

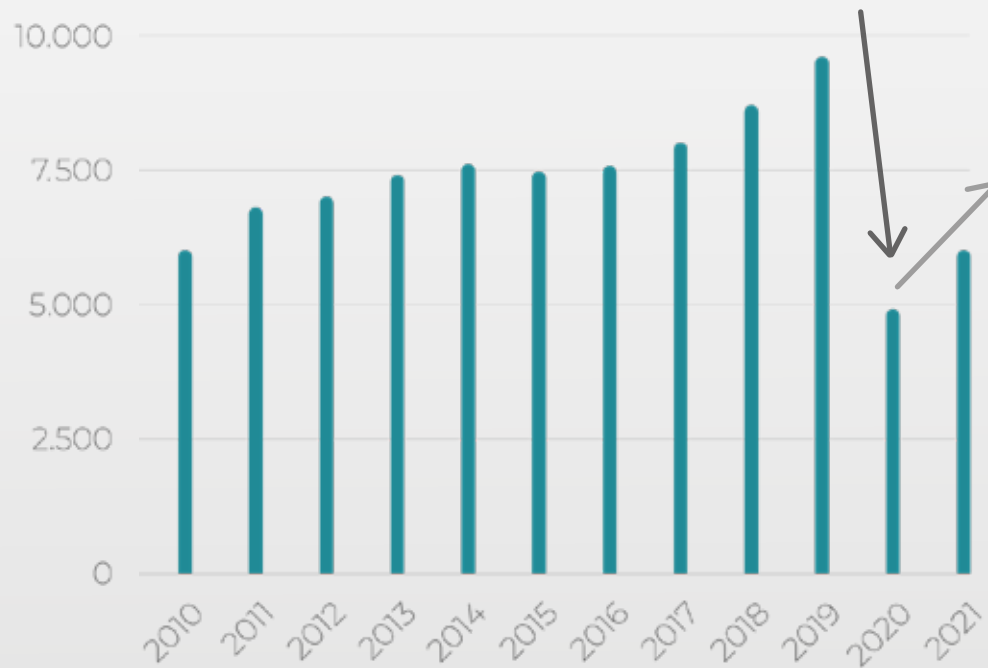


First impact

Luxury travel PR & Communications Agency for CEE

Current global situation

The world has **changed**, the potential **remained**



Tourism expenditures almost halved after the COVID-19 pandemic in 2020, but the market is changing and bouncing back. Now it is more important than ever to **target the right customers and markets.**

\$ 5 810 000 000 000

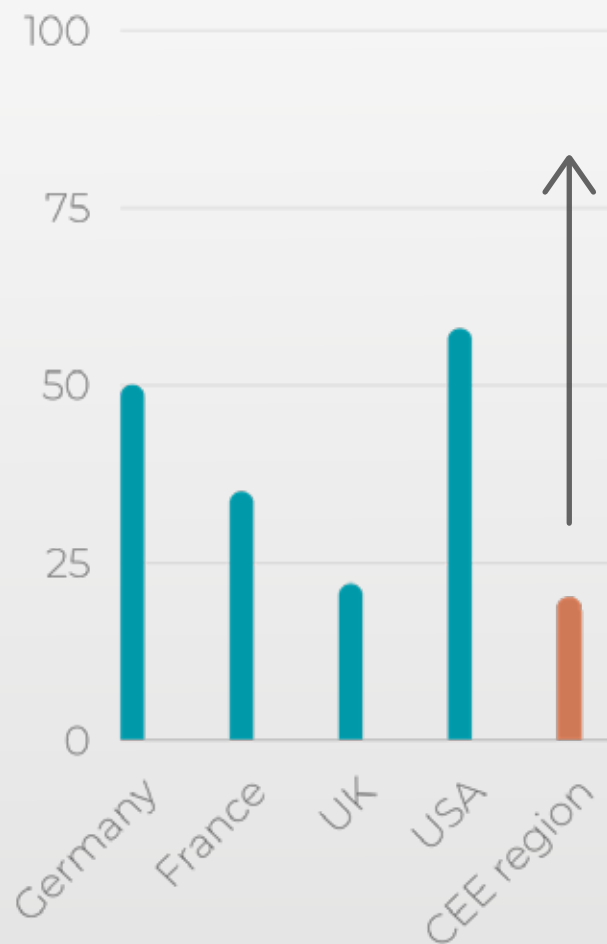
Global Tourism Expenditure

cake to bite in

It is likely for the market to go back to close to 10 trillion USD of tourism expenditure.

Consumer behavior is changing and this change is an opportunity to get a bigger piece of the cake.

CEE is the NEXT BIG THING



When combined, CEE countries make up the 5th biggest spender in travel industry.

About CEE travel market



Hello!

This is the CEE region

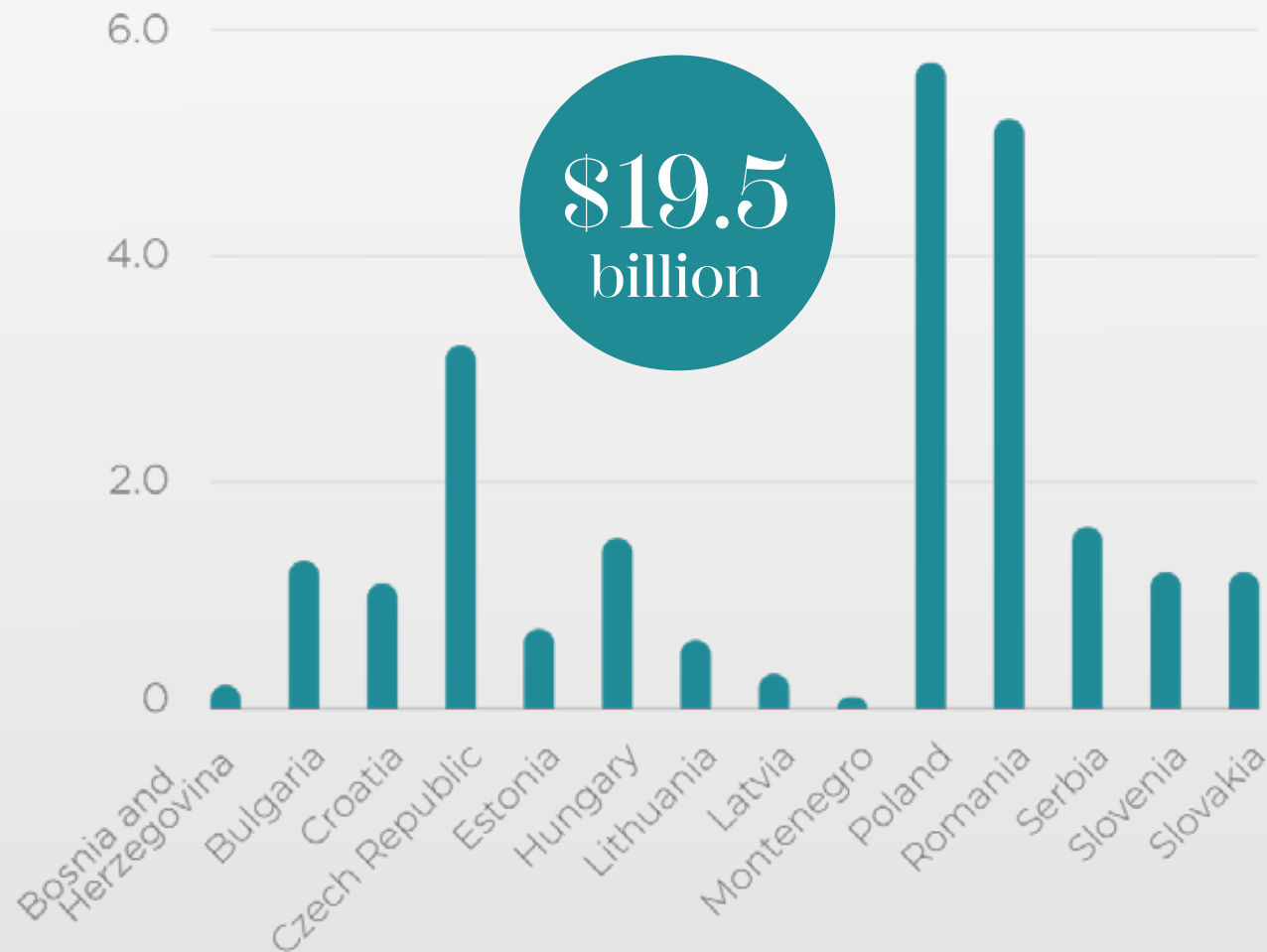
14
countries
& languages

114 million inhabitants
eager to learn about you

**\$19.5 billion
to spend**

5.4% GDP growth

Standing still is not an option anymore



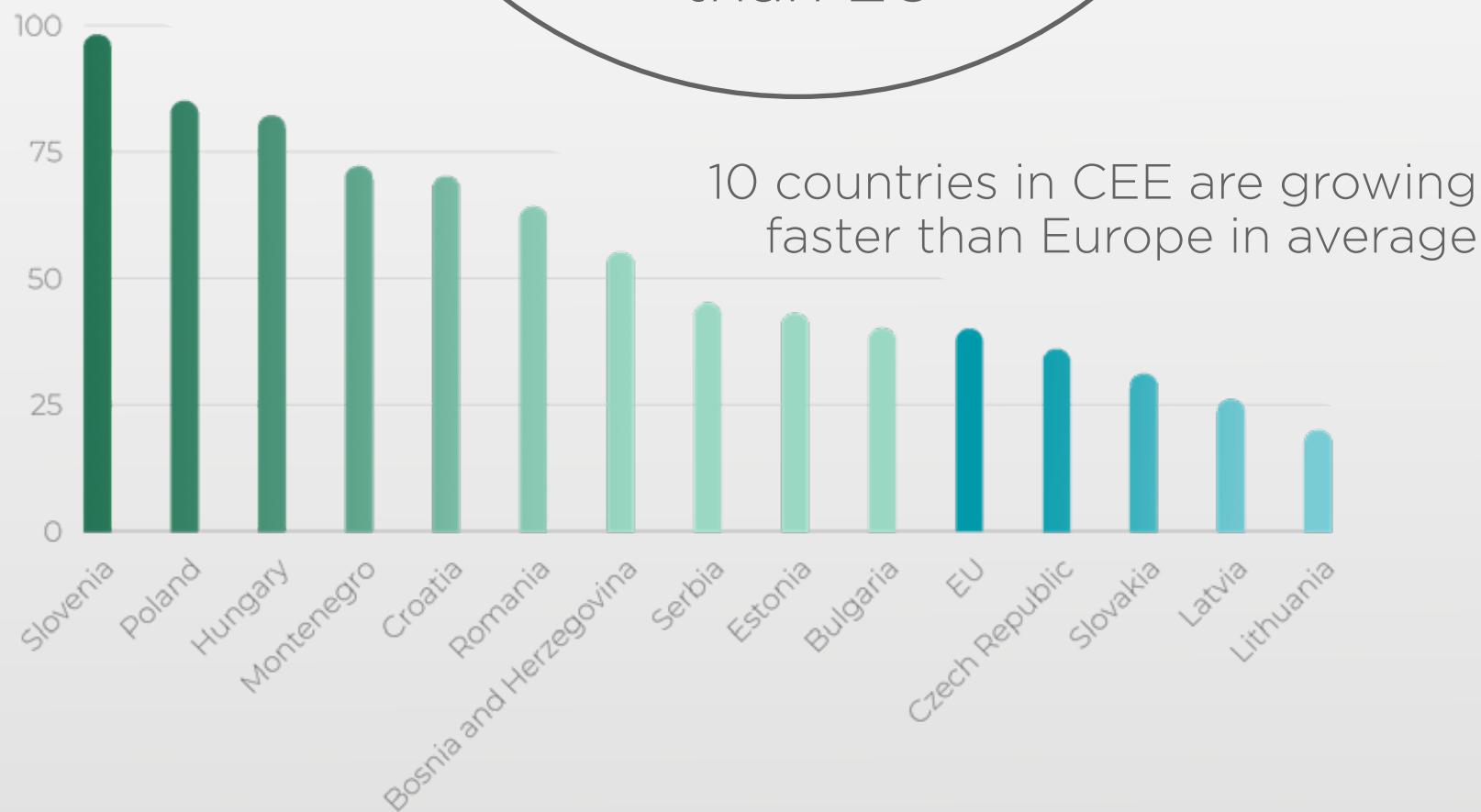
CEE has seen the average
GDP growth of

5.4%

Average GDP growth
in EU is 4%

71%

of CEE countries GDP
is GROWING
FASTER
than EU



Meet the CEE traveller


11 million of affluent
consumers

1 MILLION
HNWI

27 dollar billionaires

Source: Central European Times





Travellers from 3 CEE countries spend
above average number of nights abroad.
(Estonia, Slovenia, Slovakia)

Travellers from 4 CEE countries
spend more nights abroad than
the French, Spanish or Italians.
(Hungary, Czechia, Latvia, Lithuania)

Zoom on CEE media scene



Meet the CEE Media

The region shows variety of both local and international titles such as Vogue, Elle, Forbes Cosmopolitan, Marie Claire, National Geographic, Newsweek, etc.

CEE media market
value is
**\$ 13.8
billion**

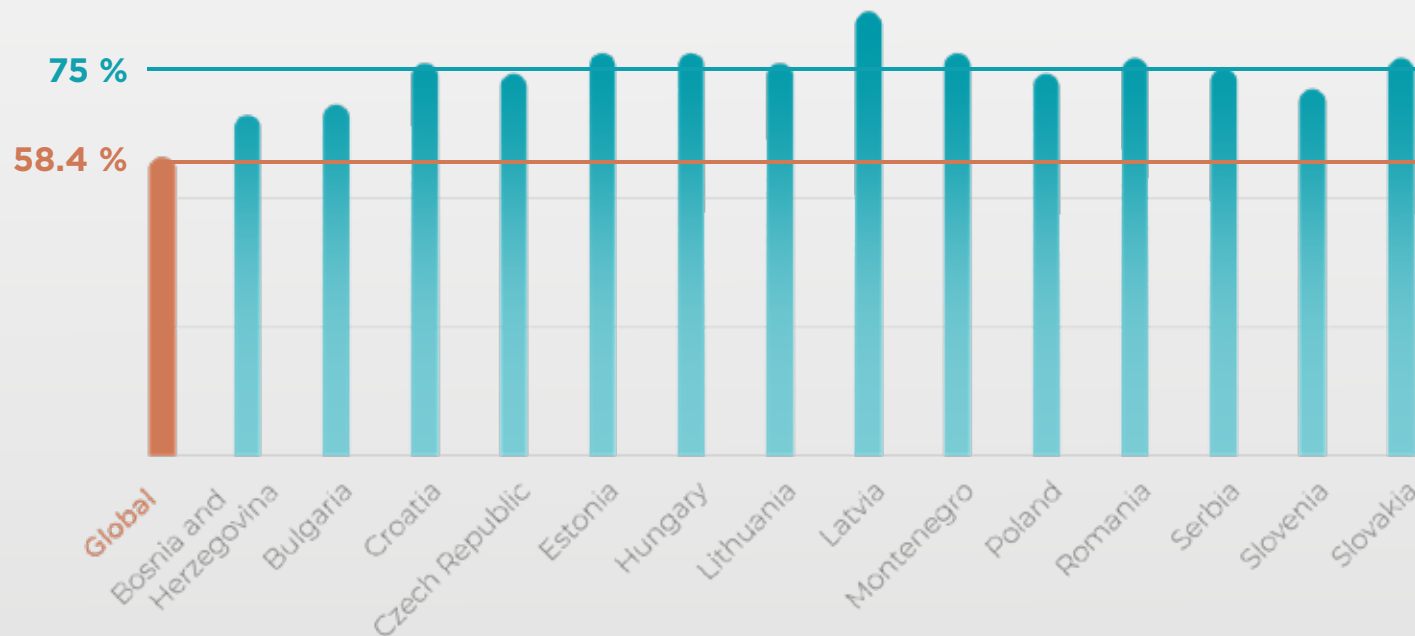
On average **75%** of
CEE inhabitants aged
12 - 79 years read media
on a daily basis, about
25% of which are the
socio-economic
group A.

You have more than
606 minutes*
to impress

* Average time spent with media daily

Above average social media penetration

Average social media penetration in CEE is 75%. It is almost 17% higher than global average (58.4%).



The market
is hungry for
inspiration.
Will you take
your chance?

We are First Impact

We are the first PR & Communications agency dedicated to luxury travel industry covering the entire Central & Eastern European media under one umbrella and providing a solid reach to the entire region.

EXPERIENCE

Each of our founders has had a year-long career in luxury travel and media. We know operations, sales & marketing, storytelling and communications.

We have long history in all our markets. Journalists and publishing houses trust our choice and recommendations.

MARKET TRUST



Network

We are well-connected on our markets but also outside of given regions. We never miss a chance to push the interest of our clients.

What can we do for you?

Generate
awareness



Drive your
business



Increase
market share



We do all these **things & more**



Everybody tells you
how important
STORYTELLING
is these days.

We don't TELL,
we DO.

Yes, you can have it all

| We maintain quality contacts
amidst upscale media

**We know
who needs
to know
about you**

We know how to position 'private'
and 'exclusive', on the CEE market |

| We have the means to
reach the most discerned
audience in 14 languages

It's all about PEOPLE.



Gabriela Marková

Gabriela is an executive with over 18 years of experience in hotel industry. Growing up between Czech Republic, Paraguay and Switzerland, she had all supposition to end up in travel industry. Gabriela entered the world of luxury hotellerie by joining Mandarin Oriental Hotel Group in 2006. After nearly a decade of climbing the sales ladder from reservation agent to DOSM, she took on the role of DOSM at Velaa Private Island in the Maldives and enhanced her reach from upscale clientele to UHNWI level. Gabriela is founder of Luxury Bloc, a tradeshow focused on connecting best high-end travel agents from CEE with global upper upscale products. She has also been engaged as Ambassador for XO Private.



Jitka Krulcová

Jitka is a high-end media professional bitten by the travel bug with 15 years of experiences in the magazine jungle. Publisher of Luxury Guide International Media House with 4 magazines, 2 online magazines and custom publishing section started at the age of 19 as a newspaper contributor and later gained extensive experiences and a worldwide network as editor and editor-in-chief of number of prestigious business, travel and lifestyle magazines. Jitka's articles were published in more than 700 issues of magazines over the years. Loves british cats, spanish food and scandinavian detective dramas.



Petr Marek

Petr is a hotelier by heart and soul. He started in F&B as manager of a traditional restaurant in Prague before relocating to the USA to gain experience in hotel operations in Florida and NYC. After few years in the US his next steps led to Austria where he worked for Bristol hotel before stepping into the Sales & Marketing world back in Prague first with Hilton, then opening the unique Aria hotel as DOSM. Petr entered the luxury hotellerie by joining Mandarin Oriental in Prague as opening DOSM and later on as Hotel Manager. Petr also has led the Le Palais Hotel Prague as General Manager for three years before taking on the role of Resort Manager at Velaa Private Island in the Maldives.

Meet *your* audience



CZECH REPUBLIC

Coming from the heart of Europe, Czechs value their history but miss the sea and beauties of other countries.

- 82% of Czech population in the age of 12-79 reads media, 24% of which is the socio-economic group A.
- 89.6% people use computer to access internet which is the highest number in the world.

POLAND

Largest of the former Eastern European states Polish symbolize the power to survive and want to show the world.

- There are 1.7 million affluent citizens, more than 50% of which read newspapers and magazines daily.
- Polish consumer spends on average 6 hours and 12 minutes on the internet (25th in the world).



ROMANIA

Haunted by vampires, that is not the case of Romanians but they might haunt whatever destination they pick to visit.

- Romania's media market to reach 640 million EUR by the end of 2022, with a 20% growth.



BOSNIA AND HERCEGOVINA

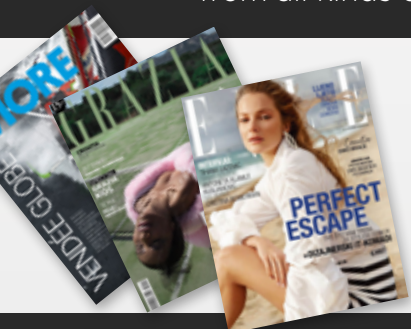
Heart shaped land of Bosnia and Hercegovina, Bosnians are thirsty for adventures, as Bosnia means water.

- As a result of media newsrooms lacking the professional and financial capacities to fact-check and regulate content to avoid circulating false and misleading information Bosnians would prefer some help in getting the right information about the world.

SERBIA

Šljivovica is the drink to celebrate the heroic past of Serbs. A drink in a cozy hotel somewhere abroad might do as well.

- More than 50% of Serbs are on social media and consider those a relevant source of information from all kinds of topics.



CROATIA

Croatia consists of 1 246 islands. Are there any other islands for Croatians to see in the world?

- Croatians are big consumers of online news (90%), they are in the TOP 4 in the world (world average 82%).



SLOVENIA

Green meadows of Slovenia are the home of world top athletes. Don't be surprised if they run to the destination of their choice.

- Slovenians are keen on reading books. There are more than 6000 books published yearly which is similar to Scandinavian countries.



MONTENEGRO

Every 3 km there is a World Heritage Site in Montenegro. The world is your oyster, Montenegrins would say.

- 92% of Montenegrins are on Facebook but only 2.83% on Instagram which is one of the biggest gaps in the world among social network audiences in one country.





SLOVAKIA

With their temperament and soul of explorers Slovaks do not want to miss any opportunity to see what's elsewhere.

- Slovaks watch the television for 4 hours a day which is well above the EU average.

HUNGARY

Founded 895, Hungary is one of the oldest countries in Europe. The new generation is ready to set on the next journey.

Hungarian media market worth is 1 billion USD. Most popular source of information is TV.

- Hungarians spend on printed media about 400 million USD, which is a constant number for the past 10 years.



BULGARIA

On the crossroads between Europe, Middle East and Asia, Bulgarians always know which way to set forth.

- Bulgarians have a very fast internet connection, 9th fastest in the world (number one is Norway).



ESTONIA

The least religious country in the world. Estonians are ready to make secular decisions about their travel money.

- Estonia is the winner in internet users growth. From 82% of population using internet in 2016 the overall use jumped to 96% in 2021, well above the average of EU (92%).

LATVIA

Only 2 million inhabitants but ready to celebrate and sing Latvians will be happy to hear the songs of other nations.

- Latvia as a representant of post-Soviet republic has a high level of freedom of press (79.17) – 22nd place in the world.



LITHUANIA

Lithuanians were first to leave the Soviet Republic in the 1990s and are eager to travel the world.

- Media ownership concentration has been increasing in the past years as foreign multinationals decided to exit a small and volatile market.

Don't go where everybody already went.

So many are trying to go for the well-known well-established markets which has been there forever and they end up fighting all the hungry sharks.

Make use of the untapped potential
of an undiscovered CEE region.

You can be the first one to sail on the waves of the blue ocean of the Central and Eastern European markets. You can create and shape the market.

Think Different.
THINK BLUE OCEAN.

Let's see what we can do together.

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