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Istanbul announced as Destination Partner of WTM Latin America 2015

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WTM Latin America 2015 welcomes Istanbul as the official Destination Partner for the leading business-to-business event that brings the world to Latin America and promotes Latin America to the world.

With an abundance of historic, cultural and artistic riches to showcase to the Latin American market the Istanbul Municipality, the Istanbul Chamber of Commerce and Istanbul Convention and Visitors' Bureau have teamed up to be the official Destination Partners at WTM Latin America 2015.

The three day event, which takes place from April 22-24, at Expo Centre Norte in Sao Paulo alongside the 43rd Braztoa Business Meeting, will offer Istanbul the perfect platform to further increase ties between Brazil and Latin America, as well as take advantage of the great business potential WTM Latin America has to offer.

Last year, WTM Latin America generated a massive \$341 million of deals either through contracts signed during the event or through negotiations that followed.

The increase in flight capacity between Istanbul and Sao Paolo will see the influx of tourists between both cities increase significantly.

In 2013 Istanbul saw almost a 12% increase in visitors compared to 2012 and the number of tourists visiting Istanbul have increased every year since 2008. This increase was also reflected in the overall tourism numbers to the whole of Turkey, as tourists reached an all-time high of around 37 million in 2014, a 5.5% increase on 2013 despite the political and geopolitical crises in the region.

Mr. Ibrahim Çağlar, President of the Executive Board of The Istanbul Chamber of Commerce, explains: "We are delighted to be the Destination Partner for one of the world's most prestigious and significant tourism fairs, World Travel Market Latin America.

"Located opposite the Turkey stand at WTM Latin America, the unique ISTANBUL stand will display our city's unique characteristics in the most prestigious and celebrated form possible."

Mr. Kadir Topbaş, Mayor of Istanbul Municipality, explains, "We believe that because of the many religions, languages and cultures throughout its 8,500 year old history, it's important that ISTANBUL is promoted in the most magnificent way possible to the Latin American market, which is extremely important for us."

"WTM Latin America will serve as the perfect platform to accomplish this vision."

Lawrence Reinisch, Exhibition Manager, WTM Latin America commented: "With all its history and culture Istanbul will be able to prominently promote itself to the Latin American market. The large increase in the purchasing power from the middle class over the last decade has allowed Brazilians access to culture tourism products and services, which used to only be dreamt about by many, however now these destinations are within reach. Istanbul and Turkey will see more and more Latin American tourists over the next few years."

eTurboNews is a media partner for World Travel Market (WTM).

Source: WTM

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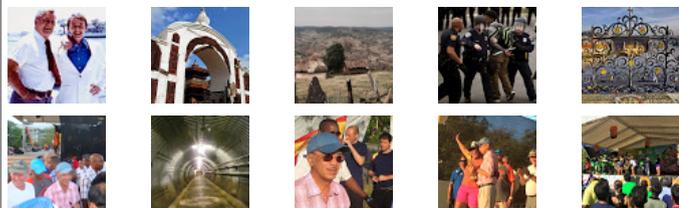
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