



**USAID** | **KOSOVO**  
NGA POPULLI AMERIKAN  
OD AMERIČKOG NARODA

# USAID KOSOVO PRIVATE ENTERPRISE PROGRAM (KPEP)

## Launching the “Stay the Weekend – Experience Kosovo” Tourism Initiative

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Implemented by  
Booz Allen Hamilton  
Contract No. EEM-I-07-00007-00  
Task Order No. 2

APRIL 27, 2009

### **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government

# Launching the “Stay the Weekend – Experience Kosovo” Tourism Initiative

Tourism is a relatively new sector for Kosovo. To serve as a catalyst and support growth in tourism, KPEP set the following objective: “Increase sector revenue through exports (tourist arrivals) including increased spending by the local international community, as well as increased domestic sales (local tourists) and foreign or domestic investment into the sector.”



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Kosovo Private Enterprise Program project ‘Launching the “Stay the Weekend – Experience Kosovo” Tourism Initiative’.

Contract No. EEM-I-07-00007-00, TO #2

This report submitted by Booz Allen Hamilton / April 27, 2009

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## PURPOSE OF ASSIGNMENT

The main purpose of the assignment was to develop and implement the *Stay the Weekend-Experience Kosovo* initiative and develop the capacity of a local business service provider to conduct similar activities. The local business service provider is the co-author of this report, Mr. Zekë Çeku, President of TPD Consulting and the Kosovo Tourism Association.

### **Specific objectives of the assignment were:**

- 1) Advise travel suppliers individually on the design, pricing and marketing of day tours and other alternative tourism experiences, especially targeted at expatriates and Kosovo people.
- 2) Select day tours aimed at these markets through a “competitive process.”
- 3) Introduce suppliers to A *Stay the Weekend-Experience Kosovo* Travel Day Fair to introduce suppliers to target markets.
- 4) A local partner/business service provider capable of undertaking similar activities.

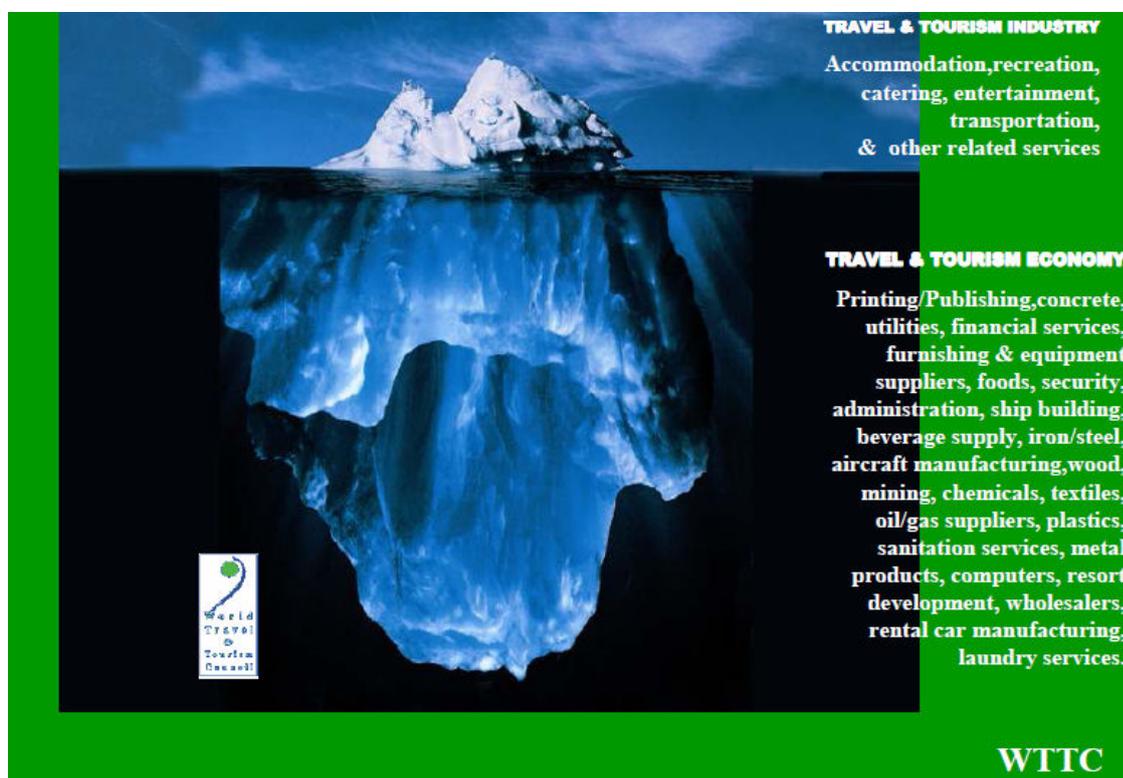
The purpose and objectives were achieved well beyond expectations, except for the implementation of a competitive process. At this stage, a competitive process was not feasible or sensible since tourism product development, especially for the expatriate market in Kosovo, was new for most of the 45 businesses and organizations that participated in the two training workshops and the Travel Day Fair and received individual assistance with materials.

The USAID Kosovo Private Enterprise Program Tourism Team was:  
Valbona Rraci, Transactional Sector Specialist  
Scott Wayne, Tourism Advisor  
Fisnik Dragusha, Tourism Support Staff

## BACKGROUND

In September 2008, USAID awarded the Kosovo Private Enterprise Program (KPEP) to Booz Allen Hamilton, an international strategic management and technology consulting firm headquartered in McLean, Virginia. Designed to stimulate private sector competitiveness in Kosovo, KPEP focuses on transformational and transactional sectors. The Tourism Sector was considered in the latter, thus focusing efforts on driving product development and improvement and sales as quickly as possible.

While the work of STTAs Scott Wayne and Zekë Çeku with Valbona Rraci, USAID Kosovo Private Enterprise Program Transaction Specialist and Fisnik Dragusha, Tourism Support Staff, was focused on core suppliers such as accommodation, food service, travel agencies, tour operators and tour guides, and tourist destinations, these represent just the “tip of the iceberg” of potential for tourism to generate sales and employment all across the economy of Kosovo.



### Tourism is everybody's business!

Although some attractions and services (hotels, restaurants, agencies) exist in Kosovo, it is a new industry, one in which operators are just beginning to understand the market, operating standards and marketing. With USAID Kosovo Private Enterprise Program support, the industry could be a tremendous catalyst for economic growth and the strengthening of communities.

## EXECUTIVE SUMMARY

The purpose of the assignment was to generate more alternative tourism sales and improved product offers, especially targeted at the international community. This purpose was accomplished by organizing the first ever Annual Kosovo Travel Day Fair on Earth Day - April 22<sup>nd</sup>. The event organization was led by Mr. Zekë Çeku, President of TPD Consulting and the Kosovo Tourism Association, USAID Kosovo Private Enterprise Program with major input from Tourism Advisor Scott Wayne.

The KOTAS/KPEP team conducted market research and training with more than 20 potential exhibitors on product development and travel fair preparation. And following the product development training, brochure templates were provided to 30 potential exhibitors and materials from 25 were reviewed. The market research results provided guidance for the travel fair preparation. All preparatory activities and results were used for the Travel Fair.

The Travel Fair exceeded our expectations – we were expecting 20 exhibitors with inadequate materials and 200 visitors. Forty five exhibitors participated with more and better materials than expected, most of which were distributed to more than 1000 visitors. Although the exhibitors were still being surveyed when this report was being written, telephones and emails received from exhibitors were unanimously positive – all of them had received inquiries from visitors for booking hotel stays, meals in restaurants and experiences or activities.

Following the great momentum of the Travel Fair, KOTAS and KPEP will now track and monitor the exhibitors' results and efforts to grow and manage their businesses. Capacity building activities, such as specialized training on hospitality operations and management and business management and planning would be beneficial. Tourism Advisor has an extensive background in leveraging online travel media for business growth, thus an area that could also help grow travel and tourism suppliers in Kosovo to better satisfy market demand, especially from the international community which increasingly expects to research and book travel online.



## FIELD ACTIVITIES TO ACHIEVE PURPOSES

For Scott Wayne, the field activities were divided into two visits. The first visit was from February 16 to March 4 and from April 13 to April 25. Scott Wayne, Zekë Çeku and Valbona Rraci collaborated closely during and between the two visits. The first visit emphasized the following two critical questions:

- 1) What is the most immediately available market for existing alternative tourism products and experiences in Kosovo?
- 2) What tourism products and experiences can be offered?

The second visit was focused on preparations for the Travel Fair, thus presentation and delivery of the products to the market.

The most immediately available market is the thousands of expatriates working in Kosovo, including expatriate staff of EULEX, OSCE, USAID projects, and KFOR. To help determine the priority activities and experiences that could be offered to this market, Wayne and Çeku conducted the following field activities:

### 1) Market research:

#### a. Survey with the International Women's Club (IWC).

The survey was circulated by IWC officers to IWC members via their yahoo user group. The results are in Annex I of this report and do not differ much from the results of the international community focus group indicated below.

b. International community focus group. The group was conducted on Monday February 23, Tourism Wayne, Çeku, and Rraci organized and conducted the focus group among representatives of the international community. With 16 participants, Wayne led the group through a brainstorming process.

#### c. Pilot wine tour

On February 21, KPEP worked with the local tour organizer, TPD Consulting, to help launch the first ever organized wine tour for Kosovo. The participants included three Americans from the American University of Kosovo and the KPEP Tourism Advisor, Scott Wayne. Tour leader and consultant, Zekë Çeku, introduced the group to a range of winery offers in Rahovec/Orahovac and the nearby Serbian village of Velika Hoča/Hoça e Madhe.

d. Study trips to Pejë/Peć, Istog/Istok, Klinë/Klina, Gračanica/Graçanicë Monastery and Novobërdë/Novo Brdo regions for discussions with stakeholders about product offers. Restaurants, hotels, and tour operators were visited. Many of the offers were then reviewed in detail in March and April leading up to the Kosovo Travel Day Fair on April 22.

e. Meeting at Camp Bondsteel with officers and the Director of Morale, Welfare and Recreation, all of whom are interested in expanding touristic visits by the 1400 US Bondsteel troops into local communities.

f. Civilian Police International group -- Çeku and Wayne also met with Diçe Ziberi, Travel Advisor to the Civilian Police International group in Kosovo. She serves a client base of 95 US police officers and 45 EULEX police officers serving in Kosovo. She is circulating a KPEP tourism survey to the officers to determine their weekend activity preferences. She also invited them to the Travel Fair.

## **2) Product offers and development:**

### a. Stakeholder meetings

Multiple meetings were conducted with 20 stakeholders – travel agencies, tour operators, and non-governmental organizations – to review their existing and potential product offers. As a result of the meetings, a tour product development workshop was designed and implemented with 16 suppliers.

### b. Tour product development workshop

Following the Focus Group and International Women's Club Survey, Wayne, Çeku and Rraci introduced the results to a Tourism Opportunities Workshop on Wednesday, February 25 with 16 stakeholders, including the cultural affairs officer recommended by the Mayor of Pristina. After presenting and discussing the results, each participant was asked to commit to implementing at least one or two activities. We compiled a list (see below) summarizing their commitments and began following up in the field with Rugova Experiences.

### c. Travel Fair Preparation Workshop

On April 15, Wayne conducted a workshop for 16 businesses to help them prepare for Travel Day. The workshop presented the fundamentals of working travel fairs to maximize sales.

## **3) The 1<sup>st</sup> Annual Kosovo Travel Day Fair**

The 1<sup>st</sup> Annual Kosovo Travel Day Fair was held on April 22, 2009, which was Earth Day. The Fair was the culmination of the above Tasks.

Multiple media interviews preceded the event – the Good Morning Kosovo television program, Radio Kosovo, Radio Dukagjini, Koha Ditore, and Radio Blue Sky. A press conference, which was covered by more than 20 journalists, was held on April 21 with the participation of Lindita Baleta, KPEP Communications Advisor, David Cowles, KPEP Chief of Party, Zekë Çeku, and KPEP Tourism Advisor, Scott Wayne. The results are described below.

## TASK FINDINGS

### 1) Market research:

#### **a. Survey with the International Women's Club (IWC)**

See Annex I for the findings/results.

#### **b. International community focus group**

The focus group resulted in determining the top five sets of activities and experiences that they would like to do (in order of priority):

1. Wine Tour and Spa and wellness
2. Hiking and running
3. Skiing
4. Various adventure travel activities, plus wine cellar Pristina, dance festival, cooking lessons and educational tours
5. 17 cultural, recreational and nature-based activities and experiences.

#### **c. Pilot wine tour**

1. Professor Robert J. Barbato, a Professor from the Rochester Institute of Technology who taught at AUK in January and February, and his wife Linda said, "The winery tour was filled with great wines, excellent food, and beautiful scenery, but the thing I will remember most is the wonderful hospitality from our generous hosts."

2. A main complaint was that the participants wanted more things to buy – they bought wine and raki from every winery. Scorecards were completed on the tour as well as the wine that was tasted. (February 21)

3. We visited Mr. Boja Petrovich's home-based winery in Velika Hoča/Hoča e Madhe and he also had some home-made wooden souvenirs available, which could be sold as well.

4. For the next wine tour, each winery will be contacted and encouraged to display their wines with prices and/or have a price list available.

**d. Study trips** – As a result of the visits, all of the businesses and organizations visited submitted product offers for review and presentation at the Travel Fair.

**e. Meeting at Camp Bondsteel** – The meeting led to nine Bondsteel soldiers and officers visiting the Travel Fair and a tourism roundtable discussion (held after Wayne's visit) with Brigadier General Keith Jones. The officers are making a case to BG Jones for expanded touristic visits by the troops around Kosovo.

**f. Civilian Police International group** – Follow-up is needed.

## 2) Product offers and development:

### a. Tour product development workshop

The workshop resulted in commitments by all 16 participants to develop new tour products. The following were proposed and then Wayne, Çeku and Rraci worked with them and at least 10 other suppliers on the following offers and others listed in Annex II.

- HRG Euro Sky Travel Club Wine Tour – They marketed the tour and received 50 replies in three days.
- Rugova Experience traditional cooking demonstration and Rugova Valley walk
- Rural Tourism in Novobërdë/Novo Brdo – a mountain biking tour and a traditional lunch with a family.
- Vila Germia -- how to increase his marketing of meeting space and restaurant services, especially to the international community.
- Cultural Heritage without Borders – Deçan/Deçan Cultural Heritage Tour

A full list of proposed tour opportunities is in Annex II. Of the ideas proposed, all but two of the 16 participants exhibited these and other ideas at the Travel Fair on April 22. Alta Via Travel did not follow through because their business is 100 per cent outbound. The municipality of Pristina did not participate, although they were invited.

### b. Travel Fair Preparation Workshop

All 15 workshop participants exhibited at the Travel Fair, followed much of the technical assistance provided and, in fact, exceeded expectations with more elaborate brochures and table-top presentations than anticipated.

3) The 1 Annual Kosovo Travel Day Fair, April 22, 2009 results exceeded expectations.

The Fair attracted **45 exhibitors** -- more than double the number expected when the event was initially proposed in late February. It also attracted a broader variety of tourism-related stakeholders than expected -- hotels, restaurants and travel agencies, but also NGOs for pastries, handicrafts and cultural attractions, as well as representatives of municipalities, a horse riding ranch, spa center, ski center and student groups.

**At least 30 of the exhibitors were assisted in advance** by Wayne, Çeku and Rraci with the preparation of their materials and presentations for the Fair. Frankly, we were surprised by the degree to which they followed up on our assistance. During the weeks preceding the Fair, their responses to feedback were weak. In hindsight, it appears that they were spending more time on their materials – as instructed – than responding to us!

**More than 1000 people are estimated to have visited**, including the Prime Minister who officially opened the Travel Fair. Many of the visitors left the room with their hands full of materials. And many of the materials were the culmination of product ideas and reviews and workshops on product development and travel fair preparation during the preceding weeks by USAID KPEP tourism consultant Scott Wayne and KOTAS President Zekë Çeku.

Some anecdotal examples:

- TPD Consulting distributed nearly 1000 brochures.
- The Novobërdë Rural Tourism group distributed all of their brochures – over 700 pieces!
- Vektor Travel in Prizren has begun booking tours.
- Rugova Experience distributed approximately 250 brochures.
- Restaurant Luboten in Brezovica distributed all of their materials.

- The Odyssey Group (restaurant and bakery) distributed all of their materials, including all of their baked good samples.
- Delvina Handicrafts sold 100 EUROS of handicrafts to US KFOR officers.
- Resort Center Sharri booked stays

As mentioned above, extensive positive media coverage was generated in all major national media outlets -- television, radio and newspapers, as well as online.

## CONCLUSIONS AND RECOMMENDATIONS

The Travel Fair should be regarded as the launch of tourism in Kosovo under the main theme of **Stay the Weekend–Experience Kosovo**. Huge momentum and enthusiasm for the industry was generated and should be leveraged immediately and on an ongoing basis.

### Immediate next steps

- Follow-up with the exhibitors on interest from visitors via a survey and debrief sessions to determine levels of sales and interest. Some sample survey questions include:
  - 1) How many copies of your main brochure did you distribute?
  - 2) How many copies total of your materials were distributed?
  - 3) Have you received any emails or calls following the Fair to book a tour, hotel room, or reserve a table at your restaurant? If so, how many calls?
  - 4) What is the approximate value of the business you expect to get from the Fair?
  - 5) Will you have to employ any additional staff?
  - 6) If you sold handicrafts, how much did you sell?
  - 7) What are you doing to convert the interest at the Fair into sales?
- Distribute a list of exhibitors and registered participants to all exhibitors with thank you notes. Consider including “Certificates of Participation.”
- Offer pilot tours for US KFOR soldiers, perhaps beginning with Rugova Experience adventure travel offers.
- Post the exhibitors' offers online beginning with the KOTAS website - for KOTAS members.
- Do follow-up email blitzes with the international community. Include the article that appeared in SETimes.com:  
[http://www.setimes.com/cocoon/setimes/xhtml/en\\_GB/features/setimes/features/2009/04/27/feature-02](http://www.setimes.com/cocoon/setimes/xhtml/en_GB/features/setimes/features/2009/04/27/feature-02)
- Ensure local English language media coverage to continue reaching out to the international community.
- **Stay the Weekend-Experience Brezovica** weekend activities and events of May 16-17.

### **Ongoing next steps**

- Continue to develop events and activities under the banner theme of **Stay the Weekend-Experience Kosovo** with possibilities such as **Stay the Weekend-Experience Brezovica**.
- USAID Kosovo Private Enterprise Program to assist with business planning for companies that exhibited.
- Expand pilot tour idea to other KFOR groups and international groups with customized product offers.
- Expand capacity, especially in regards to customer service, tour guide skills, safety training, hotel operations and management, and tour operator/travel agency operations.
- Leverage IT solutions for business development and capacity building
- Continue tourism-related media coverage in at least three ways -- tourism as a key economic sector, tourism as a source of jobs particularly for young people, destinations, businesses and activities in Kosovo.

## ANNEX I

### Average Results of the Survey of the International Women’s Club

#### International Women’s Club Survey “Kosovo Tour Opportunities” (Expectations, Ideas, Proposals)

##### Voting values:

1 = Not interested

2 = Potentially interested

3 = Definitely interested

Cultural based activities	Nature-based activities
Winery Tour 3	Mountain biking 1
City Cultural Tours 3	Bicycle tour 2
City Walking Tours 2	Meet other communities 2
Traditional Architecture, Kullas, Tekkes, mosques 2	Snow-shoeing tours 2
Mosque, church and monastery visits 3	Fishing Tour 2
Cooking demonstration and lessons 3	Hiking and nature walks 3
Peja old market visit 3	Visit the Mirusha Falls 2
Traditional Prizreni Dinner 3	Cave visits (Gadime) 2
Bektashi traditional story telling 3	Hiking Dragash 3
Beer-making in Peja 2	Horseback riding 1
Visit to Prizreni 3	Skiing 2
Prishtina Restaurant “Club” tour – special meals at a series 3 of restaurants.	Cultural education tours (Kosovar authors, writers, poets) 2

##### Other day-tour and activity ideas?

- Traditional dancing, singing with Shota company
- Visit to Gjakova: Pliss maker, Market with ladies making costumes, Carpenters,
- Visit to Hass area between Prizren and Gjakova: Folk festival, Costumes Walks/Cycling in countryside,
- Visit Byzantine Bridges,
- Take part in Archaeological Digs as volunteers,
- Cheese making in the villages,
- Snow-shoeing tours

## ANNEX II

### Kosovo Tour Opportunities Workshop

#### Kosovo Tour Opportunities Workshop, 25 Feb 2009 (Ideas, Proposals)

Note: We do not believe that all of these should be implemented. We will select the most promising opportunities for follow-up.

Activities	Company
<ol style="list-style-type: none"> <li>1. Wine cellar</li> <li>2. Traditional cooking lessons and demonstrations</li> <li>3. Recent history/War History Tour</li> </ol>	ALTAVIA TRAVEL Ilir Rama, Tel. 044 543 541 <a href="mailto:ilir.rama@airtour.net">ilir.rama@airtour.net</a>
<ol style="list-style-type: none"> <li>1. Hiking trips</li> <li>2. Wine tours</li> </ol>	TPD Consulting Zekë Çeku Tel. 044 500 325, <a href="mailto:info@tpdconsulting.com">info@tpdconsulting.com</a>
<ol style="list-style-type: none"> <li>1. Arts and crafts events</li> </ol>	Municipality of Prishtina Mustafe Halili Mob. 044 503 805 <a href="mailto:Mustafhalili46@yahoo.com">Mustafhalili46@yahoo.com</a>
<ol style="list-style-type: none"> <li>1. Nature walk</li> <li>2. Camping</li> <li>3. Education tours</li> <li>4. Winter treks</li> <li>5. Backpacking trips</li> <li>6. Fishing excursions</li> <li>7. Rock climbing</li> <li>8. Wine cellar</li> <li>9. Traditional cooking</li> <li>10. Kullas</li> <li>11. Mule riding trips in the mountains</li> </ol>	RUGOVA EXPERIENCE Syzana Baja Mob. 044 348 831 <a href="mailto:info@rugovaexperience.org">info@rugovaexperience.org</a> <a href="mailto:rugovatour@hotmail.com">rugovatour@hotmail.com</a>
<ol style="list-style-type: none"> <li>1. Skiing</li> <li>2. Photo "safaris"</li> </ol>	Travel Club VECTOR Adil Kiseri, Tel. 044 159 756 <a href="mailto:adilkiseri@gmail.com">adilkiseri@gmail.com</a>
<ol style="list-style-type: none"> <li>1. Traditional weddings</li> <li>2. Archaeology excursions with an archaeologist</li> </ol>	CHWB Sali Shoshi 044 167 008 <a href="mailto:Sali.shoshi@gmail.com">Sali.shoshi@gmail.com</a>
<ol style="list-style-type: none"> <li>1. Health tourism</li> <li>2. Story of "Kanuni i Leke Dukagjinit"</li> <li>3. Kulla visits</li> </ol>	CHWB & ORTA Feriz Haklaj 044 817 484 <a href="mailto:Orta.ngo@gmail.com">Orta.ngo@gmail.com</a>
<ol style="list-style-type: none"> <li>1. Old castles</li> <li>2. Cycling trips</li> <li>3. Traditional shopping</li> </ol>	RURAL TOURISM NOVOBRDA Fadil Llapashtica, 044 465 471 <a href="mailto:Rural.tourism.nb@gmail.com">Rural.tourism.nb@gmail.com</a>
<ol style="list-style-type: none"> <li>1. Corporate and incentive travel</li> <li>2. Hunting trips</li> </ol>	TRI-A Xhevdet Hyseni, 044 166 972 <a href="mailto:xhevdehyseni@hotmail.com">xhevdehyseni@hotmail.com</a>
<ol style="list-style-type: none"> <li>1. Wine &amp; Food Tours</li> <li>2. Mule riding</li> <li>3. Conference tourism</li> <li>4. Karaoke</li> <li>5. Walking Rugova Valley</li> <li>6. Fishing</li> <li>7. Kullas</li> </ol>	HRG EURO SKY Betim Cina, 044 110 825 <a href="mailto:betim@ks.hrgworldwide.com">betim@ks.hrgworldwide.com</a>

## ANNEX III

### Making the most of travel trade fairs workshop, April 15th, 2009

**Welcome to  
USAID KPEP Workshop  
“Making the most of  
travel trade fairs”**



Kosovo Private Enterprise Program (KPEP)  
Programi për Ndërmarrjet Private të Kosovës  
Program za Privatna Preduzeća Kosova

**How can we make tourism fair  
participation more effective  
and successful?**



**Introductions**

**Agenda**

1. Why Travel Exhibitions?
2. What are your Objectives?
3. Planning
- 4 Working the Exhibition
5. FOLLOW UP .....

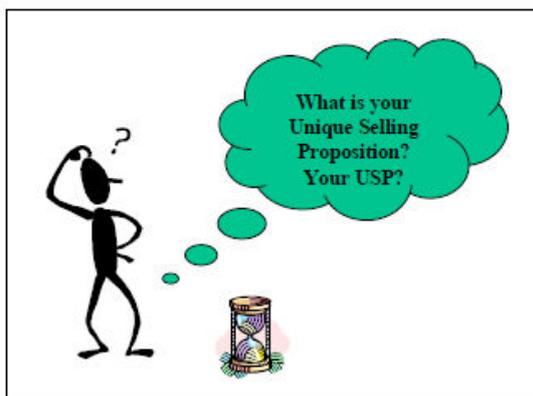
**Workshop Format**

- Why this Workshop?
- Interactive → Mind Mapping
- Practical & informal
- Questions
- Open discussion



**Fair participation**

- Is business
- Costs a lot
- Is quite an investment
- and an effective marketing tool
- can be more than just promotion
- **But only if you are well prepared!**



### What are your objectives?

- Why do you want to go to travel fair?
- Goals? Targets?
- More sales?
- More contacts?
- New markets?
- New products?

### Setting Objectives

1. Know what you want to sell.
2. Know your target market.
3. Quantify your objectives.
4. Ensure targets are achievable.
5. Prioritize objectives
6. Communicate objectives



### Checklist → Preparations Pre-Fair Marketing

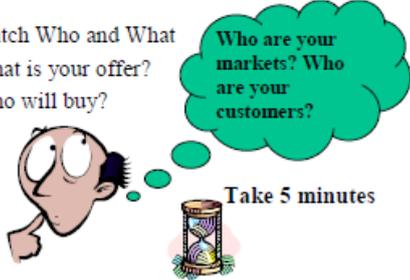
- What are you marketing?
- Who is your market? Who do you want as your markets?
- Contact lists – trade, press, consumers
- What is your budget?
- Logistics?
- Requirements of the Fair

### Using Travel Fairs to Market Experiences

**Marketing: Key Questions**

- Match Who and What
- What is your offer?
- Who will buy?

**Who are your markets? Who are your customers?**



Take 5 minutes

Marketing: Key Questions

**The tourist is asking...**

- Where should I go on my holiday?
- Is this going to be an experience I can tell my friends and family about?
- Will the experience be worth the price?



**Marketing**

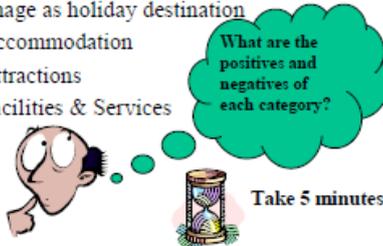
**The 4 “P” and 4 “C” mix”**

- Product = Customer value
- Price = Cost to the consumer
- Promotion = Communication
- Place = Convenience

**Product and Customer Value**

- Image as holiday destination
- Accommodation
- Attractions
- Facilities & Services

**What are the positives and negatives of each category?**



Take 5 minutes

Product and Customer Value

**Accommodation**

- Quality/Cleanliness
- Quality of food
- location & surroundings
- services & facilities
- rates/ value for money

Product and Customer Value

**Attractions**

- Beaches, leisure opportunities
- Adventure & active holidays
- Sharing day to day life in communities
- Nature, natural scenery, wildlife
- Culture, history
- Special events, festivals, folklore, way of life
- Special interest

**Product and Customer Value**

**Facilities and Services**

- Local tourist transport
- Reliable local trade
- Factual and promotional documents, videos, CD's etc...
- Packages with excursions and trips
- Information service (national/international)
- Quality control/ problem solving/ claims

3040

**Price and Cost to the Consumer**

- Production costs
- Price/quality ratio
- Market segments
- Competition
- Variable selling prices

**Promotion and Communication**

- Advertising
- Documents, videos, cd-roms
- Free publicity
- Direct Mail
- Information (travel trade, tourism board)
- Internet
- Familiarization trips, etc.
- Fair participation

**A I D A**

- Attention (design, music)
- Interest (decoration, exhibits)
- Desire/decision (brochures, fact sheets)
- Action (reservations here!)

**CBI**

**The Stand**

**Key Questions**

- Who are the visitors?
- What do we present
- What is our concept
- What is our budget

**Materials**

- Fliers
- Brochures and catalogues
- Trade information (confidential tariffs) in print
- Press kits
- Videos, DVDs?
- Give-aways, souvenirs, handicrafts
- Signage

### Working the Exhibition



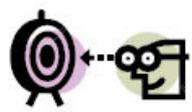
### Visitors

- Who are your visitors ?
- Invited or roaming
- Looking for an attractive presentation
- They decide in 2 seconds
- Maybe listen for 10 or 15 seconds more



### Target groups

- Interested consumers - potential tourists
- Travel trade
- Press & media



### Contacts in the stand 1

- Welcoming smile 
- Give a visitor time
- Open approach
- Open questions (Why, how, when, who, what...?)
- Qualify and Quit or Stick
- Registration 



### Contacts in the stand 2

- No obstacles
- Clear presentation of products
- No "prison guards" 
- No private conversations
- No used glasses and cups  

### Attention

- Time is limited 

### Customers

- Flash and dash!
  - Music and dance
  - Audio visuals
- Samples
  - Food and wine
  - Handicraft souvenirs
- National dress



### Press & Media



- BE PROACTIVE!!!
- Press conference
- Prepare follow up

### Qualify Trade Visitors

- What is their interest? Their business?
- Name of Company or Organisation?
- Past record?
- His or her function? Authority?

### Take extra care of the Trade

- Always collect business cards
- Don't waste time
- Keep contacts informal and short
- Friendly competition!



CBI

### Register contacts

- Use forms (follow up)...!
- Who?
- What?
- Next step?
- When? ASAP!!
- Move to agreement ASAP



### Watch non-verbal communication

- Voice
- Face
- Gestures



**Worst case scenarios**

- Not setting up before fair opens
- Forgot business cards
- Did not take notes on prospects
- Not smiling and not saying hello

**Closing the sale**

S  
C  
R  
E  
A  
M  
  
P  
I  
G  
S



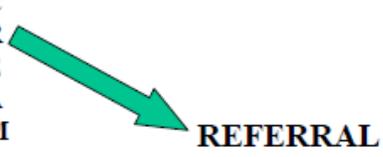
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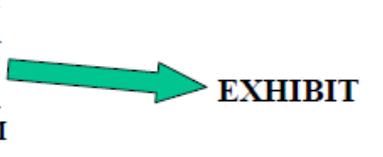
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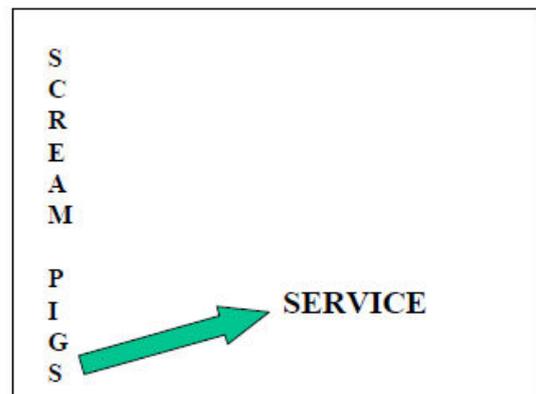
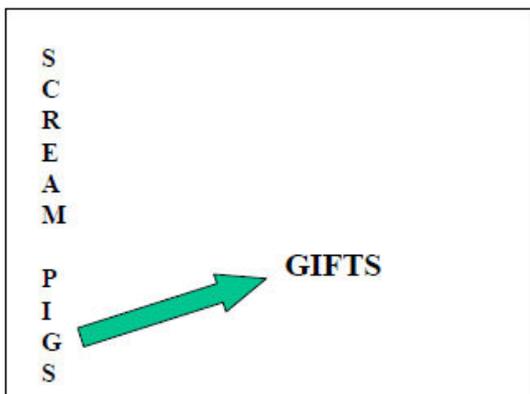
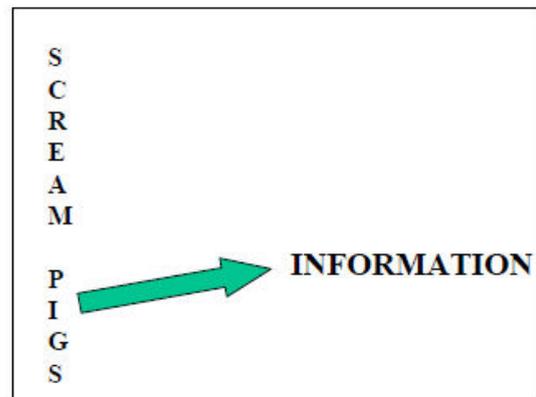
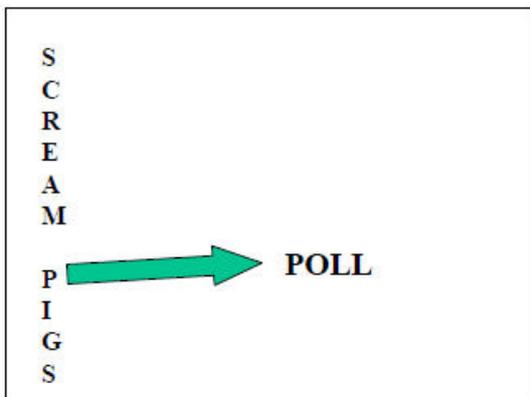
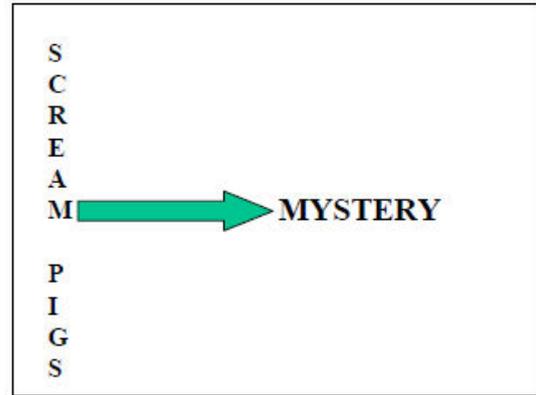
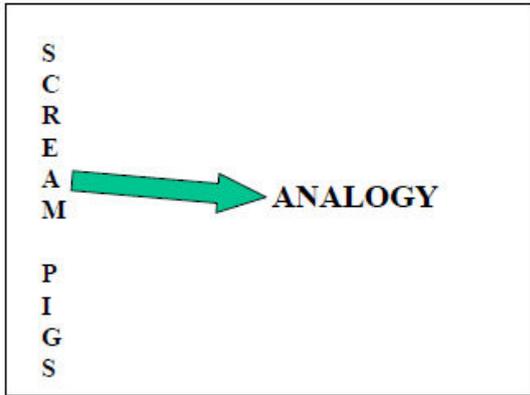


**REFERRAL**

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**EXHIBIT**



**Follow-up after the Fair**



**Post fair activities**

- Start during the fair !!!
- Back home:
  - Thank you for meeting!
  - Provide promised information
  - Inform contacts
  - Include them in your mailings

**Faleminederit!**

# ANNEX IV

Tourism is Everybody's Business, Camp Bondsteel Tourism Roundtable, April 27, 2009

**Tourism is Everybody's Business in Kosovo**

Presented by Valbona Rraci, USAID KPEP and Zekë Çeku, TPD Consulting & KOTAS Board Member



**Importance of Tourism for Kosovo**

- Tourism helps increase safety and security
- Tourism opens doors of new opportunities especially for youth and women
- Tourism generates jobs all across the economy

**The USAID KPEP Tourism Program is helping in all of these areas. The Program is based on a new national initiative:**

*Stay the Weekend - Experience Kosovo*



**More community involvement, more safety and security**

- Tourism is local
- Every community can benefit
- With tourism growth comes more understanding and trust among groups, a greater sense of safety and security.




**Tourism opens doors of new opportunities**

- 45 exhibitors, including youth and women's groups
- Thousands of brochures distributed.
- More than 350 visitors

*Stay the Weekend - Experience Kosovo*

*1st Annual Kosovo Travel Day Fair*



**Tourism generates jobs all across an economy!**




**TRAVEL & TOURISM INDUSTRY**  
Accommodation, recreation, catering, entertainment, transportation, & other related services

**TRAVEL & TOURISM ECONOMY**  
Printing/Publishing, construction, utilities, financial services, furnishings & equipment suppliers, food, security, administration, ship building, beverage supply, iron/steel, aircraft manufacturing, wood, mining, chemicals, textiles, alloy suppliers, plastic, sanitation services, metal products, computers, resort development, wholesalers, rental car manufacturing, laundry services.



### Next Steps



The illustration shows a stylized green figure with arms raised, climbing a bar chart with five bars of increasing height from left to right. The bars are colored yellow, blue, green, orange, and purple.



### How Camp Bondsteel can help

- Important role in helping to increase community involvement, opportunities for youth and women, and jobs all across the economy.



A collage of four small photographs: a woman in a pink shirt, a group of people at a table, a group of people outdoors, and a group of people indoors.



- Increase day trips through Kosovar travel businesses and organizations.
- Familiarization and Pilot Tours for Bondsteel officers and journalists



Two small photographs showing people in what appears to be a travel or tour setting.



### USAID KPEP and KOTAS are here to help!

