

# New Deal Europe



# New Deal Europe

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



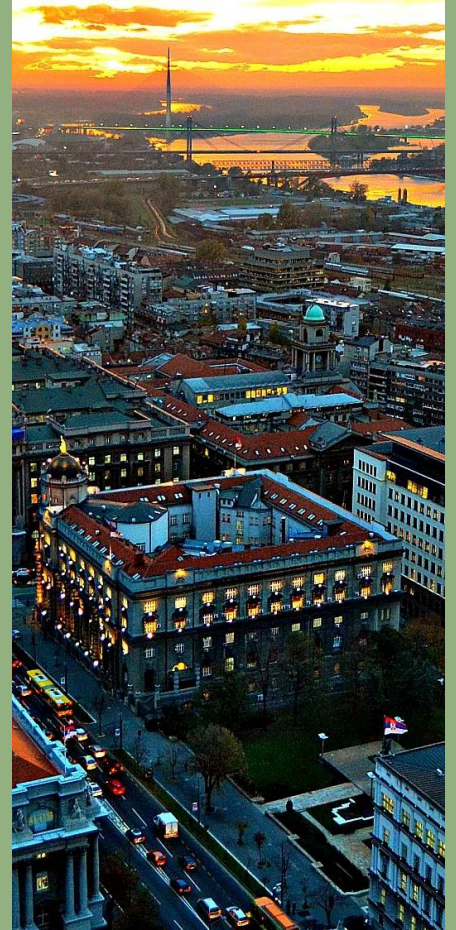
# Partners from eleven Balkan countries

- Albania
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Greece (northern part)
- Kosovo
- Montenegro
- North Macedonia
- Romania
- Serbia
- Slovenia



# New Deal Europe is a one day travel trade event in London focused on the Balkan region of Europe.

- It brings together key travel companies' decision makers from the UK and Ireland with tourist boards and suppliers from 11 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.



# Three elements to the event.

- **Forum** - presentations and discussions on issues affecting tourism to the region, with keynote speakers from the outbound tourism industry.
- **Marketplace** - a B2B workshop between the tour operators and wholesalers in the UK and Ireland with potential for the region, and key travel companies based in the Balkans.
- **Networking** - an opportunity for suppliers to meet with both the travel trade and the travel press in the UK / Ireland, and for buyers to meet with suppliers and tourist boards from across the entire Balkan region of Europe.



# Event Agenda

- 08:30 Arrival at News UK - coffee, tea and registration
- 09:00 Welcome to New Deal Europe
- 09:15 Travel Market Forum
- 10:30 One on One event to commence
- 12:30 Lunch and networking
- 13:30 One on one meetings continue
- 17:00 Taste of the Balkans networking drinks reception
- 18:30 Event finishes



# Suppliers

- Invitations **sent to approximately 250 tour operators and wholesalers** based in the UK and Ireland.
- **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, will be 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 will have the opportunity to **select appointments** with the operators most relevant to your business and region.
- You will have **your own desk** for the entire duration of the workshop.



# Tourist Boards

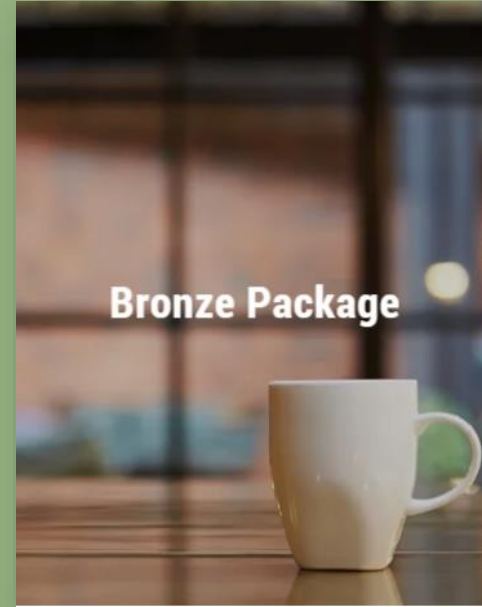
## National and regional tourism boards have:

- The opportunity to display materials in larger areas than that given to the Balkan suppliers.
- 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.





# Sponsorship opportunities



# Partners and organisers

## Partners



Jacobs Media Group



Robert Dee Associates



Mindbrand UK

## Media sponsors



Travel Weekly



News UK



**We look forward to seeing you  
in London.**

**30th March 2020**

[www.newdealeurope.com](http://www.newdealeurope.com)

 [@newdealeurope](https://www.facebook.com/newdealeurope)

 [linkedin.com/company/newdealeurope](https://www.linkedin.com/company/newdealeurope)

 [@EuropeDeal](https://twitter.com/EuropeDeal)