

TÜRKİYE  BANKASI



ISTANBUL TOURISM FAIR

9-10 EKİM / OCTOBER 2024

Yenikapı-Avrasya Gösteri ve Sanat Merkezi / Yenikapı-Eurasia Performance and Art Center

Fuar Sonuç Raporu / Post Show Report



BU FUAR 5174 SAYILI KANUN GEREĞİNCE TOBB İZNİ İLE DÜZENLENMEKTEDİR

Ziyaretçi Profili

Visitor Profile



İSTANBUL TOURISM FAIR 2024

Fuar Sonuç Raporu / Post Show Report

İstanbul Turizm Fuarı ulusal ve uluslararası binlerce turizm profesyoneli bir araya getirdi.

Istanbul Tourism Fair have brought together thousands of tourism professionals from national and international sides.

**Toplam
ziyaretçi sayısı**
Total visitor number

15.000

- **Ulusal ve Uluslararası Tur Operatörleri / National and International tour operators**
- **Seyahat Acenteleri / Travel agencies**
- **Otel ve Etkinlik Mekanları / Hotel and Event locations**
- **Turizm Alanında Hizmet Veren Tesis ve Tedarikçiler / Facilities and sub-contractor companies from Tourism Industry**
- **Toplantı Destek Firmaları-Servis Sağlayıcılar / Meeting support companies-Service Providers**
- **Ülkeler, Cvb'ler / Countries and Cvb's**
- **Diplomatik Temsilcilikler / Diplomatic representatives**
- **Etkinlik Organizatörleri, DMC ve Incentive firmaları / Event organizers, DMC and Incentive companies**
- **Kurumsal Şirketlerin Üst Düzey Satın Alıcıları / Corporate brands exclusive sales and marketing managers**

Hosted Buyer Programı

Hosted Buyer Program

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37 FARKLI ÜLKEDEN HOSTED BUYER

HOSTED BUYERS FROM 37 DIFFERENT COUNTRY

**Ulusal ve
uluslararası 206
stantlı
katılımcı firma**

*206 booth exhibitor
company from National
and International area*

**150 global
satın alıcı**
150 Global Buyers

**2 gün boyunca
8000 B2B toplantı**
*8000 B2B meetings
for 2 days*

Fuar Programı

Fair Program

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ISTANBUL TOURISM FAIR 2024

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Açılış Seremonisi / Opening Ceremony



Fuar Alanı / Exhibition Area



Fuar Alanı / Exhibition Area



Boğaz Turu / Bosphorus Tour



Gastro Travel Summit



ITF Gala Party



Turizm Summit / Tourism Summit



Gastro Travel Summit



Turizm Summit / Tourism Summit



Turizm Summit / Tourism Summit



Fuar Programı

Fair Program

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9 EKİM ÇARŞAMBA | 9 OCTOBER WEDNESDAY

10:00-11:00 FUAR AÇILIŞ SEREMONİSİ (PROTOKOL KONUŞMALARI)
FAIR OPENING CEREMONY (PROTOCOL SPEECHES)

11:30-12:15 2024 YILI SEZON DEĞERLENDİRMESİ , 2025 YILI BEKLENTİLER
2024 SEASON EVALUATION, 2025 EXPECTATIONS

12:30-13:15 BELEDİYE BAŞKANLARI OTURUMU
MAYORS SESSION

13:30-14:15 SAĞLIK TURİZMİ
HEALTH TOURISM

14:30-15:15 ÜLKELER OTURUMU
COUNTRIES SESSION

15:30-16:15 AVRUPA / TÜRKİYE TURİZM FORUMU
EUROPE / TURKEY TOURISM FORUM

16:30-17:15 SPOR TURİZMİ
SPORTS TOURISM

10 EKİM PERŞEMBE | 10 OCTOBER THURSDAY

10:30- 11:00 EVENTMAGIX OTURUMU / ÜRETKEN YAPAY ZEKA İLE TURİZMDE GELECEĞE YÖN VERMEK
EVENTMAGIX SESSION / NAVIGATING THE FUTURE OF TOURISM WITH GENERATIVE AI

11:15-12:00 SÜRDÜRÜLEBİLİR TURİZM
SUSTAINABLE TOURISM

12:15- 13:00 SİNEMA VE DİZİ SEKTÖRÜNÜN TURİZMDEKİ ROLÜ
THE ROLE OF CINEMA AND TV SERIES SECTOR IN TOURISM

13:15- 14:00 MultiTravel Oturumu /2024 YILI SEZON DEĞERLENDİRMESİ , 2025 YILI BEKLENTİLER
MultiTravel Session / 2024 SEASON EVALUATION, 2025 EXPECTATIONS

14:15-15:00 2024 YILI SEZON DEĞERLENDİRMESİ , 2025 YILI BEKLENTİLER (OTELLER)
2024 SEASON EVALUATION, 2025 EXPECTATIONS (HOTELS)

15:15- 16:00 HOW RUSSIAN SPEAKING DIASPORA TRAVELLING 12 MONTHS, HOW TO
KEEP THE TOURISM INDUSTRY 12 MONTHS ALIVE

16:15- 16:45 CVENT - KİŞİSELLEŞTİRMENİN GÜCÜ: PLANLAMACILARIN TALEPLERİNİ KARŞILAMAK
ADINA MICE SEKTÖRÜNÜN ÖZELLEŞTİRİLMESİ
CVENT - THE POWER OF PERSONALIZATION: CUSTOMIZING MICE EXPERIENCES TO
MEET PLANNERS' DEMANDS SESSION

Gastro Travel Summit Program

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9 EKİM ÇARŞAMBA | 9 OCTOBER WEDNESDAY

11.30 - 12.15 *TÜRK RESTORAN VE CAFE MARKALARININ GLOBAL PAZARDAKİ YERİ*
THE PLACE OF TURKISH RESTAURANT AND CAFE BRANDS IN THE GLOBAL MARKET

12.30 - 13.15 *TURİZMDE HORECA TEDARİK ZİNCİRİNİN ÖNEMİ*
THE IMPORTANCE OF HORECA SUPPLY CHAIN IN TOURISM

13.30 - 14.15 *İŞ DÜNYASINDA KADININ AYAK İZİ*
WOMEN'S FOOTPRINT IN THE BUSINESS WORLD

14.30 - 15.15 *TURİZMDE DESTİNASYON YÖNETİMİ*
DESTINATION MANAGEMENT IN TOURISM

15.30 - 16.15 *GASTRONOMİ VE TURİZM ŞEHİRLERİ*
GASTRONOMY AND TOURISM CITIES

16.30 - 17.15 *ANADOLU LEZZETLERİ*
ANATOLIAN FLAVORS

10 EKİM PERŞEMBE | 10 OCTOBER THURSDAY

11:15 - 12:00 *TURİZM SEKTÖRÜNDE BUTİK VE KÜÇÜK OTELLERE İLGİ BEKLENEN SEVİYEDE Mİ?*
IS INTEREST IN BOUTIQUE AND SMALL HOTELS AT THE EXPECTED LEVEL IN THE TOURISM SECTOR?

12:15 - 13:00 *SAĞLIK TURİZMİ SAĞLIKLI BESLENME*
HEALTH TOURISM, HEALTHY EATING

13:15 - 13:45 *SÜRDÜLEBİLİR PROJELER VE KADIN İSTİHDAMI*
SUSTAINABLE PROJECTS AND WOMEN'S EMPLOYMENT

14:00 - 14:45 *GLOBAL PAZARDA GASTRONOMİ POLİTİKALARI*
GASTRONOMY POLICIES IN THE GLOBAL MARKET

15:00 - 15:15 *ARA KONUŞMACI*
GUEST SPEAKER

15:15 - 16:00 *TURİZMDE KADININ AYAK İZLERİ*
FOOTPRINTS OF WOMEN'S IN TOURISM

16:00 - 16:45 *TÜRK GASTRONİMİSİNE DEĞER KATAN USTALAR*
CHEFS WHO ADD VALUE TO TURKISH GASTRONOMY

16:45 - 17:00 *YENİ NESİL MARKALARDA STRATEJİ UYGULAMARI*
STRATEGY APPLICATIONS IN NEW GENERATION BRANDS

Fuar Planı

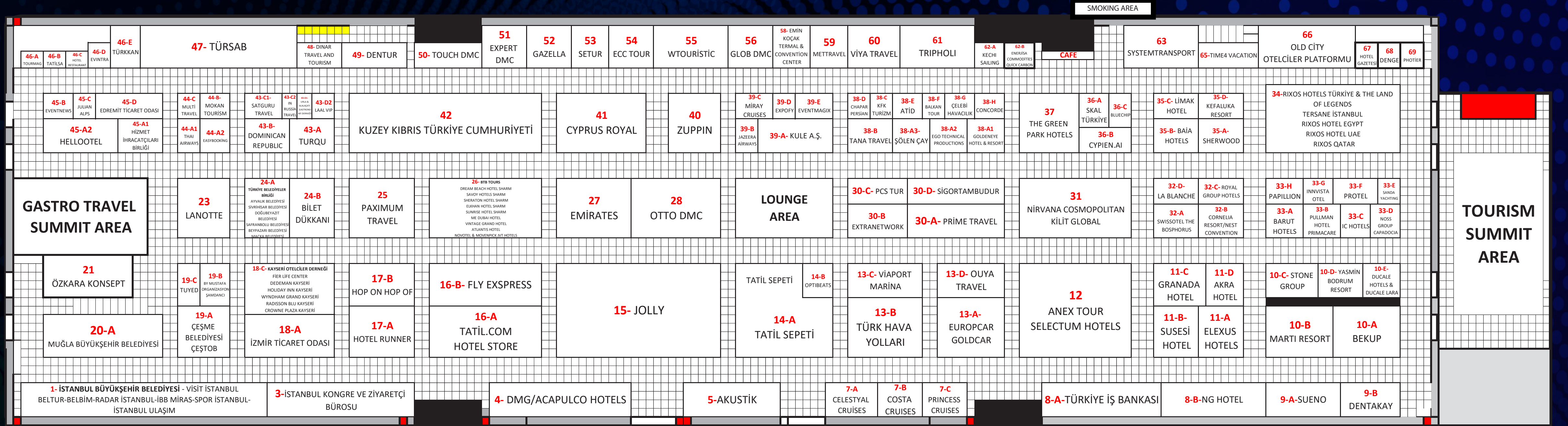
Fair Layout Plan

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Toplam Stant Alanı / Total Stand Area:

5032 m2

Çıkış / Exit

Giriş / Entrance

Toplam Katılımcı Firma / Total Exhibitor Company

206

Sponsorlar

Sponsors

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ITF
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Strategic Partner



ITF Gala Party Venue



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Media Partners



Outdoor Mecralar

Outdoor Advertisement

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