



ITFT

International Tourism Fair Tirana

5-6 APRIL 2024

6TH EDITION

 "SHESHI ITALIA", TIRANË



Albania, 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. Over 10.1 million visitors have visited our country, only for the 2023 year, exceeding by 35% the figure of the same period in 2022, which is known as the best year ever in terms of visitors. The 6th edition of the International Tourism Fair Tirana ITFT 2024, aims to continue to promote Albania as a destination for 365 days of the year, focusing on leisure, conferences and corporate events (MICE) tourism from all over the world, digital tourism as well as medical tourism, which is developing more and more in our country.

What is ITFT International Tourism Fair 2024?

ITFT 24' 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, there is opportunity to exchange valuable information about the future of tourism in the country and to advertise Albania as a destination for tourism of various purposes in the region and the world. In this way, we will offer sustainable and long-term tourism throughout the year.



ITFT 2024 is:



An important showcase for advertising and selling Albania as a destination.



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



An excellent opportunity to identify and make agreements with new partners and distributors from the region and the world in the sector of leisure, MICE or medical tourism.



A center for the presentation of news on the tourism sector and education through B2B and B2C activities and workshops.



An opportunity to evaluate the image of the company in the market and to create new opportunities for contacts through various organized events.



An opportunity to present new offers to different tourist operators.



A presentation of the best tourist offer and proposals of the most special destinations.



A possibility to test new products and services or advertising campaigns.



An opportunity for extensive media coverage for new products and services.





Despite the fact that technology is advancing more and more each day and the interaction between people is happening virtually, in the tourism sector, B2B and B2C meetings will always play a key role. In this edition, in order to support all exhibitors, Expocity Albania will continue to offer promotion services in the international market.



Potential buyers of tourism professionals, who come from the fields of tour operators, MICE, corporations, will organize special B2B meetings with all exhibitors and other interested parties from the country and the region, in order to promote all the capacities that Albania has to offer as a destination



**365 DITË
TURIZËM**



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 Tourism institutions and enterprises, including their associations from Albania, the region and beyond
- 4 Coastal tourism, mountain tourism, agro tourism
- 5 MICE Tourism
- 6 Digital Tourism
- 7 Professional tourism schools and training centers
- 8 Culinary representatives from Albania & the region, etc
- 9 Cultural & historical tourism



- 10 Medical & dental tourism
- 11 SPA & wellness



ARMENIA

Honorary Country



Visitors

3000+

Exhibitors

100+

Participating Countries

10+

BASHKIA TIRANË

Honorary City Hall



Hosted Buyers Professionals

25+

New destination introductions

10+



ACB
Albanian Convention Bureau

SUPPORTERS B2B AND FAM TRIP



HOSTED BUYERS PROGRAM



EXPO TOURISM 2023



Participants of Expo Tourism 2023



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Expocity Albania is the largest organizer in the Albanian market for 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 domestic and international market.



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