

About

Discover Albania Club was founded on 14 March 2007. Initially as a group of young people with the desire to explore Albania and at the same time get closer to nature. The first trips were in the villages near Tirana and then camp sites at Jale beach in south Albania.

Outdoor and adventure activities expanded, on hiking and trekking on Albanian summits.

More than 38,000 thousand tourists have traveled with us. Throughout these years we created a strong, innovative and comprehensive structure for trips to the albanian speaking areas, being recognized as the leading travel tour company created by albanians for Albania.

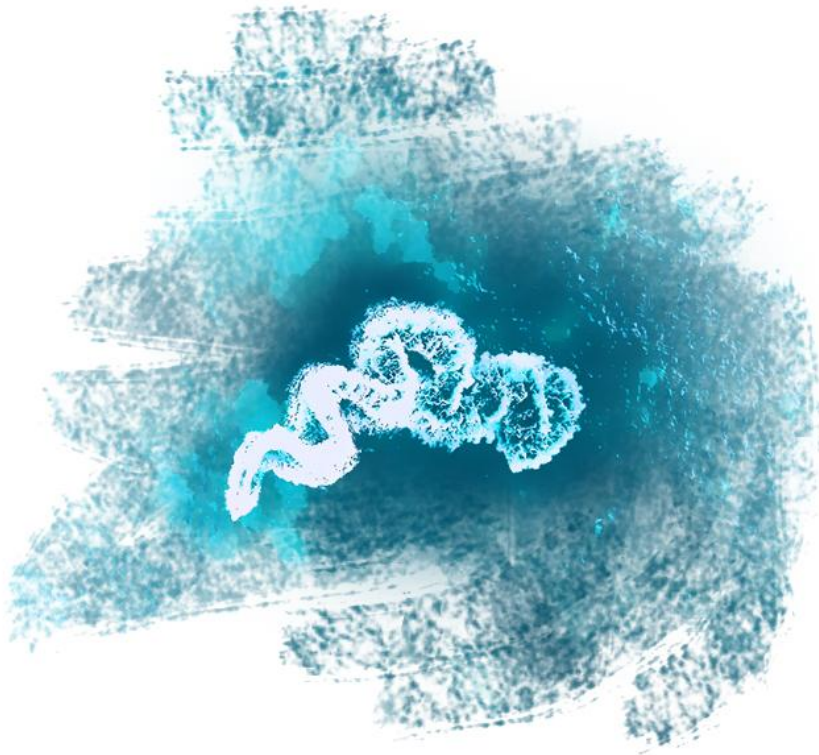


Three Islands | Ksamil, Sarande

Mission

Discover Albania only mission is to discover Albania by increasing the interest towards nature. What we do is guarantee easier access to places that are difficult to reach, as well as education towards respect and coexistence with nature. Besides aiming to highlight Albanian values and traditions and to promote local tourism.

Our goal is to make every visitor feel at home while traveling with us, feel free to act and explore just as would do in his own country. We are motivated to meet the expectations of the participants, thus turning the journey into a common adventure, and therefore our company motto is "Discovering Together".



Speedboat rippling | Dhermi, Vlore

Vision

Our focus is that tourists visiting Albania not only see it as nature, but create new emotions, look beyond the mountains, understand why we have these habits and tradition, why we think and do so.

For us it is very important to maintain a constant tourism, it is important to protect the community and respect their values, so we take care to make a moderate distribution and to promote the most impacting destinations. We believe that a destination that has more tourists than locals is no longer a tourist destination, is a commercial place where everything else is left to shoot a picture.

Albania is so beautiful that it can not be just an object to be photographed, Albania must live and enjoy it, tourists should feel the emotion and love that is in this country.



Travelling moments | Valbone, Tropoje

Why Discover Albania

By staying strict on our mission and vision, consolidated by the years of experience that has come naturally and gradually made us have the best team in this industry.

To achieve this we have focused on three key points of our service: meeting customer satisfaction, motivating staff and preparing the most creative tourists.

Our strong point is devotion and information, we have a staff and motivated co-workers to offer fantastic journeys. More than 30 people give their best to realize what every tourist wants. Our partners are serious and the best in the area in which we operate. Our guides are our best professional, polite, welcoming and all-smiling image.



Bovilla Lake | Qafshatame, Kruje



Choose a tour operator you trust. Nowadays, time is really gold, following the decision to make a trip, there are many issues behind, such as work permits, staying away from different decision-making that requires your opinion, being far from people you care about, the monetary value and many more. All of this will become invisible only if travel really has been a success.

Save time and effort. As mentioned above time is a luxury. Scheduling a trip includes reservations, itinerary, map to find paths, time and effort, and you may not be able to visit all the places you want.

Relax and rest. Vacations would not be such if you would always have to look after logistics. An inadequate organization would ruin everything. We assure you that our care is up to the details. So you do not have to worry about anything, just relax and enjoy the holidays.

Our staff is sociable and well informed. Tour guides are our face and those who present us in a dignified manner. Possessors of the qualities necessary to make a beautiful journey, accommodating to your every need, positive in any situation. Our tour guides are licensed and equipped with the first aid certificate to ensure your safety.

Traveling alone will not be boring. Often, it happens that you can not find a friend who has the same desire and opportunity to travel to new places, this will not be a problem if you travel with us. Group travel and the atmosphere created make it easier to socialize and get acquainted with new people.

Activities and excursions. We arrange different trips depending on physical preparation, the fact that you did not go to the mountain should not prevent you from traveling with us, we will help you prepare yourself. From us you will have the support for your first hiking experience.

Legitimacy. Discover Albania is a tour operator licensed by the national authorities and a member of ATA (Albanian Tourism Association).

Company profile

Company name	Albania Social Club
Brand name	Discover Albania
Founded	14 March 2007
NIPT	L52401017I
Licence Number	LN-4469-02-2018
Main Awards	Best Destination 2014, "Travel Magazine" Best Destination 2015, "Travel Magazine" Best Destination 2016, "Travel Magazine" Best Destination 2017, "Travel Magazine" Best guide of the Year 2016 Most reviewed company of the Year 2017
Main Tourism Fairs:	1-International Tourism Fair Berlin 2-Kosovo International Fair 3-Albania International Fair 4-Utrecht Adventure International Fair

Company profile

Member:	National Tourism Agency Slow Food Association Albania Eco-Tourism Association Nature Protection Agency
Events	#Di1Vend (www.di1vend.com)
Organizer	South Outdoor Festival (South.al)
Partner	Clean Albania for one Day
Participant	Kala (kala.al)
Geographic coverage	Albania, Kosovo, Montenegro, Macedonia
Affiliates / Partners	Kosovo, Macedonia, Switzerland, Hungary, Portugal
Adress	Myslym Shyri Str. P.24 s1/4, Tirana, Albania
Mob	+355694040333
Email	info@discoveralbania.al
Web	discoveralbania.al
Facebook	Klubi Discover Albania
Instagram	discover_albania_club
Youtube	Discover Albania

Services

1. Tours

More than forty travel categories, divided by categories of: Entertainment; Adventure; Emotions ect. Other disciplines are such as: Hiking; Trekking; Biking.

When designing a tour, we make sure that this tour has the best possible combination of time, since in Albania although the distances are close, the infrastructure takes more time than it needs.



Landscape, Thethi Church | Theth, Shkoder

2. Team Building

Another of our discipline where we are highly focused is teambuilding. We arrange trips with teambuilding activities involving 70% of companies that organize such events with their staffs. In this discipline we have more than 5 years that we have entered and we currently hold the lead.

3. PR and consultancy in the tourism industry.

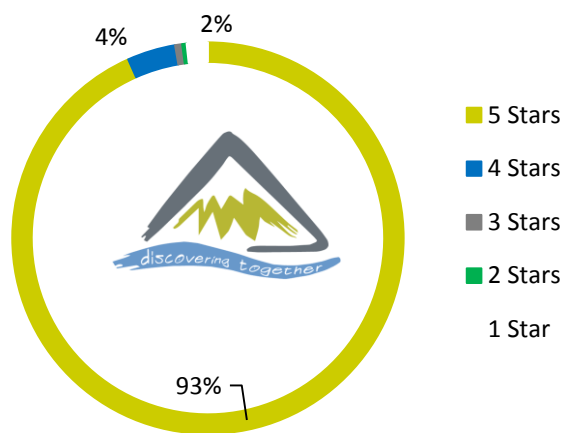
Thanks to the long experience in the market and the great love we have for our beautiful Albania in these years we have also focused on another dimension such as the creation of events and cooperation with other partners for the promotion of Albania.



Porto Palermo Castle | Porto Palermo, Himare

Reviews and surveys

As mentioned above in our focus has been satisfaction of our customers, thanks to this we have managed to have the highest rating with 4.8 out of 5 in 1376 reviews that our clients have made.

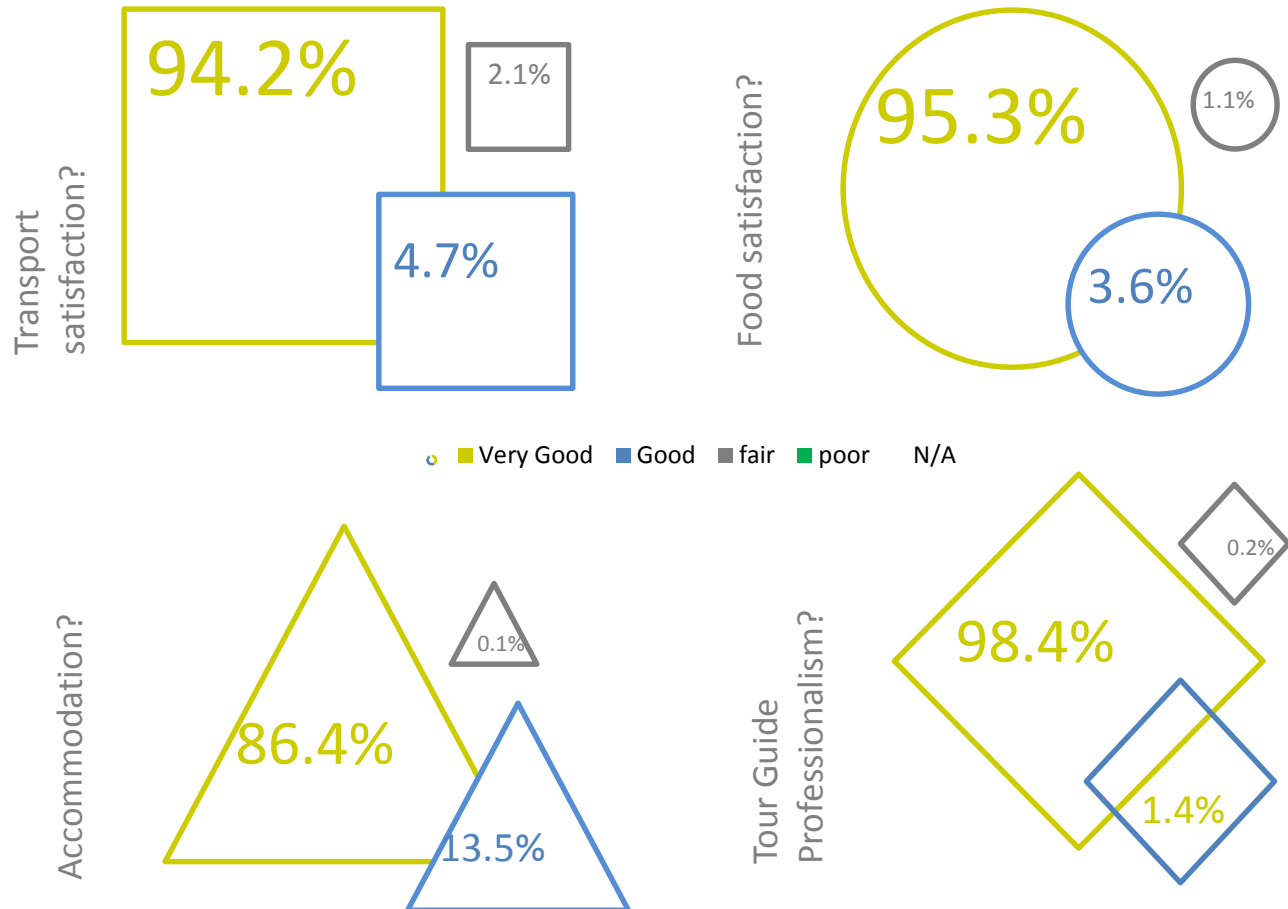


Our customers evaluate us every day our performance, these results are 84% from our facebook page, 9% from Google, 5% from Trip Adviser and from the web and other communication channels.



Valbona River | Valbone, Tropoje

In addition to the review we have also asked questions about our performance. In the last 5 years, the survey results, with more than 1200 participants surveyed, are as follows:



97% | Would you **recommend** to your friends this trip?



98% | Will you **come back** for another trip?



97% | Overall, are you **happy** from the trip?

Public Relation

The way we have chosen to present to the public is through online platforms: Website; Instagram; Youtube channel; and a special attention gets Facebook.

All our programs and activities are published in these networks, each of which has an agenda to be followed. Our publications are not only related to the products we sell, but also to educating and informing the public about nature, environment.



Komani Lake | Koman

Environment

Being in direct and constant interaction with the environment, our impact is very visible. For this reason, we have policies that contribute to having a cleaner environment.

For this reason we have drafted the "Environmental Care Code" which includes 6 points:

[Do not contaminate rivers or water springs.](#) Riverbanks or water springs are main access for many people and villages.

[Campfires.](#) The consequences of burning fires in a country with many forests are great, always be careful to quench it after leaving.

[Take care of your residues.](#) Never leave non-organic plants until you find a designated place for residues.

[Camping.](#) After a few days' camping, the residues are numerous, burning is not a solution, plastics should never be burned after producing harmful gases.

[Protect plants and animals.](#) In many areas of Albania grow plants or animals that are in danger of extinction. Always make sure that you do not harm their habitat.

[Consider the others travelling behind you.](#) You are not the only visitor, there are many others, make sure you do not damage paths or block them at any way.

Discover Albania has also been an active part of environmental protection initiatives such as cleaning Cape of Rodon, Qafshtama National Park, and initiatives to plant a tree for every tourist who visited Lura with Discover Albania.

Client portfolio

During this experience we have been lucky to have a portfolio of prestigious clients, enabling us to learn more about the quality of service in this industry every time.



Special programs and events

#DinjëVënd

#Dinjëvend is an activity that took place in summer of 2017 in Cape of Rodon where about 2000 young participated in the development of sports and adventure activities and about 500 of them spent the night on the camping prepared and organized on the beach.

It was a great outdoor celebration, lasting two days, exactly on 25 and 26 August, other companies were invited to practice their sport activities in nature.

It is already an initiative that we will continue every year to promote unknown areas of Albania.



Cape of Rodon | Durres

#Kala Event

Kala is a tourist event and festival which is organized in south of Albania by "Mainstage Travel". It is a activity based on music, adventure and the culinary of the Dhërmi area. Participants will be around 2000-2500 tourists from Britain and Western European countries. This activity takes place from 20-27 June 2018.

The event will be organized every year starting in 2018 in the Dhermi area, aiming south of Albania promotion at tourist markets of Western Europe.



Landscape | Dhermi, Vlore

Media

Promoting Albania has been a mission and ongoing work in which different TV shows showed interest and invited us to know more: "Opinion – TV Klan"; "Pasdite ne Top Channel"; "Pasdite me Rudinën"; "Wake up"; "Mireemëngjes Shqipëri"; "Radio Travel", "UTV news".

Travel Magazine dedicated its cover to pictures, photos and events taken throughout Albania by Discover Albania Club



Grama Bay | Karaburun, Vlore

Partners

During all these years we have been relying on our partners to succeed in this story. Thanks to them our customers are even more satisfied with our travels.



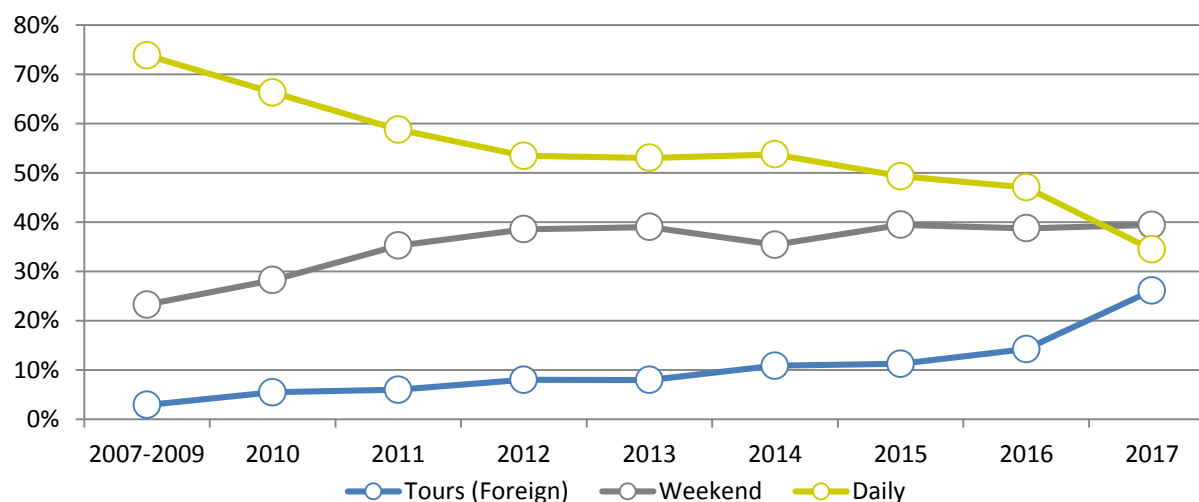
Financial Indicators

Discover Albania has a staff of 30 people who work full time and part time contributing every day to the growth of company. We are very proud of these results, and at the same time we have designed a 5 year plan by 2022 to triple these indicators as we are now increasingly focusing on international marketing with partners from different countries.

Year	Revenues (in Euro)	Staff	Tourist
2007	29850	4	3,200
2008			
2009			
2010	237,800	7	2,279
2011	285,360	7	2,848
2012	356,700	7	2,988
2013	356,700	10	3,190
2014	428,040	15	4,329
2015	475,600	15	4,557
2016	713,400	20	5,396
2017	1,141,440	28	7,114

* Tourists from Kosovo are counted as local tourists.

Percentage of our customers by category



Milestones

- Founded** ○ Founded on 14 mars 2007, first trip to Dajti mountain;
- Jan 2007** ○ Camp sites south Albania;
- Sep 2007** ○ Trips to Theth, Shkoder, north Albania;
- Sep 2008** ○ 14 day tour grand tour of Albania, US tourists;
- 2010** ○ Partnership in Kosovo;
- May 2010** ○ Discover Albania photo as cover photo of Travel Magazine for summer 2010;
- Feb 2012** ○ Representative office in Macedonian town of Tetovo named Club Discover Albania represented by TDK Macedonia;
- Dec 2012** ○ Discover Albania Club Facebook page reached 120,000 Followers, and on this date was opened a new website, discoveralbania.al;
- April 2013** ○ “Discover Albania – Western Balkan Love” – video promotion of Albania;
- March 2014** ○ International Tourism Fair – Berlin;
- May 2014** ○ First tour for albanians to visit Albania;
- Oct 2014** ○ Best Destinations and tours Travel Magazine;
- June 2015** ○ International market.

Discover Albania Staff

We have the pleasure to work with fantastic people who give their best to make every journey beautiful. We believe that the value of the company is in their hands, and they are exactly those who brought the company to this stage.



Ismail J.Hoxha – C.E.O Founder/Tour Guide

Founded the company in 2007 and has been actively involved ever since, dealing with company's development and strategic planning.



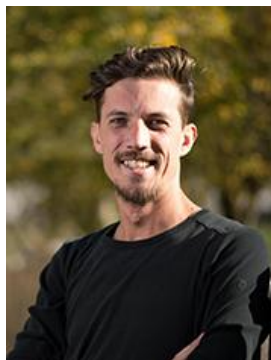
Jetnor Selimaj – Tour Coordinator/Tour Guide

Jetnor joined "Discover Albania" 5 years ago. As much time as it stays in the office by coordinating tours as much wants spending time doing what he really loves, staying in nature and hike throughout Albania.



Marjana Çerekja – Tour Designer/Tour Guide

After the details of each tour and trip is Marjana, focusing on customers' satisfaction and fulfilling their expectations.



Alban Jovani – PR Manager/Tour Guide

When it comes to our PR and Marketing we have our man. Alban is very connected with the company, and he is the only one that can transmit our philosophy to our customers. He has been working with Discover Albania Club since 2012.



Albiona Muçimaj – Tour Lider/Tour Guide

For toughest situations we have our toughest girl, Albiona.



Egerin Braçe – Head of Bike Tour Unit/Tour Guide

Everywhere in Tirana you can find Egerin and his Bike. He is always looking for nice trails for his bikers. In every Bike tour that we have, he is on the front, giving his best for a fantastic adventure.



Fatjon Kapllanaj – Head of Creative & Design Unit

Fatjon is the one who can show to the people the experience of traveling with us, videos, photos, fantastic landscapes are made by him, everywhere in Albania.