

tourism development & promotion project



Triple P Tourism in SEE

- EU funded, RCC implemented; 3 year, € 5 mil
- Improve competitiveness WB tourism to income generation and jobs
- 3P:
 - Promotion (regional routes development and promotion)
 - Policy
 - Pilots



Product development and promotion

- Regional tourism routes:
 - **Illyricum trail** (Roman Emperors and Danube Wine Route)
 - **Balkan Monumental Trail**
 - **Western Balkans Crossroads of Civilisations**
 - 5 thematic itineraries: Where it All Started; The Balkan Cultural Renaissance; Sultans Rumelia, The Dream of Emperors, The Vibrant Capitals of the Western Balkans
 - **Via Dinarica** (adventure corridor)
 - Regional cooperation structure
- Promotion:
 - 2018: ATWS
 - 2019: ITB, Bike Festival, Fiets en Wandelbeurs
 - 2020: ITF, ITB, Explore, ITB Asia; NTO coordination for joint promotion; FAM trips;



Policy

- Review of existing analysis
- Assessment of selected areas:
 - Ease of border travel
 - Workforce skills and mobility
 - Industry data and statistics
 - Sustainable tourism
- Endorsed, nominated actions: definition, development and delivery



Pilots

- € 1.62 mil; 3 calls
 - 1st Call: € 538,000; Nov 18 - July 19; 12 grants
 - 2nd Call: € 760,000; Nov 19 - July 20; 16 grants
 - 3rd Call: € 320,000; Mar 20 - Aug 20; expected 6-7 grants
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- [Grants 1](#)
 - [Grants 2](#)



Thank you!

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