



29
march

01
april

2018

**POST EVENT
REPORT**



ORGANIZER



CO-ORGANIZER



Tourism Agency
of the Republic of Moldova

Government of the Republic of Moldova

PARTNERS



MEDIA PARTNER



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THE EXHIBITION IN FIGURES

EXHIBITORS

124 companies

Moldova, Bulgaria, Hungary, Maldives, Romania, Turkey, Ukraine

Exhibition area

1899 sq m

Visitors

6654 persons



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EXHIBITORS' PROFILE

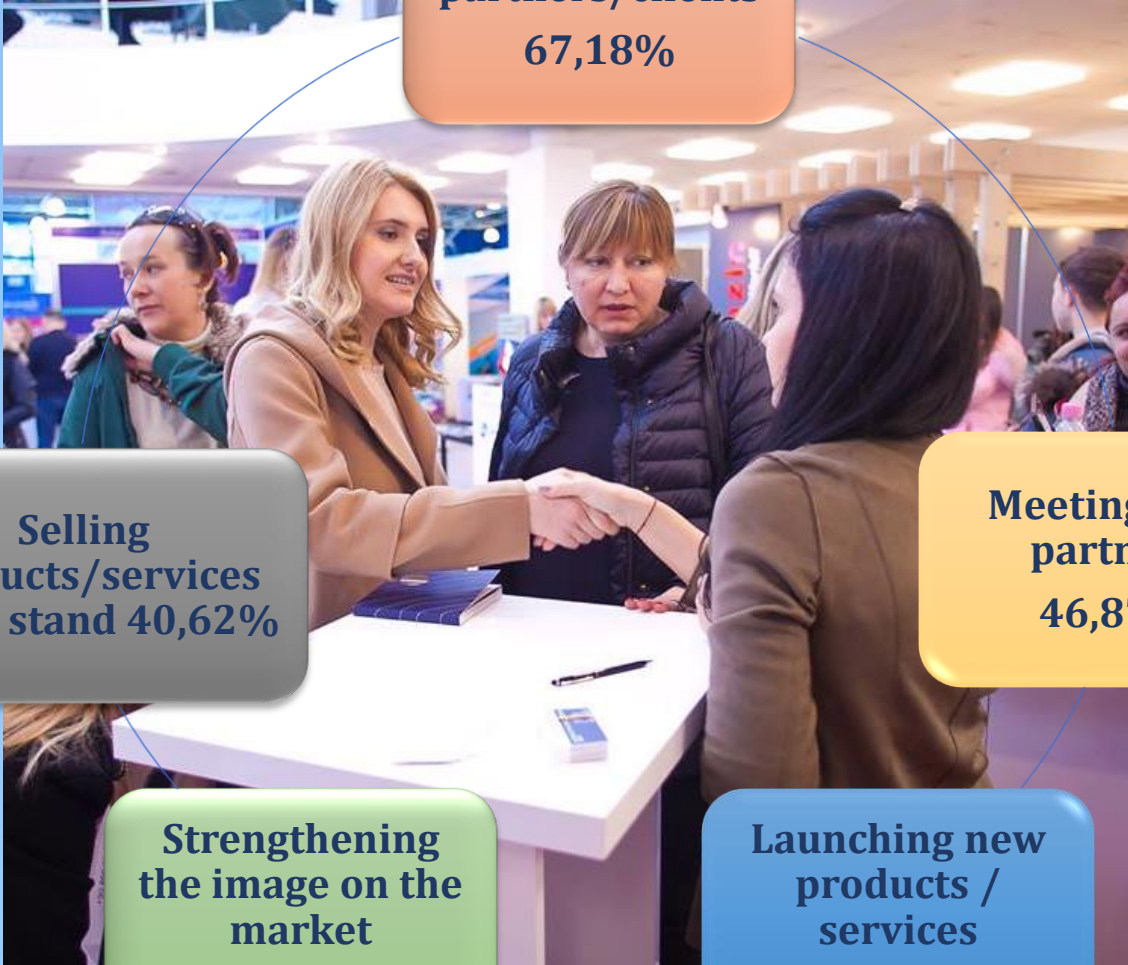
EXHIBITORS



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GOALS OF PARTICIPATION



Looking for partners/clients
67,18%

Selling products/services at the stand
40,62%

Meeting with partners
46,87%

Strengthening the image on the market
60,93%

Launching new products / services
23,43%



EXHIBITORS

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EFFICACY OF PARTICIPATION

75%

of participating companies attained their goals and were satisfied with obtained results



48%

of surveyed exhibitors declared that they intend to participate in TOURISM.LEISURE.HOTELS 2019



EXHIBITORS

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EXHIBITORS' OPINIONS

«I would like to thank Moldexpo for the good organization of the exhibition. These 4 days were very well spent - we presented to our visitors the opportunities to vacation in Ali Bey Hotels and Marti Hotels, a special offer for recreation in the renovated Amara Club Marine Nature, as well as one of the main holiday destinations - Greece.»



ICS Tez Tour SRL



«Evaluating the results of the exhibition, one can say that Hungary, as a whole, remains a rather exotic destination for tourists in Moldova. That is why the interest for the famous balneological resort of Hajdúszoboszló is consistently high. Our goal is to attract as many potential tourists from Moldova as possible to our resort and the exhibition TOURISM. LEISURE. HOTELS successfully contributes to this goal for the 4th year already.»



Hajduszoboszloi, Hungary

«We are satisfied with the results of our participation in the exhibition, because every visitor at our stand is a potential customer of our aqua park and hotel, which were opened this year. For us it was important to attract people specifically to the opportunities for recreation in the hotel and we succeeded. Thanks for the good organization!»



Hotel Aquapark Zatoka



EXHIBITORS

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EVENTS AT THE EXHIBITION

Seminar: **Tourist resorts in the region of Athens**

Organizer: **Voiaj International**

Seminar: **Greece – Summer 2018**

Organizer: **Alexa Tour**

Seminar: **Malta - treasure of culture in the Mediterranean**

Organizer: **Malta Travel**

Seminar: **Bulgaria - Summer 2018. Specifics of the b2b on-line booking system**

Organizer: **Family Tur**

Seminar - presentation of religious tourism **“Blessed Romania”**

Organizer: **Ministry of Tourism of Romania**

Holidays auction

Organizer: **Voiaj International**

Holiday raffles from ÖZEGE Travel, Panda Tur,

Hotel Aquapark Zatoca, Cricova, HAJDUSZOBOZLOI,

Business Networking Event

Tourism Festival 2018

Miss Tourism Beauty Moldova 2018

Festival of rural tourism “My Village – a tourism destination”



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OFFLINE ADVERTISING CAMPAIGN

TV and RADIO

KISS FM	49 broadcastings
Megapolis FM	70 broadcastings
Новое радио	63 broadcastings
HIT FM	70 broadcastings
Jurnal TV	80 broadcastings
PRO TV	60 broadcastings
THT Exclusiv TV	45 broadcastings
RTR Moldova	80 broadcastings
Agro TV Moldova	180 broadcastings

VIDEO REPORTS

Agro TV Moldova	29-30.03
PRO TV	29.03
TVR	29.03
NTV Moldova	29.03

MASS MEDIA

Аргументы и факты
Комсомольская правда
Молдавские ведомости



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CBC on EXPO

(Creating Business Contacts)

establishing business contacts

- ❖ **Business Networking Event** – an event aiming to facilitate the establishing of primary business contacts between exhibitors;
- ❖ **Program Professional Visitor** - a special service for attracting visitors to the exhibitor's stand. In the framework of the program more than 456 pre-arranged business meetings were held;
- ❖ **Catalog of new products** - included products and services, presented by the exhibitors. The catalog has become a visitors' guide to the exhibitors' stands;
- ❖ **Digital marketing** – personalized advertising campaign for exhibitors and the event;
- ❖ **Direct mail** – mailing info letters on the database of MOLDEXPO and of the partners of the exhibition;
- ❖ **WEB banners** – placement of web banners on specialized and info portals.



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DAILY FLOW ON VISITORS

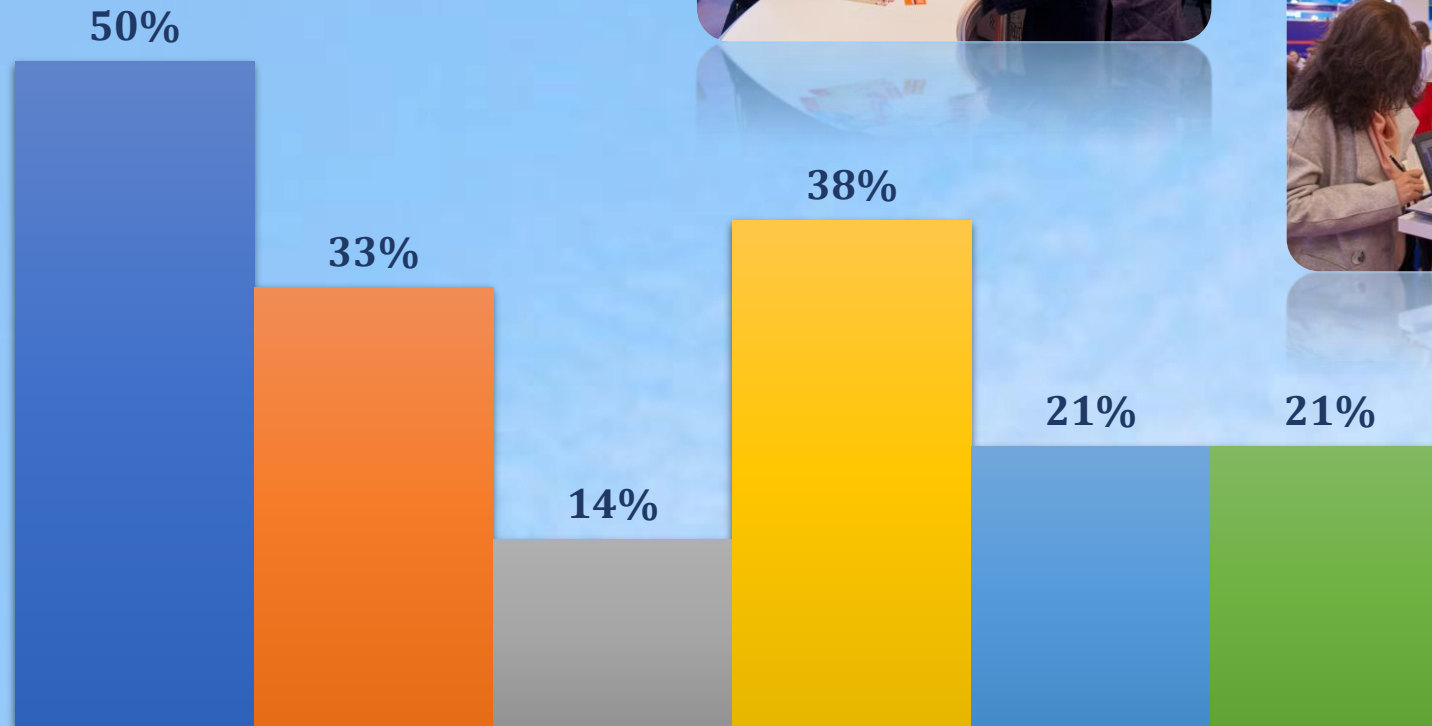


VISITORS

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REASON TO VISIT



■ looking for tourism offers and services

■ purchasing travel vouchers

■ business meetings with partners

■ assessing the market

■ attending the business program

■ concluding cooperation agreements



VISITORS

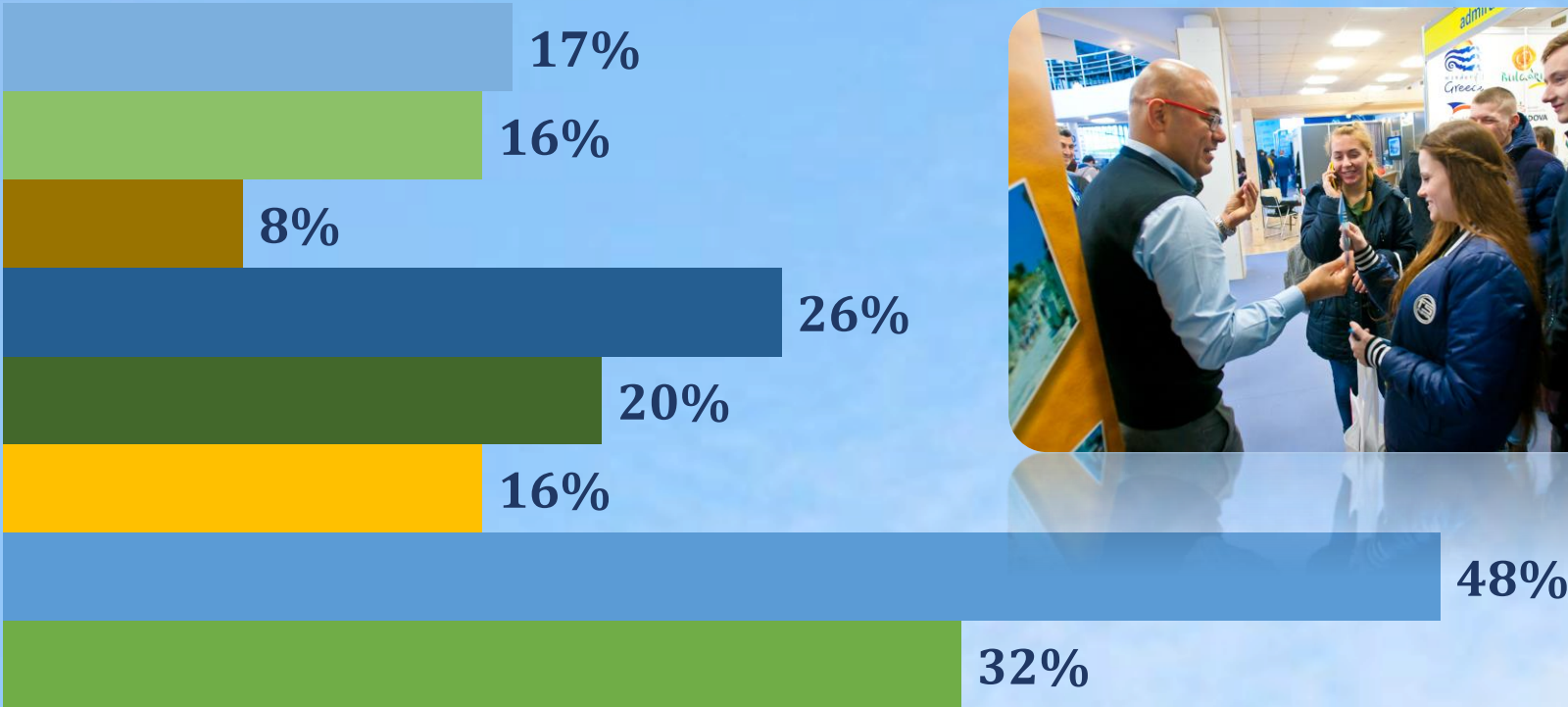
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CLASSIFICATION OF VISITORS BY INTERESTS

VISITORS



- sports travel
- balnear treatments
- accommodation services
- outbound tourism
- excursions
- transport services
- in-country tourism
- offers of international tourism organizations

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VISITORS' GEOGRAPHY



95% - Republic OF Moldova

5% - Visitors from abroad ➡ Albania, Bulgaria, Greece, Israel, Poland, Romania, Russian Federation, Turkey, Ukraine



VISITORS

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TEAM of TOURISM.LEISURE.HOTELS 2018



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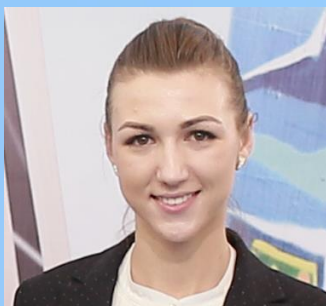
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See you at [TOURISM.LEISURE.HOTELS](https://www.tourism-leisure-hotels.com) 2019!

