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LONDON (30 March 2015) – The Istanbul Convention and Visitors Bureau (ICVB) works hard to bring the most important conventions and meetings in the world to Istanbul as its promotional work continues to gather pace. The ICVB has brought together high profile editors and journalists from the highest circulating and most read publications around the world within the convention, event organisation and incentive sector to Istanbul; to showcase and demonstrate the city's huge business potential in the international meeting and convention market.

14 International Media Representatives from the USA, Europe and Asia met in Istanbul for the first time, hosted by ICVB between 25 and 28 March.

Commenting on the 4-day press visit Ozgul Ozkan Yavuz, General Manager of the Istanbul Convention and Visitors Bureau, said: "We are focussing our promotional activities with the aim of Istanbul reaching the pinnacle of the international arena. The majority of the visiting press who participated on our tour were travelling to Istanbul for the first time, expressing how happy they were to be here. Istanbul is a unique and excellent location for the convention and meetings sector due to its accessibility and its dynamic and distinctive atmosphere."

Editors and journalists from the USA, France, UK, Belgium, Germany, Slovenia and India from a total of 14 convention, event and incentive publications were hosted as part of the press tour programme between 25 and 28 March by ICVB. The representatives of the most prominent magazines in the sector mainly explored convention centres, together with various hotels, arts and cultural centres, as well enjoying the city's wining and dining. They also explored Istanbul's historical quarters and discovered the city's natural beauty while meeting colleagues from the sector.

Chaired by Ibrahim Caglar, President of the Istanbul Chamber of Commerce, and including representatives of the Ministry of Culture and Tourism, Istanbul Chamber of Commerce, Istanbul Metropolitan Municipality, THY (Turkish Airlines), TÜRSAB (Association of Turkish Travel Agencies), TUROB (Touristic Hotels and Investors Association), TYD (Tourism Investors Association) and SKÂL Istanbul and managed under the umbrella of TUGEV (Tourism Development and Education Foundation), the Istanbul Convention and Visitors Bureau is continuing its dynamic promotion of Istanbul on the international stage.