

## Tourism Award Marco Polo 2019

Gala Dinner, October 23<sup>rd</sup> 2019 – short summaries about the winning companies and products:

### 1. Gold winner: Fly Montenegro Travel, “Small private tours in the Balkan region”

The product of Fly Montenegro Travel targets middle-income Chinese families, who don't want to travel with big groups, but ready to pay for premium services including: private car, Chinese speaking guide, meals, entrances and hotel arrangements. Fly Montenegro Travel (FMT) launched multiple products last year, but the most successful was the **visa-free tour covering Serbia, Bosnia&Hercegovina and Montenegro**. In the first year, they organized the trip for around 10 families. In 2019, the product showed significant growth and by September 2019 more than 25 families have bought Fly Montenegro Travel's private tour.

The tour combines classical sightseeing places, including Belgrade, Zlatibor, Budva, Kotor, Mostar and Sarajevo city tours but also includes special activities, like boat tours, visits of local farms, wineries and honey producers. Besides, depending on the season, guests can either chose skiing during the winter and spa treatment or yachting, aqua-park, olive oils picking during summer and early Autumn.

What really makes the product special is that guests can book the tour any time and even 3 days before travel dates. Fly Montenegro provides guides and cars at disposal. Another advantage is that many places in the Balkan region are not available for big groups visit, because of limited capacity, but they perfectly fit for family visits - wineries, honey and cheese producers are such attractions. Moreover, guests who choose the tours, are looking for the chance to meet local people and hear their experience. Fly Montenegro is happy to arrange a lunch at a local winery where guests can enjoy a meal with the owners and exchange stories and ideas while having the delicious food and glass of local wine! For the future, they plan to introduce even more authentic places to their guests, show a wider variety of tours with multiple options and include more countries in the region to the tour.

### 2. Silver winner: CT Poland, “European Concerto Tour”

European Concerto Tour's route passes through four countries: **Poland, Czechia, Slovakia and Hungary**. It was designed for Chinese tourists from metropolitan areas, who wish to enjoy comfort while travelling – groups travel in airconditioned VIP class coaches and stay in 4 and 5-star hotels. European Concerto Tour is perfect for those, who visit Central Europe for the first time, as it focuses on the most popular places, such as Warsaw, Chopin's Birth Place in Zelazowa Wola, Krakow with its UNESCO Heritage Site Old Town, Wieliczka Salt Mine, Prague Castle, Bratislava and Fisherman's Bastion in Budapest, and introduces tourists to local music, traditions and cuisine.

What makes this tour special is that it also offers an insight into local life through concerts and workshops, while offering enough time to unwind and relax during such activities as river cruise in Budapest. The best time to enjoy European Concerto Tour is June, July and August when the weather in Central Europe is the most pleasant.

In the future CT Poland would like to develop another similar tour, which would pass through seven countries: Estonia, Latvia, Lithuania, Poland, Czechia, Slovakia and Hungary. They strive to provide the Chinese clients with the highest quality products and make sure they have great memories from their time in Central and Eastern Europe.

### 3. Bronze winner: Long Teng Hungary Ltd., „12-European country-tour”

Long Teng Hungary travel agency is an experienced travel management company, arranging inbound leisure for tourist groups coming from the Chinese speaking regions. Their main goal with the presented product is to make the tourists have quality experience even on a tighter budget. They manage all

the elements of their tours in the most efficient way. To meet their clients' requirements, they only work with educated and trained guide groups and a professional logistic team. Travellers are a variety of age and interests. Along with the basic trips, they currently develop other segments, like sport and educational group travels, MICE, real estate service, overseas investment and overseas education.

The 12-European country-tour takes the visitors to 29 cities of 10 Central and Eastern European countries - **Poland, Czech Republic, Hungary, Serbia, Macedonia, Albania, Montenegro, Bosnia & Herzegovina, Croatia and Slovenia** - beside Germany and Austria. The tour covers the main attractions of the cities, but leaves time to experience local food, natural sights and history.

With the growing number of international visitors in Europe, there is higher demand for the development of the local services and workforce related to tourism. As their business extends, Long Teng Hungary hopes to be able to bring more tourists from China and by this, more benefits to Europe.