

## ASOCIATIA ROMANA PENTRU CAZARE SI TURISM ECOLOGIC - BED AND BREAKFAST

Dear collaborators,

As fall approaches, we are steps away from welcoming it with news from the ARCTE B&B activity field. Given the juncture in which the actors on the tourist market are displaying their potential, we are able to say that it is clearly marked by the European integration, the application of strategic plans to all levels: national, regional and local and also by the Master Plan implementation, meant to develop Romanian tourism.

And if fall is the season of harvests, then our presence at the International Tourism Fair is aimed at exhibiting just that. This is the eighth participation for ARCTE B&B, to some of the most significant tourism fairs in Romania, organized in the capital of the country.

ARCTE B&B intends to offer a spectacular image, proving we are worthy of the promises we launched within the National Tourism Fair – 2007 edition. Our efforts focused on the spring announced programs:

- brand promotion
- enhancement of association visibility
- site development
- EcoLabel promotion
- Video Promotion Program
- selection of pilot areas and locations

This bold plan has required serious investments. Only for 2007, the budget for activity and logistic requirements rose to 10.000 RON / month, 5.000 RON representing expenditures for the IT&C segment and Internet promotion. The organizing of our participation to such an important fair requires a budget of approx. 12.000 RON. Besides these allocations of funds, the Video Promotion Program has been endowed with technical investments of over 20.000 EUR and a new team was born: “The B&B Video Production”.

It is now evident that we are courageous, perseverant and we believe that our partners deserve for us to rise up to a high standard of notoriety.

***We invite you to join us throughout the event!***

Even if you are not able to physically participate to the fair, we will post the filmed images on the site and also the newest materials from the areas and locations which we visited this year. We plan on making presentations of those locations included within the National Tourist Network ARCTE B&B, that have renewed their collaboration documents and we will promote the tourist offers elaborated by you for the upcoming winter season 2007-2008.

We take certainty in the program we propose to you, considering it an expedient promotion solution, able to represent your image. Together we can give the professional touch typical for ARCTE B&B.

***We wish to express our gratitude to all who lend a hand to help us make it here! We are enthusiastic in starting to elaborate a positive balance sheet for 2007. As EVENT PARTNER, with ARCTE B&B***

***YOU ARE AT HOME WHEREVER YOU TRAVEL!***

*Mihai Nicolae*

*President*