

TOURISM. LEISURE. HOTELS.

6-9
aprilie
2017

Post-event report

Tourism. Leisure. Hotels

April 6-9

Organizer: International Exhibition Centre Moldexpo SA

Co-organizer: Tourism Agency of the Republic of Moldova

Partners:

«ANAT» - Asociația Națională a Agențiilor de Turism din Moldova, «ANTREC-Moldova» - Asociația Națională de Turism Rural, Ecologic și Cultural din Moldova, «APIT» - Asociația Patronală a Industriei Turismului din Moldova, «ADTM» - Asociația de Dezvoltare a Turismului în Moldova, «ANTRIM» - Asociația Națională pentru Turism Receptor din Moldova, Liga Tineretului din Moldova

Media support: Afisa.md, AllMoldova.com, Allfun.md, Biznes.md, Hotels.md, Familia.md, Forum.md, Kompass.md, Kp.md, Mama.md, Otdyhai.md, Moldova-today.com, Mybusiness.md, Neogen.md, Noi.md, Numbers.md, Point.md, Play.md, Vedomosti.md, Yellow Pages of Moldova, Аргументы и факты, Панорама, Emisiunea «Доброе утро, страна!» RTR Moldova, Труд в Молдове, Молдавские ведомости



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**Exhibitors
(companies)**



**Visitors
(persons)**



**Exhibition area
(sq m)**

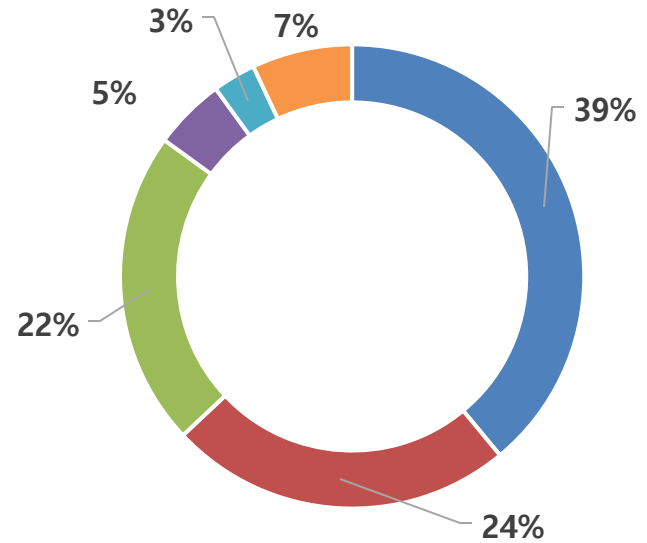


The exhibition in figure
s:



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- Tour operators and agencies
- Local tourism
- Tourism organisations
- Related tourism services
- Transport agents and transport means
- Other

Exhibitors' profile



«I would like to note that the exhibition opens opportunities for customers' feedback. We are satisfied with the quality of the audience that visited our stand - mostly representatives of b2b and b2c segments. In the result of communicating with visitors of our stand, we made a number of conclusions. In particular, we are satisfied with the huge interest for our new product - a platform that gives the clients the opportunity to plan their own vacation. We participate in TOURISM. LEISURE. HOTELS for the second time and the results of our participation allow us to look with optimism into the future not only of our company, but also of the tourism industry as a whole. »»

Viorel Chicu, Administrator, Aerlux



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- ✓ Looking for new partners/ clients **87,3%**
- ✓ Meeting with partners **61,9%**
- ✓ Promoting new products/ services **46,4%**
- ✓ Strengthening the image in the market **29,5%**
- ✓ Selling products/ services at the stand **30,9%**
- ✓ Assessing the market and the competition **29,5%**

«We are not first-timers at such a representative tourism forum as the exhibition TOURISM. LEISURE. HOTELS. I want to thank the organizers for the excellent conditions at the exhibition, their support during these 4 days. We were glad to meet all visitors to our stand, many of them getting acquainted with the opportunities for recreation and treatment in Hungary for the first time. Most importantly - thanks for the wonderful atmosphere, for the opportunity to communicate with visitors and other exhibitors. This is exactly what a tourist exhibition should be - bright, positive and informative.»

*Ruth Shengeli Şekeli, Sales manager, Hungaro SPA
(National Stand of Hungary)*

Goals of participating in the exhibition



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Effectiveness of participation in the exhibition

- of exhibitors
mentioned the
increased effectiveness
of participation in the
exhibition



- confirmed their
participation in the
next exhibition

“The exhibition was just wonderful, our charter flights to Crete, Spain, Portugal, to Rhodes enjoyed success. Thanks to a flexible system of discounts and the right organization of the event, we get our audience. The presence here of our partners confirmed the high reputation of the exhibition as a serious specialized project.”

*Ana Rusu, commercial director,
Voiaj International*



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Events at the exhibition

- ❖ «**Festival of Tourism**»
- ❖ **Festival - contest** of rural tourism "My Village"
- ❖ **Presentation:** BESTTravel BESTMoldova. Organizer: BESTTravel BESTMoldova
- ❖ **Seminar:** Association for the development of tourism services. Promotion of the "cluster" concept in tourism.
Organizer: Tourism Agency of the Republic of Moldova
- ❖ **Welcome to Odessa:** New offers for the summer 2017. Programs, hotels, events. Raffles with prizes from hotels participating in the exhibition.
Organizer: Association of tour operators and agencies OATA of Odessa
- ❖ **Seminar:** «Noveties of the season – Bulgaria Summer 2017, specifics of the on-line booking system B2B»
Organizer: FAMILY TUR
- ❖ **Business Networking Event**
- ❖ **Presentation of concepts:** 1. Information Center for Tourists in Chisinau - ANTRIM
2. Information Center for Tourists in Tiraspol - ARDT
- ❖ **Presentation:** "Novelties of the summer 2017" Organizer: Air Moldova
- ❖ **Tasting wines and traditional food** at the stand of Romania. Degustări de vinuri și bucate naționale la standul României. Organizer: Ministry of Tourism of Romania
- ❖ **Workshop:** Evolutiv RO 8.0. Organizer: Bibi Touring Touroperator
- ❖ **Presentation:** Montenegro – destination of the summer 2017. Programs air charter and bus charter. Hotels and excursions. Organizer: STIL TUR
- ❖ **Auction of vacation packages in Bulgaria, Greece, Turkey.**
Organizer: Voiaj International & Co
- ❖ **Raffle with prizes** - vacation packages (accommodation and treatment), offered by Romanian companies based on visiting cards collected at the stand of Romanian Ministry of Tourism's



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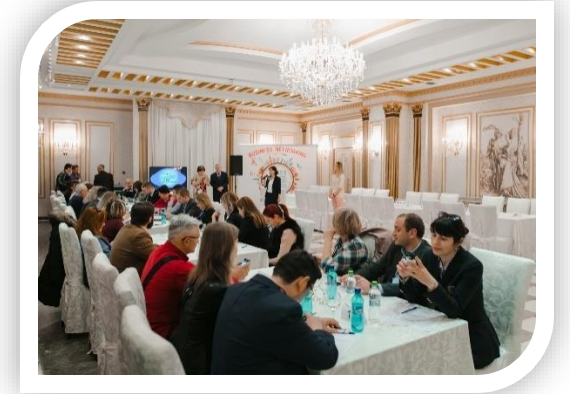
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CBC on Expo (Creating Business Contacts)

Tools of the program:

- ❑ **Business Networking Event** – an event for establishing primary business contacts between exhibitors.
- ❑ **Program Professional Visitor** - a special service for attracting the targeted audience to the exhibitor's stand. In the framework of the program over 100 pre-arranged business meetings were held;
- ❑ **Catalog of novelties** included new products and services, first presented at the exhibition. The catalog has become a visitors' guide to the stands with novelties;
- ❑ **Promotion of exhibitors prior to the exhibition** – personalized online advertising campaigns for exhibitors;
- ❑ **Attracting online visitors during the exhibition** - on-the-spot reports from the stands. Visitors are informed online about special offers and new products/services directly by exhibitors.



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Вы усердно работали весь год? Пришло время отдохнуть! СІЕ Moldexpo объявляет "ПРАЗДНИК ТУРИЗМА"! 🌍✈️🏠

Курс → выставка "Tourism. Leisure. Hotels!"
Опускаем якоря → в центральном и 2 павильонах, а также на открытых выставочных площадях!
Обещаем осадки → в виде насыщенной программы и отличного настроения!



Вас ждут презентации лучших направлений и новинок, специальных предложений и горячих туров на стендах более 150 компаний из Молдовы, Румынии, Украины, Болгарии, Грузии, Венгрии, Словакии и Турции.

Выберите свое направление на выставке:

6 - 9 апреля с 10.00-18.00

Первый в Молдове фестиваль туризма! Вы сможете окунуться в традиции, культуру, кухню и отдых разных народов мира!



**Info mails were sent to
40203 specialists and
end consumers!**



Direct mail



6 - 9 aprilie 2017

**Лето начинается на выставке
"Tourism. Leisure. Hotels"!**



Начните свое лето уже в апреле!

Закажите свой тур в мир захватывающих и увлекательных путешествий и приключений на выставке "Tourism. Leisure. Hotels" с 6 по 9 апреля!

5 причин зарегистрироваться на выставку:

- Регистрация на выставку дает статус VIP-посетителя. VIP-посетитель получает бесплатный билет на все 4 дня выставки!



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CIE Moldexpo
Опубликовано Irina Senicovscaia (?) · 7 апреля в 15:57 · 🌐

До отдыха твоей мечты лишь дотянуться рукой! 🌴☀️🏖️
ALEXA TOUR Travel Agency - ведущий туроператор по маршруту Греция, предлагает более 1500 отелей в регионах: Халкидики, Крит, Родос, Корфу, Тасос, Санторини, Микonos, Кос, а также:
🌍 Направления - Кипр, Черногория, Болгария, Турция, Хорватия, Италия и др.
🌍 Туристический маршрут Кишинев-Халкидики
🌍 Транспортные услуги по заказу... Еще



Количество охваченных пользователей 4 150 [Поднимать публикацию](#)

Просмотры: 710

👍 Нравится 💬 Комментарий ➦ Поделиться

👍 Natalia Mirzenco, Lidia Ursu и еще 15

14 публикаций

710 views, coverage - 4150

Tourism. Leisure. Hotels
Опубликовано Alina Covas (?) · 7 апреля в 15:16 · 🌐

👏! Aerlux Company participantul expoziției Tourism. Leisure. Hotels are grijă să economisiți BANI și TIMP 🤗
Compania oferă posibilitatea de selectare a serviciilor turistice și a билетelor de avion direct de pe site. Diverse modalități de achitare: numerar, transfer sau card bancar. Ajutor în alegerea celei mai convenabile oferte o puteți găsi chiar la standul companiei la CIE Moldexpo până duminică, deasemenea puteți beneficia de oferte speciale și de sezon. Vă așteptăm!



Количество охваченных пользователей 1 392 [Поднимать публикацию](#)

Просмотры: 428

👍 Нравится 💬 Комментарий ➦ Поделиться

👍 Eugenne Clinton, Maria Kuzmitskaia и еще 21

6 публикаций

428 views, coverage - 1392

Tourism. Leisure. Hotels
Опубликовано Irina Senicovscaia (?) · 18 марта в 14:51 · 🌐

Не пропустите специальное предложение от компании Vision Travel! 🇷🇺
Только в период выставки Tourism. Leisure. Hotels с 6 по 9 апреля - забронируйте тур в Грецию или Болгарию и получите два места в автобусе премиум-класса - БЕСПЛАТНО! ❤️❤️❤️
Автобусы компании #VisionTravel, оснащенные всем необходимым, позволят Вам путешествовать без утомления и делиться впечатлениями в режиме online! 📱🤗
Vision Travel - новое восприятие туризма! 🇷🇺🇬🇷🇵🇸🇬🇪 Ждем Вас на выставке с 6 по 9 апреля!
#tourismleisurehotels #moldexpo #greece #bulgaria



Количество охваченных пользователей 1 420 [Поднимать публикацию](#)

Просмотры: 366

👍 Нравится 💬 Комментарий ➦ Поделиться

👍 Karlova Natalia, Alina Rotari - Șveț и еще 13

366 views, coverage - 1420



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Number of views of the exhibition page during the advertising campaign of the exhibition

Подробности публикации

Tourism. Leisure. Hotels добавлено 4 новых фото.
Опубликовано Alina Sovas (1) · 7 апреля в 12:15

Un pahar de vin cu pana corbului, o pâine caldă împietrită după tradiție, o peștoare cu căntece și obiceiuri - găsiți la standul participanților noștri veniți din GĂGĂUZIA. Vino să gustați și tu din bunătațe și să faci cunoștință cu oameni frumoși la chip și suflet. Te așteptăm! #moldexpo #tourismleisurehotels #tradiție

2 674 Охват людей

129 Реакции, комментарии и перепосты

106	17	89
К лайкам	К публикациям	К перепостам
5	0	5
Супер	К публикациям	К перепостам
3	0	3
Комментарии	К публикациям	К перепостам
16	16	0
Перепосты	К публикациям	К перепостам

789 Клики на публикацию

582	0	207
Просмотры фотографий	Количество кликов на ссылку	Другие клики

ОТРИЦАТЕЛЬНЫЙ ОТЗЫВ

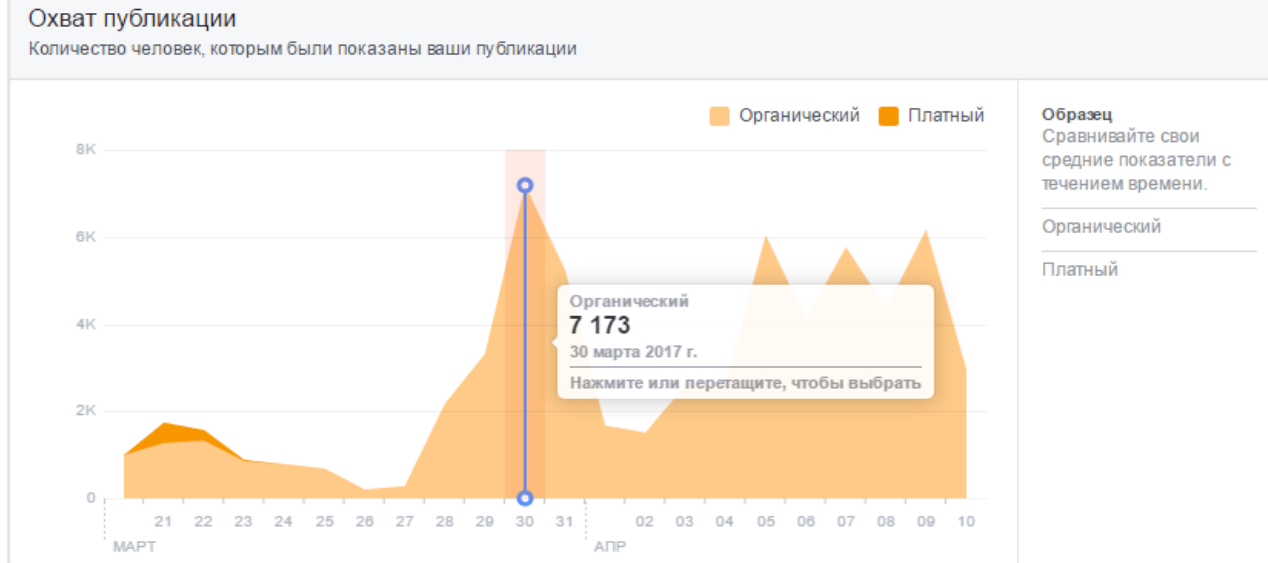
0	0
Скрыть публикацию	Скрыть все публикации
0	0
Покажись на стене	Не нравится

Получите больше отметок «Нравится», комментариев и перепостов. Поднимайте эту публикацию за 2 \$, чтобы охватить до 3 000 человек.

Количество оценочных пользователей 2 674

Виктория Соколова, Ирина Влах и еще 15

Нравится Комментарий Поделиться



Популярные видео

Видео на вашей Странице с самым большим количеством просмотров в течение от 3 секунд и более для видео, опубликованных с 20 марта 2017 г. по 10 апреля 2017 г.

Библиотека видео

Опубликовано	Видео	Целевая аудитория	Просмотры
30.03.2017 15:53	5 motive de a vizita standul companiei Aerlux Company la expoziția Tourism. Leisure. Hotels! Vă așteptăm în perioada 6-9 aprilie la CIE	Глобальная	1,5K
05.04.2017 18:28	Выставка Tourism. Leisure. Hotels приближается к СТАРТУ! Уже завтра для Вас свои двери откроют райские уголки планеты,	Глобальная	835
06.04.2017 17:57	Первый день выставки Tourism. Leisure. Hotels прошел ОТЛИЧНО! Красочные стенды, добродушные участники, огромное	Глобальная	675
29.03.2017 15:21	TRĂIEȘTE VACANȚA împreună cu Christian Tour - Moldova! Servicii de cea mai înaltă calitate însoțite de oferte turistice inedite	Глобальная	536
21.03.2017 9:06	My Way - комфорт, о котором ты мечтаешь! Путешествие на комфортабельном автобусе - залог прекрасного отдыха! Компания	Глобальная	499

Видео

Опубликовать

Эффективность видео в этой публикации

Минут просмотра	469
Просмотры видео	1 485
10-секундные просмотры	622
Среднее время просмотра видео	0:09
Аудитория и вовлеченность	

Tourism. Leisure. Hotels

5 motive de a vizita standul companiei Aerlux Company la expoziția Tourism. Leisure. Hotels! Vă așteptăm în perioada 6-9 aprilie la CIE. Moldexpo #tourismleisurehotels #moldexpo #AerluxCompany

1:00 · Загружено в 30.03.2017 · Перманентная ссылка

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Online promotion

- 3 contests, organized on Facebook jointly with exhibitors and sponsors of the exhibition
- Event «The Summer Begins at Tourism. Leisure. Hotels»
- Direct mail
- PR campaign on Moldexpo site
- Advertising campaign on TV, radio, specialized sites and among groups of interest
- Posts about exhibitors' new products on Facebook and Instagram

Offline promotion

- Sending invitations by post to specialists of the industry
- Making an infomercial about the exhibition and promoting it on TV, Youtube, Moldexpo and Facebook

Online and offline promotion



Количество охваченных пользователей 227

Поднять публикацию

Нравится Комментарий Поделиться

Mary Cazacu, Maria Kuzmitskaia и еще 13



1 человек охвачен

Поднять публикацию

Просмотры: 503

Нравится Комментарий Поделиться

Karlova Natalia, Юлия Б. В. и еще 25

14 публикаций



Количество охваченных пользователей 6190

Поднять публикацию

Нравится Комментарий Поделиться

Юлия Петрова, Натуси Муфтиева и еще 190

192 публикации



Количество охваченных пользователей 1668

Поднять публикацию

Просмотры: 537

Нравится Комментарий Поделиться

Karlova Natalia, Надежда Рацева и еще 9

3 публикации



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Advertising campaign on TV and radio

Radio stations	broadcastings
Radio Plai	70
Новое радио	63
HIT FM	70
Megapolis FM	70
Aquarelle FM	105

TV channels

NTV Moldova	62
PRO TV	60
THT Exclusiv TV	62
RTR Moldova	103
Agro TV	187

Emisiunea «Доброе утро, страна!» RTR Moldova 6.04.2017

Reports

PRO TV	6.04.2017
Publica TV	6.04.2017
Noroc TV	6.04.2017
Noi.md	6.04.2017
Agro TV	6-8.04.2017

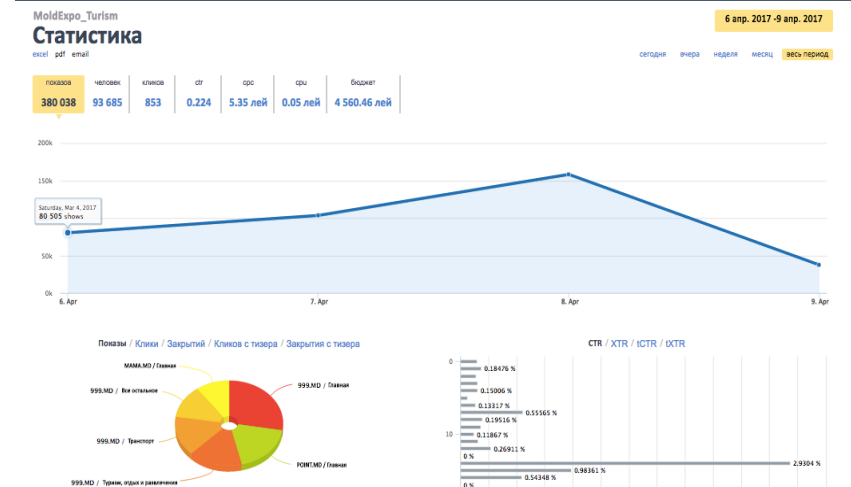
Advertising campaign

Specialized and news sites:

Afisa.md, AllMoldova.com, Allfun.md, Biznes.md, Hotels.md, Familia.md, Forum.md, Kompas.md, Kp.md, Mama.md, Moldova-today.com, Mybusiness.md, Neogen.md, Noi.md, Numbers.md, Otdyhai.md, Point.md, Play.md, Vedomosti.md, Yellow Pages of Moldova

Printed mass-media

Аргументы и факты, Молдавские ведомости
, Панорама, Труд в Молдове,



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Daily flow of visitors



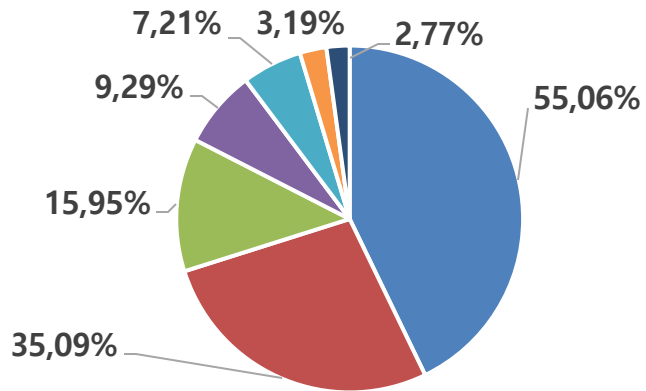
«I was pleasantly surprised by the abundance of new proposals - I collected a whole bunch of advertising brochures. This year I wanted to try something new, and at the exhibition my eyes simply run out. Most of all I was interested in Montenegro: I found good prices at the VISION TRAVEL stand. »

Vioroca Crețu, IT specialist



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- Looking for new tourism proposals and services
- Obtaining complete information about the services provided by exhibitors
- Assessing the market
- Other
- Business meetings with partners
- Take part in the business program
- Conclude contracts

Reasons to visit the exhibition



«The exhibition offers a very rich choice of vacations with and for children, both in the country and abroad. I am sure that this is the best place to plan a holiday - there is an opportunity to compare offers, to learn about new products. I was interested in the Children's Camp "Звездный берег", also in a very interesting offer of family holidays in Albena from Family Tur. I also think it's a very good idea to promote the possibilities of domestic tourism. I first found about some places in Moldova only at the exhibition TOURISM. LEISURE. HOTELS.»

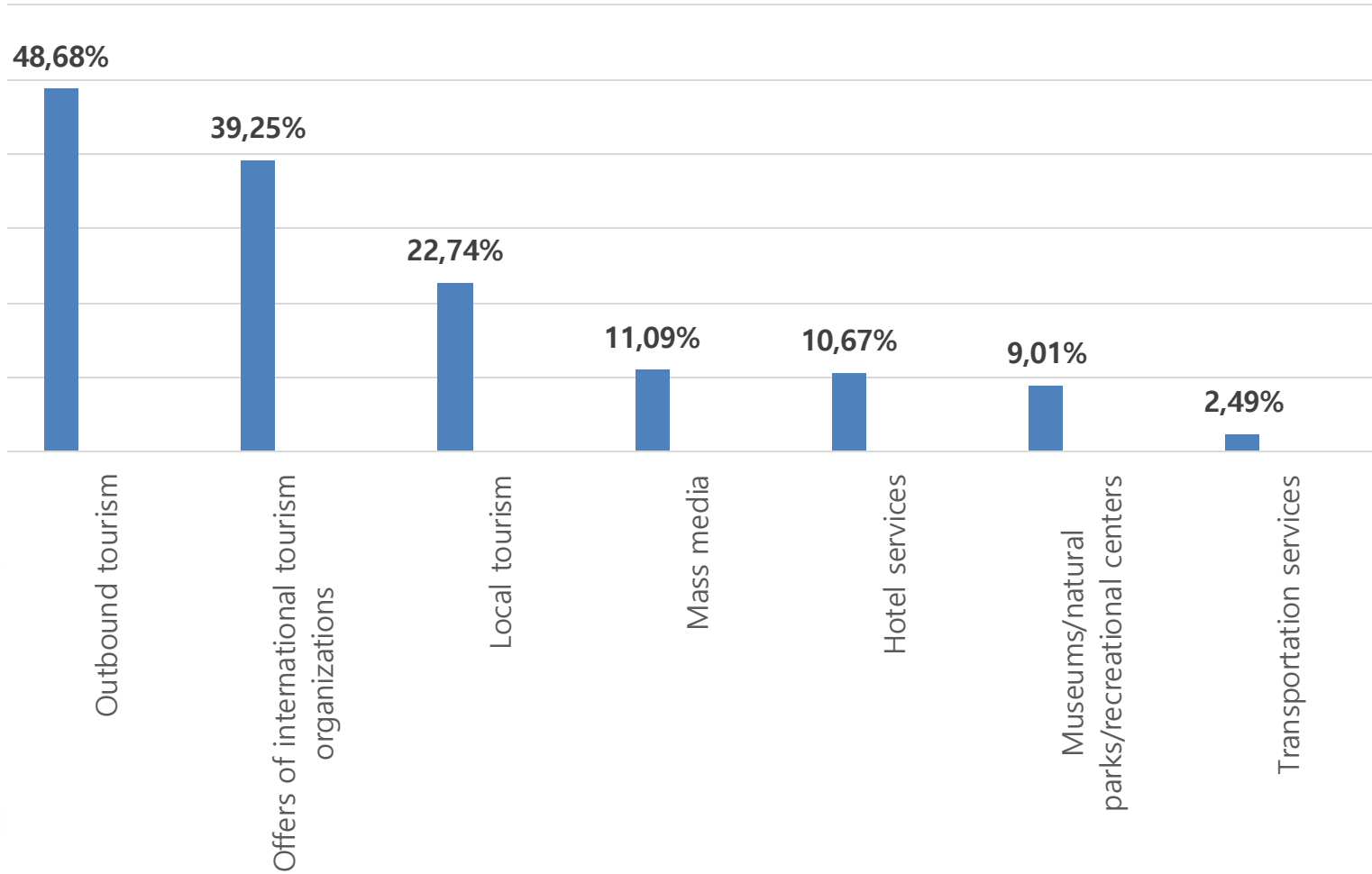
Iulia Roșca, office manager



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Classification of visitors by interests



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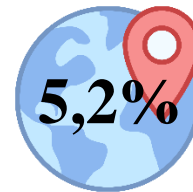
Geography of visitors

Republic of Moldova



International visitors

(Bulgaria, Georgia, Denmark, Spain, Italy, Poland, Russia, Romania, Turkey, Ukraine)



«We are participating for the first time in the exhibition - this is part of our campaign to promote a new children's camp on the Black Sea coast. I am glad that large travel companies are represented here, there is the possibility of direct communication, the opportunity to establish business relations. After all, our target audience are also tour operators. In addition, I want to note the undisputable benefits of such a tool as networking - we received very useful and promising contacts. Participation in TOURISM. LEISURE. HOTELS has been fully rewarding.»

Elena Solovieva, Customer Service Manager, Zvezdny Bereg (Ukraine)



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Contacts



See you at
Tourism. Leisure. Hotels
2018!

