

Travel and Tourism Pioneers Forum 8-9th February 2017

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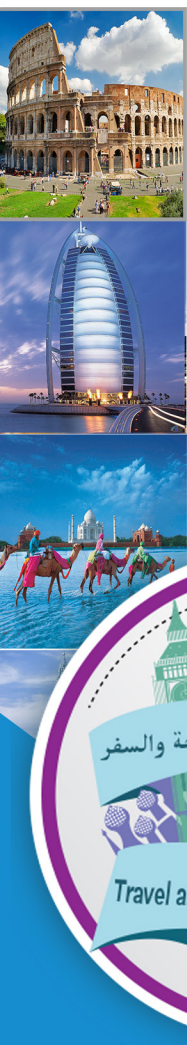
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Travel and Tourism Pioneers Forum 8-9th February 2017



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Travel and Tourism Pioneers Forum 8-9th February 2017 Post Forum Report



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Held for the second time, Travel and Tourism Pioneers Forum represented a rich platform for regional and local companies to promote themselves in the Saudi Inbound and Outbound travel and tourism Market.

Quick facts:

- ✓ Exhibitors: **36**
- ✓ Number of ambassadors: **13**
- ✓ Visitors: **4754**
- ✓ Exhibition Space: **2300 square meter**
- ✓ Exhibitors Country: **8**
- ✓ Media support: **70 journalists-10 TV channels & famous people of media**



Travel And Tourism Pioneers Forum

Post-Show Report

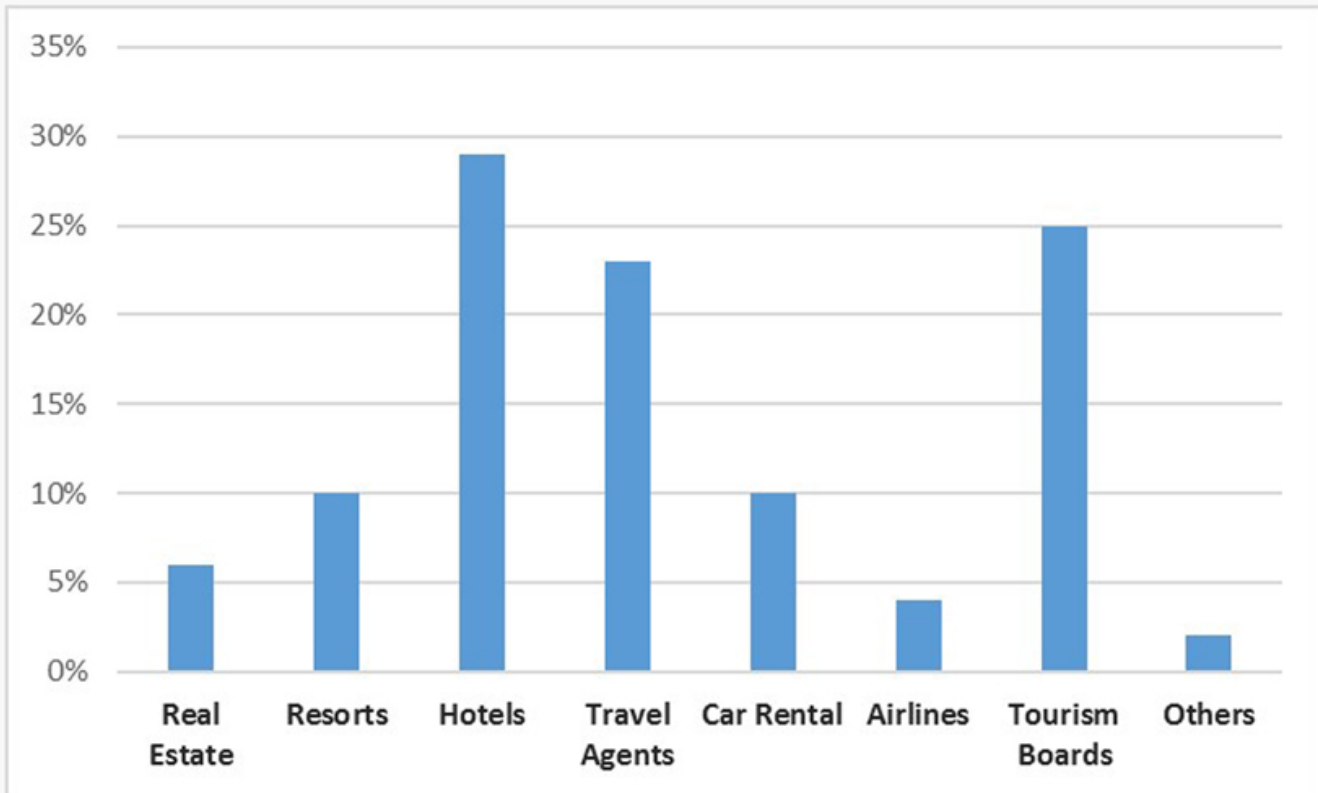


- ✓ The Forum was launched on Wednesday, 8th February 2017 under the patronage of HRH Prince Dr. Saif Al Islam Bin Saud Bin Abdel Aziz Al Saud.
- ✓ The opening gathered many Royal highness Princes and Princesses, representatives of Saudi Commission for Tourism and Antiquities Ambassadors, Seniors Members of Governmental Associations along with director of tourism boards and General Managers of leading Saudi Travel and Tourism Pioneers companies and hotels.
- ✓ Ambassadors of Several Embassy's like Oman Bangladesh, Norway, Malta, Algeria, Kenya, Senegal, Tanzania, Pakistan, Philippines and Yemen were present.

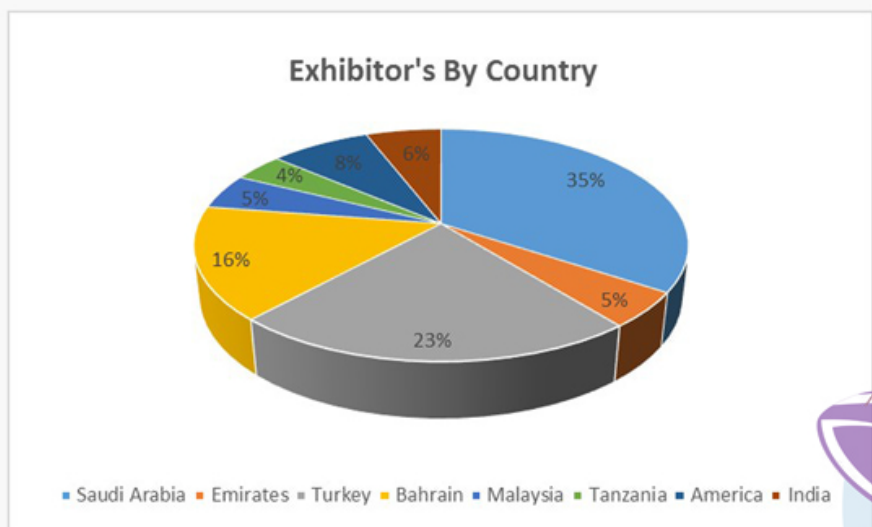


Travel And Tourism Pioneers Forum

Exhibitors Profile



- ✓ Tourism Boards
- ✓ Travel Agents
- ✓ International Real Estate
- ✓ Airlines
- ✓ Hotels
- ✓ Resorts
- ✓ Car Rental



Travel And Tourism Pioneers Forum

Visitors



Over two days 4,754 visitors attended TPF 2017

45% of visitors were Travel and Industry Professionals.

55% of visitors were Consumer visitors.

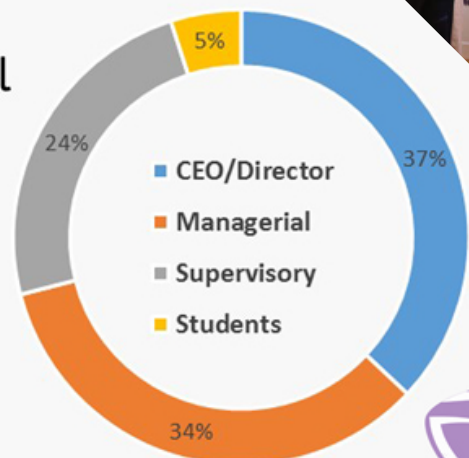
Professional visitors by Company Type:

- ✓ Travel Agency 28%
- ✓ Tour Operator 20%
- ✓ Accommodation 35%
- ✓ Corporate Visitors 18%



Visitors by Job Title:

- ✓ 37% of visitors were at CEO/Director Level
- ✓ 34% of visitors were at Managerial Level
- ✓ 24% of visitors were at Supervisory Level
- ✓ 5% of visitors were at Students Level



Travel And Tourism Pioneers Forum

Media Coverage



Media Coverage

- ✓ **TV&Radio:**The Forum was sponsored by Okaz newspaper, Ain Alyoum Al Eqtisadiya Tv, Al Mouwaten newspaper and Panorama FM. Panorama FM and Alif Alif FM broadcasts a one hour report on the forum. An average 10-8 broadcasts by panorama FM targeting more than 1 million listener during the peak time.
- ✓ **Printed and Online Press:**Saudi, Bahrain and Indian Media has done a massive coverage on TPF 2017. Ads campaigns were sponsored by Okaz, Al Eqtisadiya Tv, Al Mouwaten, Ain Alyoum, Jawal Al Mnatiq, Makkah Newspaper, Asrar Magazine, Jeevan TV, Jaihind, Reporter, Kairali, Asianet and Amrita. 500-private invitations were sent to VIP's, Ambassadors and
- ✓ **Press Conference:**The Opening Ceremony was lead by HRH Prince Dr. Saif Al Islam Bin Saud Bin Abdel Aziz Al Saud, along with the presence of Mr. Khalid Al Makkawi the CEO and Director of Al Awsat EXPO, Executive Manager of Saudi Travel and Tourism Association and the representatives of Turkish Airlines, Bahrain Tourism Board and the Arab Organization for Tourism.

E-Marketing



Email Campaign



SMS Campaign



Social Media

SEE YOU ON NEXT YEAR TPF 2018

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Faisaliah Hotel, Prince Sultan Hall
8-9th February 2018

www.alawsatexpo.com

