

INVITATION TO NEW DEAL EUROPE

Dear Sir/Madam.
Hope you are well.

As you might have heard, we are currently taking registrations for **New Deal Europe**, taking place in London on 30th March 2020, and we would love your organisation to be part of this inaugural event.

All the information is available on our website www.newdealeurope.com. You can register on there or by replying to info@newdealeurope.com. Please be aware, though, that the early bird offer for registrations expires on 15th December.

Below are some summary details for you.

Concept – a one day tourism event in London, focused on the Balkan region of Europe, bringing together suppliers and tourist boards from the 11 Balkan countries with key industry decision makers in the UK and Ireland.

Three Elements

- **Marketplace** – a B2B workshop between
- n the tour operators in the UK / Ireland with potential to the region, and the suppliers based in the Balkans.
- **Forum** – discussion /round table on issues affecting tourism to the region, with keynote guest speakers.
- **Networking** - an opportunity for suppliers to meet with both the travel trade and the travel press in the UK / Ireland.

Why Balkans and why now?

- In the UK there is a gap in the marketplace for this ‘hot’ destination – nothing exists at the moment supporting this region.
- Not all National Tourist Boards have an office in London so suppliers struggle to reach the decision makers and the consumers.
- Operators want to sell the entire region, not just one country, so a workshop covering the entire region has appeal to the trade.



NEW DEAL **EUROPE**[®]

Our expertise:

The directors of New Deal Europe are two senior travel industry figures working in partnership with leading travel trade names.

- Tourist Board head from the Balkan region who has worked for over 10 years in the UK
- Consultant with 30+ years in senior buying and selling roles, and former Chairman of the European Tourism Association supplier members, with an extensive network of contacts.
- Partnership with **Jacobs Media Group** – publishers of the UK's largest travel trade publication, Travel Weekly, and organisers of several travel trade shows.
- Partnership with **News Group UK** – publishers of National press such as the Times, Sunday Times and the Sun

We bring together:

- Travel trade suppliers from the Balkans
- Tourist Boards, national and regional
- Tour operators in UK/Ireland selling the region, or with potential for the region
- Inbound tour operators selling in overseas markets but based in UK
- Trade associations
- Travel agent consortia
- Travel trade media

I look forward you hearing from you and, hopefully, to seeing you in London in March.

With best regards

Many thanks,

Tine Murn,
Director, New Deal Europe



News UK



TRAVEL **5** WEEKLY
Years