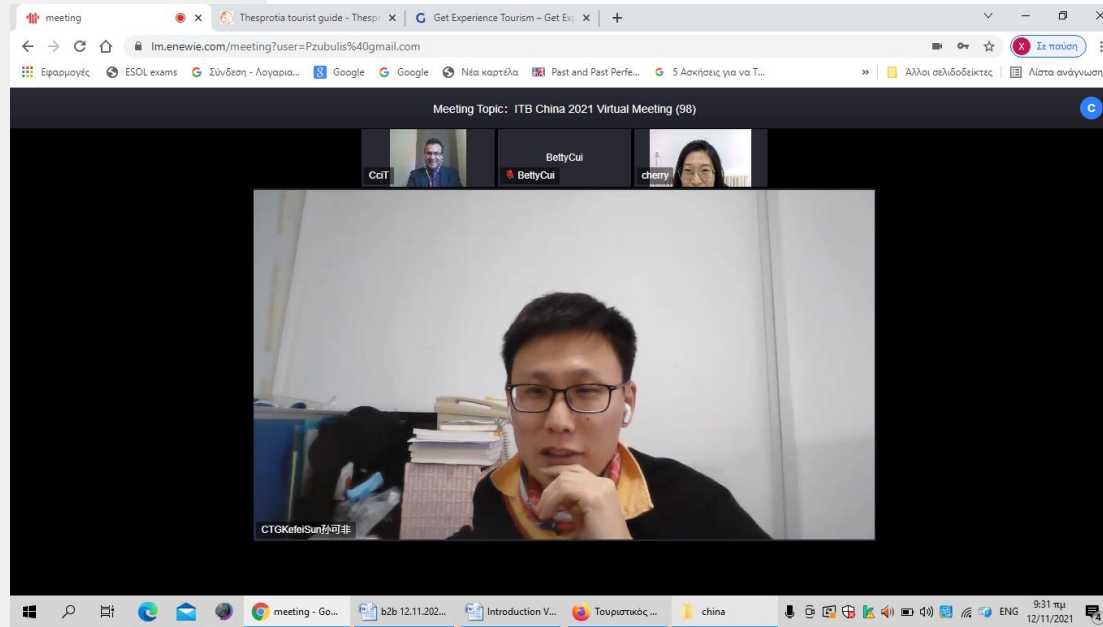
## The Booth of our participation in ITB CHINA 2021



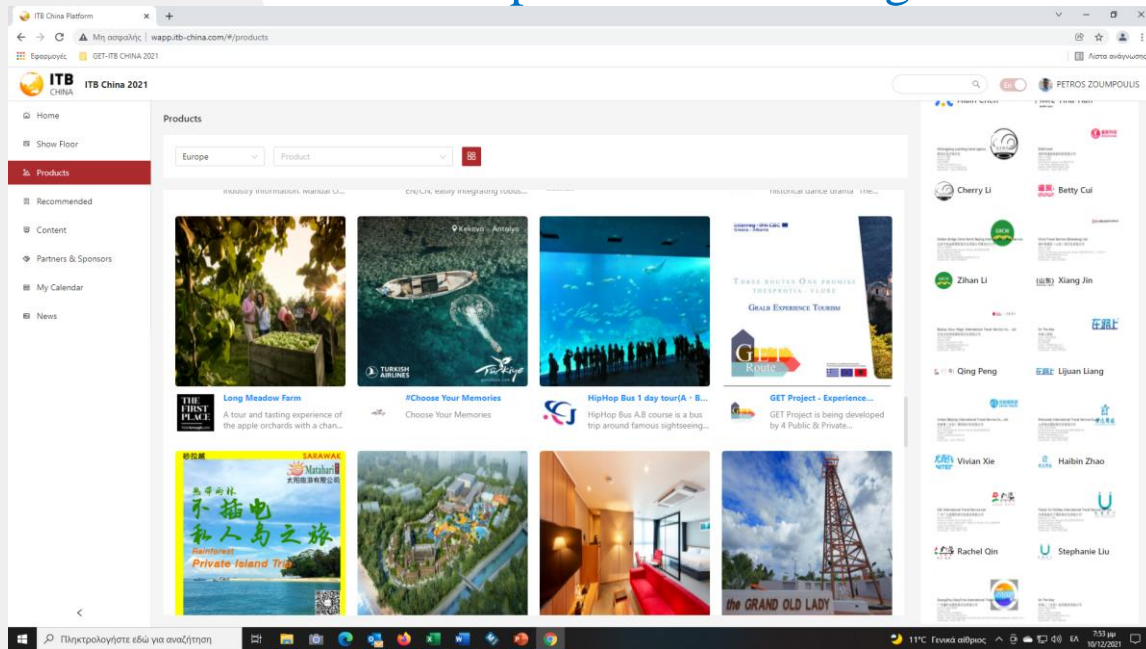
# ITB China 2021 – Presceduled B2B Meetings 12-19/11/2021



# ITB China 2021 – 28 Presceduled B2B Meetings were made between 12-19/11/2021



# ITB China 2021 – We exchanged more than 28 Cards with interested parties for meetings



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## Key points we noted were:

- we were asked how they can reach our area,
- wondered how they can combine with our region the tourist groups that are already promoting in Turkey
- we were asked if Chinese vaccines are acceptable in our country
- we were asked if there are organized offices that can offer complete activity proposals
- We found out in our contacts with Chinese travel agents that communication is not easy without an interpreter.

- In the next period, all partners will exchange information with the agencies we met and create a joint archive with tour agents of the countries we met (China, Taiwan, Vietnam, Singapore). This file will be made available to our tourism companies to have direct contact with them.

*Thank you very much for your attention !!!*

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