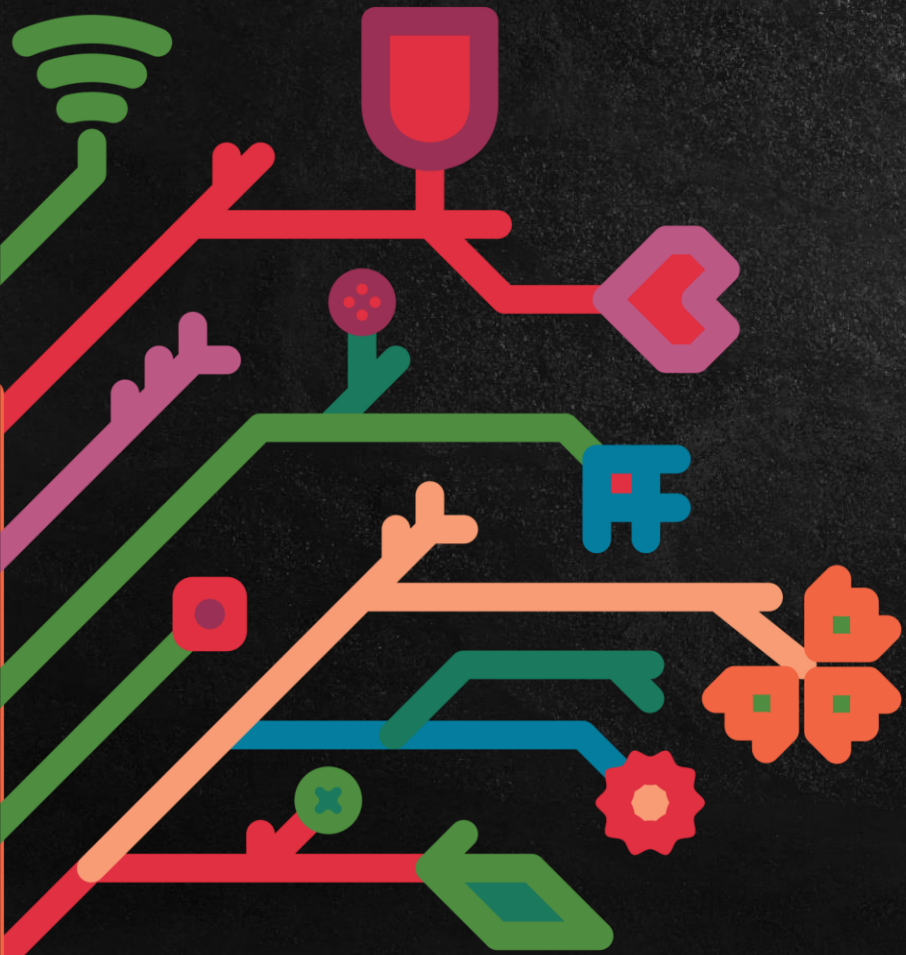


MOLDOVA

#beourguest #discovermoldova



MOLDOVA

A small country with a big heart



MOLDOVA – A SMALL COUNTRY WITH A BIG HEART

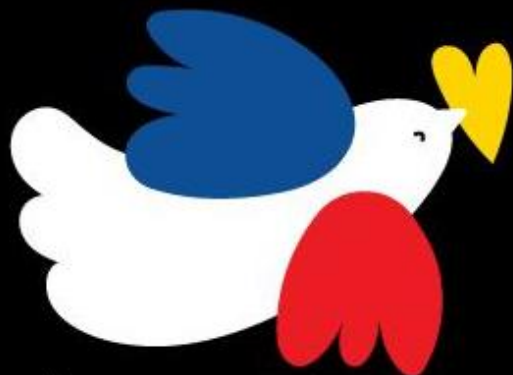


Humanitarian effort, by country (Refugees per 100 000 Inhabitants)



as March 3, 2022, source unhcr.org

MOLDOVAN
TOURISM INDUSTRY
HELPS UKRAINEAN
REFUGES

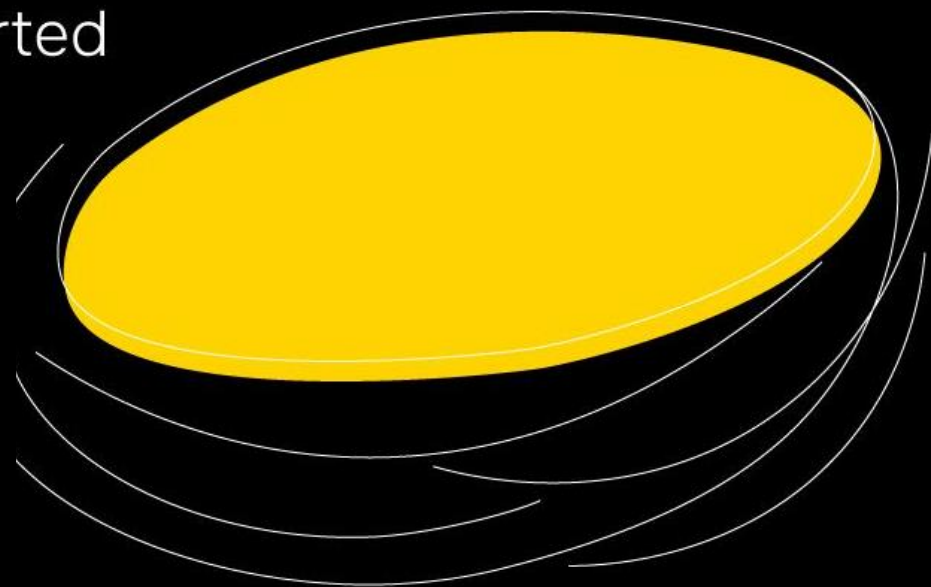


MOLDOVA
FOR PEACE

6 500
refugees housed

over **10 000**
refugees fed

over **1 000**
people transported



February 24th - March 6th

WHAT SHOULD BE KNOWN ABOUT MOLDOVA?



GEOGRAFICAL AND CULTURAL
proximity to Europe and Asia



4 SEASONS
to enjoy



Top 10 global wine destination
Exit surveys disclose that **43%** of travelers came to
taste **Moldovan WINE***



**AUTHENTIC
EXPERIENCES** –
rural, gastronomic, nature



UNTAPPED touristic destination
Far from madding crowd



All-around
INTERNET accessibility-
perfect Out Of Office
workplace



MULTI-ETHNIC - 6 distinct groups
We speak your **LANGUAGE**



WHERE EAST MEETS WEST



KEY FACTS

NAME:
Republic of Moldova

CAPITAL:
Chișinău (ca.814,000)

POPULATION:
2,618 million (2020)

AREA:
33,847 km²

LANGUAGE:
Romanian

CURRENCY:
MDL
1EUR=20MDL, march 2022



DIRECT FLIGHTS:
to 21 countries/ 42 cities
(5 charter flights)



PROXIMITY & CONNECTION:
Located within 3 hours
from all main European cities



INTERNATIONAL HOTELS:
Radisson, Marriott Courtyard & Accor



**VISA LIBERALIZATION REGIME
FOR 100 STATES**
The citizens of EU, UK, CIS, CEFTA, USA,
Canada, Japan, Korea, UAE, Australia, Israel,
Turkey, New Zealand, certain countries in South
America and Asia do not need visas.

eVisa – Online in 4 days

Wine & Gastronomy





MOLDOVA

THE GRAPE COUNTRY

#1

in the world with
the highest
density
of vineyards

#6

in Europe
by vines surface

199

wineries

980

enterprises & 6
institutions of
Education
working
for Wine and
Oenotourism,
Research
and Technology

every **4th**

active Moldovan
involved
in the wine
sector

(52 000 viticulturists)

Guinness book - Milestii Mici
largest winecellar by number of bottles (over
1,5 million bottles)

Cricova - underground wine
city, over 70 km galleries

National Wine Day
(18 editions)



There are 3 historical wine regions
destined for the production of wines
with protected geographic indication.



WINE ROUTES OF MOLDOVA



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



The Wine Routes of Moldova are affiliated to the
European Cultural Route of the Vine and Wine 'Iter Vitis – Les
Chemins de la Vigne', promoted by the European Federation
Iter Vitis and certified 'Cultural Route of the Council of Europe'.



ȘTEFAN-VODĂ REGION

- 17 Château Purcari
- 18 Et Cetera Winery
- 19 Gogu Winery
- 20 Leuntea Vin
- 21 Salcuta Winery



VALUL LUI TRAIN REGION

- 22 Corbu Winery
- 23 Kara Gani
- 24 Gitana Winery
- 25 Vinaria din Vale
- 26 Vinia Traian
- 27 Vinuri de Comrat
- 28 Fautor



CODRU REGION

- 1 Asconi Winery
- 2 Atu Winery
- *3 Barza Albă (Divin producer)
- 4 Brănești Winery
- 5 Castel Mimi
- 6 Château Vartely
- 7 Château Cojușna
- 8 Crama Mircești
- 9 Crama Tudor
- 10 Cricova
- 11 Kvint
- 12 Hîncești Winery
- 13 Mihai Sava Mileștii
- 14 Mici Poiana
- 15 Winery Tronciu
- 16 Winery



Château Vartely Winery awarded as
"The most original practice in wine
tourism" at the International Iter Vitis
and Phoenicians Route Awards
Ceremony



CULTURAL AND WINE EXPERIENCES



WINE ROUTES OF MOLDOVA

Château
VARTELY
WINE, CULTURE AND LEISURE RESORT

The award for "The most original practice of wine tourism" was offered for the immersive projection mapping on wine barrique in Château Vartely's cellars, as well as for the video-story on the Moldovan wine legends. The unique light show tells the story of local spirits and the winemaking talent of Moldovans. The show takes over the entire surface of the cellar and its spectators, offering genuine experience of being part of the legend.



Taste of MOLDOVA

The world's great chefs say local, healthy and tasty are the trends they're embracing these days to give their diners a fabulous culinary experience. Moldova has long been ahead of this curve by embracing local, healthy and tasty forever.



Sarmale



Plăcintă



Mămăligă

Culture & History



ȘTEFAN CEL MARE ȘI SFÂNT (Stephen the Great and Saint)

was the best and the greatest ruler of Moldova ever. He ruled with the country for 47 years (1457-1504).

His qualities as: a good strategist and astute diplomat, the initiatives taken to develop the culture by founding a new architecture style, building an impressive number of churches and monasteries, and the battles waged and won to defend the integrity of the country - have made him a legendary hero.

WHAT DOES THE ROUTE OFFER?



Stories connected
to History &
Legends



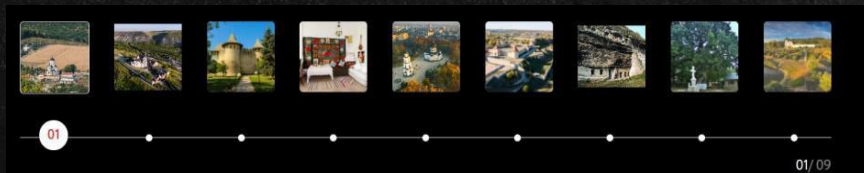
Military adventure.
Fortifications
comprising
strongholds



Vineyard cultivation
region & wine
production in the
monasteries

www

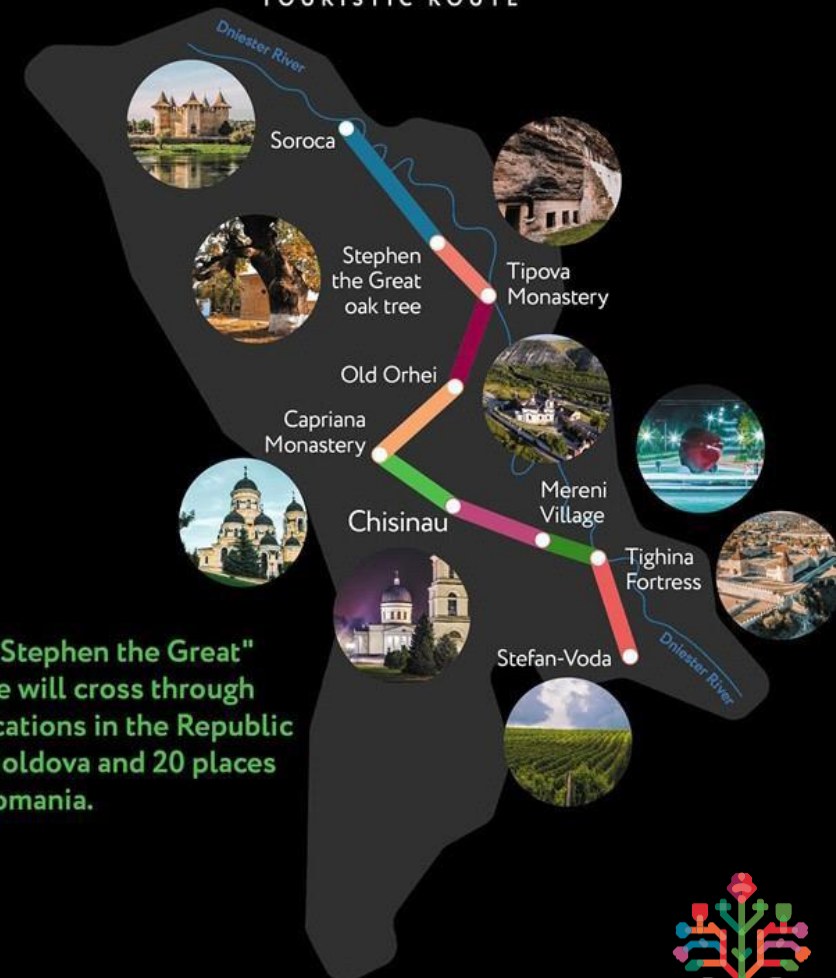
stephenthegreat.travel



VOIVODE

STEPHEN THE GREAT

TOURISTIC ROUTE



"The Stephen the Great"
route will cross through
**9 locations in the Republic
of Moldova and 20 places
in Romania.**





Heritage & Spirituality





over **1000**
**CHURCHES &
MONASTERIES**



44
MONASTERIES
(byzantine style)



54
**WOODEN
CHURCHES**



7
**ROCKS
MONASTERIES**

Țipova, Japca, Saharna, Butuceni,
Cosăuți, Călărășeuca, Molovata



7 floor
**MONASTERY IN THE
ROCKS**



3 confessions
UNIQUE VILLAGE
Catholics, Orthodox, Judaism



Adventure



ECO TOURISM IN MOLDOVA

wild life observation





MULTI-ETHNIC MOLDOVA



The
largest in Moldova

**MEDIEVAL JEWISH
CEMETRY**
sign of trading
routes in the past



GAGAUZIA –

Turkish origin affiliated with
eastern orthodox church

The Gagauz language is considered by
UNESCO to be an endangered language.

The culture being very close to the
culture of the Turks, being of Orthodox
Christian confession



THE

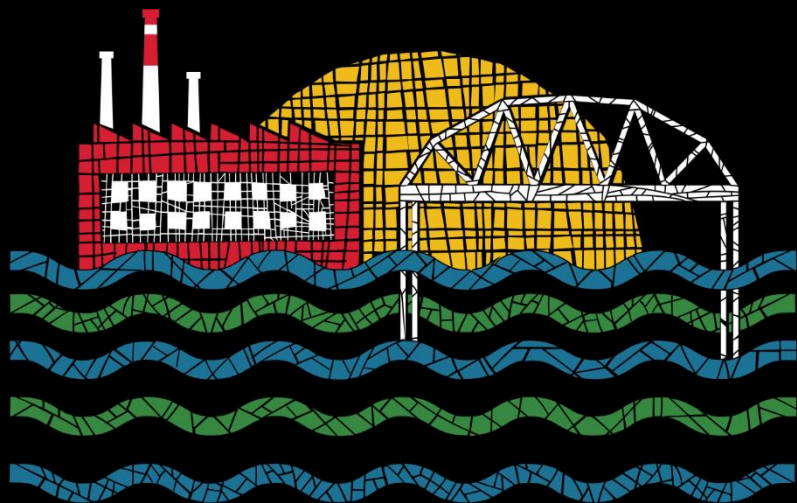
GYPSIES WORLD

gifted with land in XV sent.
by the king of Moldova, Stephan
the Great, Gypsies changed their
natural habits and built houses inspired
by famous buildings like: St Peter's
Basilica, the U.S. Capitol Building, the
Bolshoi Theatre.



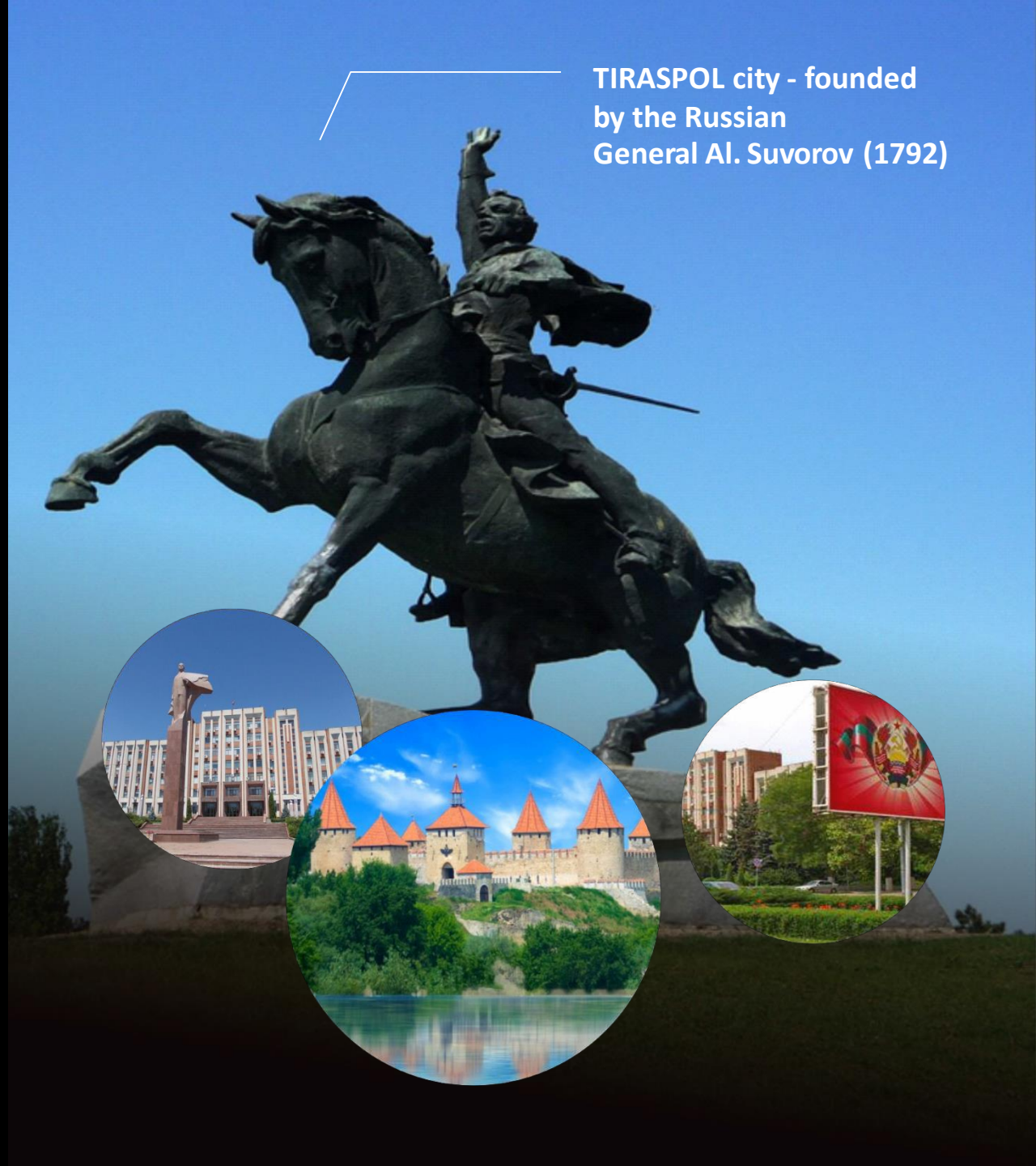
TIME TRAVEL

to transnistrian region



During the „Soviet” tour you will feel the genuine atmosphere of cities of the former Soviet Union-Tiraspol and Bendery. You will see the broad streets, optimistic architecture mood, luxurious finish materials of culture houses, university and libraries, predominance of Red, national motives

TIRASPOL city - founded
by the Russian
General Al. Suvorov (1792)





ANTRIM

NATIONAL INBOUND AND DOMESTIC TOURISM
ASSOCIATION FROM MOLDOVA

ANTRIM MAIN AREAS OF ACTIVITY



Position Moldova as an authentic tourism destination by adapting marketing and promotion to new pandemic and post-pandemic realities



Strengthen tourism product development and improve the tourism hospitality infrastructure



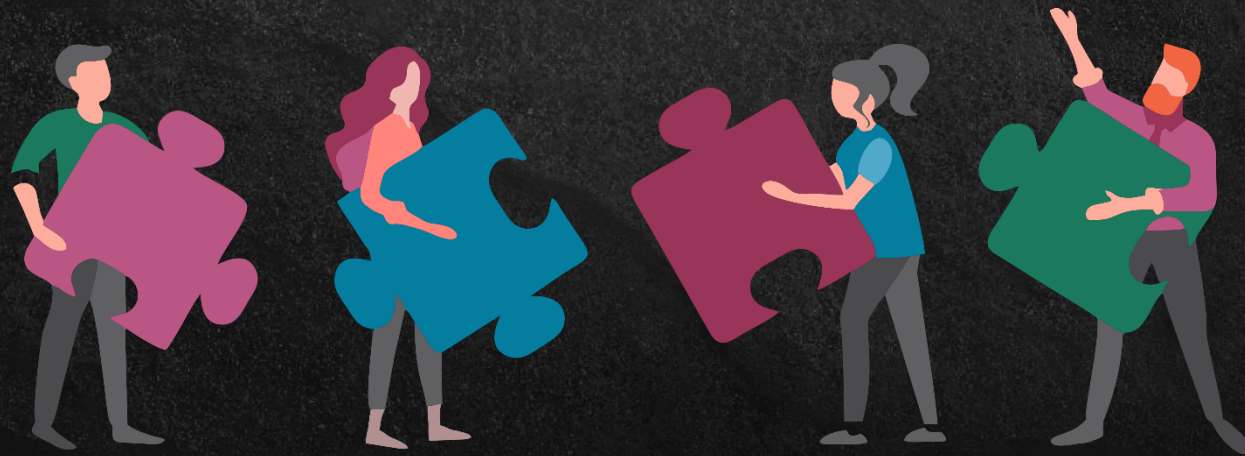
Promote adoption of key policy reforms to improve the tourism sector business enabling environment

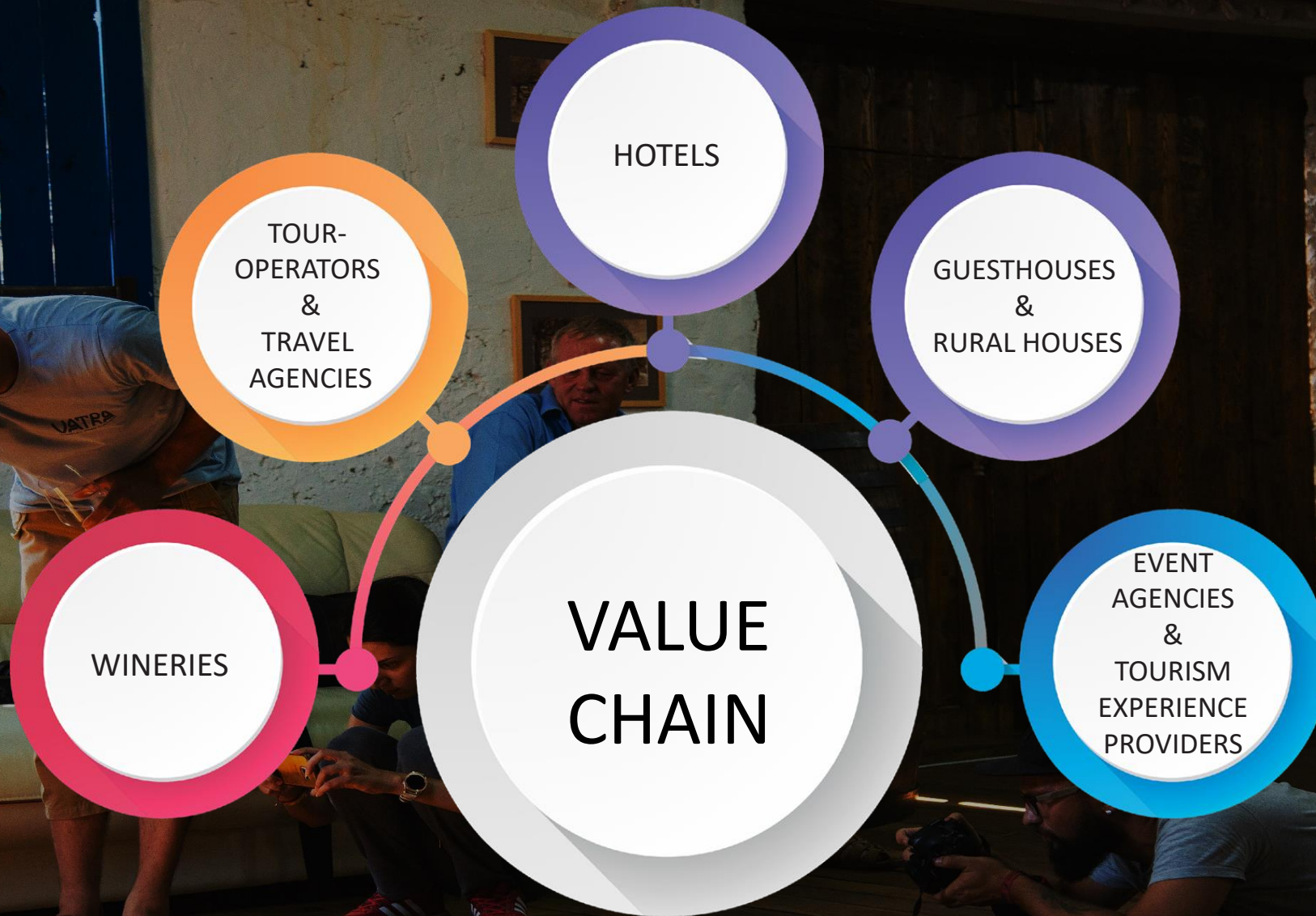


Strengthen key institutional actors in the tourism sector



78 MEMBERS







50
PRESS TRIPS

300
FOREIGN
JOURNALISTS

350+
ARTICLES IN
INTERNATIONAL PRESS



COORDINATING AND LEADING PROMOTION ACTIVITIES



FESTIVALS

Coordinating the open-air classical music festival in Eastern Europe, DescOPERĂ



CAMPAIGNS

Tourism promotion initiatives through the means of the country branding – Tree of Life. “Be Our Guest” campaign, in 2017 – 2020;



“Hai la Mine Acasa” campaign in 2019
“Moldova your Christmas Home” campaign, December 2021 – January 2022
“Spread the Peace” campaign in March 2022



EXHIBITIONS

Participation and logistical coordination of country showcase at **international exhibitions**



B2B

Participation and logistical coordination



MOLDOVA TOURIST INFORMATION CENTER

SUCCESS STORY



TOURISM PRODUCT DEVELOPMENT

The development of audio guides is a part of the collaboration between the Chisinau City Hall and ANTRI



The audio guides offer the opportunity for an independent tour which allows for the discovery of

26 attractions from Chişinău Capital.



SKILLS DEVELOPMENT



Introduction of new generation into tourism and delivering insights about tourism trends and practices:

Hospitality, Tourist Guiding, Travel Agency and Tour Operator operations.



Skills and competences development addressed at hospitality industry representatives.



Mystery shopper sessions



Training - „Rediscovery of Traditional cuisine”



Trainings provided for staff from all Hotel Departments



THANK YOU



NATALIA TURCANU

Executive Director

National Inbound & Domestic Tourism Association of Moldova

✉ executive@antrim.md 🌐 www.moldova.travel

