Kongre Denince

> When it comes to Conventions.

Istanbul is a bridge connecting not only the East and the West, but also the past and the future. Istanbul, Turkey’s cultural and economic capital, has been an attractive settlement for various civilizations since ancient times. Today, the city is visited each year by millions of travelers who come to catch a glimpse of its ancient city walls, palaces and mosques, while savoring the delightful flavors of the city’s rich cuisine. Istanbul offers an unforgettable experience with its colorful daily life. It is also an attractive destination for international meetings.

ICVB, the destination marketing organization and official convention bureau of Istanbul, plays a key role in the city’s success as a leading congress destination thanks to effective promotion and marketing activities supported by the Turkish Ministry of Culture and Tourism, Istanbul Chamber of Commerce and Turkish Airlines. ICVB’s “Istanbul Congress Ambassador” program made a huge impact.
Within the context of this campaign, ICVB cooperated with national associations and academics that became Istanbul’s congress ambassadors and invited their colleagues to meet in Istanbul. In addition to its state-of-the-art convention and exhibition centers, Istanbul also stands out due to its accessibility from anywhere in the world. Star Alliance member Turkish Airlines, Turkey’s flag carrier and Europe’s Best Airline in 2012, provides convenience to the congress sector through special services and programs as the official airline for congresses.

"As a tourism volunteer, I am pleased that Istanbul has been preferred destination for the international convention, events and one of the world’s popular convention destinations according to ICCA study. This success reflects Istanbul’s old appeal as a meeting ground for continents and cultures."