



"Glasgow has an overwhelming vibrancy and amazing infrastructure, more than equipped to host the 1,100 members who attended our meeting"
Patti Monkhouse, British Renal Society

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Istanbul makes an impression at World Travel Market Latin America

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The Istanbul Convention and Visitors Bureau (ICVB) is promoting the dynamic tour destination partner at this year's World Travel Market Latin America, held in São Paulo. The three-day World Travel Market Latin America, which last year featured 9,500 exhibitors and the 43rd meeting of the BRAZTOA organization of Brazilian tour operators and attracts many visitors interested in the Latin American tourism industry.

The Istanbul CVB, along with the Istanbul Chamber of Commerce and the Istanbul Metropolitan Municipality, is offering the fullest through meetings, workshops and other activities aimed at strengthening ties with the continent, tapping into the continent's great business potential. The Istanbul stand is also acquainting attendees with the city's first official promotional video.

"Situated opposite the Turkey stand at WTM Latin America, the Istanbul stand is offering a prestigious setting to showcase what's most special about the 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 modern MICE destination, with the capacity to host every type of event and a wide range of accommodation options. The city, which is served by two airports, was ranked 8th in the world by the International Congress and Convention Association in its 2013 Rankings for Cities and Conventions.

"With its 8,500 years of history as a melting pot of different religions, languages and cultures, Istanbul deserves to be introduced in the new Latin American market, which is an extremely important market for us," said Kadir Topbas, the Mayor of the Istanbul Metropolitan Municipality. "The World Travel Market is 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 the last 10 years, as Brazil's middle class has increased its buying power, cultural and touristic experiences that for most people were once the next few years, we're going to see great numbers of Latin American tourists visiting Istanbul and Turkey."



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