The Istanbul Convention and Visitors Bureau (ICVB) is promoting the dynamic tourism hotspot of Istanbul as a destination partner at this year’s World Travel Market Latin America, held in São Paulo, Brazil, from 22 to 24 April. The three-day World Travel Market Latin America, which last year featured 9,500 exhibitors, is held in tandem with the 43rd meeting of the BRAZTOA organization of Brazilian tour operators and attracts some 15,000 top executives interested in the Latin American tourism industry.

The Istanbul CVB, along with the Istanbul Chamber of Commerce and the Istanbul Metropolitan Municipality, is promoting Istanbul to the fullest through meetings, workshops and other activities aimed at strengthening ties between Istanbul and Latin America and tapping into the continent’s great business potential. The Istanbul stand is also acquainting attendees with the city’s first official promotional website, Howtoistanbul.com.

“Situated opposite the Turkey stand at WTM Latin America, the Istanbul stand is offering a prestigious setting to showcase what’s most special about this unique city,” said Ibrahim Çaglar, President of the Istanbul Chamber of Commerce and Istanbul CVB.

A famous meeting point between East and West, Istanbul captivates visitors with its rich history and culture, from palaces and bazaars to natural beauty. Istanbul is also a leading MICE destination, with the capacity to host every type of event and a wide range of accommodation options. The city, which is served by nearly 300 international airlines at its two airports, was ranked 8th in the world by the International Congress and Convention Association in its 2013 Rankings for Cities and Countries.

“With its 8,500 years of history as a melting pot of different religions, languages and cultures, Istanbul deserves to be introduced in the most magnificent way possible to the Latin American market, which is an extremely important market for us,” said Kadir Topbas, the Mayor of the Istanbul Metropolitan Municipality. "WTM Latin America is serving as the perfect platform for us to realise this vision.”
Lawrence Reinisch, Exhibition Director for WTM Latin America, said, "The Istanbul stand offers a stunning way to represent the city, with its unparalleled history and culture. In the last 10 years, as Brazil’s middle class has increased its buying power, cultural and touristic experiences that for most people were once a dream are now within reach, and in the next few years, we’re going to see great numbers of Latin American tourists visiting Istanbul and Turkey."

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