

Active Albania activealbania.com

Active Albania is a **responsible tour operator** based in Tirana, Albania's capital, which runs tours around the country and its neighbours. Albania is an attractive destination that has **great natural and cultural assets**, its landscapes ranging from high mountains to crystal clear sea. Active Albania has a great offer of **adventure tours** on land and on water – hiking, cycling, rafting, snorkelling, kayaking, horseback riding and more.

The **USP** of Active Albania is the offer of adventure activities with the local experience since the company works with **small local businesses**, thus travellers can experience the genuine hospitality and **authenticity** of small, often family-run accommodation and taste local food.

Active Albania is a **good practice example** for developing **creative** responsible tourism **campaigns**, such as their 2019 **innovative marketing campaign** [Taken by Albania](#) . The idea of the campaign came from the **movie** "Taken", a thriller where actor Liam Neeson played the main role and which portrayed some negative stereotypes of Albanians.

Thus, within the framework of the Taken by Albania campaign, Active Albania developed a **promotional video** with the slogan "**Be taken by Albania**" that refers directly to the movie, combats the stereotypes and addresses the **actor Liam Neeson** to come and be taken by the many **great local features of Albania** – from spectacular landscapes, outdoor activities, local culture and food. During the three years since its release, this video on **YouTube** has been viewed **more than 450,000 times**; this campaign helped Active Albania **to better position** itself as a green, hospitable, and active tourism destination and to showcase their offer.

Target groups: Adventure travellers from international markets, as well as from the Balkan region.

