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Istanbul has A Tale of Two Cities to tell at Meetings Show

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The Istanbul Convention and Visitors Bureau (ICVB) kicked off presenting Istanbul at the Meetings Show in London yesterday meetings, conventions and incentives to press, buyers, meeting and event decision-makers. Meeting with the press and buyers today, Istanbul CVB shared news and trends on Istanbul's latest developments and investments, including up-to-date statistics on its global marketing campaign. Istanbul CVB is taking place in Turkey stand J19.

Istanbul is very much the centre of attention globally, recently rising to the 5th most visited city according to MasterCard Global Destination Index. Istanbul is going from strength to strength as far as the international congress sector goes as illustrated by the International Congress and Convention Rankings Report for Cities and Countries in which Istanbul maintained its top 10 position as a global congress destination. Ranking 9th in the world, Istanbul has now held this top 10 position since 2010. Istanbul was also recently named Best MICE Destination Europe at the Business Destination Awards 2014. The groundwork prepared by Istanbul CVB.

Istanbul CVB has played a key role in promoting Istanbul as destination with its metaphorical A Tale of Two Cities campaign. This project in the first half of this year, reaching an audience of 550,000 across 17 international meetings & Incentive publications across print and online channels. The campaign adaptations in the local languages, while maintaining a striking and identifiable brand image.

The number of congresses in Istanbul has risen by 280% during the past ten years and this increase is expected to continue as Istanbul CVB has become one of the most desirable destinations in the world for the meetings industry. The goal for 2023 is for Istanbul to rank in the top 5 convention destinations in the world.

10 congress destination since 2010.

A magnet for dynamic and talented people from around the world, Istanbul is the ideal meetings and conventions destination with its vibrant infrastructure and enviable geographical position. Exciting up-and-coming infrastructure projects for Istanbul include a third airport for 20 million passengers, making the city the largest airline hub in the world, and a new road tunnel under construction, the 'Eurasia Tunnel', which will cross the Bosphorus.

The Meetings Show is the must-attend event for the UK inbound and outbound meetings industry and, organised by meeting professionals, offers a large exhibition, networking opportunities and professional education. More than 5000 industry professionals and 400 global suppliers, hotels and industry suppliers, are expected to attend and there will be 80+ educational sessions and over 10,000 pre-scheduled meetings.



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Incentive Travel & Corporate Meetings, Bay Tree, 19-20 Beanacre, Melksham, Wiltshire SN12 7PT, England

Tel: +44-(0)1225 705 555 email:itcm@incentivetravel.co.uk. Website news should be sent directly to michelle@incentivetravel.co.uk