

RIYADH TRAVEL FAIR 2011: FOR BETTER TOURISM FUTURE...



The Saudi capital Riyadh hosts a tourism industry fair for the third time. Riyadh Travel Fair provides the opportunity of penetrating the local market by making important contacts and studying the trends.

Today, tourism and the MICE industry represent one of the most important pillars of many economies. Through travel fairs and events the exhibitors can market their destination or business, and the visitors may start building new business relationships and make contracts.

One of the countries experiencing significant growth of economy is the Kingdom of Saudi Arabia. **Besides other sectors, especially the tourism industry gains importance in the local economy.** As such, tourism is developing fast and improvements can be seen not only in the travel infrastructure but also the quality of provided services.

Through its events the Saudi fair organizer 'ASAS Exhibition and Conferences' helps to reveal the new opportunities of local tourism, to build economical awareness, mediate international contracts, to learn about the tourism trends and thus to bring benefit to the Saudi travel industry.

One of the events based on these objectives is **Riyadh Travel Fair, which attracts the interest of the major tourism players - both domestic as well as foreign.** Geographically, among the exhibitors are companies from Asian, African as well as European countries, who want to penetrate the Saudi tourism market. As to the type of exhibitor, RTF is a convenient place for the promotion of hotels, airlines, travel agencies, car rental companies, and printed and visual media.

RTF is the first event of this kind organized in the Saudi capital Riyadh. The fair provides an opportunity of getting to know the local tourism market and the major stakeholders as well as discuss possible cooperation.

This year's Riyadh Travel Fair taking place between 23rd and 26th May 2011 is the third edition of the event. It is expected that the number of visitors should exceed 30,000.

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