

# Association of Private Tourism Agencies of Uzbekistan



# Association of Private Tourism Agencies of Uzbekistan (APTA)



- It was founded in 1998.
- Non-governmental non-profit organization
- APTA unites tour operators, representatives of the hotel business and guest houses.

# Mission of APTA



APTA contributes to the increase and promotion of the tourism potential of the Republic of Uzbekistan. Within the framework of this mission, it actively participates in international tourism fairs, forums and maintains relations with a number of tourism associations of the world. The Association annually develops and implements draft measures to support business entities in the field of tourism in the Republic.

# Mission of APTA



Protection and representation of the interests of representatives of the tourism industry in government bodies and other organizations. Including participation in the development of bills and other regulatory documents related to the development of the tourism industry

# Why we?



# Competitive advantages



- Work experience (more than 20 years in the market);
- A team of qualified professionals;
- Branch network (APTA offices are open and operate in Bukhara and Samarkand);
- The international cooperation. Effective interaction with associations of other countries has been established;
- Base of experts. An expert tourist community operates on the basis of APTA.

# Assistance in marketing activities

Consulting support, including in matters of optimal and efficient business in the tourism industry



# Assistance in marketing activities



Information support. Timely information about events in the tourism industry, as well as providing exclusive analytical materials

Training programs that increase the potential of tourist facilities.



# Assistance in marketing activities

Information and advertising support. Advertising on the organization's websites and specially organized events.

A special website has been developed for advertising promotion of family guest houses – [cbtuzbekistan.uz](http://cbtuzbekistan.uz), where detailed information about each guest house is placed with a demonstration of the location on an interactive map.



# Assistance in marketing activities



Assistance in marketing activities, in participation in popularizing events - exhibitions (including b2b format) conferences, also abroad and etc. APTA members are provided with preferential participation.

# Our projects

## **APTA NETWORKING CLUB**

**«Strengthening rural and ecotourism through business associations for sustainable economic development in Central Asia»**

**«Tashkent Travel Mart»**

# APTA Networking Club

Formation of networking between participants in the tourism market. Among the striking examples is the «**APTA NETWORKING CLUB**» meeting, at which travel agencies, hoteliers and guest house owners can receive answers from the heads of relevant departments and thereby can build a competent development strategy.



# Project activities



Within the framework of the project «Strengthening rural and ecotourism through business associations for sustainable economic development in Central Asia,» a number of events were organized in the regions of Uzbekistan, communities were formed in large cities with great tourist potential (Tashkent, Bukhara, Samarkand, Shakhrisabz, Kokand), and also in the Parkent district of Tashkent region, Altyary district of Ferghana region, Zaamin and Farish districts of Jizzakh region. All groups are active and ready for joint efforts to develop and effectively use the tourism potential of the regions.

## Project activities

Demonstration of a video on the project «Strengthening rural and ecotourism through business associations for sustainable economic development in Central Asia.»



Thank you  
for your  
attention!

