

**tti** 14<sup>th</sup> TRAVEL TURKEY İZMİR DIGITAL FAIR  
14. TRAVEL TURKEY İZMİR DİJİTAL FUARI

# TRAVEL TURKEY İZMİR

digital

*Tourism* ROUTE OF THE NEW ERA

FEBRUARY 25-27, 2021



Tourism is on **digital platform** with Travel Turkey Izmir!

**[ttidigital.izfas.com.tr](http://ttidigital.izfas.com.tr)**



## EXCLUSIVE ZONE AT TTI

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### Izmir Streets

In the area where tourism activities in the region are highlighted by enriching them with the unique themes of Izmir Metropolitan Municipality and district municipalities under the umbrella of Izmir Streets; the historical, cultural and gastronomic values of Izmir will take its place on the virtual platform this year and meet with its visitors.



## TRAVEL TURKEY IZMIR

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### Why you should exhibit?

- Promoting your products and services to markets you can not reach,
- To follow the innovations in the sector,
- To create brand awareness on the digital platform,
- To come together with sector professionals on the same platform,
- Establishing new business contacts and expanding your customer portfolio,
- To explore new markets and increase exports,
- Creating maximum business volume,
- To see the diversity of the market and making a difference for your company,
- To be able to adopt quickly to changes in the sector by keeping the pulse of the world market,
- To increase your sectoral knowledge by participating in sector-related conferences, seminars, panels and events.

## FACTS & FIGURES OF TRAVEL TURKEY IZMIR

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**2019**

**1.284 Exhibitors**

**96 International Exhibitors**

**43 Exhibitor Countries**

**47.597 Visitors**

**97 Visiting Countries**

**180 International Hosted Buyers**

**9.836 B2B Meetings**

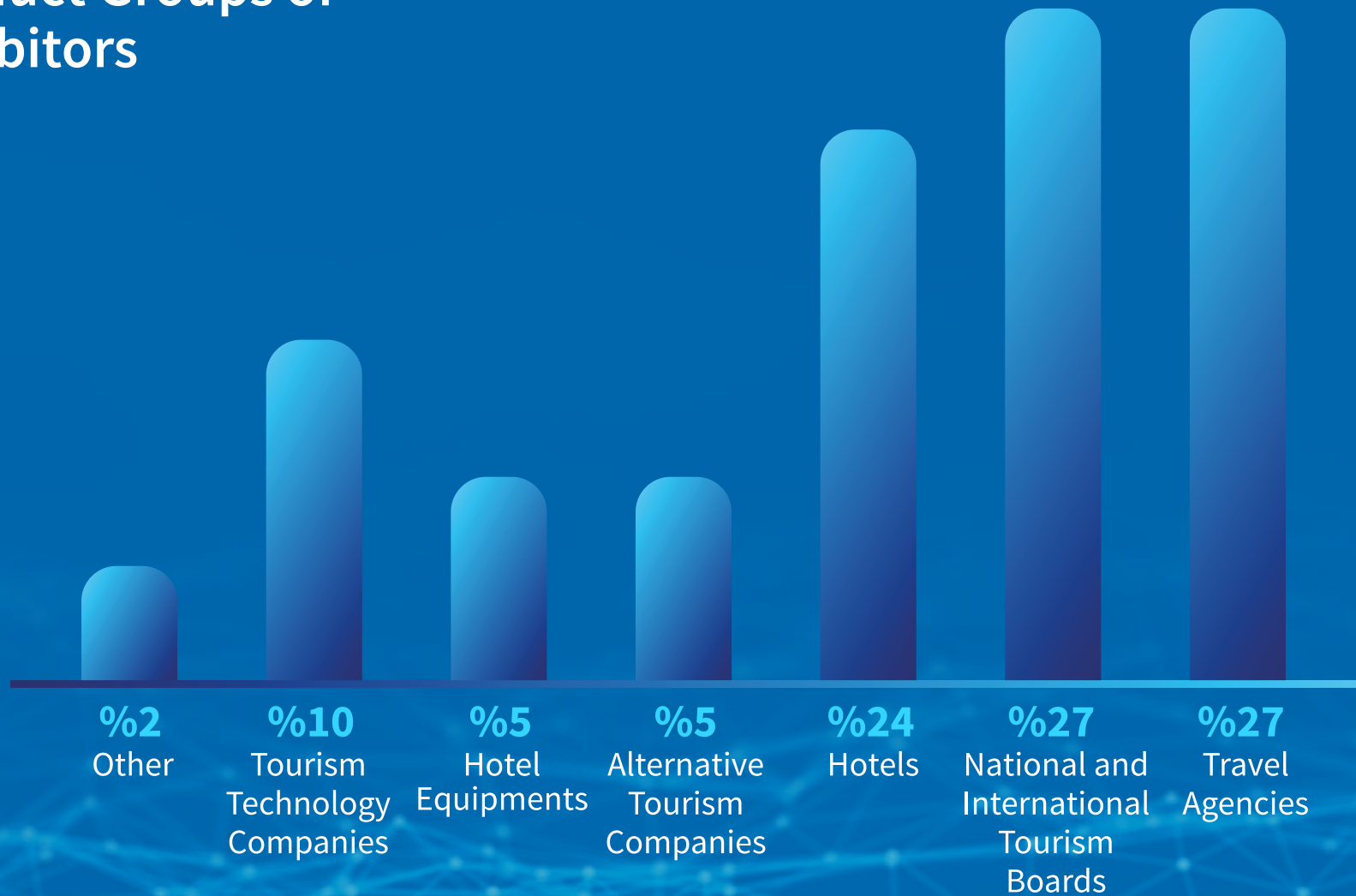
**17.002 m<sup>2</sup> Net Exhibition Space**



## PRODUCT GROUPS OF EXHIBITORS

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### Product Groups of Exhibitors



## PARTICIPANT COUNTRIES

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### 2019

Argentina, Australia, Azerbaijan, Bangladesh, Bosnia Herzegovina, Cameroon, China, Dominican Republic, Ethiopia, France, Georgia, Germany, Ghana, Greece, India, Indonesia, Iraq, Italy, Japan, Jordan, Kingdom of Bahrein, Lebanon, Libya, Malta, Northern Cyprus, Pakistan, Palestine, Poland, Republic of N. Macedonia, Russia, Rwanda, Saudi Arabia, Seychelles, Spain, Sri Lanka, Thailand, Tunisia, Turkey, Turkmenistan, UK, United Arab Emirates, USA, Uzbekistan.



## VISITING COUNTRIES

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### 2019

Albania, Argentina, Armenia, Australia, Austria, Azerbaijan, Bangladesh, Belarus, Belgium, Bosnia and Herzegovina, Brazil, Bulgaria, Burkina Faso, Cambodia, Canada, Chile, China, Colombia, Croatia, Cyprus, Czech Republic, Dominica, Egypt, Estonia, Ethiopia, Fiji Islands, France, Georgia, Germany<sup>30</sup>, Greece, Hungary, India, Indonesia, Iran, Iraq, Israel, Italy, Japan, Jordan, Kazakhstan, Korea, Kosovo, Kuwait, Kyrgyzstan, Lebanon, Libya, Lithuania, Macedonia, Maldives, Malaysia, Malta, Mexico, Moldova, Monaco, Montenegro, Morocco, Netherlands, Niger, Nigeria, Norway, North Cyprus, Oman, Pakistan,<sup>64</sup> Palestine, Philippines, Poland, Qatar, Republic of North Mace, Romania, Russia, Rwanda, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sri Lanka, Sudan, Sweden, Switzerland, Syria, Tajikistan, Tanzania, Thailand, Tunisia, Turkmenistan, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uzbekistan, Vietnam, Yemen, Zimbabwe.





# HOSTED BUYER PROGRAMME

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The **Hosted Buyers Programme of Travel Turkey İzmir Tourism Exhibition** had brought tourism professionals and the hosted buyers from all around the world with the exhibiting companies again this year. The buyers have been selected according to the demands of the exhibitors. The exhibitors met and did **B2B** meetings with hosted buyers during the fair, which the accommodation and transportation costs are providing by the organizers.

The **B2B** meetings were set and scheduled via an online platform before the exhibition in order to maximize the time efficiency. According to **pre-scheduled meetings**, the buyers visited the exhibitors at their stands. Also the speed networking activity was a unique platform for the buyers and exhibitors to cooperate for new business opportunities. We would like to thank to our programme partner **Turkish Airlines** for their support which is increasing every year. **Hosted Buyer's** also visited **Ephesus and House of Virgin Mary** in order to experience and get familiar with region's tourism.



# STATEMENTS FROM OUR HOSTED BUYERS

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## Canadian Direct Investment to Turkey

**Thomas Rado**, Board Chairman of a global tourism consulting company, who attended the fair from Canada said; “Turkish tourism is very popular in Europe. Canadians can reach Turkey very easily. Furthermore, to make Turkey more discoverable in North America, we are trying to achieve to more niche markets. Previously, we sent agencies to Turkey but now, we are thinking of direct investment. Also, we started to come to Turkey for conferences and congress. Between the two countries, things have been improved in many areas.”



## Turkey is a perfect combination of tourism

**Pascal Dierickx**, buying manager of a tour operator company in Italy, said; “Turkey is very popular tourism destination for Italy. More than 40 percent of the population last year, visited Turkey. As tour operators, we organize trips for tourists in Europe and all around the world. Turkey is a perfect combination of tourism in culture, nature and different tourism areas for us. Also, the fair was quite interesting. Because there were many local suppliers and that was exactly what we were looking for.”

## EXCLUSIVE ZONE AT TTI

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### TTI Alternative and TTITECH

#### **tti** | alternative

##### **TTI Alternative / Alternative Tourism Special Zone**

The fair which gives acceleration to the sector this year as well, with the new concepts and special events it has developed, brought the trends of world tourism together in İzmir. A special concept about “**Alternative Tourism**”, which attracts intensive attention in recent years, was created in the fair this year. This special section, which involved the tourism activities carried out in fields such as winter sports, mountain climbing, rafting, culture-arts, nature-adventure; was participated by travel agencies, accommodation facilities, enterprises, product suppliers and clubs, which are interested in the alternative tourism sector.

#### **ttitech**



##### **TTITECH / Travel Technology Special Zone and Forum**

In the “**Ttitech**” Travel Technologies Special Section; which was created in the fair for the first time last year with the participation of travel technologies companies and attracted great attention; technology companies found the opportunity to introduce the new products and technologies in the sector to professional visitors. In addition, in the established “**Forum Area**”; important speakers to come within the country and from abroad came together with the sector throughout the fair and took the pulse of digital transformation in tourism. In the event held under the name of “**ttitech stage by HotelRunner Theater**” with the contributions of HotelRunner; the technologygiants whose path cross with tourism laid an emphasis on digitalization in catching up with the time and change.

# CONTACT

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# TURKEY'S VIRTUAL VENUE

Take your place in the  
digital world!  
We are starting a  
new era in fairs.



# Welcome to the new era of fairs.

Say hello to personal designs  
and unlimited product capacity  
in a professional virtual space  
where experience and  
imagination meet.



## 01 / SPECIFICATIONS


We designed our platform to be **integrate** into **all service sector areas**.




Digital marketing methods and virtual trade platforms are being developed and used as a solution to the impact of the coronavirus epidemic on global trade and the reduction of commercial volume; virtual fairs have great importance at this point.

DİJİTAL GELECEĞE ADIM ATIN

### Yeni Dönemin Global Turizm Trendlerini Travel Turkey İzmir'in Dijital Platformunda Keşfedin!

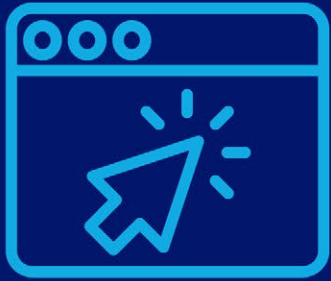
Dünya ve ülke turizm için İzmir'i seçtiği için, turizm sektörü için Türkiye'de her mevsim canlı hissettiren, T.C. Kültür ve Turizm Bakanlığı'nın himayesinde İzmir Duz Aksemiti ile editöryel ek sahnesinde Türkiye Seyahat Acentaları Birliği (TURSAB) ve ETTAD ortaklığıyla düzenlenecek "Travel Turkey İzmir" Travel Turkey İzmir Uluslararası Turizm Fuarı ve Kongresi 25 - 27 Şubat 2021 tarihlerinde sektörün "Bir Hibrit buluşması" olarak yeni dönemde Türkiye'de bir ilke arzaya atacak!



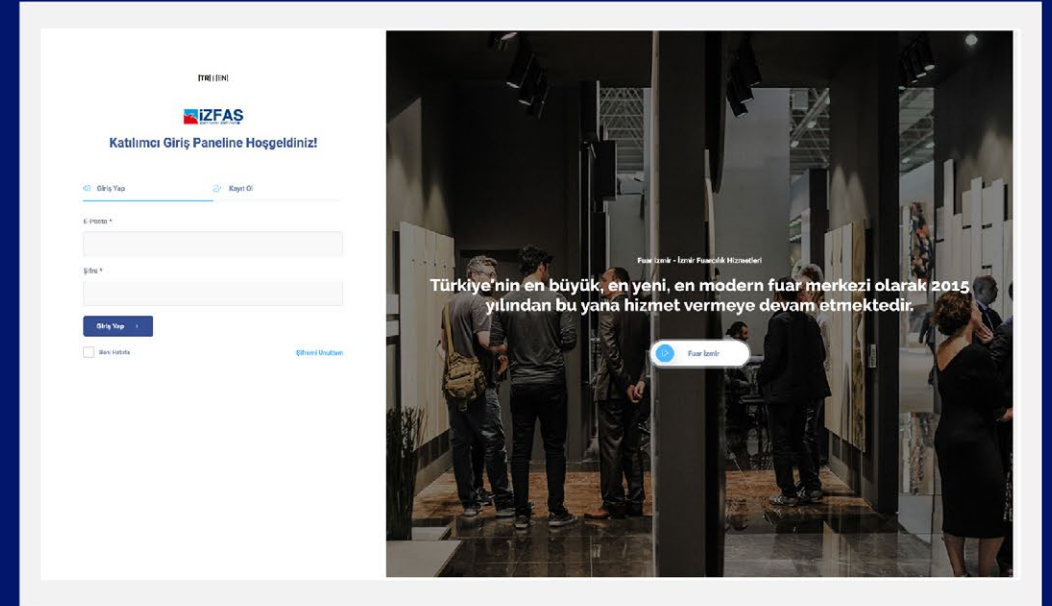
-  Ziyaretçi Profili  
Kullanıcı bilgileri ziyaretçisi
-  Sanal Travel Turkey  
Fiziksel işbirliği dijital ortamda mümkün oluyoruz!
-  Farklı Etkinlikler & Video Konferanslar  
Online saha dışı etkinlik ve video konferans olarak anlı!

## 01 / SPECIFICATIONS

# Simple



You can login to the platform free of charge by filling in the required information; you can easily access exhibitors, products and services.

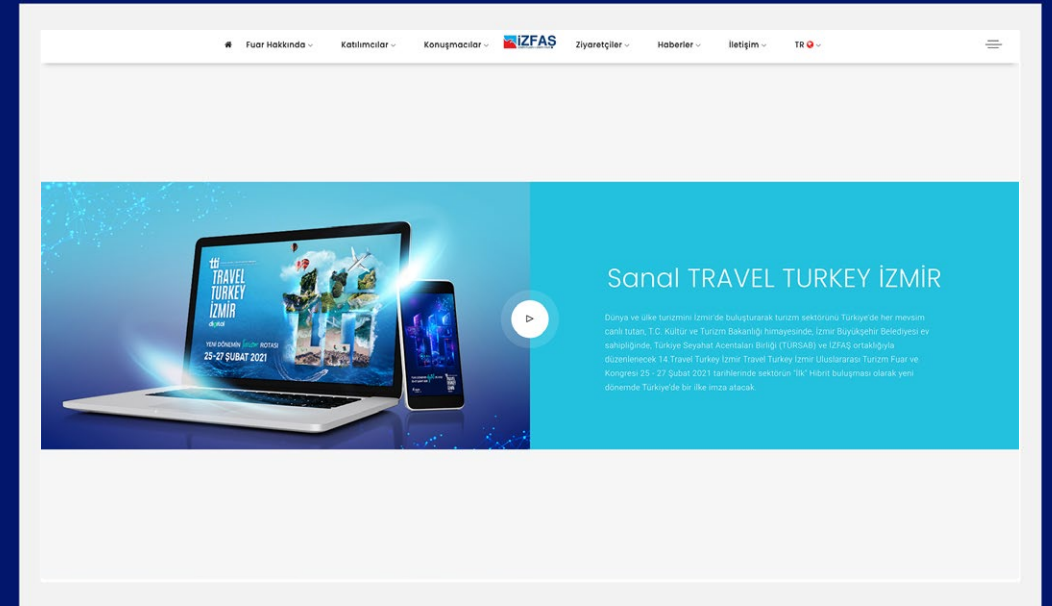




## Flexible



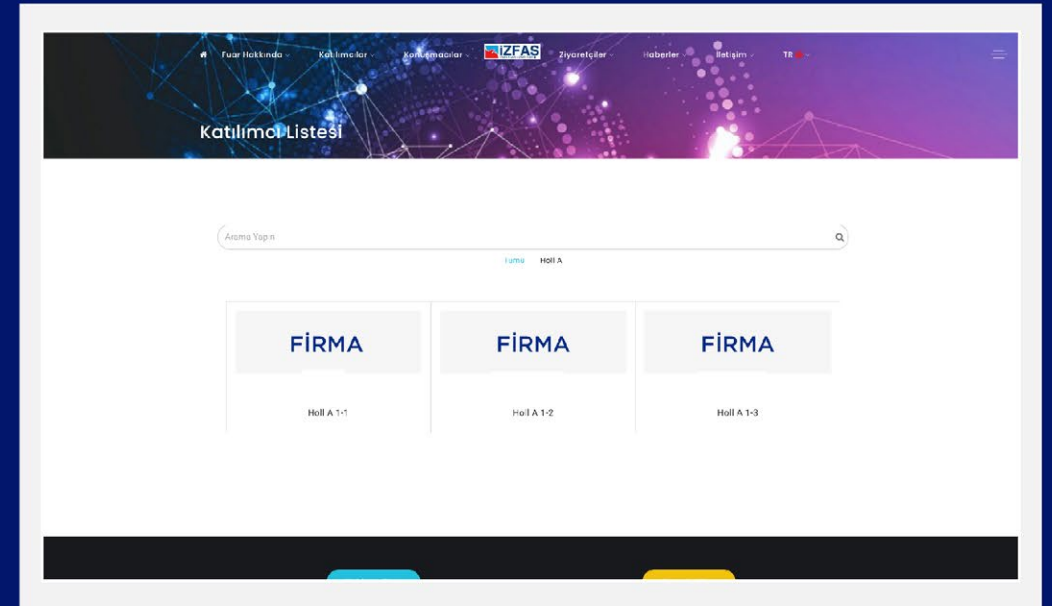
Our platform can be integrated into all service sector areas and has an infrastructure that can be active 7/24.



# Reliable



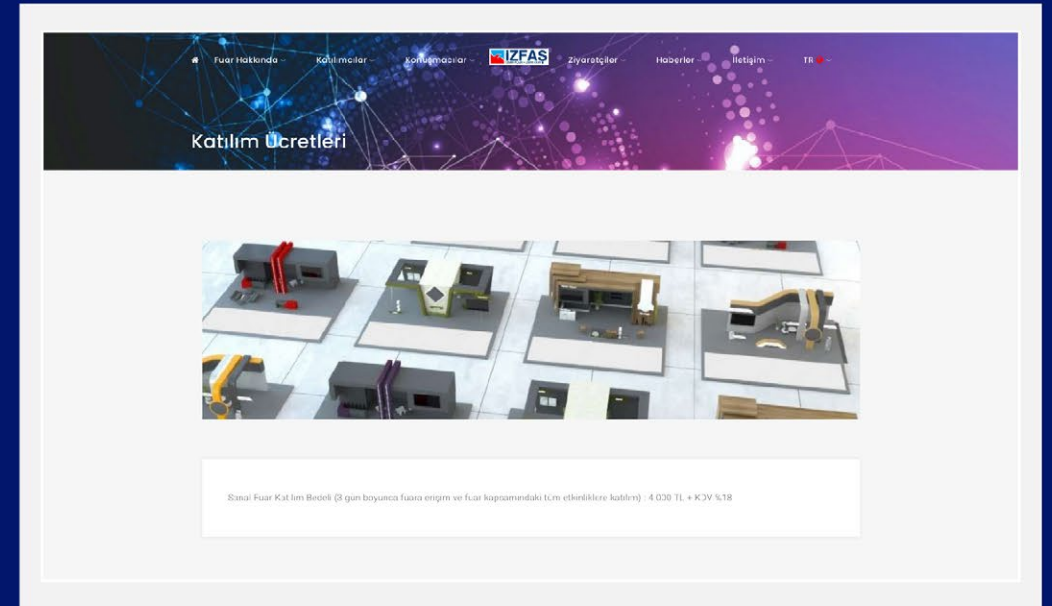
You can evaluate your commercial potential with the realistic numerical data provided by the platform.



# Innovative



You can create your own stands with detailed control panels; can edit content such as services and catalog ; you can expand your commercial network with the perfect customer matching system.



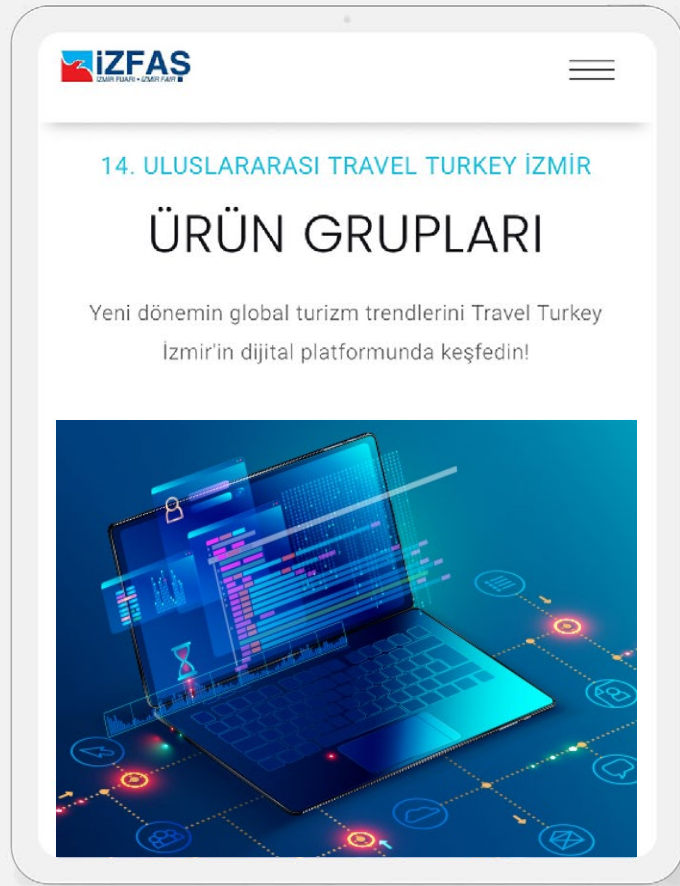
A unique software architecture in the virtual fair platform...

There is no limit to what we can do, join this unique digital transformation!



## 03 / DISCOVER THE POTENTIAL

# Take your place on global trade with digitalizmirfair!



**Develop the commercial network,** increase the volume. Adopt your business moves to the changing perception of time and space; enjoy easy trading with the solutions offered by the platform.

**Stay in touch 24/7, ahead of the world.** Get in touch with visitors and exhibitors from all over the world, join the appointment system. Invite your customers with an e-invitation, make your meetings quickly on the platform.

**Get feedback.** Access numerical data, observe the number of visitors. Make your experience perfect by taking advantage of alternative virtual solutions.

## 04 / WHY VIRTUAL FAIR?

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Offers virtual solutions ;  
virtual congresses,  
virtual summits...



It eliminates additional  
costs such as stand,  
transport and  
installation.



Prevents tons of paper  
and material wastage;  
is environmentalist.



Provides ease of  
integration; it allows  
the seller to exhibit his  
products and to  
communicate with  
the buyer.



It removes the  
transportation barrier,  
high cost and time loss.



Creates creative and  
flexible designs; lifelike  
areas, stands...





[digitalizmirfair.com.tr](http://digitalizmirfair.com.tr)



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