

SEARCH

SEARCH

Get Listed

By Articles By Venues By Organisers By Packages



Istanbul doubles down on MICE in new campaign



Istanbul doubles down on MICE in new campaign

Judoyo, reporting from IMEX Frankfurt, Frankfurt, May 21, 2015



Istanbul Convention & Visitors Bureau (ICVB) has kicked off its new global campaign entitled *Istanbul: A Tale of Two Cities* as the destination develops new facilities and infrastructure that will add opportunities to grow the MICE market.



The global campaign demonstrates the breadth and variety of Istanbul as a destination, highlighting the city's high-tech modern infrastructure and its monumental history to reflect *A Tale of Two Cities*.

Ozgul Ozkan Yavuz, general manager for the ICVB, said: "Istanbul in the heart of visitors is a historic and traditional city (but it also has) modern infrastructure and is developing further to equip itself with high-tech facilities."

The new integrated global PR and advertising campaign will run through 2015 and aims to reach over 550,000 people via international print and digital MICE publications in the Middle East, Europe and India.

Said Yavuz: "We have created this bold and dynamic campaign to strengthen Istanbul's position in existing markets and reach out to new regions around the world, to project a clearer message about our city, and to highlight and personify Istanbul's contrasting styles in a huge variety of venues."

Some of Istanbul's many event spaces include seven convention centres, three exhibition centres, 49 universities and many unique venues, she said.

The city is in the midst of beefing up its infrastructure – the city's third airport is targeted for completion by 2018, and will be able to accommodate 150 million passengers per year to make Istanbul the largest airline hub in the world.

Another project is the new Euroasia Tunnel presently under construction that will connect Asia and Europe under the Bosphorus.

The Turkish capital has more than 170 four- and five-star properties with a nearly 97,000 beds currently, and further 102 properties with 46,500 rooms will be added in the next few years.

Sign Up



NEWS

[Read More](#)

Canton Fair engages Travelport to boost ticketing efforts

Korean MICE players regain optimism as MERS outbreak abates

Singapore likely to host OCEANS again in 2020

FilArchipelago takes on new name, expands property portfolio

Sheraton Macao Hotel tantalises with flexible rewards

Draminsky becomes GM of Regent Singapore

SMF panellists encourage sustainable business practices

Singapore MICE specialists anticipate stronger demand for Australia, led by currency parity

Get Your Venue Listed

0 Comments [TTGMice.com](#)

[Login](#)

[Click Here](#)

[Recommend](#) [Share](#)

Sort by Best

 Start the discussion...

Be the first to comment.

ALSO ON TTGMICE.COM

Surge in foreign exhibition and event organisers in Philippines, says ...

2 comments • 8 months ago

'Third generation' of MICE companies in China? « TTGMice – Asia-Pacific's ...

1 comment • 6 months ago

10th Asian Congress of Urology « TTGMice – Asia-Pacific's Leading ...

1 comment • 9 months ago

Make mobile apps work to your advantage, event planners urge « ...

1 comment • 5 months ago

WHAT'S THIS?

[Subscribe](#) [Add Disqus to your site](#) [Privacy](#)

DISQUS

You might also like



MACAU – Massage makes good sense

JAPAN – An action-packed, pre-show day tour in Tokyo

MACAU – A day of high life in Macau

Natural seductions

RELATED ARTICLES

- Emirates chases Singapore market, especially corporates
- Duty of care and cost control top corporate travel priorities
- Pullman Putrajaya Lakeside sees stronger meetings business
- Destination Asia Thailand sets up inbound India division
- KLCC registers healthy business in first three quarters
- Global surgeons to congregate in Perth in 2015
- Sporting highlights to pump up Gold Coast branding internationally
- eNett-Conferma partnership offers virtual payment solutions for SMEs
- Pro-Health China takes 4,000-pax incentive to Sydney
- Hilton New Delhi/Janakpuri Hotel offers all-inclusive meeting deal
- Marriott's new digital meeting platform, app stir event imagination
- Myanmar faces challenges in attracting incentives
- IT&CM China to anchor inaugural Shanghai Business Events Week
- Japan consolidates its major trade shows in new travel week
- Health inspectors bring conference, health checks to Kuching

[in Share](#) [f Like](#) [g+1](#) 0

[View other Entries](#)

[HOME](#) | [VENUES](#) | [DESTINATIONS](#) | [ORGANISERS](#) | [MAGAZINE](#) | [NEWS](#) | [SUBSCRIBE](#) | [ABOUT](#) 

[Advertise](#) | [FAQ](#) | [Sitemap](#) | [Help](#) | [Register](#) | [Contact Us](#)

Copyright © 2015 TTG Asia Media Pte Ltd. All rights reserved.

This material may not be published, broadcast, rewritten or redistributed in any form without prior authorisation. Your use of this website constitutes acceptance of TTG Asia Media's Privacy Policy and Terms & Conditions



JULY 2015



TTG MICE July 2015
Asia-Pacific's Leading Meetings, Incentives, Conventions & Exhibitions Resource

- [Read The Latest Issue](#)
- [Subscribe Hardcopy](#)
- [Register Interest](#)
- [Publication Archives](#)

JAPAN INSPIRING THE BEST



[Read The Latest Issue](#)

IDEAS

- Post-meeting summer sights in 48 hours
- Track the history of Surabaya
- Three-day teambuilding and incentive
- Two-day trip in scenic Yilan
- Explore Kampung Glam on foot

Recommended by 