

The first and only travel market platform dedicated to generating business to the growing tourism destination of South East Europe.

# New Deal Europe



## NDE 2021 in numbers:

- 200 buyers from 38 countries
- 148 suppliers from 12 destinations
- Over 3,000 business meetings
- Forum with 6 presentations and keynote speakers

## NDE 2021 in media.



## NDE marketplace.

A full day of prearranged appointments, connecting decision makers from travel companies around the world with tourist boards and suppliers from 12 Balkan countries.

**Exclusive event:** 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.

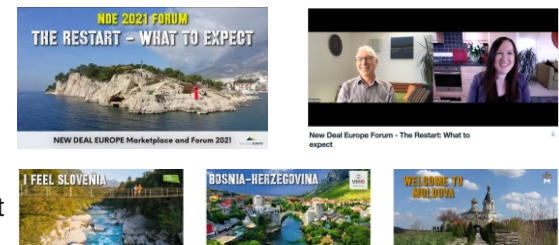
The range of operators covers budget to luxury, and a range of tourism sectors including activity, gourmet, wellness, beach holidays and cultural tourism.



## NDE forum.

New Deal Europe 2021 Forum is our keynote seminar dealing with the main current issues in the travel and tourism industry

- 15 minutes sponsorship opportunities for tourism boards to deliver key messages
- Seminars on the region delivered by experts
- Panel discussion with leaders from across the industry and all from different markets.



## Results.

97%

97% of suppliers said the quality of buyers was high or very high

89%

89% of delegates said meetings were very valuable or high value

99%

99% of delegates said that they would return to attend New Deal Europe in 2022

350 PARTICIPANTS

38 COUNTRIES

## Key achievements.

- (1) In just 2 years, New Deal Europe has become firmly established as the biggest ever platform for travel and tourism services in the Balkans and SE Europe
- (2) This happened in spite of starting a new travel trade brand and event in the hardest times for the travel industry
- (3) We had to adapt quickly to the circumstances of 2020: postponing the event from Mar 2020 to Oct 2020
- (4) Among the first travel events to go ahead in the pandemic moving from a 'live' event to one of the first 'virtual' events
- (5) Successfully establishing the brand with national tourism authorities, in all 12 countries, within a very short time frame.
- (6) Extensive personal network of suppliers and buyers throughout the world,

- leading to high invitation acceptance rate.
- (7) Buyer attendance from all corners of the globe, North to South and East to West
- (8) Specially commissioned primary source research into UK travellers' attitudes to the destination
- (9) Growth of second event in 2021 from 11 to 12 destinations, and a doubling of attendance
- (10) Global travel trade press coverage
- (11) Seminars and blogs on issues affecting tourism in the region
- (12) Partnerships with market leaders: *Jacobs Media - Travel Weekly Group* (no.1 travel trade media in the UK and one of the biggest in the world); *OTT, Mabrian Technologies*, and more to be announced