

Exhibition

## Turkey at the GIBTM Abu Dhabi 2010



(GIBTM2010), a business travel exhibition for the meeting, conference and incentives industry which was held from 29 - 31 March 2010 at the National Exhibition Centre (ADNEC) in Abu Dhabi.

For the first time participating in this event and between another 40 countries and over 250 exhibitors from the region and all over the world, Turkey had a lot of opportunities to provide to its visitors. By virtue of possessing a significant historical and cultural heritage, Turkey has positioned itself as a door of amazing possibilities. Turkey where Europe and Asia meet has become an ideal destination for Congresses and Incentive Travel for many regional and multinational companies with a wide range of accommodation and congress facilities.

It is never a problem to find meeting rooms equipped with the latest technology and everything necessary to meet perfectly the needs of different sorts and sizes of productive gatherings. All meetings can be comfortably and pleasantly arranged in Turkey's delightful resorts. In these resorts there can be found four- and five-star hotels, holiday villages, boutique hotels and fully-equipped congress centers that all boast the highest standards plus friendly professional service and traditional Turkish hospitality. Wonderful hotels and restaurants, thoughtfully restored, offer the opportunity to try local dishes including the unique richness and authentic tastes of Turkish-Ottoman cuisine plus Mediterranean and Middle Eastern cuisines. To all of this should be added a wonderful climate, non-stop entertainment and interesting excursions.

Because of its proximity to Europe and the convenience of flying with Turkish Airlines as well as growing number of regional airlines from the GCC, amongst others, to large cities in the United States, Middle east and asia, Turkey

has become the country of choice for meetings, congresses, conferences, exhibitions and fairs.

The most important destinations in terms of Congress Travel are: Ankara, Antalya, Bodrum, Cappadocia, Istanbul, Izmir, Konya, and Marmaris. Amongst the internationally important events that took place in Turkey in recent years were: the Geo-Thermal Congress, the Universiade, a NATO Summit, Formula One race and the Champions League Final, the ITU Telecommunications Conference, the 17th World Accounts Congress, the UPAV Belgian Travel Agents Union Committee, the European Oncology Union Congress and the European Guides Union Committee Meeting. Situated on the doorstep of the world Turkey offers large organizations a comprehensive professionalism plus dynamic and exciting new opportunities. Turkey is a major attraction for international inbound tourism. Projections made on the Turkish tourism sector point out the need for huge new investments, particularly in infrastructure and accommodation. According to the Tourism Investors Association (TYD) \$10 billion investments for hotels, marinas, golf courses and shopping centers only, disregarding infrastructure work, will be required in the next five years.

Currently tourism in Turkey is largely concentrated in the seaside resorts along its Aegean and Mediterranean coasts offering visitors the 3S's: the sun, the sea and the sand. Also Istanbul stands out as the most popular city for tourists coming to Turkey. Seventy five percent of available facilities are in the coastal tourist centers and in Istanbul. Turkey is seeking to develop a broader tourism industry to ensure healthy and sustainable development. In line with world tourism trends, it is adopting a new strategy to promote tourism offerings based on the Education-Entertainment-Environment concept instead of the Sun-Sea-Sand triangle. It plans to utilize its untapped tourism potential by diversifying into new areas such as golf, yachting, thermal, winter, M.I.C.E (meetings+incentives+conventions+exhibitions), and faith tourism. This will also help the tourism sector contribute to the economy in additional seasons.



## ICVB exhibited at GIBTM 2010 for the first time

Istanbul Convention & Visitors Bureau (ICVB) for the first time attended GIBTM Abu Dhabi and had chance to present Istanbul to the region's meeting planners.

ICVB made over sixty one-to-one meetings with meeting planners at the Turkey booth, which is organized by ICVB and Turkish Culture and Tourism Ministry. By the help of successful hosted buyer program; organized by Reed Travel Exhibitions, ICVB made contacts not only with regional meeting planners but also met with several buyers from India, China, Singapore, Australia, Europe and as well as USA. ICVB Vice President Mr. Yilmaz Tecmen also visited the ICVB stand at GIBTM.

Promotional media and Public Relations studies before and through the exhibition show its success with several Istanbul news and interviews at the exhibition daily newspapers as well as regional media.

ICVB Sales and Marketing Director Elif Balcı Fisunoğlu said to



استثمار

## تركيا تقدم نفسها كوجهة أوروبية للمؤتمرات



GIBTM Daily, "We exhibited at EIBTM, sister event of GIBTM in Barcelona, and we know the success of the Hosted Buyer programme. Therefore, we think exhibiting at GIBTM will give us the opportunity to meet with a good number of qualified buyers from the region and it will be a good start for promoting Istanbul as a destination".

Asfar Magazine, published in Arabic language, made an interview with Elif Balcı Fisunoğlu on the last day of GIBTM. Fisunoğlu stated Istanbul's improving position as an international convention and incentive destination and informed about Istanbul's new convention capabilities with newly opened convention centres. Fisunoğlu said that Istanbul's promotion and marketing works will continue to increase after cooperation with Turkish Culture and Tourism Ministry. Fisunoğlu added that she is pleased with their first exhibit at GIBTM after successful contacts during the 3-day exhibition held 29-31 March 2010. ■