



Travel & Tourism Pioneers Forum

TTPF

3rd Edition

# Post Forum Report Travel And Tourism Pioneers Forum

From 15 to 17 Feb 2018

Riyadh – Burj Rafal Kempinski Hotel

## SPONSORS

الطيار  
Al Tayyar  
أكثر من وكالة سفر

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Saudi Commission for Tourism & National Heritage  
sctn.gov.sa

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## Guest Honor

Egypt  
where it all begins

رؤية  
VISION  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

أوساط  
Al Awsat Expo



# Post Forum Report

## Travel And Tourism Pioneers Forum

### Sponsors 2018



### Exhibitors



Al Awsat Expo



الطيّار  
Al Tayyar  
أكثر من وكالة سفر

شركة دار المهراب  
Dar AL-Mehrab Co.

صناعة السياحة

TRAVEL AND TOURISM  
PIONEERS FORUM

رؤاد صناعة السياحة

TRAVEL AND TOURISM  
PIONEERS FORUM

## Travel And Tourism Pioneers Forum 15 to 17 Feb 2018

Travel and Tourism Pioneers Forum is an International Tourism Expo held for the third time in Riyadh on Feb 15th – 17th 2018. It Represent a rich platform for Regional and Local Companies to Promote themselves in the Saudi Arabian Inbound and Outbound Travel and Tourism Market.

We Al Awsat Expo and Event Management company want to say special thanks to our Co –Partners Al Tayyar Travel Group as Platinum Sponsor. and Saudi Gulf ,Orchid Al Bari, Dar Al Meharab and Four Seasons as Golden Sponor.

Also we would like to thank all our Partners and Exhibitors for the their Continuous Support for Travel and Tourism Pioneers Forum 2018 and we warmly you on our 4th Edition on Feb 2019.





# Post Forum Report

## Travel And Tourism Pioneers Forum

### 15 to 17 Feb 2018



## Quick Facts:



Exhibitors:  
51

No. of  
Ambassadors:  
14



Famous People of Media : +13



Visitors  
5405



Exhibitors  
Country : 9

Exhibition Space:  
2900 m<sup>2</sup>



Media Support :  
50 journalists – 10  
TV Channels





# Travel And Tourism Pioneers Forum 15 to 17 Feb 2018

The Forum was launched on Thursday , 15th February 2018 under the patronage of HRH Prince Dr. Saif Al Islam Bin Saud Bin Abdul Aziz Al Saud.

The opening brought together Royal Family Members , Representatives of Saudi Commission for Tourism and Antiquities and General Sport Authority ,Ambassadors.Seniors Members of Governmentalassociations along with Director of tourism boards and top officials of travel and tourism companies.

Presenting all Key Partners with Opportunities in both Public and Private Sectors, Also Help Airline Companies , Tourism Service Providers , the hotel Sector and all industry stakeholders into offering their services products , projects and tourism plans , research in all matters of the local tourism industry.

The Forum is considered to be an important indicator of what can be offered in future when comes to the major development in this vital industry and works to overcome obstacles in partnership with the public sector to benefit entrepreneurs and investors and therefore to encourage them to invest in tourism and discover promising opportunities.



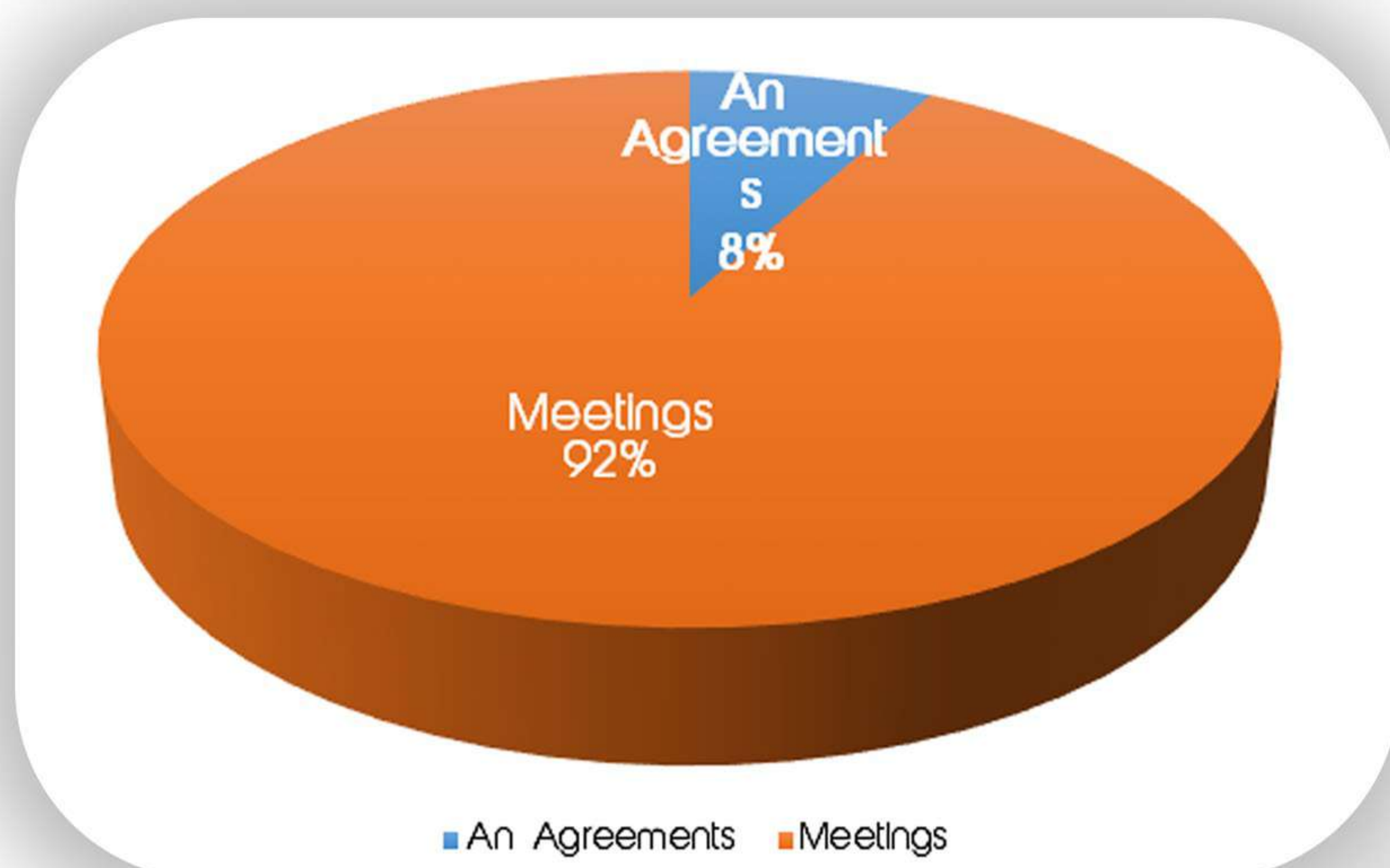




## Business center:

Travel and Tourism Pioneers Forum provides the platform for building investment opportunities in all areas by creating commercial opportunities between participants and investors in the forum.

More than 30 meetings were held, including: Investors, Companies, Visitors and managers of the leading companies in Travel and Tourism, also 3 business deals were signed between the companies.





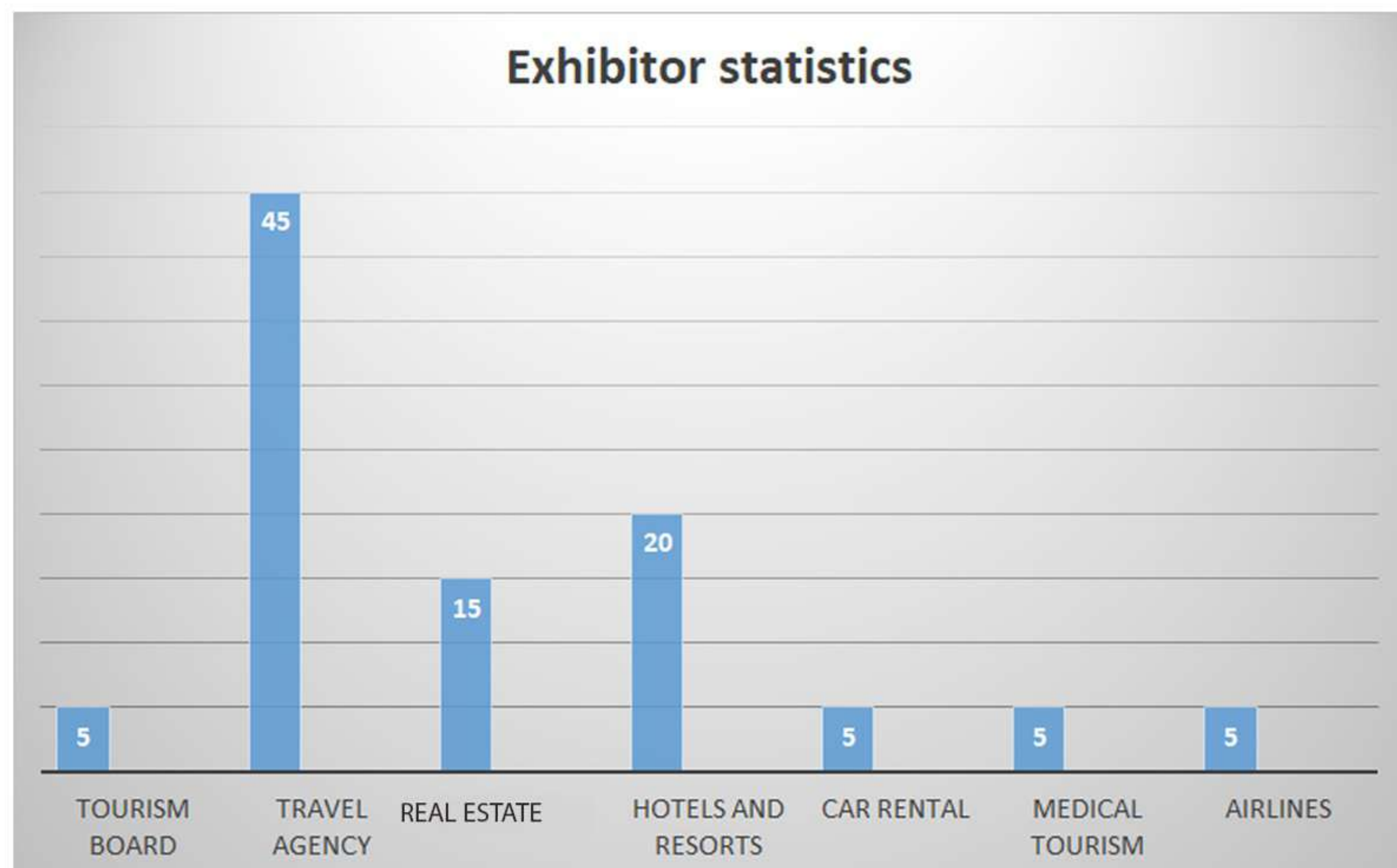
# Travel And Tourism Pioneers Forum

15 to 17 Feb 2018



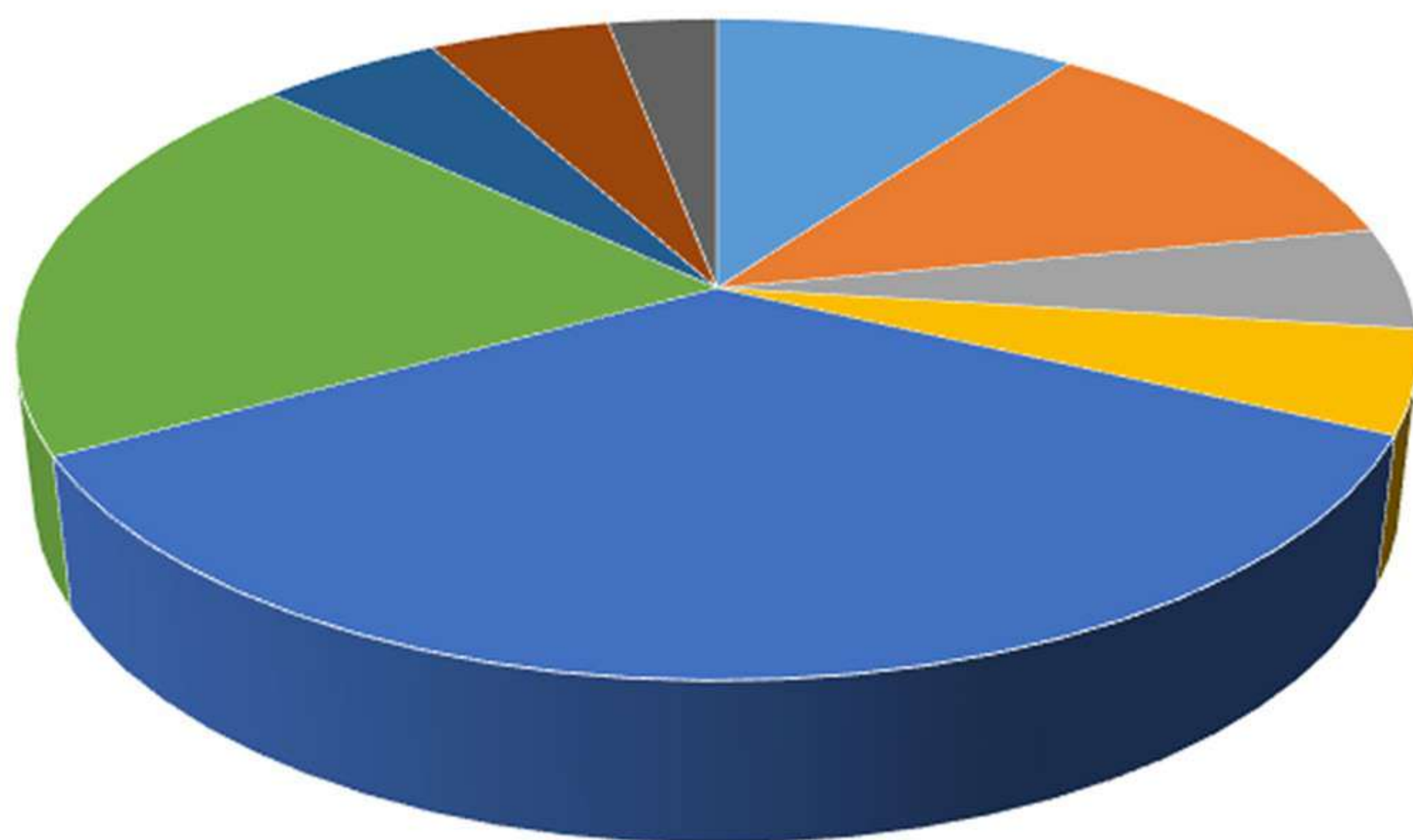
## Exhibitor Statistics:

Exhibitor statistics



- ✓ Tourism Board
- ✓ Travel Agency
- ✓ Real Estate
- ✓ Airlines
- ✓ Hotels and Resorts
- ✓ Car Rental
- ✓ Medical Tourism

Exhibitors by Country



■ Saudi Arabia ■ India ■ Maldives ■ Egypt ■ Russia ■ Turkey ■ Dubai ■ Lebanon ■ Tanzania

Exhibitors : 51

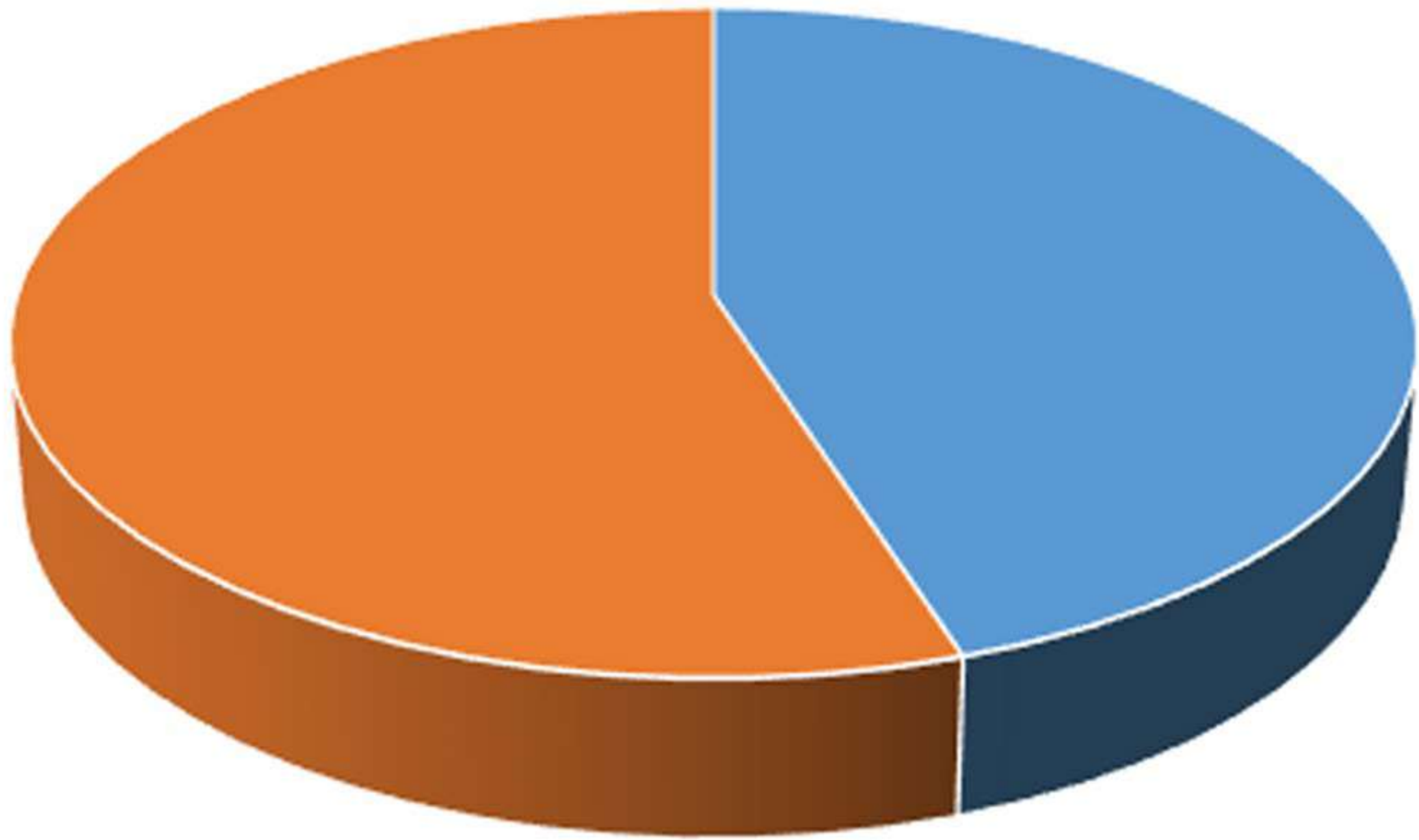






# Travel And Tourism Pioneers Forum 15 to 17 Feb 2018

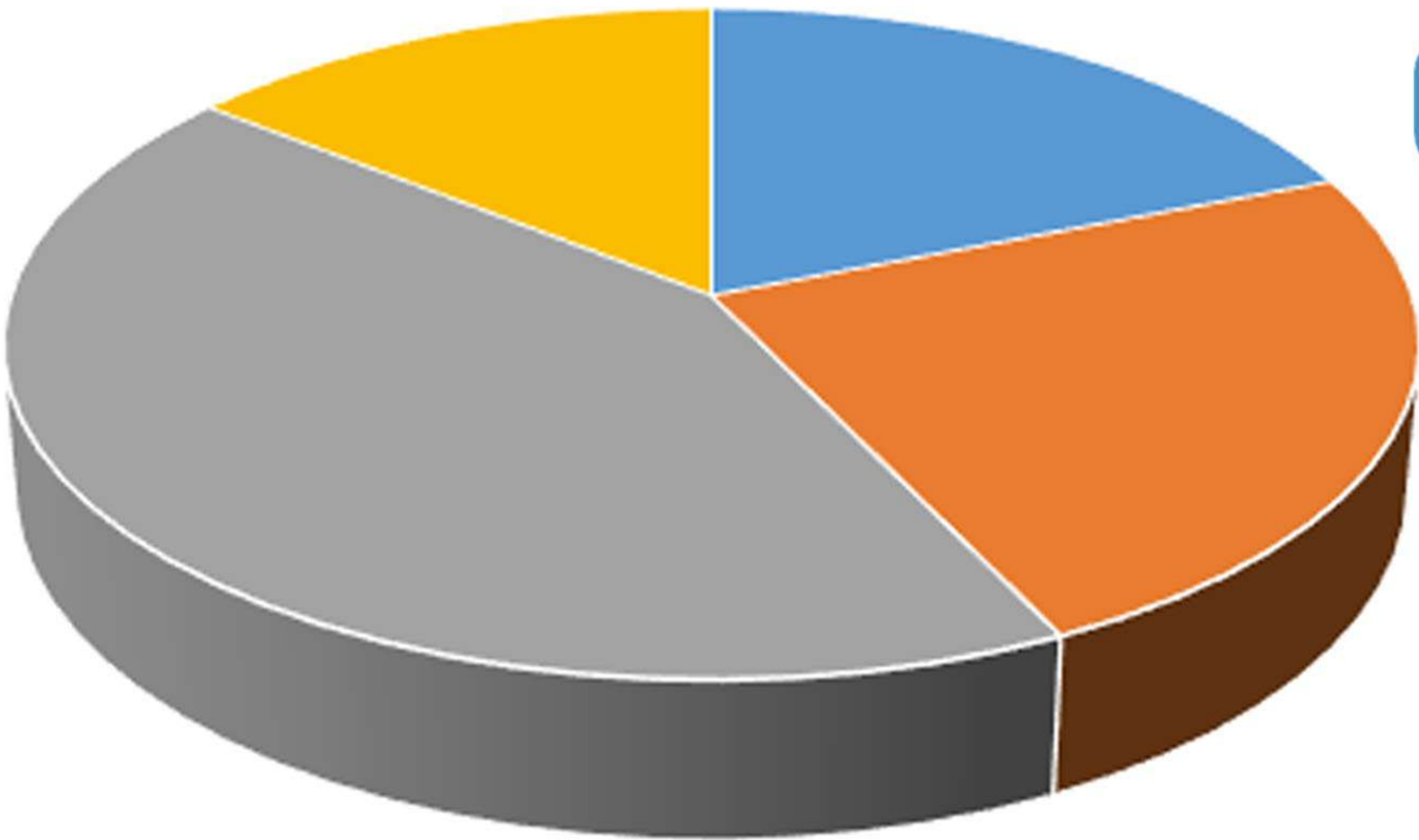
Over 3 Days 5405 Visitors attended TTPF-2018



- Visitors were Travel and industry Professionals
- Visitors were Consumer Visitors

## Visitors : 5405

Professional Visitors By Company Type



- Travel Agency
- Tour Operator
- Normal Visitors
- Corporate Visitors





## Media Coverage:

### TV & Radio:

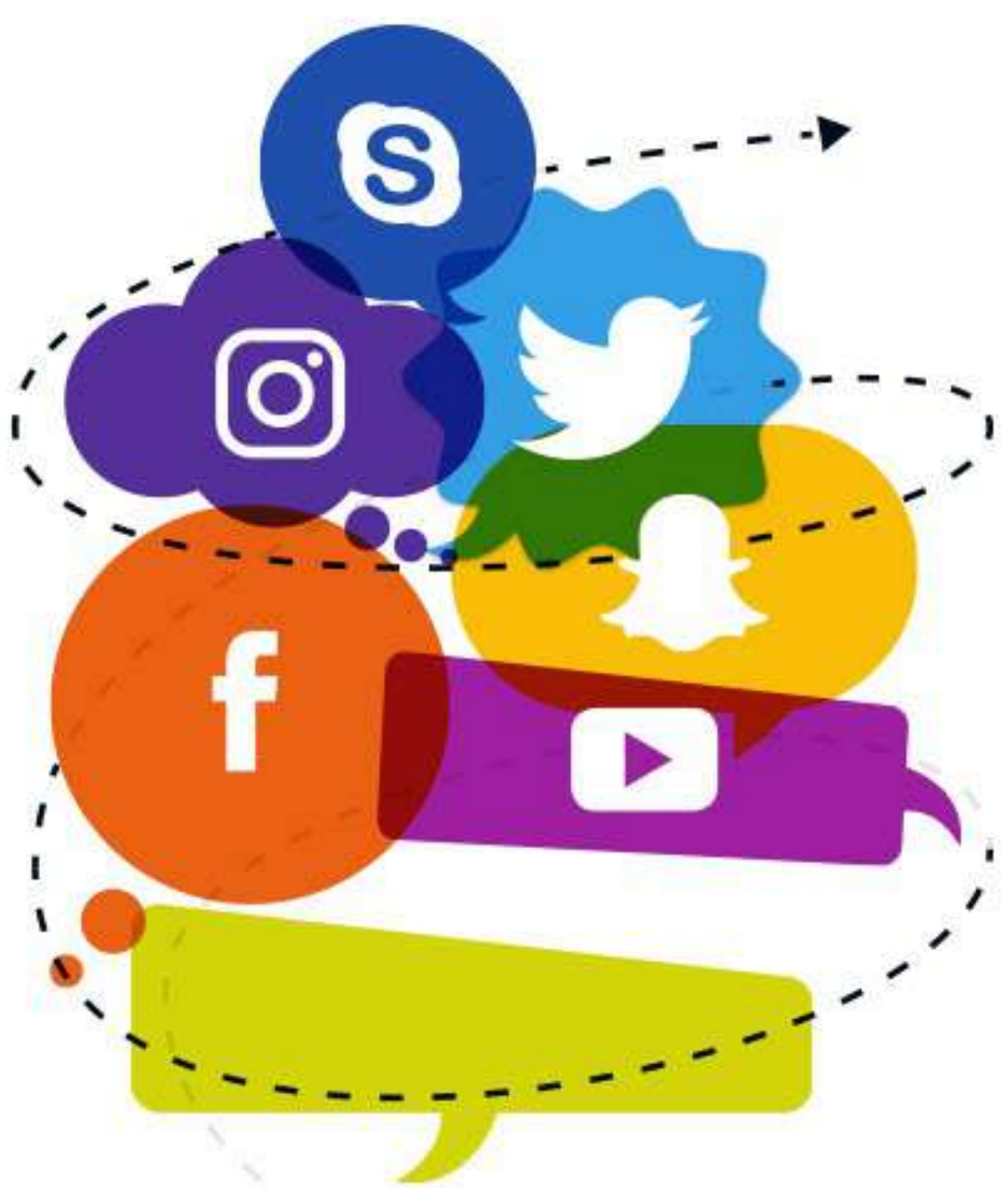
Travel and Tourism Pioneers forum on the 3<sup>rd</sup> edition media coverage was done by a selection of media channels and radio, which includes a radio broadcast from major radio stations targeting more than one million listeners.

**Printed and Online Press:** Saudi , Indian and United Arab Emirates media has done a massive coverage on TTPF-2018 .Ads Campaigns were sponsored by : Aljazeera , Al Mowateen ,Sapq Newspaper,DBS, Destination Riyadh and Ayin Alriyadh.

**Press Conference:** The opening Ceremony was lead by HRH Prince Dr. Saif Al.Islam Bin Saud Bin Abdul Aziz Al Saud . With General Manager of Al Tayyar Group Mr.Suliamn Alkharji and Sergey Klichanovskiy {President of Triplan communication Group and I represent the bright Light of Russian multimedia technology's.



## E-Marketing



Social Media



SMS Campaign



Email Campaign



Social Media Celebrities



# Speakers

## HRH Prince Saif Al Islam Bin Saud Bin Abdul Aziz Al Saud

In the Arabian Peninsula, on the land of the Two Holy Mosques, the hearts of the believers, and the forum of tourists throughout the ages. Ingathering the elite of the tourism and travel industry from all over the world is our mission, to share us their unique experiences in this promising industry, and investment opportunities.



## Mr. Sulaiman Alkharji General Manager of Al Tayyar Group

The participation of Al Tayyar Travel Group in its capacity as the main sponsor of the Forum. We keen to develop domestic tourism in Saudi Arabia by investing in hospitality projects and promoting international tourism to attract tourists from abroad to support the tourism industry and to enhance the fundamentals of the Saudi economy (Kingdom Vision 2030), which aims to develop integrated systems for developing the tourism sector and facilitating the procedures of issuing electronic visas to visitors in order to diversify the sources of income.



## Sarah Omolewu Managing Partner, Maven Marketing & Events

I am very impressed by the beauty and culture of the Saudi Arabia as well as how nice and welcoming the people are. I believe this beautiful, cosmopolitan, and forward thinking Kingdom; what I now refer to as the real Saudi Arabia - which I have witnessed the past two days, should be revealed to the rest of the world.



## Sergey Klichanovskiy President of Triplan communication Group and representative of Bright Light of Russian Multimedia Technology

We are highly qualified to organize all-round support to fans from Saudi Arabia and to popularize the football team of your wonderful country in the framework of the World Cup 2018 which will be held in Russia.



# Travel And Tourism Pioneers Forum 3rd Edition



## See You in TTPF 2019

@alawsatexpo



<http://www.ttpf-sa.com>

<http://www.alawstexpo.com>



Al Awsat Expo