

FOR IMMEDIATE RELEASE - Press release

London: 10th July 2025

New Deal Europe Teams Up with Visit Europe to Bring Alps2Adriatic Region Closer to North American Travellers

London, July 2025 – Together with Visit Europe (European Travel Commission), New Deal Europe is launching an ambitious campaign to introduce North American tour operators and travel advisors to the Alps2Adriatic region, one of the most culturally rich and naturally diverse areas in all of Europe.

Running from July to December this year, the campaign will focus on promoting travel to Friuli-Venezia Giulia in Italy, Slovenia's Julian Alps, Vipava Valley and Karst, and Croatia's vibrant resort of Umag.

As long-standing promoters of South Europe, and with years of experience of working with the North American market, New Deal Europe are well placed to achieve the goal of increasing awareness of this region among travel professionals in the United States and Canada who are looking to expand their European product offerings.

During the campaign, they will organise sales visits across North America, host webinars for agents, and share stories with the travel media in a coordinated effort to strengthen the region's position as a place worthy of deeper exploration. They will also take part in three major trade shows: USTOA Annual Conference & Marketplace, NTA Travel Exchange, and The Signature Travel Network's annual conference.

Robert Dee, Co-Founder of New Deal Europe said: *"We are fully prepared for a busy and exciting few months ahead. This part of Europe has all the right ingredients for the North American market. It is already recognised for its beautiful natural landscapes, award winning wine and world beating gastronomy, but there's also fantastic architecture, a wealth of cultural attractions, and a rich history. What's more, it is leading the way in activity and sustainable tourism opportunities. It's a winning combination and we want to help the trade understand how to package all this and make it part of their regular sales portfolio."*

The region's many attractions include Lake Bohinj in Slovenia, which has been widely recognised for its award winning sustainability efforts and community-first approach. The border towns of Nova Gorica and Gorizia, once separated by the 'Iron Curtain' and this year's joint European Capital of Culture, show how borders can be bridges rather than barriers. The natural beauty of the Karst region includes the Škocjan Caves, a UNESCO World Heritage Site, and the famous Lipizzaner stud farm, while in Croatia, Umag stands out, not just for its coastline and events, including the ATP tennis tournament, but for its investment in luxury hotels and organic wines and olive oils, said by many to be the best in the world. Finally Trieste, the major city in the region, at times both a Cold War frontier, and the imperial port of the Habsburgs, offers a grandeur and historical depth that few cities can match.

(continues overleaf)

*"This is the right time for this kind of campaign," stated **Tine Murn, Co-Founder of New Deal Europe**. "Demand for Europe from the U.S. and Canada keeps growing. Recent reports point to a continued increase in bookings and a renewed interest in places that offer something different. The Alps2Adriatic region is full of history, character and real hospitality. It's not overrun, and it rewards people who want to become fully immersed in all it has to offer."*

Katja Kralj, coordinator of the project and representative of the Vipava Valley, said: *"It's important for us to work together across borders. This region is full of stories, full of contrasts, but there's a real unity in how we want to welcome travellers. For the North American market, where people are looking for authentic and meaningful experiences, we believe we have a lot to offer."*

Eduardo Santander, Executive Director of the European Travel Commission, commented: *"We're proud to support initiatives like Alps2Adriatic that highlight the richness of Europe beyond the usual spots. When regions come together like this, they show the true spirit of Europe – diverse, connected, and full of character. These are the kinds of experiences that stay with travellers."*

The Alps2Adriatic campaign is co-funded by the European Travel Commission as part of its wider efforts to support long-haul tourism and highlight Europe's lesser-known destinations.



For media enquiries and photo material please contact:

Tine Murn, New Deal Europe
info@newdealeurope.com