

DISCOVER THE WORLD'S TOURISM IN IZMIR



2017 launch of “9th Early Reservation Campaign” of the Ministry of Culture and Tourism will be made at Travel Turkey Izmir Tourism Fair and Congress.

[Travel Turkey Izmir Tourism Fair and Congress](#) hosted by Izmir Metropolitan Municipality and organized by the partnership of İZFAŞ and TÜRSAB Association of Turkish Travel Agencies will bring the tourism professionals together for the 10th time in Fuar Izmir between the dates of 8-11 December, 2016.

2017 launch of “Early Reservation Campaign” organized each year to promote domestic tourism will also be made in Travel Turkey Izmir organized within the scope of T.R. Ministry of Culture and Tourism. Early Reservation Campaign - having been made for the first time in 2009 and aiming to invigorate the domestic tourism, to provide advantageous payment conditions for the citizens, and to change the general perception that foreign tourists travel with better payment conditions in Turkey; continues with new slogans “Everybody Deserves Holiday” and “Book Now”.

The Sector is Optimistic about the Fair

Travel Turkey İzmir is aiming at showing tourism richness and different destinations of Turkey and other countries to local and foreign tourism investors, agencies, buyers and end users planning their holiday. The fair will invigorate the tourism sector, which is undergoing difficult times due to economic and politic developments experienced in the world, by bringing tour operators, travel agencies and buyers together with tourism media. New business contracts will be established and the sector will restore trust as a result of the bilateral negotiations to be made under the name of “B2B Hosted Buyer Program” within the scope of the Fair. The business negotiations are expected to invigorate the sector with the early reservation campaign.

Tourism is Hand in Hand with Gastronomy

International Gastronomic Tourism Congress will be realized for the 2nd time within the scope of the Fair which welcomed 1008 participants from 31 different countries and which was visited by 33,688 visitors from 63 different countries last year. By bringing gastronomy and tourism specialist together with educators, the congress which will be made simultaneously with Travel Turkey Izmir 2016 Fair will create an environment where the relationship between the Aegean culture and gastronomy and the effect of this relationship on the tourism in the region will be discussed.

While the Hall A, where municipalities and development agencies will be present, will be open to public for 4 days; the Hall B2B, where the agencies, hotels and operators will be present, will be open to public only during the last two days.

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