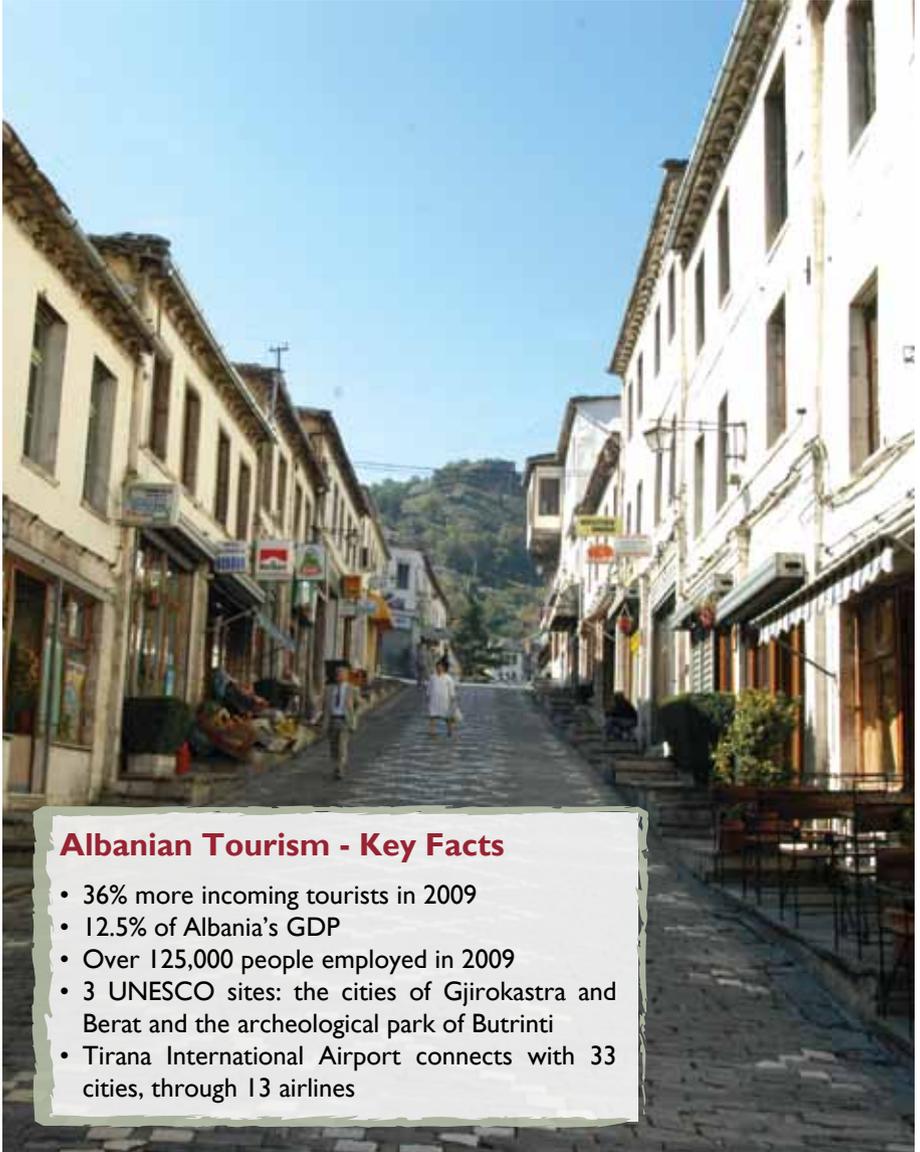


Sustainable Growth for Albanian Tourism



Albanian Tourism - Key Facts

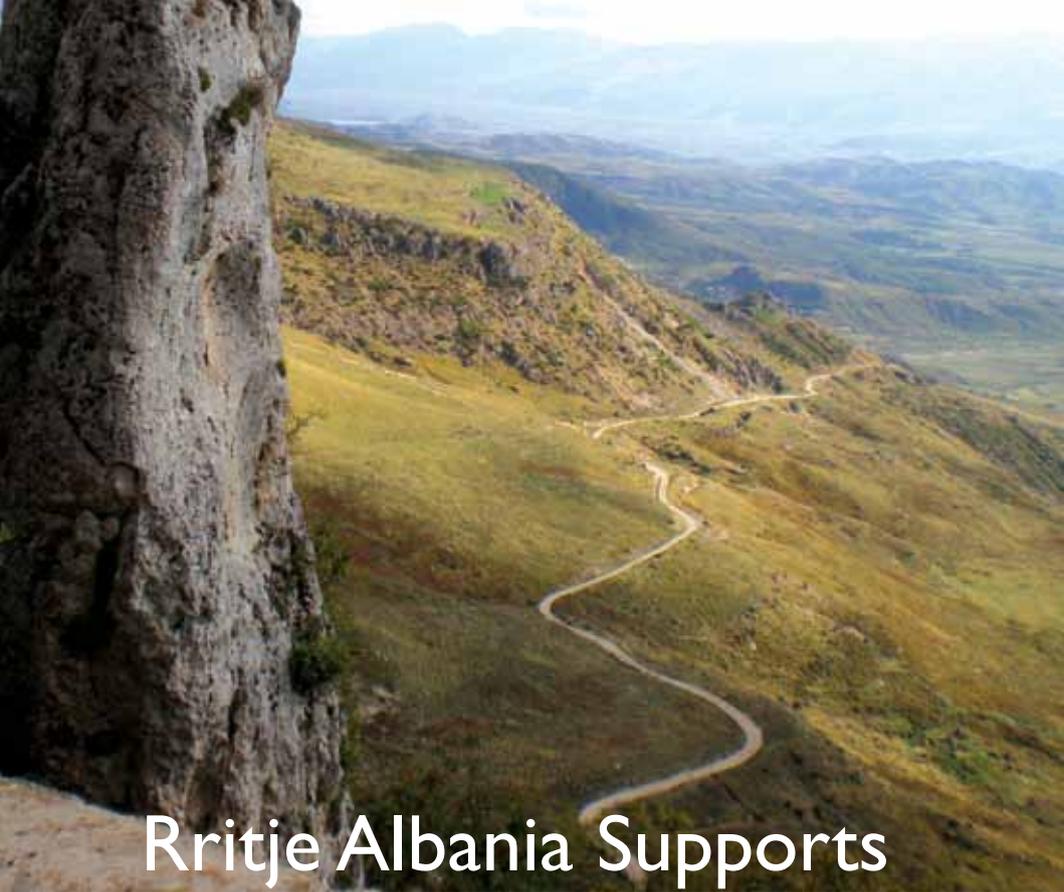
- 36% more incoming tourists in 2009
- 12.5% of Albania's GDP
- Over 125,000 people employed in 2009
- 3 UNESCO sites: the cities of Gjirokastra and Berat and the archeological park of Butrinti
- Tirana International Airport connects with 33 cities, through 13 airlines



USAID
FROM THE AMERICAN PEOPLE

RRIJTE ALBANIA
COMPETITIVE ENTERPRISE DEVELOPMENT

Albania
A New Mediterranean Love



Rritje Albania Supports Albanian Tourism

Geographically diverse, with both dramatic mountain landscapes and beautiful, pristine beaches, Albania is waiting to be discovered. Complementing Albania's rich natural resources are its people, culture and history, both ancient and modern, waiting to be explored by today's travelers.

Rritje Albania, USAID's Competitive Enterprise Development project, promotes sustained, broad-based economic growth in Albania by helping businesses to supply world-class products and services to the global market in five key business sectors: tourism, textiles, footwear, ICT, recycling.

Rritje Albania supports the sustainable development of Albania's tourism sector, promoting its cultural and natural assets, rustic villages, bustling towns and cities, archeological sites, national parks and warm and inviting people. Activities concentrate on:

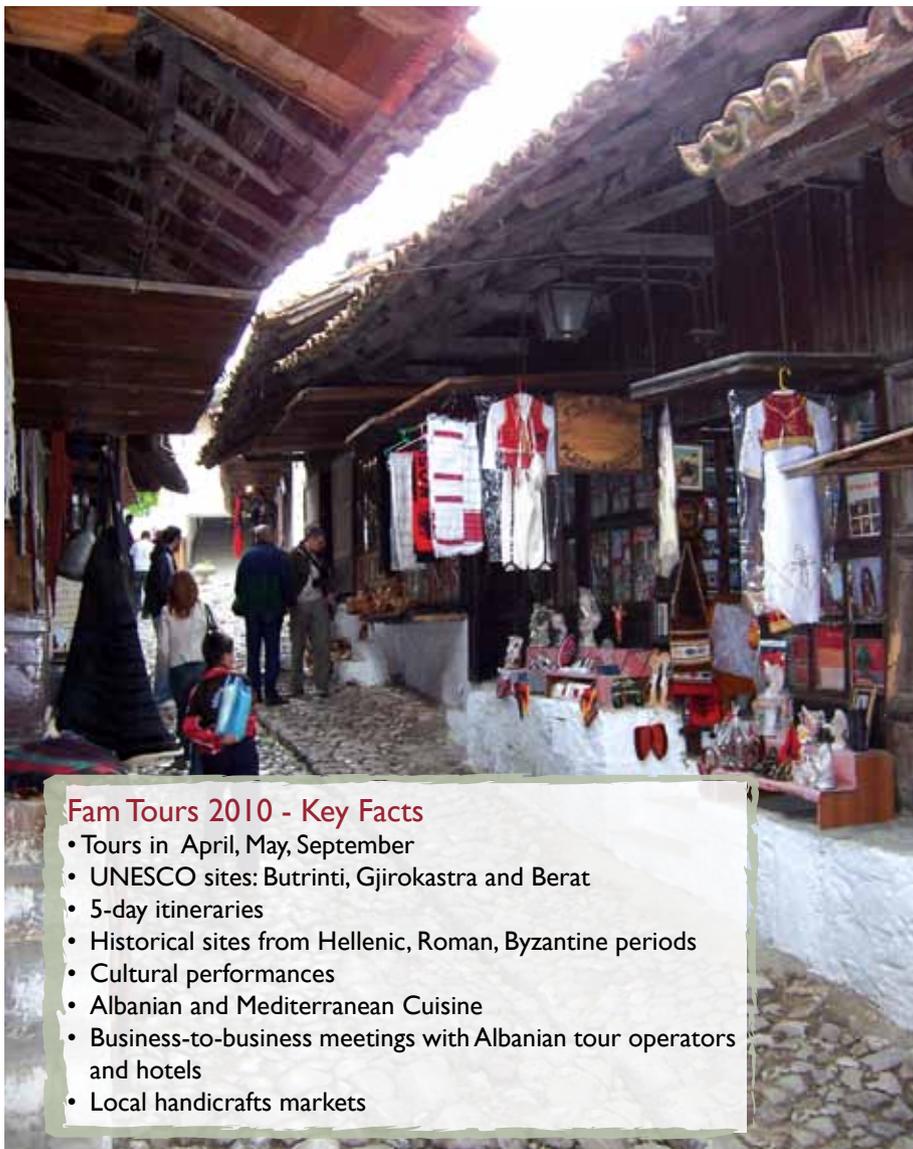
1. Increasing the number of foreign tourists visiting Albania;
2. Improving the competitiveness and quality of products and services offered; and
3. Promoting Albanian tourism regionally and internationally.



For more information please contact info@rritjealbania.com

Familiarization Tours 2010

Discover Albania's Treasures



Fam Tours 2010 - Key Facts

- Tours in April, May, September
- UNESCO sites: Butrinti, Gjirokastra and Berat
- 5-day itineraries
- Historical sites from Hellenic, Roman, Byzantine periods
- Cultural performances
- Albanian and Mediterranean Cuisine
- Business-to-business meetings with Albanian tour operators and hotels
- Local handicrafts markets



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FAM TOURS 2010



B2B Meetings

Rritje Albania can arrange business-to-business (B2B) meetings between foreign tour operators and Albanian counterparts. The B2B meetings provide a unique opportunity for foreign tour operators to meet and establish relationships with an Albanian partner. The B2B meetings are pre-scheduled and incorporated in the Fam Tour itinerary. They can be organized between interested parties during the ITB trade fair by contacting a Rritje Albania representative.

Until recently, Albania was a largely unexplored destination for tourists. However as more and more people are exposed to its unique features and fascinating culture, there is a large and growing interest to visit it to enjoy its distinctive charms. USAID's Rritje Albania project is helping to promote this interest by organizing Familiarization Tours (FAM) for foreign tour operators and others to expose Albania's exceptional features and increase visits to the country.

Feedback from European tour operators, most of whom were first-time visitors to Albania, has been extremely positive and all are now implementing plans to include Albania in their list of featured destinations. Building on this success, Rritje Albania is organizing three FAM tours in 2010 that will broaden Albania's exposure to other tour operators in new markets. Five-day tours are planned for April, May and September/October.

Once in country, Rritje Albania will be responsible for all in-country logistics for the FAM tour, including accommodations, meals, transport, site entry fees and professional guides. Participants will visit a sampling of the best sites and touristic experiences that Albania offers, including the 3 UNESCO sites of Butrinti, Gjirokastra and Berat, indulging in delicious Albanian and Mediterranean cuisine and beverages and visits to charming historical sites and local markets.

Some of the lucky FAM Tour participants will be selected by a lottery drawing following the ITB Berlin Fair in March 2010. Interested European tour operators are invited to submit their business cards and entry information at the Rritje Albania information table located within the Albania exhibit space at the ITB fair.

Quality Mark Standards

Promoting Authentic Albania



Quality Mark - Key Facts

- Develops and supports Authentic Tourism standards
- Based on Global Sustainable Tourism criteria
- Independent network of assessors ensures transparency
- Promotes international best practices
- Complements the star system
- Integrated with online reservations



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Authentic Albania

Quality Mark Standards



The Quality Mark standards program is based on a model initially pioneered in New Zealand and later adapted and supported by USAID in Croatia, Bulgaria and recently announced to be introduced in Macedonia. It is a unique quality standards rating system that builds on a philosophy of continuous improvement for small hotels, guesthouses and other facilities offering accommodation described as “authentic tourism.”

Authentic tourism offers a different experience from internationally branded hotels. This emerging and rapidly growing market segment aims to offer a more personalized experience to the traveler that emphasizes local culture, environment, cuisine, handicrafts and outdoor experiences. It incorporates the Global Sustainable Tourism Criteria that is an international initiative to promote effective sustainability planning, maximize social and economic benefits to local communities, enhance cultural heritage, and avoid negative environmental impact of tourism development.

The Authentic Albania Quality Mark program will assist accommodation providers to improve their product and services, business practices, and market focus, and will support sector competitiveness and sustainability. At their core, the Quality Mark processes and systems are a business training tool that will help improve operators’ business skills and the quality of accommodation offered, and will elevate their market profile through industry-wide publicity and marketing campaigns. The private sector will lead and own the process of developing and implementing the quality standards, ensuring their transparency and sustainability.

Ritje Albania is providing the technical support to develop and implement the Authentic Albania Quality Mark program including a scorecard tailored to Albania’s tourism sector and training programs for assessors. The Authentic Albania Quality Mark program will be housed and managed by the Albanian Tourism Association (ATA) which will be the coordinating and certifying body for Quality Mark in Albania.



Albania Spreads its Wings



Albania in the News:

- International Travel Trade Fairs:
 - ITB Berlin Travel Trade Show
 - World Travel Market London
- National Geographic – Western Balkans Supplement
- National Geographic's Treks in a Wild World Series "Trekking in Albania" Documentary
- Travel Articles on Albania in the Geographical Magazine, the Frankfurter Allgemeine Zeitung, the New York Times
- Featured in guidebooks, including: Thomas Cook Traveler and City Spots, Lonely Planet Western Balkans, and Bradt Travel Guide



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National Geographic

Western Balkans Supplement

In the first half of 2010, Rritje Albania will support the development of Albania's unique features and characteristics in the National Geographic Western Balkans Supplement. This supplement will include "hidden treasures" from five Balkan countries. National Geographic will distribute the supplement to an estimated 226,850 households in continental Europe, who subscribe to National Geographic's Magazine and Traveler's English language version.

The Albania section of the Western Balkans Supplement will include imagery and historical information on the three UNESCO sites, churches, monasteries and mosques, folk festivals, native music and instruments, distinctive foods and restaurants, unique crafts and markets, outdoor activities and wildlife.

