



ICEBERG  
EXHIBITIONS

# TOURISM

TRAVEL SHOW ALBANIA  
**REGIONAL TOURISM OFFER**  
OCTOBER 14-15, 2022, TIRANA



# NEW ERA OF EXHIBITIONS







## GENERAL INFORMATION:

Over the last ten years, before the pandemic situation tourist traffic to Europe has risen by nearly 35%. Of this increase, the region which experienced the greatest spike in tourism was the South East Europe (SEE), a region which has been underserved by tourism in the past. As such, a great opportunity presents itself for these SEE economies to formulate new tourism products to present to the excited and eager visitors.

Through established regional identity the governance and management structure and efficient business model will create a favorable environment where new, creative regional cultural tourism itineraries will flourish, while allowing individual economies to continue developing own brands, sharing the umbrella identity

We have proposed this autumnal trade fair, as an B2B event, to be designed as the next meeting point for the professional and buyers from all over the world that are interested in our common destination product and region prospect

They also will find out how consumer behaviors have changed post-COVID, how to be proactive towards diversity & inclusivity, how to stay compliant with key travel legislation, how to avoid the pitfalls of operating coaches in Europe post-Brexit and B2B meetings. These aim to create new presentation and promotion opportunities for products and services, new partnerships, and information and education on the latest developments in the sector and sectoral policy development.

## WHY EXHIBIT?

The most important trends and developments shaping of the sector will be covered. Visitors will discover how to access free travelling package from the national tourist sellers, how to secure off-peak bookings, and how to strategies for long-term growth.

- The one and the largest B2B Trade Show for business professionals in Tourism sector.
- Covering a whole Balkan market.
- Gives the opportunity to increase brand recognition.
- Packed full of inspirational travel ideas, tour planners, GTOs, coach operators, travel buyers and agents are certain to find the perfect experiences for customers and groups.
- Uncover the latest trends and get new ideas for planning your group trips and excursions in 2023 and beyond.
- Enhance new collaborations and partnerships increasing the commercial potentials.
- Strengthening existing links between businesses and institutions.
- Information on the new trends, innovations and technological developments in the sector.

Interested in exhibiting? It may not cost as much as you think to put your business directly in front of this valuable audience.

## EXHIBITORS PROFILE:

- The largest Albanian agencies Incoming and Outgoing and SEE Regional actors of the industry.
- Tour Operator associations and their members.
- Hotels and resorts facilities of Albania and SEE Regional offers and beyond.
- National Tourism Agencies of the region and beyond.
- Central and local government actors and institutions responsible for tourism policy and management.
- Important Foreign Tour Operators from the countries of origin and destinations of the Tourism industry in Albania.



## VISITORS PROFILE:

**TOURISM & TRAVEL SHOW ALBANIA 2022 is an opportunity for the following categories of visitors:**

Tour operators, group travel organisers, travel agents, travel trade professionals and Toursim's consumers will attend the Albanian Tourism & Travel Show to find exciting and innovative ideas to create their trips, tours and itineraries for the following year.

## EXHIBITION AREA ORGANIZATION:

- Tourism Industry (Tour Operators, Travel Agencies, Resort, Hotels and other tourism sector enterprises)
- Adventure travel & responsible tourism
- Cultural tourism
- Bussiness Tourism
- Hospitality
- Government Policies Representatives from the SEE Region
- Tourism establishments and tourism enterprises, including their associations from Albania and the Region
- Vocational Tourism Education, actors and opportunities
- Career centres
- ICT Solutions & travel technologies
- Supportive enterprises to the sector
- Transport sector







## Meet & Match Area

In the Meet and Match section or Hosted Byers program we will bring about 100 professional buyers from around 50 countries, interested in the regional product, Albanian and regional sellers as well as bloggers, influencers and decisional institutions from the region. A widespread convention section will be held during the two-day trade fair will be organised of various topics and local and international speakers as well.



## Conference Room

At the installment of the TOURISM & TRAVEL SHOW, Albania 2022, we host a free keynote programme full of insights from industry insiders, covering the latest hot topics affecting the group tourism sector. These sessions are a great way to discover the latest industry trends.



## PRICING

### Standard Booth

**100 Eur/m2**  
(VAT excluded)

#### Equipment Included:

MDF Panels.  
1 Table with 2 Chairs.  
Mono Use Carpet  
Electric Power & Lighting.  
Wi-Fi Network.  
Company's printed name



### PLATINIUM PARTNER € 10,000 (VAT EXCLUDED)

Booth space **80 m²**

Equipment included, tables, chairs, info desks, electricity, lighting, wi-fi.  
Central positioning of the booth.

Logo on the online and offline promotional materials, banners, fliers, flags, invitations.  
Speech of the company's /institution's representatives at the opening ceremony.  
Company brochures inside the conference/workshop folders.  
Opportunity to organize a conference in the conference hall including space and set-up.  
Key speakers note on behalf of the company  
Information session on the conference session and Meet & Match Area  
Full access at Meet & Match Area.

### GOLD PARTNER € 7000 (VAT EXCLUDED)

Booth space **62 m²**

Equipment included, tables, chairs, info desks, electricity, lighting, wi-fi.  
Central positioning of the booth.

Logo on the online and offline promotional materials, banners, fliers, flags, invitations.  
Speech of the company's /institution's representatives at the opening ceremony.  
Company brochures inside the conference/workshop folders.  
Opportunity to organize a conference in the conference hall including space and set-up.  
Full access at Meet & Match Area.

### SILVER PARTNER € 5000 (VAT EXCLUDED)

Booth space **42 m²**

Equipment included, tables, chairs, info desks, electricity, lighting, wi-fi.  
Logo on the online and offline promotional materials, banners, fliers, flags, invitations.  
Mentioning of the company during the opening ceremony.

NEW ERA OF EXHIBITIONS



Iceberg Exhibitions is presented by Iceberg Communication as a Trade Fair and Exhibition organizer. Iceberg Communication is one of the first innovative and integrated advertising and communication agencies founded in Tirana, 1999. For more than two decades, it has been a determinant actor of enormous changes in the event management industry.

The company organizes trade fairs and exhibitions in the most impactful sectors in the regional economy such as agriculture, construction and energy, tourism ect. The main objective of Iceberg Exhibitions is to open the door for strategic relationships between Balkan region and international markets, connecting people and sharing visions. Iceberg Exhibitions brings the events where the sector has the biggest impact without venue and location limitations.

Our events are diverse and inclusive, representing outstanding platforms for the businesses in the Balkan region to enjoy a successful debut for the international markets.

Join the Exhibition

