

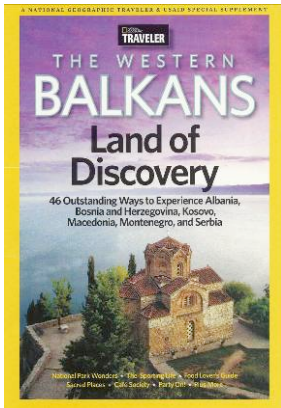


USAID
FROM THE AMERICAN PEOPLE

SUCCESS STORY

RCI Western Balkans Supplement

Promoting the Western Balkans as a tourism destination



RCI collaborated with National Geographic Traveler and USAID missions in the Western Balkans to produce this regional tourism promotion tool.

Overview

In partnership with National Geographic Traveler (NGT) and through cost-sharing with regional USAID missions and projects, the RCI Project finalized in May 2010 the Western Balkans supplement “*Land of Discovery: 46 Outstanding Ways to Experience Albania, Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro and Serbia*”.

www.rciproject.com/tourismng.html

The supplement was conceptualized and developed through roundtable discussions and familiarization trips throughout the region. The sites were chosen according to the following key themes:

- Historical / World Heritage Sites and ruins;
- Unique villages / towns;
- Churches, cathedrals, monasteries and mosques;
- Art and museums;
- Festivals and celebrations;
- Local music / musical instruments;
- Outdoor markets / specialty stores / boutiques;
- Distinctive foods or dishes, cafes and restaurants;
- Unique crafts, wood, glass, fabric, etc.;
- Beaches, lakes, parks and gardens;
- Resorts and spas, B&Bs, agri-tourism;
- Outdoor activities (hiking, biking, skiing);
- Wildlife, birds, fish, animals, etc.

Coverage

The NGT Western Balkans supplement was disseminated with the May / June 2010 issue of the National Geographic Magazine and Traveler to about 240,000 subscribers from the UK, Netherlands and Germany.

What next?

Building on the success of the Western Balkans supplement, RCI is looking into continuing the cooperation with National Geographic in several areas, such as possible supplement focused on the Caucasus region and development of NG Geotourism web sites for the RCI region.

The RCI project is implemented by SEGURA/IP3 Partners.