

# New Deal Europe 2021



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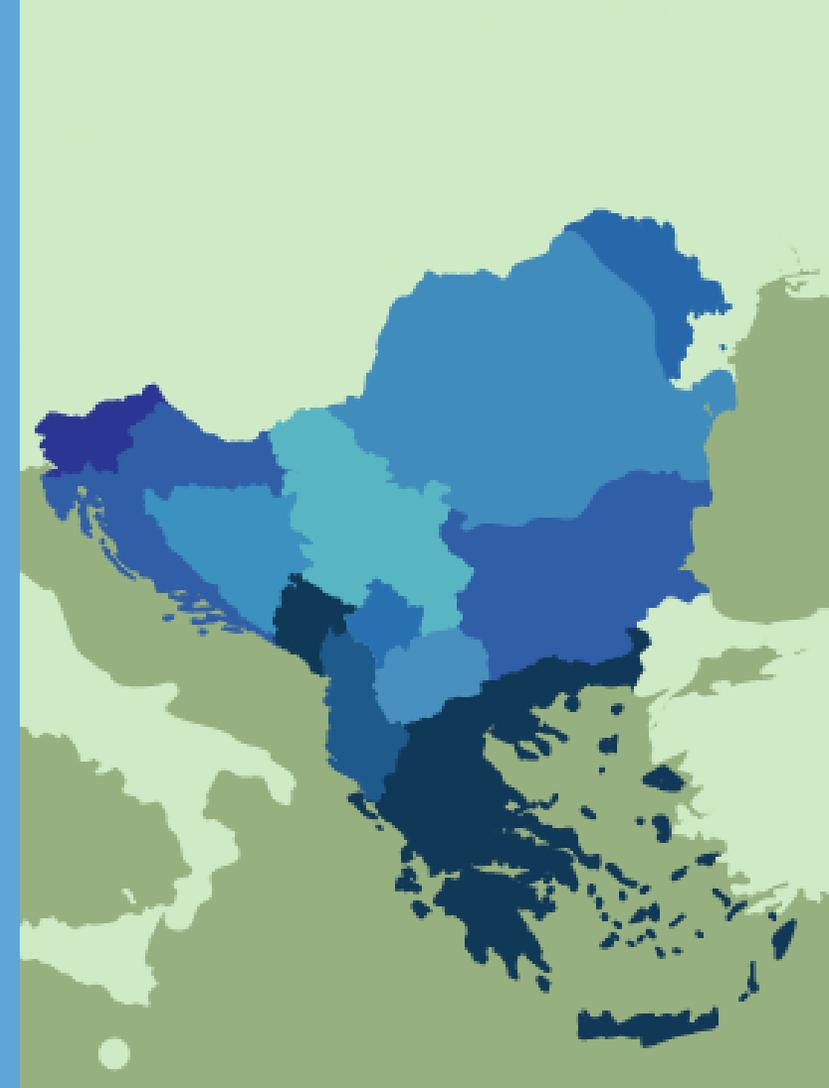
# New Deal Europe

- The exclusive B2B travel market
- Showcasing the very best Balkan products
- Connecting key buyers with exclusive exhibitors



# Partners from twelve Balkan countries

- Albania
- Bosnia-Herzegovina
- Bulgaria
- Croatia
- Greece **NEW**
- Kosovo
- Moldova **NEW**
- Montenegro
- North Macedonia
- Romania
- Serbia
- Slovenia



# Founders



## Robert Dee

- Former chair of European Tourism Association
- Director of Global Sales at Radisson



## Tine Murn

- Former Director of Slovenian Tourist Board in UK
- Owner of an award winning agency Mindbrand UK



# A one day travel trade event focused on the Balkan region of Europe.

- It brings together key travel companies' decision makers from around the world with tourist boards and suppliers from 12 Balkan Countries
- As such, New Deal Europe is the only travel market event dedicated to generating business to this growing tourism destination
- All-in-one travel workshop



# Key elements to the event

- **Marketplace** - a B2B workshop where key travel companies based in the Balkans meet the worldwide tour operators and wholesalers with potential for the region
- **Forum** - presentations and discussions on issues affecting tourism to the region, with keynote speakers from the outbound tourism industry



# Suppliers

- Invitations **sent to approximately 250 tour operators and wholesalers** globally
- **Invitations are targeted:** only operators who are already delivering business to the region, or are planning to include this fast growing region in their programmes, are selected to attend this exclusive event
- **The range of operators** covers budget to luxury, and a range of tourism sectors including activity, gourmet and cultural tourism
- Once registrations close, you **select appointments** with the operators most relevant to your business and region



# Event Agenda (provisonal)

- 08:20 Welcome to New Deal Europe
- 08:30 One on One meetings commence
- 10:00 Presentation on NDE Research into travellers' attitudes to the Balkans**
- 10:30 One on One meetings continue
- 12:00 Sponsor's presentation slot**
- 12:15 One on One meetings continue
- 15:00 Seminar – Supporting each other. Keynote discussion**
- 15:45 One on one meetings continue
- 18:30 Event closes



# New Deal Europe Forum - speakers in 2020

- **Jennifer Tombaugh**, President of leading US tour operator, Tauck
- **Andrea Godfrey**, Brand Manager of Regent Holidays, the first UK travel company to operate in Albania
- **Dominic Burke**, Managing Director of Travel Centres, the leading independent travel agency consortia in Ireland
- **Antonia Urlić**, Executive Director of Croatian luxury hotel brand, Stories Hotels
- **Alp Ozaman**, the New York based Regional Marketing Manager of Turkish Airlines
- **Lee Hayhurst, (Moderator)** Executive Director of Travolution

Jennifer Tombaugh



Andrea Godfrey



Dominic Burke



Antonia Urlić



Alp Ozaman



Lee Hayhurst - moderator



# Tourist Boards

## National and regional tourism boards have:

- The opportunity to promote their destination via our platform and news feeds
- Exclusive access to our media partners, News UK (publishers of the Times, The Sunday Times, The Sun, etc.)
- Access to our fulfilment partners, Jacobs Media Group (publishers of the UK's largest travel trade publication, Travel Weekly)
- **Additional sponsorship opportunities** to allow you to get your key messages across to the travel trade and media



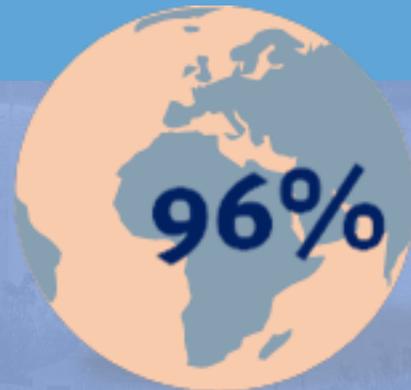
# 2020 Event Feedback



95% of suppliers said that the quality of buyers was high or very high



92% of all delegates awarded the event 8 out of 10 or higher on satisfaction rating



96% of delegates said that they would return to attend New Deal Europe in 2021



# 2020 Event Feedback

  
★★★★★  
Long Travel  
"Today was really good and went really smoothly. Thanks so much..."  
Andrew Smeed- Curd

  
★★★★★  
Balkan Prime Tours  
"We are happy to have friends like Robert Dee and Tine Murn! Touri..."  
Vlatko Sulev

  
★★★★★  
Stories, Unique Hotels  
"Thank you once more for this great opportunity to participate i..."  
Anatonia Urlić

  
★★★★★  
Albtours D  
"Thank you very much to the organisers and also very pleasur..."  
Enver Mehmeti

  
★★★★★  
Jet 2 Holidays  
"Just want to say I've had a great morning of meetings so far. Such..."  
Laura Balcombe

  
★★★★★  
Happy Tours Croatia  
"The event was very well organised and it was a nice 'come back' to a..."  
Nikola Mladinić

  
★★★★★  
Turkish Airlines  
"Workshop was very well organized /.../ it was very interesting and very benefi..."  
Sabina Ćerimagić Babić

  
★★★★★  
Visit Serbia  
"I thank you very much, yesterday's event was fantastic, far beyond my ex..."  
Zorica Jovanov

  
★★★★★  
Regent Holidays  
"Thanks for a brilliant event overall – it was amazing to reconnect with partne..."  
Andrea Godfrey

# Partners and organisers

## Partners



Jacobs Media Group



Robert Dee Associates



Mindbrand UK

## Media sponsors



Travel Weekly



News UK





**We look forward to seeing you.**

**12 April 2021**

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