

# DESTINATION MARKETING AND PR REPRESENTATION

The logo for Exitix marketing is displayed in a white rectangular box. It features the word "EXITIX" in a bold, purple, sans-serif font, with the "X" stylized as two mirrored "E" shapes. Below "EXITIX", the word "marketing" is written in a smaller, blue, lowercase sans-serif font.

**EXITIX**  
marketing



Iberian Peninsula

*We are based in Portugal and offer tourism representation 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



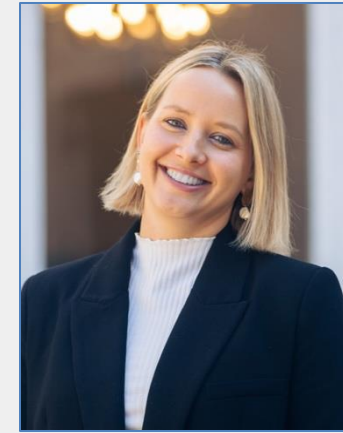
# OUR TEAM



**Dmitry Smirnov**  
Business Development  
Shareholder



**Alena Gurinova**  
Regional Director  
East Europe, Central Asia  
based in Moscow



**Tereza Szabova**  
Regional Manager  
Central Europe based  
in Prague



**Macarena Hidalgo**  
Regional Director Spain  
based in Madrid



**Alexei Tolpygo**  
Regional Director Portugal  
Shareholder based in  
Lisbon





## B2B:

Travel trade  
offline and digital  
promotions, sales  
calls

## Events:

travel fairs,  
roadshows,  
workshops,  
presentations

## PR:

Newsletters & press-  
releases, press-  
conferences, media  
monitoring, organic  
media presence

## Signature promotions, out- of-the-box events:

Festivals, cooking  
classes, cultural  
performances, photo  
sessions, quiz nights

## BTL:

Targeted search  
engine marketing,  
social media and  
influencers

## Fam trips:

Media, SM  
influencers, TV  
groups and travel  
trade

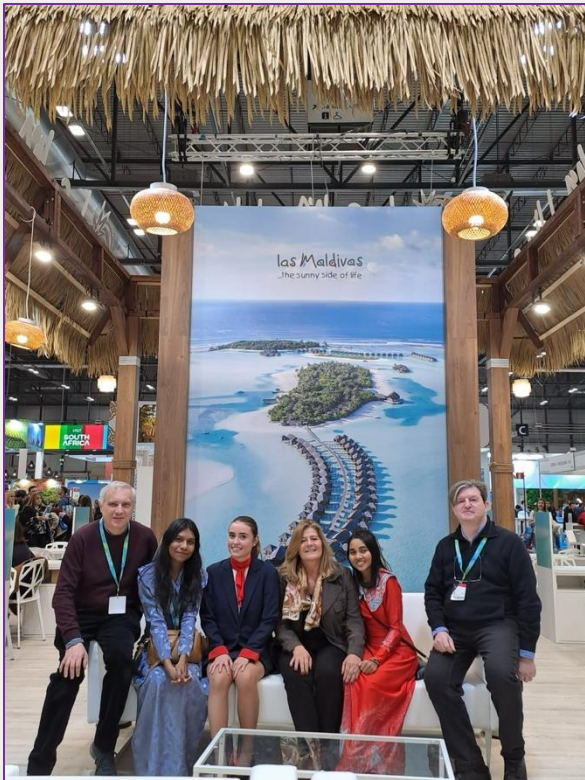




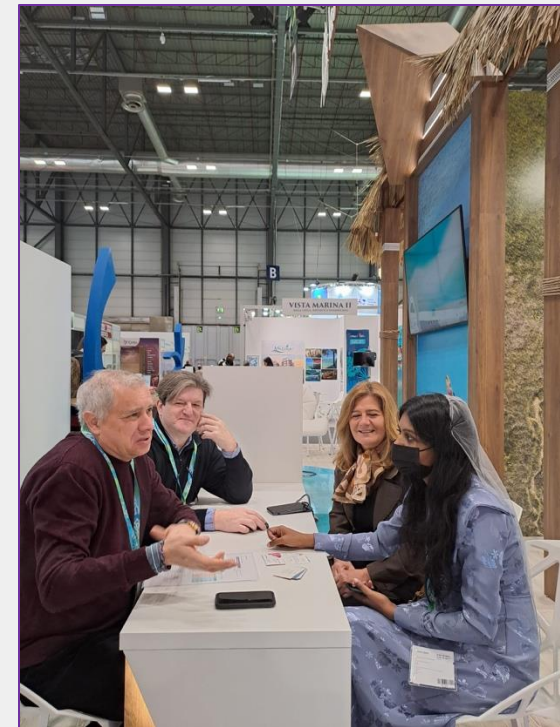
## DESTINATION STAND MANAGEMENT AT MAJOR TOURISM FAIRS



National stand by  
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



# TRADE, MEDIA & SOCIAL MEDIA INFLUENCERS FAM TRIPS



*Journalists from Poland visiting Dubai*



*SM influencers from Kazakhstan visit Maldives*



*Celebrity from Poland visits Dubai.  
Magazine cover page photo shooting sessions*



*Top managers from Russian tour operators visit Macao (China)*





## DESTINATION ROADSHOWS



*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.*



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



# DIGITAL VS. OFFLINE TRAVEL TRADE PROMOTIONS

Offline seminars and presentations:

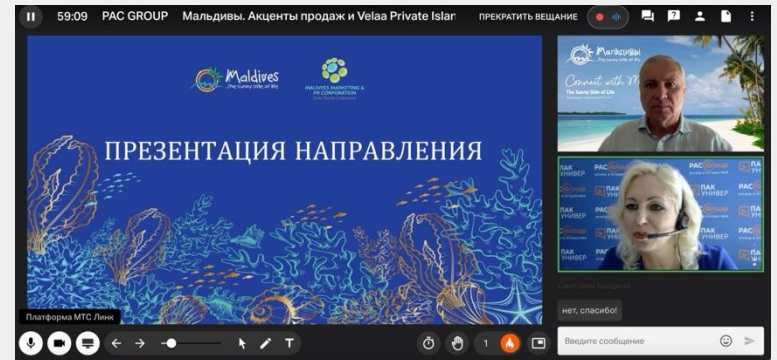


*Maldives joint destination seminar for travel agencies in Budapest (Hungary) by Visit Maldives, 1000 Roads Tour Operator and Fly Dubai.*

Destination training webinars:



*Webinar series for travel trade in Poland, Czechia and Hungary*



*Webinar series for travel trade in Russia and Kazakhstan*







*Access Luxury Travel Shows:  
Prague, Warsaw*

*Over 25 pre-scheduled face-to-face table top presentations to the leading luxury travel companies*

## PROMOTING DESTINATIONS @ PROFESSIONAL B2B EVENTS



*Budapest Airport Workshops:  
Free-running table top presentations for 40 travel agents*





## 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.*



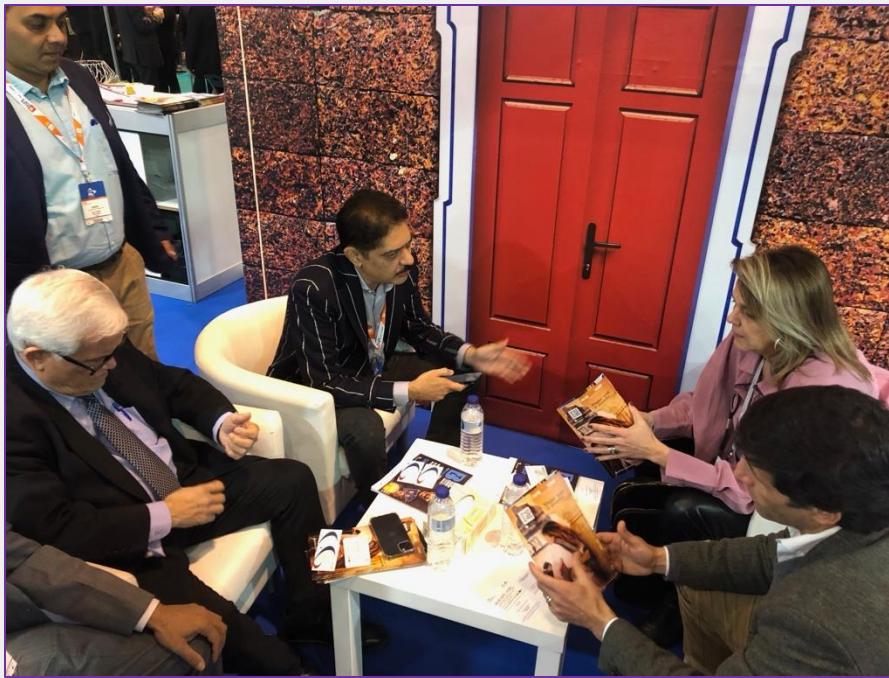
**PORTUGAL UNITED TEAM:**  
*Estoril Palacio, VIP Hotels,  
Lutecia Business Hotel,  
Transalpino DMC*







## 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)*



## *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 (a Russian born Portuguese national) and Dmitry Smirnov (Russian national permanently residing in Portugal)
- Exitixe-Marketing is a member of APAVT (Association of Agencies of Tourism and Travel of Portugal) since 2021







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

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