

# 1. İSTANBUL BALKAN BOYUTURİZM FAIR

1. İSTANBUL  
BALKAN  
TURİZM  
BORSA Sİ  
FUARI

İstanbul'a  
**BALKANLARDAN**

**SICAK** Hava Dalgası  
Geliyor

THE HEAT WAVE FROM THE BALKANS WILL  
AFFECT İSTANBUL FOR THREE DAYS **3 GÜN**  
Sürecek

**IBTB**

20-22 EYLÜL SEPTEMBER 2023

İstanbul Lütfi Kırdar Kongre ve Sergi Sarayı  
İstanbul Lütfi Kırdar International Convention and Exhibition Centre

[www.ibtb.com.tr](http://www.ibtb.com.tr)

HOSTING



MAIN SUPPORTER



ORGANIZER



WITH COLLABORATION



SUPPORTING



MEDIA PARTNER



AIRLINE SPONSOR



THIS FAIR IS ORGANIZED UNDER THE SUPERVISION OF TOBB (THE ASSOCIATION OF CHAMBERS AND COMMODITY EXCHANGES OF TÜRKİYE) ACCORDING TO THE LAW NO 5174.

The **1<sup>st</sup> Istanbul Balkan Tourism Bourse Fair**, which will be held in Istanbul, is one of the important milestones with its contributions and values in the development of the tourism vision in Turkey, will create a brand new resource for the sector and increase the opportunities for sectoral cooperation.

The fair, which is planned as a Tourism Bourse, will bring together purchasing delegations from target countries with exhibitors and visitors from many parts of the world in a strategically important market like Istanbul.

The **1<sup>st</sup> Istanbul Balkan Tourism Bourse Fair**, which will be held in Lutfi Kırdar International Congress and Exhibition Center on 20-22 September 2023, while strengthening the relations between Turkey and the Balkans, it will also allow tourism professionals from all neighboring countries in the region to come together in one area.



## ABOUT FAIR

**1<sup>st</sup> Istanbul Balkan Tourism Bourse Fair** which is hosted by Istanbul Metropolitan Municipality, with the main support of TÜRSAB and in cooperation with İBB Kültür AŞ, organized by TÜRSAB Fair Services Inc., will bring together tourism professionals and visitors at the Lutfi Kırdar International Convention and Exhibition Center between **20-22 September 2023**.

Due to Turkey's position as a bridge; The fair, which is aimed to support the establishment of strong tourism ties between the Balkans and other target countries; The Balkans will strengthen relations between Turkey and other countries for tourism and increase the volume of mutual tourism.

The **1<sup>st</sup> Istanbul Balkan Tourism Bourse Fair**, where tourism destinations in all regions within the scope of the fair will be promoted, also will bring a brand new vitality by supporting the Turkish and world tourism sector.



## PROFILE OF EXHIBITOR AND VISITOR

Ministries

Consulates

Governorships / Municipalities

Development Agencies

Culture and Tourism Directorates

Travel Agencies & Tour Operators

Tourism Bureaus & Boards

Hotels & Accommodation

Airlines

Tourism Transportation

Business Tourism & Mice

Medical Tourism

Gastronomy Tourism

Culture Tourism

Sports Tourism

Educational Tourism

Active & Adventure Tourism

Yacht Charter,

Cruiselines & Marinas

Ecological Tourism

Experience Tourism

Transformational Tourism

Movie Sets

Cafe and Restaurants

Hotel Equipments

Tourism Technologies / Software

Companies

Tourism Media

Banking & Insurance

Associations & Unions

## EVENTS

The 1<sup>st</sup> Istanbul Balkan Tourism Bourse Fair will host to special events. Professionals from all fields of tourism will meet with the audience through panels and talks which will be held throughout the fair.



## HOSTED BUYER PROGRAM

The 1<sup>st</sup> Istanbul Balkan Tourism Bourse Fair, which will offer new business and cooperation opportunities to tourism professionals around the world, will host international purchasing committees with high purchasing capacity. Within the scope of the Buyer Committee program, buyers in the target markets will be specially invited, transportation and accommodation expenses will be covered, and bilateral meetings will be made with the participating companies during the fair. With the aim of increasing the sectoral volume and business quality, tourism professionals with purchasing and decision-making authority which will be specially selected and invited for the fair with B2B bilateral meetings, it aims to get to know the riches of tourism of the region closely, establish cooperation with companies, sign important agreements for regional development and sustainable tourism. Studies are carrying out on special invitation programs for target countries. The Hosted Buyer appointment program, which is specially preparing for the selected guests after detailed research processes and evaluations, will provide opportunities for collaboration and networking in a productive environment.



## WHY EXHIBIT?

- You can create cooperation opportunities with tour operators, travel agencies and other tourism professionals from Turkey and other countries.
- You can contribute to the increase of the regional domestic tourism potential.
  - You can increase and strengthen your brand awareness worldwide.
- You can promote your new destination, products and services.
  - By creating new business opportunities, you can increase your sales and connection channels.
- You can find the opportunity to exchange information with national and international tourism experts.

## WHY VISIT?

- You will have the opportunity to meet and establish business contacts with important tourism companies from domestic and international target markets.
  - You get the chance to evaluate and compare all special products and services.
- You can get detailed information about the latest trends, job opportunities and the sector in the tourism sector.
- You can participate in activities related to the sector and the region.
  - You can get the opportunity to be included in the sectoral competitive environment.



# 1. ISTANBUL BALKAN TOURISME BOURSE FAIR



Fair Visiting Hours: 10.00 - 18.00

Exhibition area: Istanbul Lutfi Kırdar International Convention and Exhibition Center

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THIS FAIR IS BEING ORGANIZED UNDER THE LAW NO 5174 AND SUPERVISION OF TOBB (TURKISH UNION OF STOCK EXCHANGES AND CHAMBERS).