

DESTINATION MARKETING AND PR REPRESENTATION



EXITIX
marketing



Iberian Peninsula



EXITIXE-MARKETING * is a Portugal based PR and Marketing representation company, specializing in tourism & hospitality marketing and offering its services in three European markets:

Central &
Eastern Europe



Central Asia, South
Caucasus, Russia **



* EXITIXE-MARKETING is a limited liability company, registered in Portugal on 01 August 2013 under the EU VAT Number PT510764320

** The region of Central Asia, South Caucasus and Russia covered by the sister company COMPASS-CONSULTING



OUR TEAM

Dmitry Smirnov
Operations Director
Shareholder



Alexei Tolpygo
Regional Director
Portugal, Shareholder
(based in Lisbon)



Natalia Smirnova
General Manager



Alena Gurinova
Regional Manager
East Europe, Central Asia
(based in Moscow)



Macarena Hidalgo
Regional Partner Spain
(based in Madrid)



Tereza Szabova
Regional Partner
Central Europe
(based in Prague)



B2B:

Travel trade offline
and digital
promotions, sales
calls, newsletters

Events:

travel fairs,
roadshows,
workshops,
presentations

PR:

Press-releases, press-
conferences, media
monitoring, organic
media presence,
content creation

**“Out-of-the-box”
activities:**

Festivals, cooking
classes, cultural
performances, photo
sessions, cover
shooting

BTL:

Digital marketing,
social media,
influencers, direct
clients’
communications

Fam trips:

Media, SM
influencers, TV groups
and travel trade



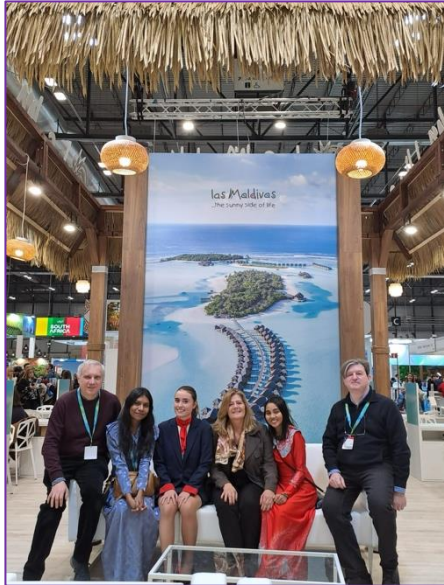
OUR PARTNERS



DESTINATION STAND MANAGEMENT AT MAJOR TOURISM FAIRS



National stand for
Visit Maldives



*All stand coordination, meetings' agenda,
managing media and TO visits, assisting to
stand partners, lucky draw for consumers,
distribution of printed materials and
souvenirs.*





DESTINATION STAND MANAGEMENT AT MAJOR TOURISM FAIRS



All stand coordination, meetings' agenda, media corner, hosting official delegation from the Ministry of Tourism of Kazakhstan, Astana Airlines, TUI, Kaztour and other TO visits; assisting to stand partners, lucky draw for consumers, distribution of printed materials and souvenirs.

Received a Golden Globe Award for the best managed stand at KITF 2023.

Kitf

Kazakhstan
International Travel Fair

National stand by
Visit Maldives



PROMOTING DESTINATIONS @ PROFESSIONAL B2B EVENTS



*Hungexpo Tourism Exhibition
in Budapest: joint collaboration
between Visit Maldives and an
incoming tour operator,
coordinated by Exitixe-
Marketing*



*Access Luxury Travel Shows in Prague
and in Warsaw. Over 25 pre-
scheduled face-to-face table top
presentations to the leading luxury
travel companies*



*Budapest Airport Workshops:
Free-running table top
presentations in 3 cities of Hungary*



B2B DIRECT MARKETING



Maldives joint destination seminar for travel agencies in Budapest (Hungary) by Visit Maldives, 1000 Roads Tour Operator and Fly Dubai.



Presenting Maldives to Kazakhstani travel agents in Almaty



Maldives presentation with Constance Hotels and EMIRATES in Budapest

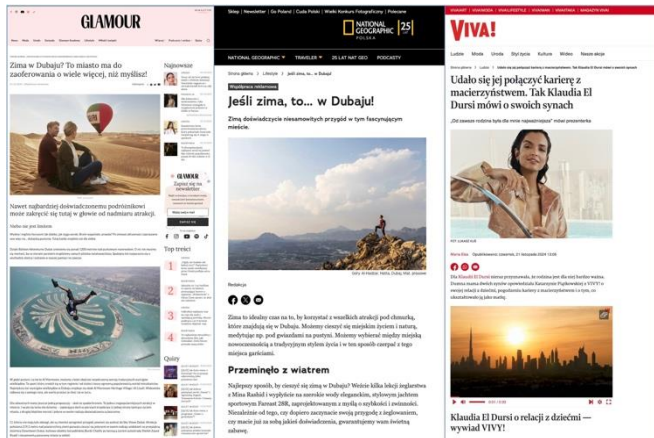




VFS.GLOBAL

We provide support services to **VFS Global** in representing **DUBAI ECONOMY & TOURISM** in Central Europe.

General strategy development, monitoring deliverables for the travel trade promotion, ad-hoc assisting in projects.



Dubai content creation in Polish media (Glamour, Nat Geo, VIVA!)

Journalists from Poland visiting Dubai



Polish magazine VIVA! Cover story and cover page photo shooting in Dubai with Polish top model and SM influencer.



OPINION LEADERS, INFLUENCERS & MEDIA VISITS

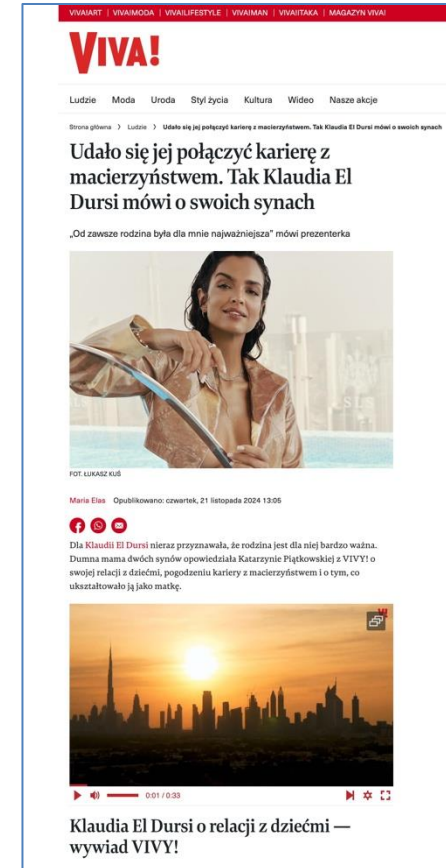
*Hosting journalists from Poland in
Dubai for a media fam trip*



SM influencers from Kazakhstan visit Maldives



*Popular Polish TV
presenter, model
and journalist on
her visit to Dubai.*





DESTINATION ROADSHOWS

Special Signature Project for Maldives Marketing & PR Corporation (MMPRC)

Turn-key organization of Destination Roadshow to 3 cities (Warsaw-Prague-Budapest) for Visit Maldives.

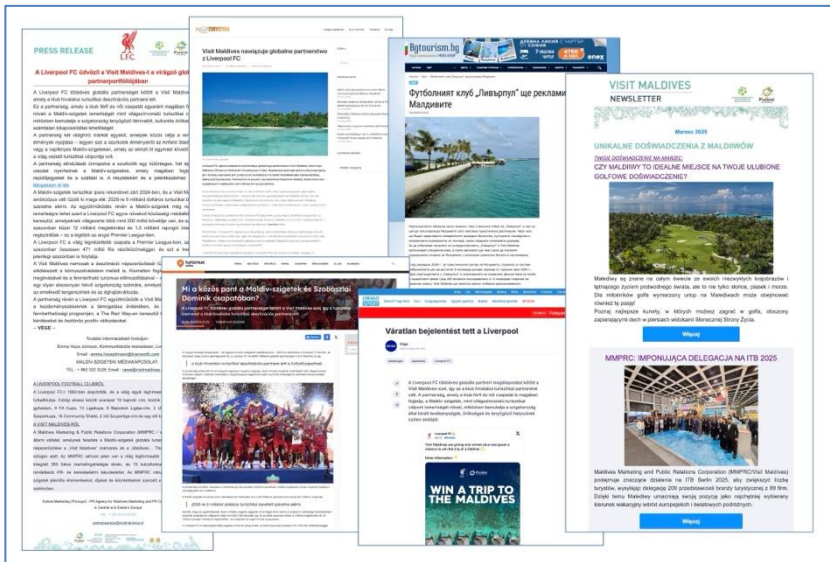
Venue selection and logistics, AV equipment, printing, selecting and qualifying of trade visitors, all travel agenda.

Participating: 20 trade partners from Maldives and 65 invited trade professionals in each of the cities.

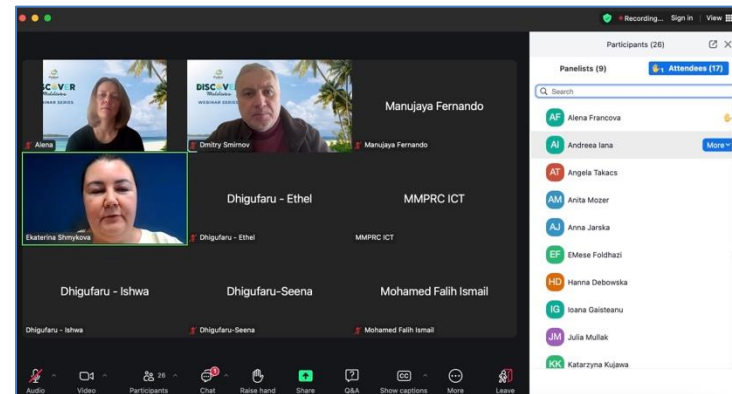


OTHER FORMS OF B2B PROMOTIONS

Newsletters
and press
releases
distributed
directly in
local
languages,
including
Polish, Czech,
Hungarian,
Spanish and
Portuguese



Webinars targeted to a specific region
or market.



MICE EVENTS AND PRESENTATIONS



MICE workshops in Prague and Warsaw for Portugal United, a group of hotels and DMC from Portugal.

Selection and qualification of guests, invitation and RSVP process, follow up.

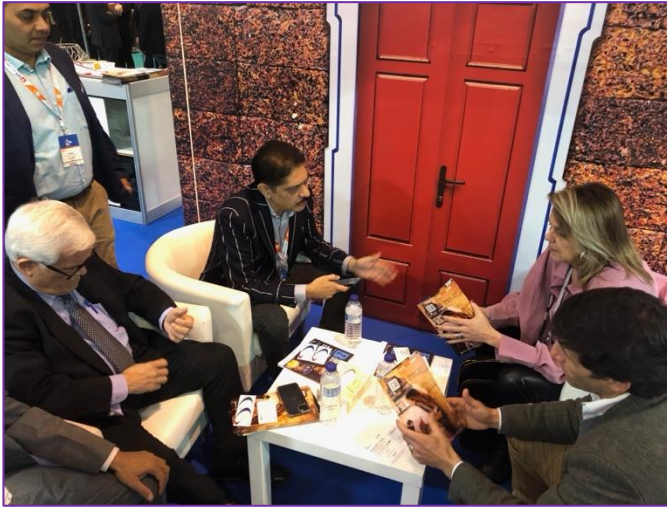


*PORTUGAL UNITED TEAM:
A group of hotels and DMC
providers, jointly promoting
Portugal as a tourist
destination*





PROJECT BASED SUPPORT TO DESTINATIONS



Assistance in setting up appointments and meeting agenda for the State Secretary for Tourism of Goa (India) with Portuguese travel trade representatives at the Lisbon Travel Fair (Bolsa Turismo Lisboa)





PROFESSIONAL ASSOCIATIONS

We constantly communicate with professional trade associations in the markets where we operate. Few examples are: ANAT (Romanian Association of Travel Agencies), SACKA (Slovak Association of Travel Agents) and other industry unions.

The key importance is our active membership (since 2021) in APAVT (Association of Portuguese Tourism Industry)



LEGAL INFORMATION

- EXITIXE-MARKETING is a limited liability company, registered in Portugal on 01 August 2013 under the EU VAT Number PT510764320
- The company is situated at the permanent address: Rua Dr. Manuel Laranjeira 117/301, 4200-386 Porto
- The company maintains its accounts at the BCP Millennium Bank Portugal
- The two shareholders of the company are: Alexei Tolpygo and Dmitry Smirnov
- Exitixe-Marketing is a member of APAVT (Association of Agencies of Tourism and Travel of Portugal) since 2021
- In Russia: operating through COMPASS-PRESS LLC, registered in Moscow in 2001.





Please contact us if you need a reliable marketing representation partner in Spain and Portugal, in Central or Eastern Europe or in Central Asia.

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