

9th Tourism Fair and Congress

TRAVEL TURKEY İZMİR 2015

10th-13th DECEMBER • fuarizmir

END OF SHOW REPORT

www.travelturkeyexpo.com

Organizers :

TRAVEL TURKEY İZMİR Tourism Fair and Congress, one of the most significant gatherings of the tourism sector in Turkey, organizing by Association of Turkish Travel Agencies (TÜRSAB) and İzmir Fair Services (İZFAŞ), under the auspices of the Ministry of Culture and Tourism of Turkish Republic.

The 9th edition of TRAVEL TURKEY İZMİR Tourism Fair and Congress welcomed a record-breaking number of exhibitors and tourism professionals from all around the World in Turkey's newest and most modern exposition center, fuarizmir.

TRAVEL TURKEY İZMİR'2015 Tourism Fair and Congress will be to be the most ideal platform for you to make a effective promotion for the development of already existing business relations, establishment of new connections and partnerships. Exhibitors were especially satisfied with the quality of professional buyers at the show sponsored by Turkish Airlines. The excellent media coverage of the travel trade press was also noted as enabling exhibitors to strengthen their ties with foreign markets and to reach their business objectives.

At this End of Show Report, you could find all the necessary details about of TRAVEL TURKEY İZMİR 2015 Tourism Fair and Congress .

*We look forward to welcoming you to TRAVEL TURKEY İZMİR Tourism Fair and Congress, which will be held on **08-11 December 2016**.*



FAIR AT A GLANCE (2015)

1008 exhibitors

from **32** countries

33.368 visitors

from **64** countries



13.463 sqm

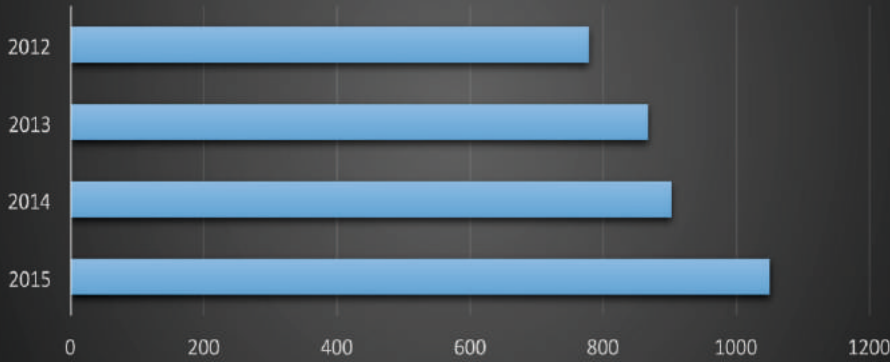
exhibition space (net)

**Hosted Buyer
Program** from
41 countries



EXHIBITOR OVERVIEW

DEVELOPMENT OF THE EXHIBITING COMPANIES (2012-2015)



SURVEY RESULTS

95%

of exhibitors plan to exhibit TRAVEL TURKEY IZMIR 2016

88%

of exhibitors did good business contacts at the fair.

90%

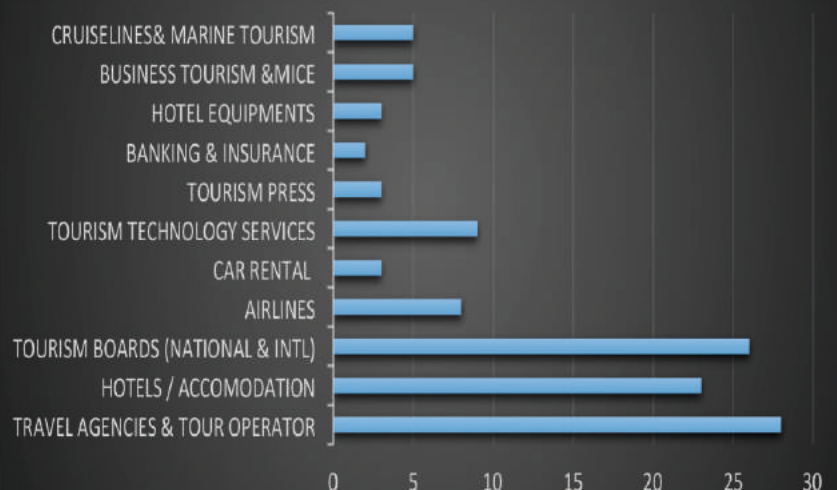
of exhibitors satisfied with the quality and quantity of visitors.

EXHIBITING COUNTRIES OF TRAVEL TURKEY IZMIR 2015

32 countries participated in Travel Turkey İzmir 2015 taking advantage of promoting their tourist destinations to the Turkish Tourism Market and end users, which is travelling 10.000.000 outbound per year.

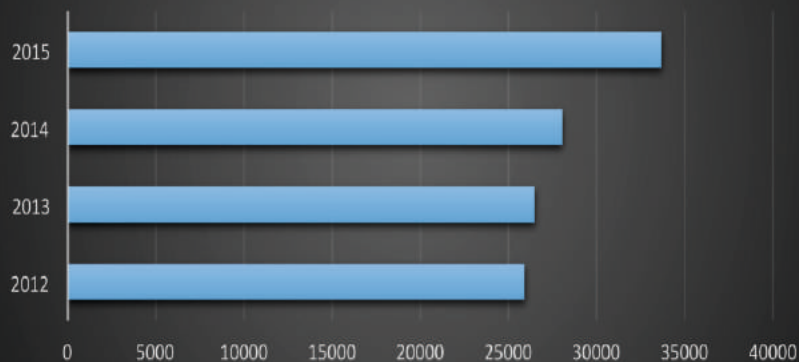


EXHIBITORS BY CATEGORY



VISITOR OVERVIEW

DEVELOPMENT OF VISITOR NUMBERS (2012-2015)



20%

increase in visitors
from last year



VISITORS BY COUNTRIES



SURVEY RESULTS

92%

of visitors will visit
TRAVEL TURKEY IZMIR 2016

88%

of visitors are satisfied from
the exhibition

90%

of visitors rated the quality
of exhibitors as good.

B2B

HOSTED BUYER PROGRAM



As in every year, this year buyers, tour operators, travel agencies and also tourism press will be invited to the exhibition for cooperating with the exhibitors under the **Hosted Buyer Program**. Within the framework of this special program in 2015 international buyers were hosted in Izmir.

From different **41 countries** under the sponsorship of Turkish Airlines and also had the chance to attend an **Ephesus & House of Virgin Mary** tour following their B2B meetings at the fairground.



STATEMENTS from our EXHIBITORS & VISITORS

THIS YEAR, THE FAIR WAS VERY EFFECTIVE !

The new fairground fuarizmir was much more effective compared to previous fairground. Also, this year the exhibitors and visitors are more focused to tourism industry . We are very happy taking part in such a qualified organization in İzmir.

BERKAN ŞEN / TATİL VİTRİNİ, Advertisement and Marketing Dept.

WE ARE SUPPORTING THE DEVELEOPMET OF THE FAIR !

Travel Turkey İzmir Fair which is holding in fuarizmir, become a fair at the international standards with the new fairground which suits very well to İzmir. I am sure, the new fairground will effect the development and growth of Travel Turkey İzmir very positively. Everything's perfect.

SELİM YEGEN / JOLLY TOURS, YGN GROUP GENERAL MANAGER

WE WILL EXHIBIT AGAIN NEXT YEAR!

We would like to exhibit again next year. The fair was quite crowded and we did good Business deals. These business contacts will be a bridge between Turkey and Greece.

Themos Seirlis / Manos Rent a Car / GREECE

VERY PROFESSIONAL!

We have visited Travel Turkey İzmir fair for the first time. The Fair was organised very professionally. We found a chance to meet not only with the Turkish tourism companies, also the companies all around the World.

Olanma Ojukwu / Go Travel Agency, Commercial Director / BENIN

WE WOULD LIKE TO STRENGTEN OUR RELATIONS WITH TURKEY!

By TRAVEL TURKEY İZMİR Fair, we better understood the possibilities in Turkish tourism market. We would like to strengthen our tourism relations with Turkey as a tour operator.

N'Zue K.Fulgence / Beraka Travel, Directeur Administrative / COTE D'IVOIRE

MARKETING ACTIVITIES

NEWSPAPERS



Advertisements on national newspapers and online news web portals

TV & RADIO

Advertisements on major TV & Radio channels.

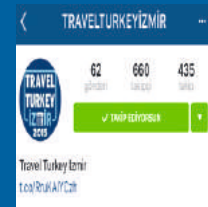
OUTDOOR ADVERTISEMENTS

Advertisements at Billboards, Megaboards, E-Boards and Rackets at strategic locations in the city and around.



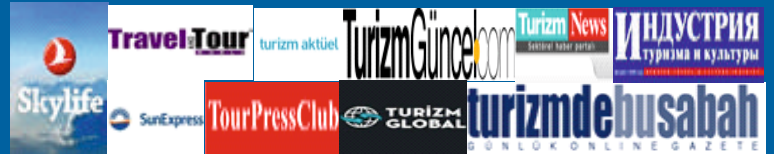
SOCIAL MEDIA

Interactive usage of social media



TRAVEL MAGAZINES

Advertisements on travel magazines and sectoral web portals



PRINTED INVITATION MAILING

200.000 invitations was printed and distributed to the tourism industry.

VIP INVITATION MAILING

3500 vip invitations was printed and distributed to the decision makers and VIP's of tourism industry.

E-MAILING

Monthly e-mailings were done to over 150.000 local and international tourism professionals contacts..





SAVE ^{THE} DATES

08th - 11th DECEMBER
2016

10th YEAR
YIL

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