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## PRESS RELEASE

### Public Presentation of Pilot Demonstration Project

On May 27, public presentation of business model of Ethnofest 2022, Tbilisi 4 th International Summit of Crafts and Design was held at Tbilisi City Assembly. Tourism-based business model was prepared within the frames of the project PRO EXTOUR 1145, Promoting Heritage and Culture-based Experiential Tourism in the Black Sea Basin, that is co-funded by the European Neighbourhood Instrument (ENI) and partner organizations. The aim of PRO EXTOUR is to contribute to the sustainable development of experiential tourism in the Black Sea Basin through sustaining local culture and heritage, applying innovative solutions and strengthening the cooperation potential of Black Sea basin countries.

Within the frames of the project, Tbilisi Experiential Tourism HUB volunteers, selected through open call, worked on the business model. Ethnofest represents one of the important tourism attractions, that contributes to the development of experiential tourism in the country. It is considered as one of the most distinguished events in Tbilisi, that has already become a tradition. The festival with its concept supports promotion of local entrepreneurs and establishment of a new tourist spot. Correspondingly, this particular festival was selected for pilot demonstration business model, that in the future will serve as a sample for organizing other local festivals.

The project participants jointly prepared business model for experiential tourism. Over few months the volunteers used to meet and work on the selected theme both at the HUB and remotely. During the work process, the young professionals were assisted by the HUB staff and mentors. As a result, the volunteers prepared communication plan, marketing strategy, branding concept and came up with innovative elements, that will help to promote the festival among locals and tourists; attract wider audience and make the festival more diverse.

The presentation of Ethnofest 2022 business model was carried out successfully. The event was attended by participants of the festival, representatives of academic field and tourism industry, in order to put the business model into practice and design a tourist offer. The presentation was followed by Q & A session, where the volunteers additionally provided detailed information about the components of the pilot project.

Common borders. Common solutions.