



ACTION PLAN **ATA 2010**





ACTION PLAN ALGARVE 2010 .MI/CULTURE

General Information MI / Culture

EXPECTED BUDGET – 686.930,00 €

13% of the Total budget for the external promotion of the Algarve / 6.300.000,00 €

10% MI - 3% Culture

PRIORITY MARKETS

United Kingdom, Germany , Spain , Holland

BETTING MARKETS

Benelux , Scandinavia , Eastern Countries, France , Italy , Switzerland, Austria, Ireland



Participation in Fairs and Forums

NAME: CONFEC RED – UK

DATE: 4 TO7 FEBRUARY 2010

PLACE: ROME

Participation in the 10th Edition of the Forum CONFEC RED, a meeting with about 20 pre-schedule meetings between European Suppliers and Top Buyers in the United Kingdom.

NAME: IMEX - Multimarkets

DATE: 25 TO 27 MAY 2010

PLACE: FRANKFURT

Participation with a Destiny Stand at the International Fair MI, IMEX.

NAME: M&I SPRING FORUM GREAT HOTELS - Multimarkets

DATE: 15 TO 19 June 2010

PLACE: MADRID

Participation at the Spring Forum 2010 Edition, organized by the Great Hotels of the World, a meeting with about 50 pre-scheduled meetings between European Suppliers and Top Buyers.



Participation in Fairs and Forums

NAME: CONFEC BLUE - Multimarkets

DATE: 24 TO 27 JUNE 2010

PLACE: TO BE INFORMED

Participation in the 4th Edition of the Forum CONFEC BLUE, a meeting of about 20 pre-schedule meetings between European Suppliers and Top Buyers.

NAME: M&I AUTUMN FORUM GREAT HOTELS - Multimarkets

DATE: 26 to 30 OCTOBER 2010

PLACE: CANNES

Participation in the Autumn Forum 2010 Edition, organized by the Great Hotels of the World, a meeting of about 50 pre-schedule meetings between European Suppliers and Top Buyers.

NAME: EIBTM - Multimarkets

DATE: 30 NOVEMBER TO 02 DEZEMBER

PLACE: BARCELONA

Participation with a Destination Stand at the International Fair MI, EIBTM.



Educational Visits(Fam Trips – Press Trips)

NAME: FAM TRIP ALGARVEMI...DREAM - Multimarkets

DATE: 14 to 17 APRIL

PRODUCT: MI

PLACE: ALGARVE

A mega Fam Trip with the main "Incentive Houses" of the market issuers.

A program in the form of an Incentive will be created, with visits and activities related to the product MI in the Region.

Taking the advantage that the agents are coming to the Algarve, there will be a joint initiative which will serve to exchange contacts.

NAME: FAM TRIP ALGARVE CULTURE AND TRADITION - Multimarkets

DATE: 12 TO 15 MAY

PRODUCT: CULTURE

PLACE: ALGARVE

Fam Trip for agents specialized in the sector were the Cultural Tourism side will be shown . Cuisine, Heritage, Arts among other forms of culture will be part of the program.



Educational Visits(Fam Trips – Press Trips)

NAME: PRESS TRIP ALGARVE CONNECTIONS- Multimarkets

DATE: 08 TO 11 SEPTEMBER

PRODUCT: MI

PLACE: ALGARVE

Introduce the Algarve as an MI destination to journalist specialized in this product.

Program prepared in the form of an incentive with visits and activities related to the product.

NAME: PRESS TRIP CULTURAL ALGARVE- Multimarkets

DATE: 13 to 16 NOVEMBER

PRODUCT: CULTURE

PLACE: ALGARVE

Pres Trip for journalist in the sector were the Cultural Tourism side will be shown . Cuisine, Heritage, Arts among other forms of culture will be part of the program.



Educational Visits(Fam Trips – Press Trips)

NAME: FAM TRIP AICEP POLAND

DATE: MAY

PRODUCT: MI

PLACE: ALGARVE

The purpose of these trips will be to show guests, Decision Managers of several prestigious companies and institutions, the potential existing in our Region regarding the organization of events in the Business Tourism area, whether they are Congresses, Meetings, Product or Incentive Launching of companies among others.



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Road Shows and Workshops

NAME: ROADSHOW BENELUX - Benelux

DATE: 21 to 24 SEPTEMBER

PRODUCTS: *Joint Action : MI / Sun and Beach / Health and Wellness*

PLACE: BRUSSELS , AMSTERDAM, LUXEMBURG

Road Show for professionals and journalists were the referred products will be presented.

Participation of the Associates.



Public Relations Actions

NAME: ALGARVE GASTRONOMIC DAYS - Spain

DATE: 24 and 25 JUNE

PRODUCTS: *Joint Action: Culture / Sun and Beach/ Health and Wellness*

PLACE: SEVILLE , HUELVA

Charm action for the Press and Professionals within the scope of the various products.

Theme: Launching of New Route and Presentation of New Image



Assistance on International Events

NAME: ASSISTANCE ON CONGRESSES - (Echelon Table for Assistance on Congresses)

DATES: SEVERAL

PRODUCT: MI

PLACE: ALGARVE



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Advertising / Campaigns

NAME: SEVERAL PRESS AND INTERNET

DATE: ANNUAL

PRODUCT: MI AND CULTURE

PLACE: MULTI

Advertising Campaign in specialized media for each product

Germany

CIM , Events Magazine ,

UK

AMI , M&IT , Business Destination , C&IT ,

Holland

Mice Travel , Life Style , Meeting Magazine



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Advertising / Campaigns

Spain

Spain Travel and Business , Evento Plus , Meet In , Q Travel

Belgium

MIM , The Palanner

France

Bedouk Guide

Multimarkets

Portugal Travel News , Publituris , Ambitur



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Market Studies

NAME: ALGARVE MI SURVEY 09

DATE: ANNUAL

PRODUCT: MI

PLACE: MULTI

Up-date of the Algarve MI Survey with data from 2009



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Other Actions

TP DELEGATIONS

Support for TP Delegations in foreign markets:
In spontaneous individual press trips
In Film Crews

COMMUNICATION RESOURCES

- . Website – maintenance and inclusion of new members / up-date with a New Image Algarve
- . New Image stock bank MI
- . Creation of Internet banner with new Image Algarve
- . Editorial with new Image Algarve
- . Re-edition of DVD and Cultural Guides

SUPPORT FOR AGENTS IN THIS SECTOR

Support for promotional actions made by members (Ex. Fam Trip / Press Trips , etc)