

TOURISM

TRAVEL SHOW ALBANIA

REGIONAL TOURISM OFFER

FEBRUARY 12-13, 2025

PALACE OF CONGRESSES, TIRANA

ICEBERG
EXHIBITIONS

Në bashkëpunim me

NEW DEAL **EUROPE**

Me mbështetjen e

MINISTRIA E TURIZMIT
DHE MJEDISIT

ELEVATING TOURISM,
EMPOWERING SUSTAINABILITY

TOURISM & TRAVEL SHOW ALBANIA 2025
Regional Tourism Offer

When: **February 12-13, 2025**

Where: **Palace of Congresses, Tirana**

Organizer: **Iceberg Exhibitions**

NEW ERA OF EXHIBITIONS

DISCOVER ALBANIA: A GATEWAY BETWEEN EAST AND WEST

As the Official Host Country of ITB Berlin 2025, Albania is taking center stage on the global tourism map. Known for its unique blend of Eastern and Western cultures, the country is emerging as a premier travel destination for visitors worldwide.

TOURISM HIGHLIGHTS:

- **10.1 million visitors** in 2024 – marking Albania's rise as a tourism hotspot.
- **Third-highest tourism** growth globally and highest in Europe (UNWTO, 2024).
- **4.9 million visits** to protected natural areas from January to October 2024, surpassing 2023's total.

These figures highlight Albania's transformation into a year-round destination focused on eco-tourism and sustainable travel, offering travelers a perfect blend of natural beauty, cultural heritage, and adventure.

WORKING TOGETHER FOR A THRIVING, SUSTAINABLE FUTURE IN THE WESTERN BALKANS

Tourism in the Western Balkans is booming, with arrivals increasing by **23%** and overnight stays growing by **27.5%** in 2024. **But with such growth comes a vital question: is it sustainable?**

The Tourism & Travel Show Albania 2025 shifts the focus from sheer numbers to sustainable socio-economic and environmental progress. As demand for eco-friendly and culturally conscious travel grows, the Western Balkans are uniquely positioned to become a leading sustainable tourism destination.

Achieving this requires:

- **Strengthening partnerships:**
Promote eco-friendly initiatives and cultural preservation.
- **Adopting global standards:**
Align with European and international sustainable tourism certifications.
- **Securing EU support:**
Collaboration with international stakeholders to drive sustainable initiatives.

By prioritizing sustainability, the region can foster interconnectedness, enhance global appeal, and secure long-term viability in a competitive marketplace.



HIGHLIGHTS FROM THE 2024

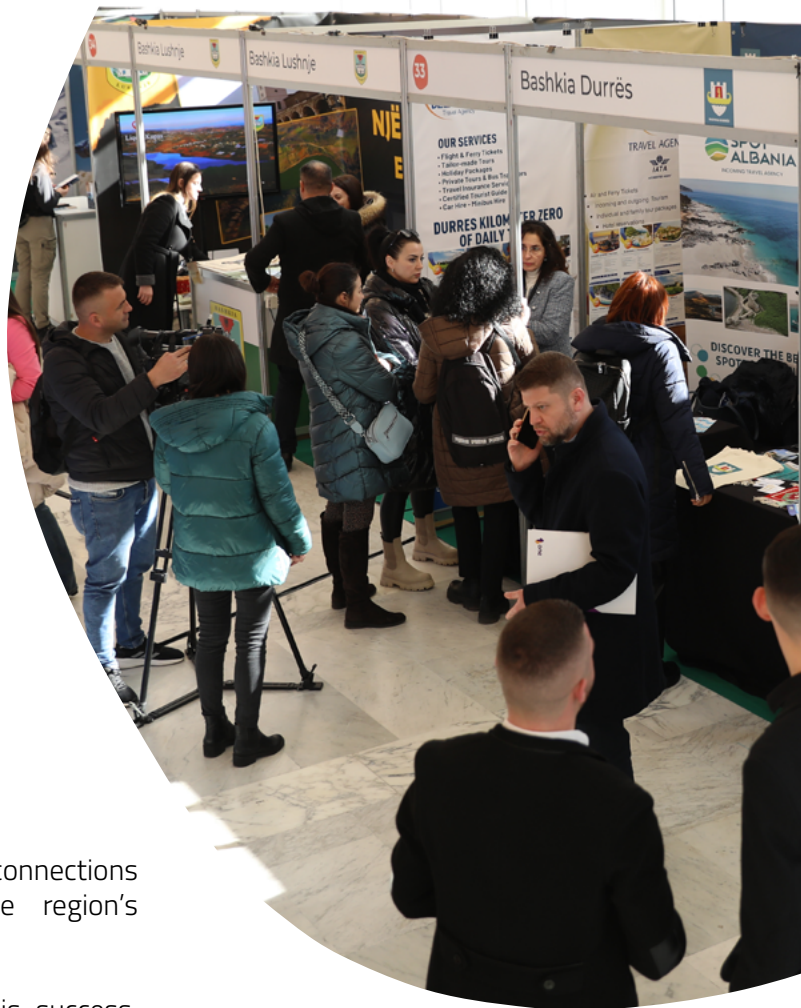
The **Tourism & Travel Show Albania 2024** was a remarkable success, featuring a dedicated B2B platform in collaboration with **New Deal Europe**, a leading player in the tourism sector.

Key Achievements:

- **49 international buyers** from industries like accommodation, destination management, and travel technology.
- **89 regional suppliers** engaging in productive business meetings.
- **517 meetings** arranged through the digital platform www.b2balkan.com.

These interactions fostered invaluable connections and collaborations, strengthening the region's tourism sector.

The **2025 edition** aims to build on this success, offering more opportunities for networking, innovation, and business development.





WHY EXHIBIT?

Exhibiting at the **Tourism & Travel Show Albania 2025** provides unparalleled access to key players in the tourism industry.

Reasons to Exhibit:

- **Largest B2B Tourism Trade Show in the Region:**
Connect with professionals across the Balkan market.
- **Access the Entire Balkan Market:**
Tap into a rapidly growing tourism hub.
- **Boost Brand Visibility:**
Enhance recognition among industry leaders, buyers, and decision-makers.
- **Discover Opportunities:**
Network with tour planners, travel agents, and buyers seeking unique travel ideas.
- **Stay Ahead of Trends:**
Learn about innovations, technologies, and strategies shaping tourism in 2025.
- **Forge New Partnerships:**
Build connections to expand your business reach.
- **Strengthen Relationships:**
Deepen ties with peers and stakeholders in the industry.



WHO WILL EXHIBIT?

The **Tourism & Travel Show Albania 2025** will showcase a diverse range of exhibitors, including:

- **Leading Albanian and Regional Agencies**
- **Tour Operator Associations**
- **Hotels and Resorts**
- **National Tourism Agencies**
- **Government Institutions**
- **International Tour Operators**
- **Education and Career Institutions**
- **Travel Technology Providers**
- **Transportation Companies**
- **Artisanal and Cultural Heritage Exhibitors**



WHO WILL VISIT?

The fair will attract a wide audience, including:

- **Tour Operators:** Exploring partnerships and fresh travel packages.
- **Group Travel Organizers:** Seeking innovative group-specific options.
- **Travel Agents:** Discovering new destinations and products.
- **Travel Trade Professionals:** Engaging with suppliers and industry trends.
- **Tourism Enthusiasts:** Passionate travelers seeking inspiration.

EXPERIENCE THE FAIR ZONES

The event is designed to provide a seamless experience:

- **Entrance/Reception:** Registration and visitor assistance.
- **Exhibition Area:** A showcase of innovative services, exciting destinations, and unique travel opportunities.
- **B2B Zone:** The hub for scheduled business meetings, bringing together 50 international buyers through the Hosted Buyers Program.
- **Events Zone:** Interactive workshops and panel discussions on tourism trends.
- **Food & Networking Lounge:** A relaxed space for informal networking.
- **Career & Education Zone:** Opportunities for professional development in the tourism sector.



ABOUT ICEBERG EXHIBITIONS

Iceberg Exhibitions is a leading organizer of trade fairs and exhibitions, dedicated to fostering growth and innovation across industries. With a focus on B2B and B2C event management, Iceberg Exhibitions delivers impactful trade fairs that connect professionals, inspire growth, and unlock opportunities.

Driven by a passion for excellence, Iceberg Exhibitions is setting the standard for high-quality events that promote collaboration and contribute to regional development and global integration.

SAVE THE DATE: FEBRUARY 12-13, 2025

Be part of the future of tourism in Albania and the Western Balkans.

Reserve your spot today and shape the next chapter of sustainable travel!

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