



TRAVEL AND TOURISM PIONEERS FORUM 2018 (3rd EDITON)

RIYADH - BURJ RAFAL HOTEL KEMPINSKI

15, 16 & 17 February 2018



Al Awsat Expo

**Target
the biggest
market of
tourism in the
World**

**New era for
exhibitions in
Saudi Arabia**

TRAVEL AND TOURISM PIONEERS FORUM 2018



**TRAVEL AND TOURISM
PIONEERS FORUM**



www.alawsatexpo.com ---- www.ttpf-sa.com



@alawsatexpo

ABOUT THE TTPF 2018



Al Awsat Expo

TTPF 2018 is a yearly event organized by Al Awsat Expo under the patronage of HRH Prince Dr. Saif Al Islam bin Saud bin Abdulaziz Al Saud. Event will be held in Burj Rafal Hotel Kempinski in the heart of Riyadh, we make a high class event targeting the decision makers and tourism leaders.

We are trusted on emerging leading Middle East and International suppliers with the Saudi Tourism Market across 3 days of full and exciting activity show.

TTPF 2018 is a key event for your business to target the Saudi tourism market in the heart of Saudi Arabia.

▶ WHY TO EXHIBIT



TTPF represents an open platform for local and regional travel and tourism companies to seek business Opportunities, generate leads and increase brand exposure. There are free-to-attend conferences, plus hours and hours of networking opportunities. Visitors will also have a golden opportunity to observe a wide range of tourism and Destination companies. To find out what you can expect to see and do, and what's new at Al Awsat Expo this year.



BUSINESS EXPOSURE



- Gives tourism professionals an Opportunity to meet with their colleagues to learn the potentials of the Middle East.
- Learn from the Responsible Team for Educating or Sharing their Experience for the Development tourism for their organisations.
- Will be speed Networking among world leading blogger, will hold mini meeting with exhibitors to discuss ways to increase media exposure to all.
- Brings together the most influential companies and professionals from the sector to network, do business and gain solutions to their tourism challenges.

B2C CONNECTIONS



TTPF is your chance to reach the most widely travelled group of people in the world! Saudi Travellers register over 17 million trips abroad per year. They travel frequently with a generous spending budget with during the last years. This is more than all other travellers in the region. The Saudis Business Tourism to Europe and other worldwide destinations for Conferences & Incentives Trips has also witnessed a major development.

Choosing to exhibit at TTPF 2018 in the city of RIYADH will be the best business decision that will make in the next 12 months.



“Tourists from Saudi Arabia are the world’s biggest spenders when they head abroad, splashing more £14bn every year, according to government figures.

The wealthy Gulf country says at least 4.5 million Saudi tourists take at least one holiday each year and they spend as much as six times as Western holidaymakers, Al-Sharq reported.

The announcement comes after an unrelated global study found that holidaymakers from Saudi Arabia spend an average of nearly £4,500 per getaway - the most in the world.”

DAILYMAIL.CO.UK





TTPF 2018 REPRESENTS:

- Destinations
- Organizations and Associations
- Regional Tourist Boards
- Service Providers
- Banks
- Travel Agents
- Car Rental Companies
- Hotels
- Medical and Educational Tourism
- International Real Estate

Activities:

Approximately more than 75 exhibitors from more than 30 Countries will help consumers to discover all of the famed and unknown marvels of each vacation destination. Dances, performance, arts , crafts and activities all are on tap of this colorful show.

TTPF 2018 REPRESENTS



POTENTIAL REACH

 3M + Outdoor Advertising Views

 800,000+ Social media reach

 120,000 Radio Listeners
(Alif Alif FM, Panorama FM, Mbc FM, alriyadh radio)

 10,000+ Event Attendees

 600,000+ local Newspaper Reader



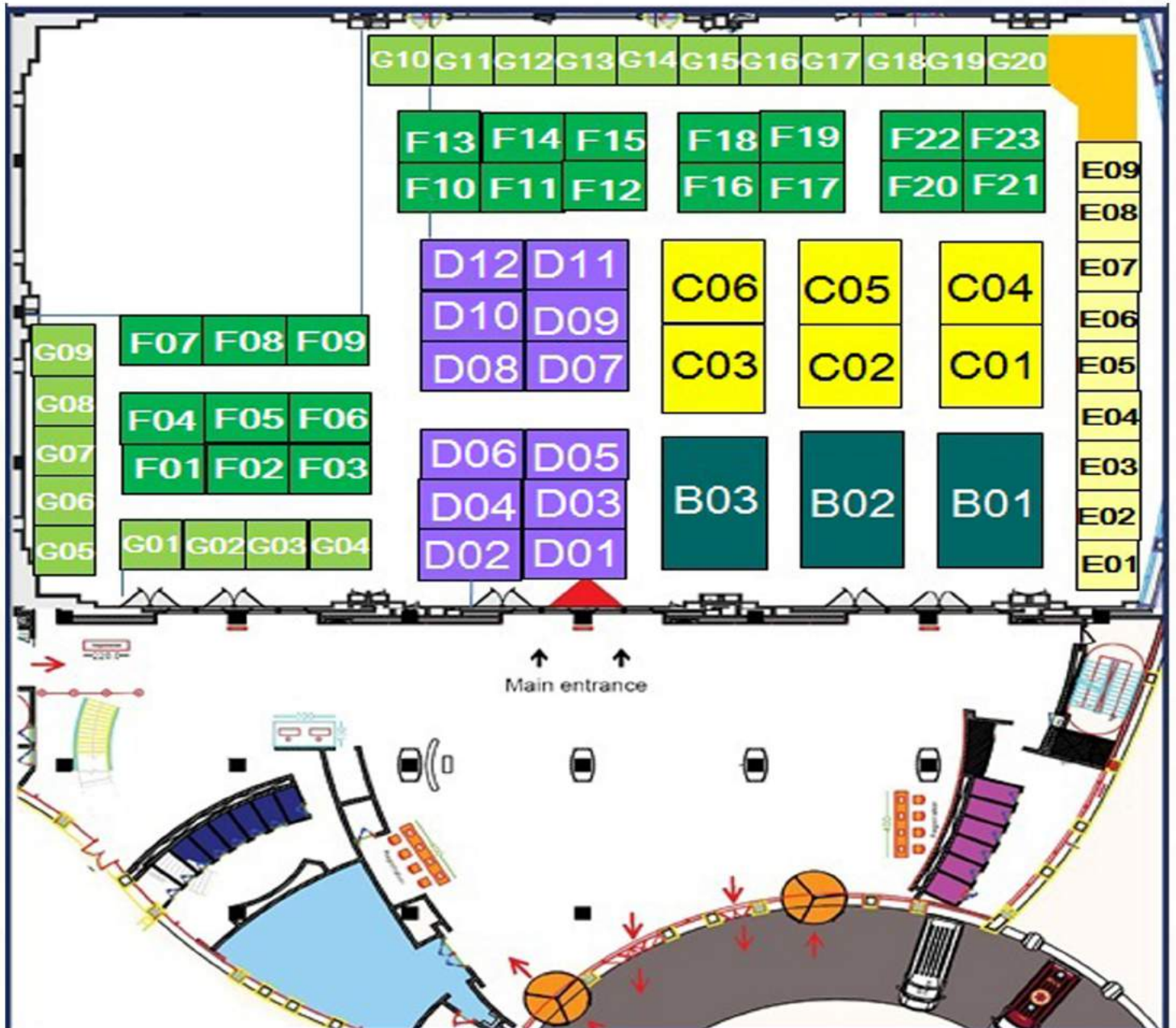


POTENTIAL REACH

Benefit from a strong media coverage & communication campaign

your participation will ensure your access to the people with the visiting power - the delegates to his international conferences, affiliated organisation's and of course their clients. Discover all of the fames and unknown marvels of each destinations, we will mark this event with more surprises, and 3 days event will be covered by national and international news channels, and social media and campaign.

FLOOR PLAN



Riyadh – Burj Rafal Hotel Kempinski

SPONSORS



Our marketing will put your brand in front of thousands of well-targeted consumers across the region leading at the Expo. Our sponsorship package offers you and your business the perfect opportunity to demonstrate while support your marketing goals





PLATINUM SPONSOR

90 M² (15m Length by 6m Width)

KEY BENEFITS:

- * To be provided with a non-equipped exhibition area of about 90m² at the exhibition hall main entrance.
- * To be honored by the forum's organizers
- * To be provided with two pages in the exhibition's directory.
- * To display the company's logo as a Platinum Sponsor in the Forum's marketing campaigns
- * To display the company's logo as a Platinum Sponsor on the VIP invitations for the opening ceremony
- * To display the company's logo as a Platinum Sponsor at the visitors' registration counter
- * To display the company's logo as a strategic partner on the visitors lanyard, on all indoor and outdoor billboards
- * To receive 25 invitations for attending the opening ceremony
- * To designate 15 VIP seats at the forum hall
- * To participate in the Press conference at the opening ceremony of the forum
- * To display the company's logo as Platinum Sponsor on the official TTPF 2018 website
- * To display the company's logo as Platinum Sponsor on the forum's pamphlets, program and final Report





GOLD SPONSOR

48 M² (8m Length by 6m Width)

KEY BENEFITS:

- * To be provided with a non-equipped exhibition area at the exhibition hall
- * To be honored by the forum's organizers
- * To be provided by one page in the exhibition directory
- * To display the company's logo as a Gold Sponsor on all indoor and outdoor billboards
- * To display company's logo on invitations
- * To display the company's logo as a Gold Sponsor in the Forum's marketing campaigns, and Media interviews during the event.
- * To receive 15 invitations for attending opening ceremony
- * To designate 10 VIP seats at the forum hall
- * To display the company's logo as Gold Sponsor on the official TTPF 2018 website
- * To display the company's logo as Gold Sponsor on the forum's pamphlets, program and final report



Travel & Tourism Pioneers Forum

Report 2017

Held for the second time, Travel and Tourism pioneers Forum represented a rich platform for regional and local companies to promoting themselves in the Saudi Inbound and Outbound Travel and Tourism Market

Quick facts



Exhibitors
40



Visitors
4754



Country
8



Ambassadors
13



Venue
2300 M²



Media Support
70 Journalists
10 TV Channels
Famous People

Over two days 4,754 visitors attended TTPF 2017

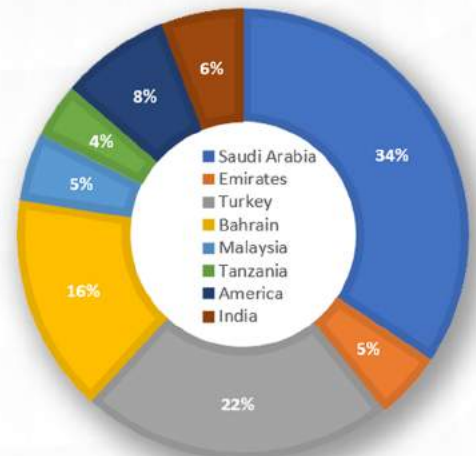


55% of visitors were consumer visitors

45% of visitors were Travel and Industry professionals



Exhibitors 2017



Travel & Tourism Pioneers Forum

Report 2016

Held for the first time, Travel and Tourism pioneers Forum represented a rich platform for regional and local companies to promoting themselves in the Saudi Inbound and Outbound Travel and Tourism Market

Quick facts



Exhibitors
44



Visitors
3752



Country
7



Venue
2300 M²



Media Support
70 Journalists
Famous People

Over two days 3,752 visitors attended TTPF 2016

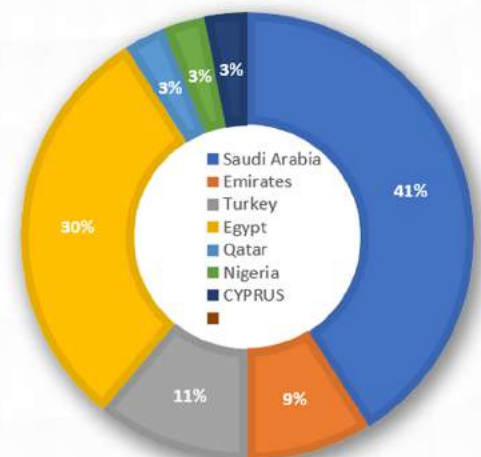


54% of visitors were consumer visitors

46% of visitors were Travel and Industry professionals



Exhibitors 2016





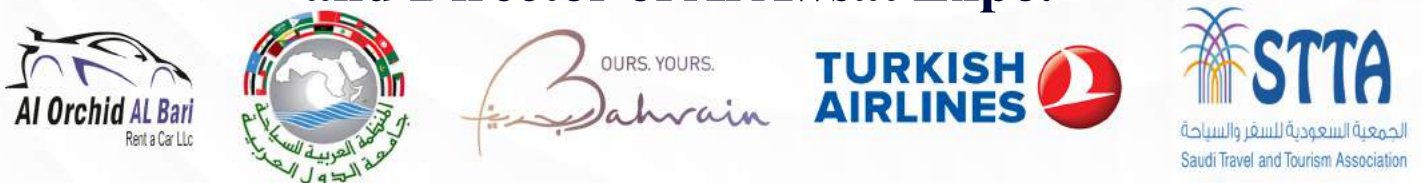
The Forum was covered by biggest media in the world



Printed and online Press: Saudi, Bahraini and Indian Media has done a massive coverage on TTPF 2017.



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.





CONTACT US

Target the Biggest Market of Travel & Tourism in the World

Al Awsat Expo «A new Era for exhibitions in Saudi Arabia.»



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