

**FOR IMMEDIATE RELEASE - Press release**

London: 14<sup>th</sup> February 2024

## **New Deal Europe announce details of their 2024 Marketplace**

New Deal Europe has announced that its next annual travel trade marketplace will take place in London on 16 April 2024. It is the only global tourism event focused on twelve destinations of South East Europe, covering everywhere from Slovenia in the north to Greece in the south. The event returns to The Congress Centre in Central London.



**Registrations have opened this week for *New Deal Europe Marketplace and Forum 2024*, the premier travel trade event for South East Europe. Taking place on the 16<sup>th</sup> April at the Congress Centre, London, the event offers a unique opportunity for tour operators and travel agencies to meet with the most exciting destinations, hotels and local experts from this fast-growing tourism destination.**

**Robert Dee**, Director of New Deal Europe said *'the event last year was a great success, with over a thousand pre-arranged, highly focused meetings taking place, alongside a fantastic educational programme offering unparalleled insights into the region. This year we will be increasing the breadth of the suppliers attending, giving those with an understanding of the region the chance to take a really deep dive, while giving operators looking to discover South East Europe the perfect introduction.'*

*'We are delighted with the quality of the suppliers we have lined up to take part this year, with the best selection of destinations, accommodation providers and DMCs we've had yet'* added **Tine Murn**, co-founder of the event. *'Whether you are looking at the most popular destinations, or want to go off the beaten track, we have you covered. We noticed that over the last couple of years more and more tourists are starting to explore the region, and they are sharing their experiences on social media. In addition there have been numerous articles in the travel pages of national newspapers, all of which encourages more people to visit. Our conversations with leading tour operators and airlines in the USA, UK and other markets, shows us there is a very high demand for growth to the whole region.'*

(continued overleaf)

Travel buyers who are placing business in the region will be carefully matched with relevant suppliers at the marketplace in a series of 1:1 meetings, ensuring their time is well spent, and that they go home inspired.

With the continued growth of the event, New Deal Europe has added **Simon Young** to the team, to oversee its management.

*'I'm incredibly excited to be part of the team delivering New Deal Europe this year,' said Simon. 'Tourism in the region is one of the most dynamic in the world, with Albania, for example, seeing the third fastest growth globally since COVID. This event has been supporting this growth, with a phenomenal 40% increase in delegates over the last 3 years, and we are looking at record numbers again this year.'*



Registrations are now open:

<https://www.delegateselect.com/event/newdealeurope/2024>, with a hosted buyer programme offered to selected buyers from outside the UK.

#### **About New Deal Europe Marketplace and Forum 2024:**

*New Deal Europe is South East Europe's primary tourism event, and will take place live in London on 16<sup>th</sup> April 2024. The marketplace is a day of pre arranged meetings between tourism suppliers from 12 countries, and buyers from tour operators and agencies invited from around the world. The Forum element of New Deal Europe brings together keynote speakers and industry leaders to discuss and present on the major issues facing tourism in the region. With a programme including a full day of pre-arranged B2B meetings, destination presentations, a panel discussion with key industry figures and a networking reception, New Deal Europe Marketplace and Forum 2024 is set to sell out. It is free for buyers to attend and is bookable via the New Deal Europe website [www.newdealeurope.com](http://www.newdealeurope.com)*

**New Deal Europe – Developing Tourism to the South East Region of Europe:** *New Deal Europe is the primary tourism platform for South Eastern Europe, comprising five pillars: consultation, representation, education, media and events. Their annual showcase event, New Deal Europe Marketplace & Forum, will take place in London on 16th April 2024.*