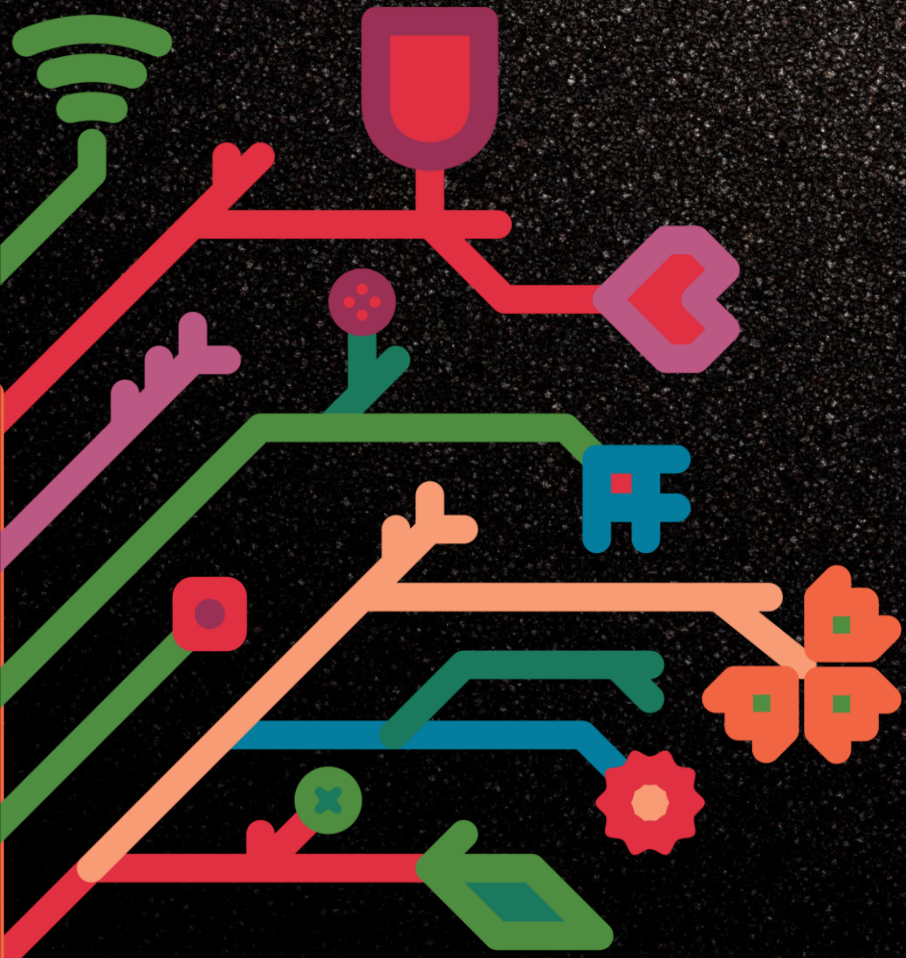


#beourguest
#moldovatravel
#taramicainimamare



NATIONAL INBOUND & DOMESTIC TOURISM ASSOCIATION OF 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



SUPPORT & STRATEGIC PARTNERS



ANTRIM Activity in numbers



THE TREE OF LIFE AGENDA as a platform for transformational tourism



#BeOurGuest MOLDOVA

THE "TREE OF LIFE" AGENDA 2022 CULTURAL - TOURISTIC EVENTS

1-10 March MĂRȚIȘOR International cultural festival Chișinău	6 May HEDERLEZ St. Ghorghe Day Găgăuzia	8 May HALF MARATHON (ALONG NISTRU RIVER) Vadul lui Vodă	23-24 May STREET FOOD AND WINE FESTIVAL Gastronomic festival Chișinău	30 May SPARKLING PARTY A party dedicated to sparkling wine Crișana
4 June FAMILY TRIATHLON AT VADUL LUI VODĂ Family adventure sports race Vadul lui Vodă	5 June IROSOP Festival of traditional hand made towels Solomon village, Cernăuți	4-5 June SUMMER FEST Music festival Chișinău	6 June STRAWBERRY & WINE FESTIVAL Strawberry and Wine festival Dîbău, Chișinău, Vinuși Wine	7-17 June FOLK IN CHIȘINĂU Chișinău
11 June ROSE DAY AT CASTEL MIMI Rose wine exhibition at Castel Mimi Balănești village, Anenii Noi	13 June GAGAUZ GERGEFI Regional festival of Gagauz costume Găgăuzia	17-19 June DescOPERĂ Open air classical music festival Bălănești village, Orhei	23-26 June JAZZ IN CHIȘINĂU Chișinău	28 June ZIUA PORTULUI POPULAR Song-folklore festival Chișinău
June MAI DULCE Festival of young and passion Chișinău	5 July IA MANIA Moldovan traditional blouse festival - IA Chișinău	9 July SÂNZIENELE DAY Wine, food and handicrafts Balănești village, Anenii Noi	9-30 July FEEL MUSEUM Open air historical fair festival Vaslui Museum of History and Ethnography	14-17 July "TE SALUT, CHIȘINĂU" FESTIVAL Chișinău music festival Chișinău
August FOLK MUSIC FESTIVAL "ACASA" Music festival at that features local artists Chișinău	August HODINA Picnic and open-air activities Chișinău	August DOR CĂLĂTOR Open air music festival Chișinău	15 August - 15 October WINEMAKERS BATTLE An authentic competition of wine production Purcari Winery, Ștefan Vodă	5 September PURCARI WINE RUN A unique trail run through vineyard Purcari Winery, Ștefan Vodă
September INTERNATIONAL FESTIVAL OF OPERA AND BALLET "MARIA BIEȘU" Chișinău	September ETHNO JAZZ FESTIVAL International music festival Chișinău	September BOSTANIADA Pumpkin festival Mădăraș village, Cernăuți	September URBAN VIBES Urban culture festival Chișinău	10 September VINOPERA Classical music festival and wine at Castel Mimi Balănești village, Anenii Noi
September MUST FEST Young wine festival Crișana	September O SEARĂ ÎN PARC Open-air music festival Chișinău	September CHIȘINĂU INTERNATIONAL MARATHON Running race Chișinău	1-2 October NATIONAL WINE DAY The greatest moment of wine production Chișinău & Wine Regions	14 October CHIȘINĂU CITY DAY Celebration of the capital Chișinău
1 November GAGAUZ SARAP YORTUSU Gagauz wine festival Găgăuzia	December COVORUL DORULUI National carpet fair Chișinău			

Folklore and traditions
 Wine
 Music and culture
 Sport
 www.moldova.travel

The Tree of Life calendar includes events that are supported by the Moldovan Investment Agency, the Ministry of Culture, the National Inbound and Domestic Tourism Association of Moldova, the National Office of Vine and Wine and private partners.



MOLDOVA

- 1 MĂRȚIȘOR
- 2 HEDERLEZ
- 3 HALF MARATHON (ALONG NISTRU RIVER)
- 4 STREET FOOD AND WINE FESTIVAL
- 5 SPARKLING PARTY
- 6 FAMILY TRIATHLON AT VADUL LUI VODĂ
- 7 IROSOP
- 8 SUMMER FEST
- 9 STRAWBERRY & WINE FESTIVAL
- 10 FOLK IN CHIȘINĂU
- 11 ROSE DAY AT CASTEL MIMI
- 12 GAGAUZ GERGEFI
- 13 DescOPERĂ
- 14 JAZZ IN CHIȘINĂU
- 15 ZIUA PORTULUI POPULAR
- 16 MAI DULCE
- 17 IA MANIA
- 18 SÂNZIENELE DAY
- 19 FEEL MUSEUM
- 20 "TE SALUT, CHIȘINĂU" FESTIVAL
- 21 FOLK MUSIC FESTIVAL "ACASA"
- 22 HODINA
- 23 DOR CĂLĂTOR
- 24 WINEMAKERS BATTLE
- 25 PURCARI WINE RUN
- 26 INTERNATIONAL FESTIVAL OF OPERA AND BALLET "MARIA BIEȘU"
- 27 ETHNO JAZZ FESTIVAL
- 28 BOSTANIADA
- 29 URBAN VIBES
- 30 VINOPERA
- 31 MUST FEST
- 32 O SEARĂ ÎN PARC
- 33 CHIȘINĂU INTERNATIONAL MARATHON
- 34 NATIONAL WINE DAY
- 35 CHIȘINĂU CITY DAY
- 36 GAGAUZ SARAP YORTUSU
- 37 COVORUL DORULUI

BE OUR GUEST 2022 THE "TREE OF LIFE" AGENDA CULTURAL - TOURISTIC EVENTS



www.moldova.travel

www.antrim.md

COORDINATING AND LEADING PROMOTION ACTIVITIES



FESTIVALS

Coordinating the only 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



EXHIBITIONS

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



PROMOTION ACTIVITIES ON SOCIAL MEDIA



#beourguest

Tourist in Moldova: episode 5 (the most morning episode)



Călătoriile cu Gust te invită pe traseul drumeților explorând Dealul Bălănești



Discover the warm of Southern Moldova riding the C2-C5 biking routes

- ▶ Starting point: Comrat
- Ending point: Ceadâr - Lunga
- 📏 Distance: 173 km
- 👤 Number of routes: 4
- 🎯 Difficulty level: easy/medium
- 🚶 Hiking time: 25 hours



Discover Moldova
with just one click

www.moldova.travel 🔍



WineristGO!

is a simple online booking tool that can be integrated into your site in minutes, which has been developed by knowing the subtleties of the hospitality industry from our own experience.

How does it work?

Connecting the our widget with your site is simple. Our system has been cleverly designed, so all you have to do is copy & paste a link. It won't take more than 5 minutes! No technical knowledge required.



Why choose WineristGO!



Less time to manage reservations



Increasing revenue



Improved communication with customers



No initial costs or hidden fees



Guaranteed payment at the time of booking



More time for the development of the winery / boarding house / business



Automatic customer billing

The integration of the widget is for free, we charge a 5% fee for all bookings made through it. No hidden costs or monthly subscriptions.

The ANTRIM Members that had integrated the widget are:

Guest houses:

Eco Resort Butuceni, Casa Verde, Casa din Lunca

Wineries:

Castle Mimi, Milestii Mici, Crama Tronciu

In process:

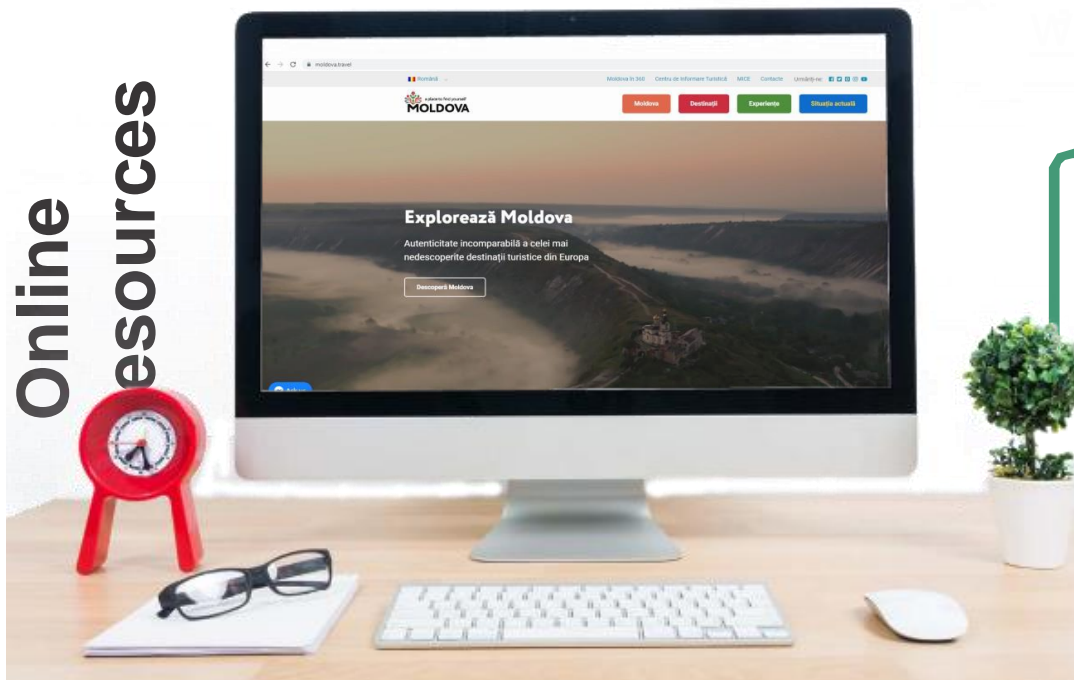
Guest houses:

Gagauz Sofrasi, Casa de sub Stinca

Wineries:

Crama Mircesti Vinuri de Comrat Chateau Vartely KaraGani Cricova

Online resources



www.moldova.travel

the most comprehensive
online resource for tourism
information on Moldova

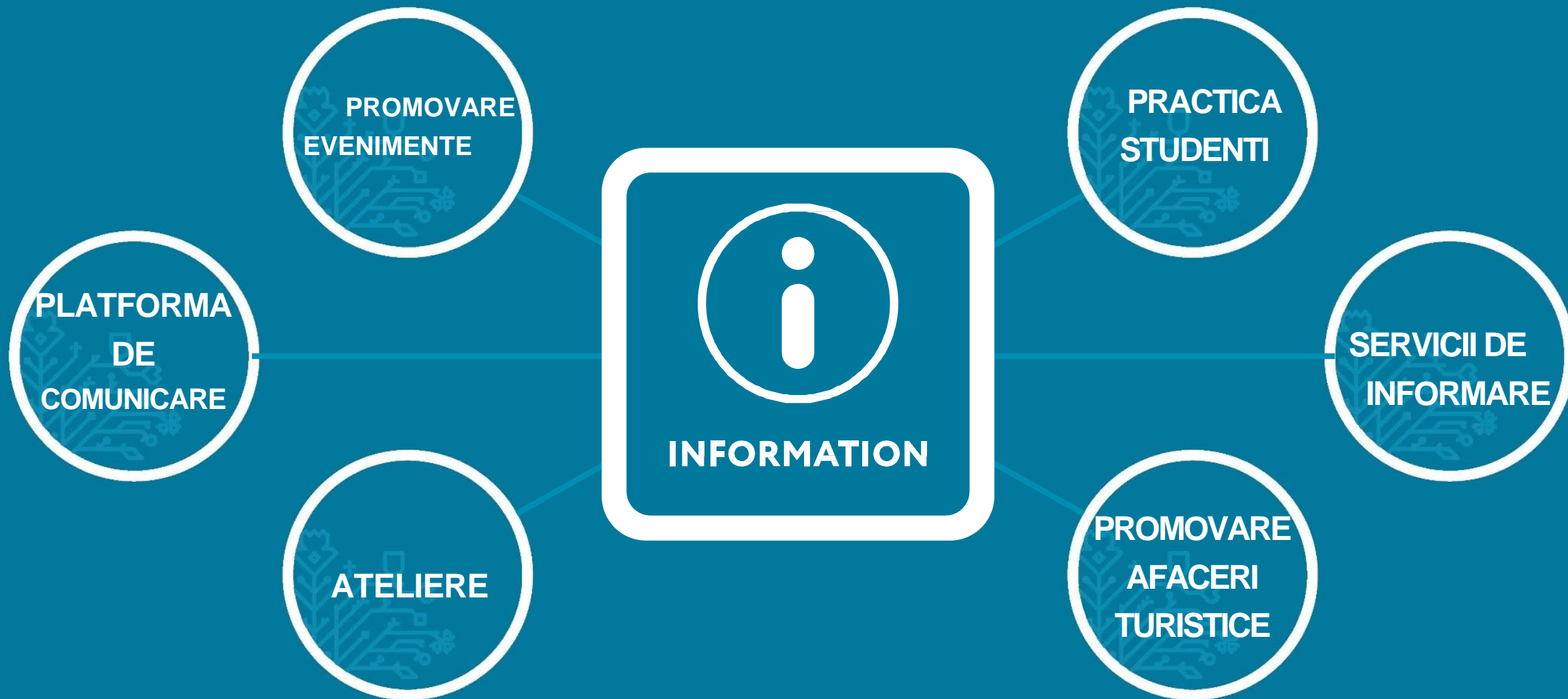


www.360.moldova.travel

17 locations integrated



MOLDOVA TOURIST INFORMATION CENTER





Elena Stepanov
Project Manager



National Inbound & Domestic Tourism
Association of Moldova

estepanov@antrim.md
www.antrim.md

