



PRESS RELEASE Topic: GLOBAL TOURISM EXHIBITION BEIJING INTERNATIONAL TOURISM

E XPO 2013 - BITE (Beijing-China), 20-23/6/2013

Following the B2B business meetings organized by the Business Innovation Center of Epirus (BIC of Epirus) on 22/03/2013 in Ioannina in frames of the co-funded project TPNM "Tourist Promotion new markets" (Interreg Greece-Albania), and a series of other preparatory actions (B2B Vlora Albania, Presentation of the portal to tourism stakeholders in Corfu from InnoPolis), the project partners participated in the WORLD TOURISM EXHIBITION BEIJING INTERNATIONAL TOURISM EXPO 2013 - BITE (Beijing-China) on 20-23/6/2013 in order to promote as a common tourist product Epirus, Corfu & Vlora of Albania.

We would like to thank the tourism entrepreneurs from the project eligible areas, who actively participated in the 100 documented business meetings of the 22nd of March 2013, for their ideas-suggestions-material and ways they suggested for the integrated presentation of the regions. The information is included in the project's web platform [www.corale.eu](http://www.corale.eu), which was presented at the exhibition.

The TPNM project stand received high visibility and attracted the interest of many visitors who asked many questions about the specific destinations and the project's objectives. Among the visitors was the Ambassador of China who greeted with keen interest our participation and underlined the importance of our presence in the Expo assuring us that he will assist in every effort we make. Also, our stand gained the interest of many journalists from different national and international media, as well as of the Chinese tourism and other markets' agents.

In a press conference given by the TPNM project partners to the Chinese media, great emphasis was given to the reasons that attract the Chinese tourist to visit the specific destinations, combining them. The Chinese tourist, who already knows Greece, visits it mainly for Acropolis and Santorini having great respect for the Ancient Greek civilization. Now, with the presentation of the TRNM project, he is given the opportunity to experience the beauties of Epirus, Corfu and Vlora.

With our participation in the tourism fair of Beijing, we received a strong message verifying that with the right approach and cooperation with the 20 Chinese tour-operators active in the field of outbound tourism, and the creation of appropriate conditions resulting from the substantial interest of Greek entrepreneurs, these eligible areas can become a very interesting and important destination that could attract Chinese tourists.

In this way, the maximum tourism traffic can be assured with the Chinese tourists enjoying the sites, buying the local products and receiving the qualitative services we offer.

The successful presence in China, is proved by the detailed statistics of the website visits of [corale.eu](http://corale.eu) [tpnm.eu](http://tpnm.eu) for June. It seems that after the participation in the EXPO the users' visits

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and the navigation time in the portal increased significantly. Interestingly, on the 24th of June the TPNM.eu website reached the 723 visitor while during the same period, many communications were received from Chinese organizations after the end of the EXPO.

TPNM Project Team

