

Interreg - IPA CBC



Greece - Albania

GET GRALB Experience Tourism

13.12.2021

Final Event



THREE ROUTES ONE PROMISE
THESSALIA - VLORA

Institute of Public and Private Policies (IP3)

*The GET Experience through ITB ASIA 2& CHINA 021
Albania Experience*

*Blerta Guda
Expert, IP3*





Virtual Fairs

✓ As the Chinese market was targeted, the virtual fairs ITB ASIA dhe ITB China were chosen to participate, as premier meeting places for the travel trade industry and forums for establishing high-quality customer contacts and conducting businesses.

✓ Tour operators from Albania who have participated in business meetings have evaluated this opportunity, where over 900 buyers and 400 sponsors & exhibitors from all over the world came together to explore business opportunities and connect with travel trade suppliers and partners

✓ A great opportunity also for the project visibility, where more than 3,200 travel products were showcased to international attendees.

Achievements

- ✓ Interactive digital exhibition booths filled with attractive dissemination materials;
- ✓ Increase visibility and promotion of the Region;
- ✓ Establishing network and contact opportunities between businesses (tourism stakeholders, tour operators, hotels etc) with the Chinese market
- ✓ Business appointments, as an adaptable and fast way to engage tourism businesses in meaningful networking discussions with people who share common interest in tourism market
- ✓ Establish high-quality networks, conduct business, and share valuable knowledge about our Region.

Benefits

✓ Initially it was considered a challenge, but it turned out to be an advantage for the participants as it was possible to hold a large number of meetings, through advanced business matching platform

✓ Establishing contacts and exchanging business cards with different

✓ Increasing the opportunities of B2B businesses for a considerable number of tour operators, hotels, other actors in the field of tourism from Albania with the tourist operators from the Chinese market

Albania experience

- ✓ Valuable meetings for new collaborations between tourism businesses and the bringing Chinese tourists to visit and explore the region
- ✓ Discussions on the possibilities of travel during the pandemic period, as one of the main global issues; on how to address topics on recovery and braving new realities in travel etc.
- ✓ Exchange of information on what the region has to offer, discussions about Travel activities - the collection of tours, activities and attractions that our destinations offer;
- ✓ Next year will see the benefits of these collaborations between businesses, if Chinese tourists arrive in the region.

Thank you very much for your attention !!!

Blerta Guda
Expert, IP3

Tel. +355 69 635 0888
bguda@institutip3.com