



An Italian tour operator specialized in experiential tourism is looking for agents or partners for commercial agency agreements in Europe and Japan.

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Summary

An Italian company, based in the South of Italy and specialized in organizing tours and offering accommodation, provides customized tourism services based on "experiences", respecting and enhancing the environment. It is looking for collaborations (agency agreements) in Europe and Japan, such as travel companies, agencies, tour operators and hotels that could promote company's services, creating fiduciary relationships.

Description

The Italian company, based in Palermo and established in 2015, is the result of an initiative led by a group of women with extensive experience in both tourism and social sectors. The main purpose of this company is promoting and enhancing the "experiential tourism". In this kind of tourism, the traveller learns something, broadens his/her horizons, comes back home not only with pictures but also with the memory and the emotions of an experience, which will enrich his/her cultural baggage.

At the basis of this kind of tourism there are: cultural tours, gastronomic experiences, naturalistic or sporting activities, artisan workshops as well as the discovery of their own roots. The offered services range from research to planning: through a tailored market research, the company will identify new itineraries destined to specific targets of customers or, it will promote interesting areas which are not well-known by mass tourism.

This basic idea stemmed from the point that travellers who want to discover a destination in a special way, often need to find something more than a travel agent: a knowledgeable and trustworthy reference point in the territory. Letting people discover the world away from the clichés of organized trips and preset "packages" is the company's mission. Tourists are not intended to be spectators but the main actors of an intense and all-encompassing experience.

The solutions proposed by this company are tailored for any kind of customers, according to their preferences, cultural, sporting and culinary interests, and much more. The company increased its activities in the area of incoming tourism, providing support to foreign tourists interested in exploring Sicilian nature, tradition and cultural heritage. In particular, enhancing the Sicilian beauties and places worthy to visit, the company offers services for:

- Active holidays: the guest knows the territory going back home culturally enriched. Thematic proposals mixing adventure, ecology and culture (inclusive of all services, from arrival until the end of the holiday)
- History and archeology, city tours and sightseeing, creation of events and historical re-enactments.
- Food and wine tourism, for those willing to dive in the Sicilian food culture and appreciate different tastes, colors and smells typical of a region which points on high quality and natural products.

- Nature and Environment (sea and mountain), hiking, orienteering, bicycle touring, mountain biking, rafting.

The company participated and presented its own project during Expo 2015 inside the Bio Mediterranean Cluster.

Currently, it is working to export the project also in France.

With the aim to enlarge its international activities related to the incoming services and in order to promote its travel packages, the company is looking for transnational long-term cooperation with travel companies, agencies, tour operators in Europe and Japan.

In particular, it is looking for partners interested in selling its products and services abroad, under commercial agency agreements, establishing a win-win relationship, by which potential partners can offer distinguished proposals from its local competitors.

The company is looking also for cooperation with associations of retired people, homes for elderly or retired people, professional associations, and companies interested in active holidays in order to sign commercial agency agreements.

Advantages and Innovations

Company's main advantages are:

- The support offered to foreign partners by providing the emotional reasons that will facilitate the marketing of the company's products in the partner's own country;
- The very good quality/price ratio for the provided services compared to its competitors.

In addition, the company offers to partners tailor made packages, from arrival to departure; customer service; research, creation and updating of products that are increasingly oriented and tailored to the specific customer.

Partner Sought

Travel companies, agencies, tour operators, and hotels that could promote company's services and which are interested in selling its products and services abroad, under commercial agency agreements, establishing a win-win relationship. The company is seeking also for cooperation with associations of retired people, professional associations, and companies interested in active holidays. Type of Partnership Considered: Commercial agency agreement

Client

Type and Size of Client: Industry SME ≤ 10

Year Established: 2015

Turnover (euro): <1M

Already Engaged in Trans-National Cooperation