



7 10

**February
2019**

**24th International
specialized
exhibition of
tourism, leisure
and hotels**

**POST EVENT
REPORT**

Organizers:



Guest country:



Official support:

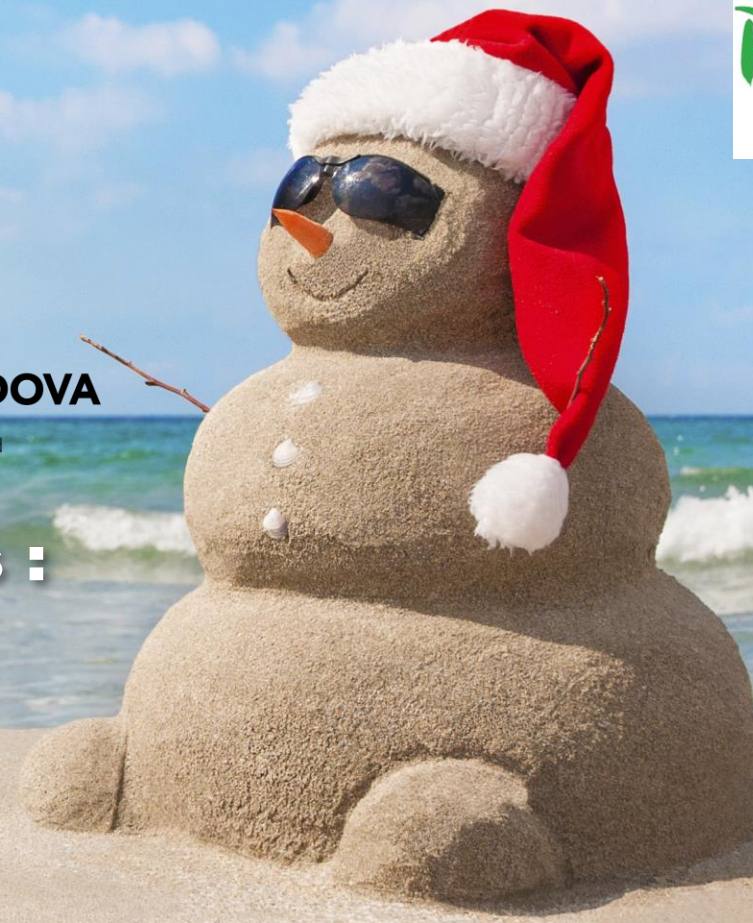
Investment Agency of Moldova



Partners:



Media partners :



THE EXHIBITION IN FIGURES

PARTICIPANTS

86 companies

- Bulgaria
- Greece
- Hungary
- India
- Spain
- Moldova
- Romania
- Ukraine

EXHIBITION AREA

904 sq m

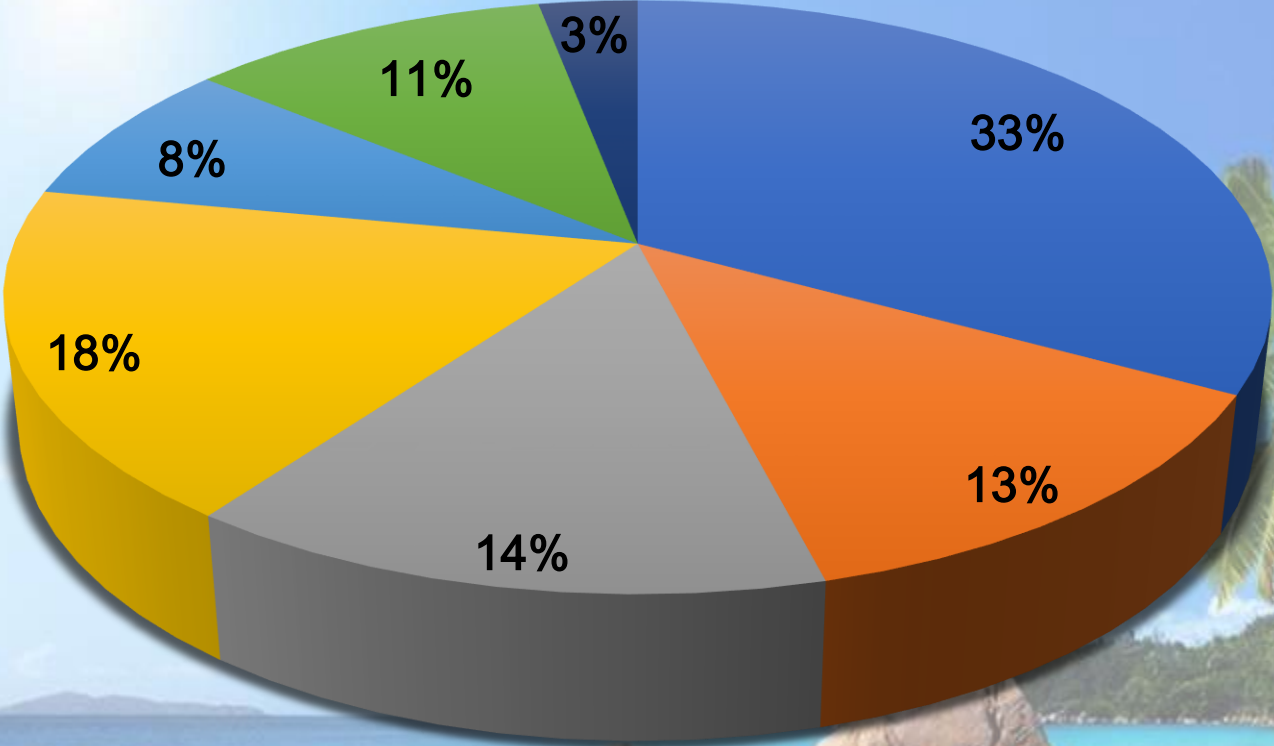
VISITORS

8,413 persons



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EXHIBITORS' PROFILE



■ Tour operators and travel agencies

■ In-country tourism

■ Tourism associations and organizations

■ Sightseeing attractions and hotels

■ Transportation

■ Souvenirs, accessories and others

■ HoReCa services



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GOALS OF PARTICIPATION

68% Looking for partners / clients

52% Meeting with partners

41% Launching new products / services

52% Consolidating the image of the company

30% Selling products / services

27% Assessing the market and the competition



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EFFECTIVENESS OF PARTICIPATION

66%

of exhibitors were satisfied with the results of their participation

48%

of companies confirmed their participation in the exhibition
TOURISM.LEISURE. HOTELS
2020



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PARTICIPANTS' OPINIONS

“For us, the exhibition is a good opportunity to announce new packages of the season, to attract new customers with special offers. By the way, it is easy to follow the preferences of our tourists: for example, despite the fact that Turkey remains the most popular destination, the demand for Greece is seriously growing. It was obvious by visitors' questions and the bookings they were making.”

Voiaj International

“We are fully satisfied with the results of our participation at the exhibition. In my opinion, the timing was very correctly chosen, later it would have been ineffective. We had a lot of visitors, people were actively interested, and, in general, I can say that interest in holidays in Bulgaria is noticeably growing.”

Rosița, Regnum Bansko Hotel

“The exhibition demonstrated once again that our tourists have become more demanding and well-informed. Therefore, we are very pleased that they are choosing our company. We had a lot of visitors and we tried to satisfy all their requests. Participation gave us a 100% result, which we expected. We value our every client.”

Panda Tur



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EVENTS IN THE FRAMEWORK OF THE EXHIBITION



Hundred Years of Romania. Presentation of cultural tourism,
Organizer: MINISTRY OF TOURISM of ROMANIA



Seminar: Bulgaria Is More Than The Seaside! Guest country – Bulgaria!
Organizer: Embassy of Bulgaria in the Republic of Moldova



Seminar: Loyalty program HELLOOTEL in the field of tourism
Organizer: Kilikya Hotels and HELLOOTEL Club



Seminar: Spain. Summer 2019! News and important details!
Organizer: Voiaj International



Tourism development in the South-East region of the Republic of Moldova
Organizer: Employers' Association of the Tourism Industry of the Republic of Moldova



**Presentation of the tourist potential of Truskavets resort, Karpati Hotel Complex
(Truskavets, Ukraine)**
Organizer: Karpati Hotel Complex



Guest Country Bulgaria presents: Concert of Bulgarian traditional songs
Organizer: Embassy of Bulgaria in the Republic of Moldova



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OFFLINE ADVERTISING COMPANY

TV and RADIO

broadcastings

| | |
|-----------------|-----|
| KISS FM | 72 |
| Europa Plus | 72 |
| Новое радио | 72 |
| HIT FM | 72 |
| Radio 21 | 72 |
| Jurnal FM | 72 |
| Jurnal TV | 77 |
| PRO TV | 55 |
| THT Exclusiv TV | 32 |
| RTR Moldova | 44 |
| Agro TV Moldova | 140 |
| TVM 1 | 30 |

VIDEO REPORTS

| | |
|-----------------|-------|
| Agro TV Moldova | 07.02 |
| PRO TV | 07.02 |
| Jurnal TV | 07.02 |
| Canal 3 | 07.02 |
| TVR | 07.02 |
| RTR Moldova | 07.02 |
| TVC 21 | 07.02 |
| GRT | 07.02 |

printed MASS-MEDIA

Аргументы и факты
Комсомольская правда
Молдавские ведомости



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CBC on EXPO

(Creating Business Contacts)

- **Professional Visitor Program** - a special service for attracting visitors to the exhibitors' stand. In the framework of the program more than 356 pre-arranged business meetings were held;
- **Catalog of new products** - included new products and services, presented by exhibitors. The catalog has become a visitors' guide to the exhibitors' stands with latest products and services;
- **Digital marketing** – personalized advertising campaign for exhibitors and business events;
- **Direct mail** – mailing info letters to the addresses from the database of MOLDEXPO and of the partners of the exhibition;
- **WEB Banners** – placement of banners on specialized and news portals.



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DAILY FLUX OF VISITORS

07.02

2664
persons

08.02

1217
persons

09.02

2296
persons

10.02

2236
persons

TOTAL

8413
persons



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REASONS TO VISIT

Professional visitors

32%

Attending the business program

9%

Finding new business partners

25%

Getting acquainted with new products/offers

38%

Business meetings

25%

General public

68%

Getting acquainted with new offers

44%

Purchasing travel/vacation packages

38%

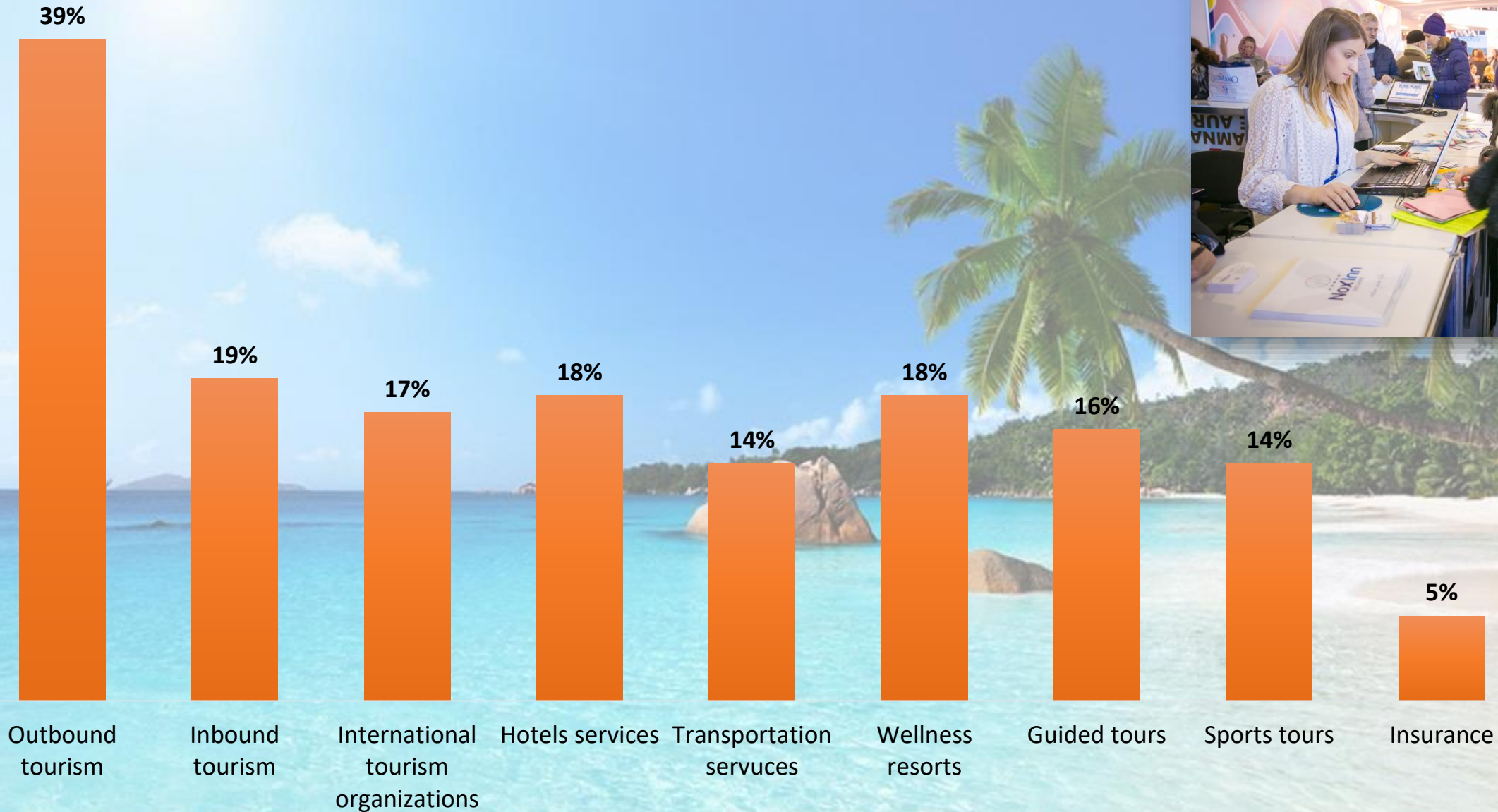
Looking for new touristic offers

35%



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VISITORS WERE INTERESTED IN:



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GEOGRAPHY OF VISITORS



95% - Republic of Moldova

5% - Visitors from abroad: Greece, Romania, Slovenia, Turkey, Ukraine



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VISITORS' OPINIONS

"As a specialist, I was very impressed by the exhibition. I will note two stands that interested me the most. These are Bulgarian tour operators - there was a lot of useful information. We discussed very productively with the representatives of Tez Tur, including work organization, new directions, and cooperation with hotels."

**Eva Butenco, manager turism,
Fantasy Tur**

"I came to the exhibition because I was interested in the opportunity to get discounts for early booking. We usually spent vacations in Turkey or Bulgaria, but this year we decided to try something new. We chose a vacation on the Aegean Sea at a very decent price for the whole family."

Oxana Baltag, manager, companie IT

"I have already visited this exhibition before and I can say that there are fewer agencies this year, but it's easier to find what you need. And I was very pleasantly surprised by the prices - I booked a vacation in Turkey in a good hotel with a substantial discount. It is good that there is no crowds there and you can discuss calmly with consultants. I like it."

Lilia Verejan, housewife



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Team of the exhibition TOURISM.LEISURE.HOTELS'19



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