



Federal Ministry  
for Economic Cooperation  
and Development



Partners in  
Transformation  
Import Promotion Desk



IPD services for European tour operators

# Discovering new destinations Sustainable tourism offers

# Europe travels sustainably

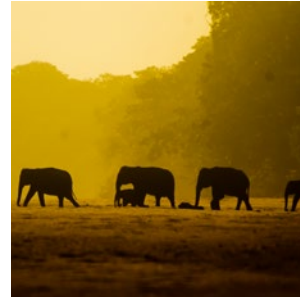
## Sustainable tourism increasingly popular

Tourism is a growing business sector worldwide. Sustainable travel has become increasingly popular and tour operators are on the lookout for new, attractive destinations and outstanding sustainable products.

The Import Promotion Desk (IPD) assists you in expanding your portfolio to include unique travel offers. Discover the tourist potential in emerging and developing countries!

### IPD Partner countries

- Ecuador
- Nepal
- Sri Lanka
- Tunisia
- Uzbekistan



A healthy climate, sunny beaches, diverse natural landscapes and a wide range of cultural treasures – emerging and developing countries offer tourists optimal conditions for cultural trips or adventure travel.

Many travellers from Germany and throughout Europe wish to experience tours that showcase the nature and culture of the host country. They want to be environmentally friendly and socially compatible on their travels, and therefore sustainable tourism is very much in demand.

In order to meet the growing need for sustainable tourist offers, European tour operators are looking for reliable local partners. The IPD supports you in your search and liaises selected tourism companies for you in the partner countries.

The local tourism companies offer a rich variety of products customised for the European market. All providers are thoroughly evaluated and have been trained in the requirements of the EU travel market.

## Promoting sustainability

IPD has a developmental objective and is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). The project is part of the "Partners in Transformation – Business & Development Network", in which the BMZ programmes for economic actors are organized. The aim of "Partners in Transformation" is to drive forward socio-ecological and feminist economic transformation in the partner countries.

# IPD's win-win strategy

## Sustainable tourism is to everyone's benefit

In promoting sustainable tourism, the IPD supports its partner countries in developing their infrastructures, creating jobs, and increasing incomes. As a labour-intensive segment, the tourist sector makes an important contribution towards economic development and empowerment.

The IPD acts as a hinge between European tour operators and tourism service providers in selected emerging and developing countries. Both sides benefit from their cooperation with the IPD. Tourism companies in developing countries receive support from the IPD with regards to the improvement of service, quality and sustainability of their touristic products.

Of benefit to tour operators in Germany and throughout Europe is the qualitative preselection of reliable tourism service providers in the IPD's partner countries and the sector-specific information about the partner countries provided by the IPD.

### Sustainable offers

- Community-based tourism
- Culinary tourism
- Cultural tourism
- Cycling & motorbiking
- Educational & volunteering tourism
- Hiking & trekking
- LGBTQ\* Tours
- Luxury, health & wellness tourism
- MICE, incentives & conferences
- Nature & eco tourism
- Water-based tourism
- Wildlife photography & birdwatching
- Women-only tours



# Tailor-made services for the tourism sector

IPD assists you in identifying suitable travel providers in its partner countries – geared to the needs of your tourism offer.

## Market information

The IPD supplies you with information on both country and sector for tapping new tourism markets. Interested product managers thus enjoy the benefits of our know-how and our local networks.

## Matchmaking

In the context of trade fairs and road shows, the IPD initiates new business contacts for selected tour operators. We also organise FAM trips for you to our partner countries. This allows your product managers to assure themselves on site of the quality and sustainability of the local DMCs.

## European tour operators

### Benefits

- Contacts with sustainable companies
- Reduced time and costs thanks to careful preselection and quality control of touristic services offered
- Improved know-how through qualified expertise

## IPD services

### Matchmaking

- B2B meetings at fair trades
- FAM trips
- Road shows

### Market information

- Destination fact sheets
- Virtual FAM trips

## Partner companies

### Opportunities

- Access to the European tourism market
- Tourism products customized for EU travel market
- Development of business and sales competences

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## Get in touch with us.

We connect you with the right business partners.

Find out more about  
IPD and its services:

[www.importpromotiondesk.de](http://www.importpromotiondesk.de)



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