



TOURISM

INTERNATIONAL FAIR

6 - 8 APRIL 2023

5th Edition



Albania, tourism destination for 365 days

The tourism industry occupies a special place in the economy and is considered by the government as one of the main engines in the country's growth. The 5th edition of the International Tourism Fair aims to promote Albania as a destination for 365 days of the year, focusing this time on tourism, involving conferences and corporate events from around the world, as well as digital tourism and medical tourism, which is developing more and more in our country.

What is ExpoTourism?

ExpoTourism is a unique exchange platform in the tourism industry, which brings together the demand and supply of all interested parties, where, in addition to doing business, it is also possible to exchange valuable information about the future of tourism in the country, in order to advertise Albania as a destination for tourism for various purposes, in the region and in the world. In this way, we can offer sustainable and long-term tourism throughout the year.

Why should
you participate
in ExpoTourism
as an exhibitor
and visitor?



ExpoTourism is:



An important showcase for the marketing and promotion of Albania as a tourist destination 365 days of the year.



Reference event for all those interested in the sector, associations and tourism entities, to develop business relations, to share information on the news of the sector and the prediction of changes in the tourism market in the future.



Excellent opportunity to identify and make agreements with new partners and distributors from all over the region and the world, in MICE tourism, medical tourism sector, etc through organized meetings with high potential B2B buyers.



A center for the presentation of novelties for the sector and education through activities and workshops.



Opportunity to assess the image of the company in the market and to create new opportunities for contacts, through various organized events.



Opportunity to present new offers to different tourist operators për udhëtime apo eskursione të organizuara në grup .



Presentation of the best tourist offers and proposals of the most special destinations of the most special destinations in B2C meetings.



Possibility of testing new products and services or digital marketing (campaign).



Opportunity for extensive media coverage for new products and services.



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Despite the fact that technology is advancing more and more every day and the interaction between people is happening virtually, in the tourism sector, B2B and B2C meetings will always play a very important role. In this edition, in order to support all exhibitors, ExpoTourism will offer promotion services in the international market. Potential tourism buyers, who come from fields such as Tour Operators, MICE, Corporations, will organize special B2B meetings with all exhibitors, in order to promote all the capacities that Albania offers as a destination.

Who will be an exhibitor at this fair?

1. Government representatives from the country and region;
2. Representatives from the tourism industry (domestic, regional and international companies), such as: tour operators, hotels, resorts, travel agencies and other companies that offer services and/or products in the tourism sector;
3. Independent tourism investors;
4. Institutional tourism investors;
5. Tourism institutions and enterprises, including their associations from Albania, the region and beyond;
6. Hotel associations and/or tourism industry associations or organizations;
7. Coastal tourism, mountain tourism, agro tourism;
8. MICE tourism;
9. Digital Tourism;
10. Professional tourism schools and training centers;
11. Culinary representatives from Albania & the region, etc.;
12. Cultural & historical tourism;
13. Medical & dental tourism;
14. SPA & wellness;



PRICE LIST

PARTNER PACKAGE

SILVER PARTNER	GOLD PARTNER	PLATINIUM PARTNER	THE PACKAGE INCLUDES
€ 5,000	€ 7,000	€ 10,000	PACKAGE PRICE
40 m ²	60 m ²	80 m ²	Stand with equipment
1 person	1 person	1 person	Conference attendance allocation
✓	✓	✓	Consideration on your stand position
		1 page	Advertising in the trade fair catalogue, frontal cover internal Page*
	1 page		Advertising in the trade fair catalogue, back side cover page outside
1 page			Advertising in the trade fair catalogue, back cover page inside
		✓	Double page advertisement on Trade Fair Catalogue, internal page
✓	✓	✓	Integration of company's logo in all printed materials of the trade fair
✓	✓	✓	Your Company mentioned in the inauguration speech
	✓	✓	Possibility to advertise Company banner in the Expocity facade
		✓	Presentation as Main Sponsor in Marketing campaign
✓	✓	✓	Company logo in Marketing Campaign
		✓	Sponsor logo on trade fair advertising in one of the professional regional journals
✓	✓	✓	Company logo in trade fair newsletter
		✓	Company Brochures inside the conference / workshop folders
✓	✓	✓	Editorial press release sent to regional press distribution list
		✓	Your company mentioned in the Media Articles about the trade fair
	✓	✓	Company logo in personalized invitations
✓	✓	✓	Company's logo on the Handout banner facade for visitors

STANDARD STAND




EQUIPMENT INCLUDED:

Company's printed name	1 Table with 2 Chairs
MDF Panels, 2.5 m high	Electric Power & lighting
Mono use Carpet	Wi-Fi network
PRICE: 80 €/m² (VAT EXCLUDED)	



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An illustration of a white airplane with a colorful tail flying towards the left. Two hot air balloons, one with orange and red stripes and another with blue and white stripes, are floating in the sky.

Expocity Albania is an organizer of National and International Fairs and Conferences, certified by UFI, specialized in the organization and development of fairs, exhibitions and various business events, aimed at the local and international market. Expocity Albania offers the participants in these activities, a complete structure and infrastructure, modern and complete with all the necessary facilities and staff. These, together with 5,500 m² of internal space, 7,000 m² of external space, 800 parking spaces, make Expocity Albania the most complex and suitable platform for the successful implementation of this type of communication in Albania.

Tirana-Durres Highway, 8th Km, Tirana, Albania

Tel: +355 67 770 0077/ +355 69 684 1894/ Email: info@expocity.al/ www.expocity.al

