



Travel and Tourism Pioneers Forum 16-15th January 2016

POST FORUM REPORT

Main Sponsor : Egypt

Strategic Sponsor



Supporters

Riyadh Travel and Abu Dhabi tourism board



هيئة أبوظبي للسياحة والثقافة
ABU DHABI TOURISM & CULTURE AUTHORITY



ملتقى الوطن
RIYADH

Organise : AL Awsat Expo



Al Awsat Expo

Travel and Tourism Pioneers Forum 16-15th January 2016

POST FORUM REPORT



- ✓ Held for the first 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 : 44.
- ✓ Visitors: 3752.
- ✓ Exhibition space : 2300 square meter.
- ✓ Media support: 66 journalists.



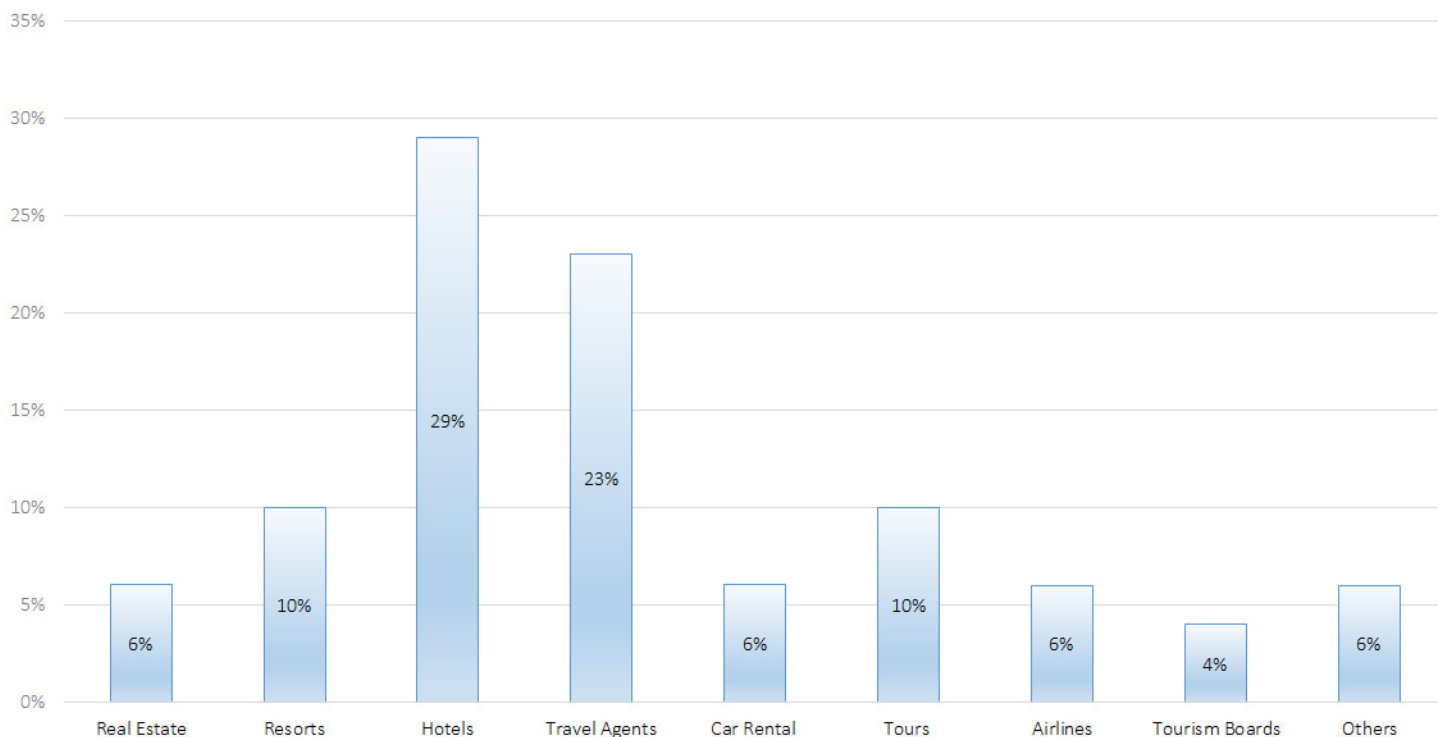
WE WOULD LIKE TO THANK YOU FOR YOUR TIME TO REVIEW TPF 2016 POST-SHOW REPORT

- ✔ The Forum was launched on Friday January 15th, 2016 under the patronage of HRH Prince Dr. Seif el Islam Bin Saud Al Saud.
- ✔ The opening brought together princes of the royal family, representatives of the Saudi commission for tourism and antiquities, ambassadors, senior members of governmental associations along with director of tourism boards and general managers of leading Saudi travel and tourism pioneers companies.
- ✔ Representatives from Argentina, Brazil, Czech Republic, UAE, Qatar, Oman, Egypt, Georgia, Kuwait, Lebanon, Bahrain, Morocco and many other countries were present.

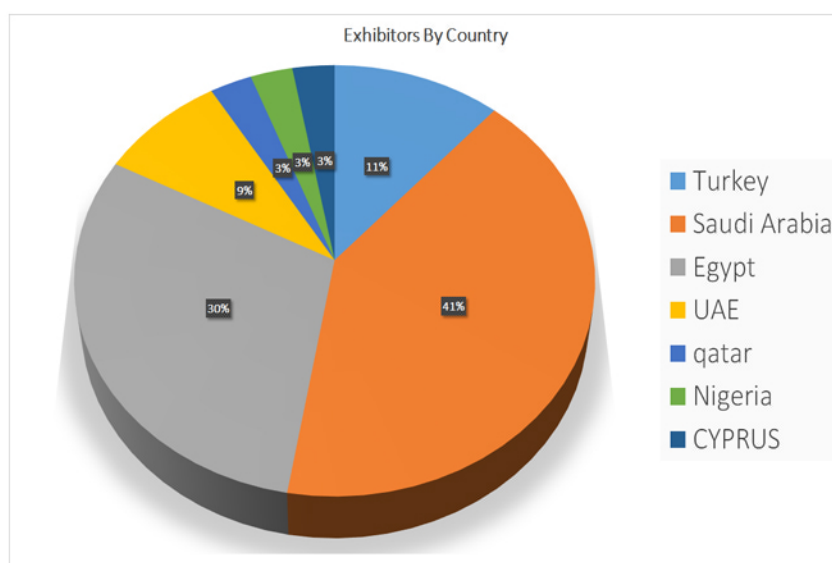


TRAVEL AND TOURISM PIONEERS FORUM

EXHIBITORS PROFILE



- ✔ **Tourism Boards**
- ✔ **Tour Operators**
- ✔ **Travel Agents**
- ✔ **International Real Estate**
- ✔ **Airlines**
- ✔ **Hotels and Accommodations**
- ✔ **Car Rental**

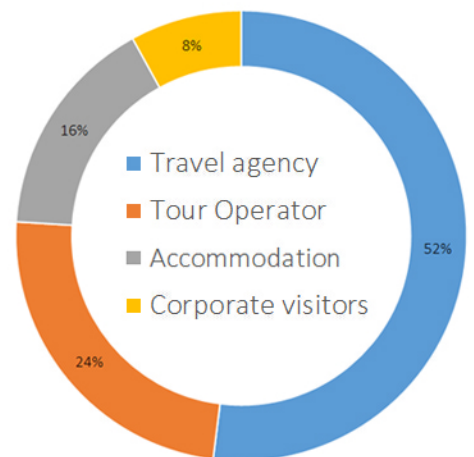


TRAVEL AND TOURISM PIONEERS FORUM VISITORS

- ✔ Over two days 2,752 visitors attended TPF 2016
- ✔ 46 % of visitors were travel and industry professionals.
- ✔ 54 % of visitors were consumer visitors.

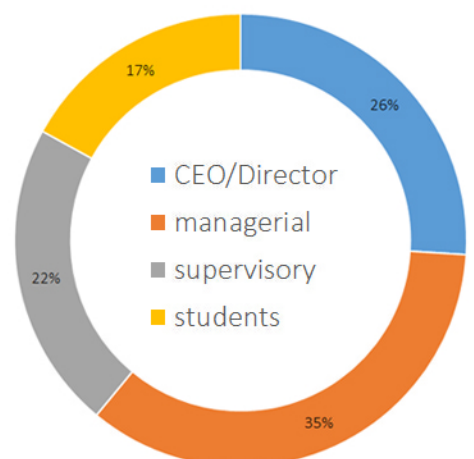
Professional visitors by Company Type

- ✔ Travel agency 52 %
- ✔ Tour Operator 24 %
- ✔ Accommodation 16 %
- ✔ Corporate visitors 8 %



Visitors by Job Title

- ✔ 26 % of visitors were at a CEO/Director Level
- ✔ 35 % of visitors were at a managerial level
- ✔ 22 % of visitors were at supervisory level
- ✔ 17 % of visitors were students



TRAVEL AND TOURISM PIONEERS FORUM

Media Coverage

- ✔ **TV & Radio :**The Forum was sponsored by Al Akhbaria Tv and Panorama FM . Rotana Khalijiya broadcasted a one hour report on the forum. An average of 10-8 broadcasts By Panorama FM targeting more than 1 million listener during the peak time.
- ✔ **Printed and Online Press:** a massive coverage by Saudi , Egyptian and regional online magazines and journals advertising and covering TPF10 .2016 Ads campaigns were sponsored by Okaz, Al Shark ,Al Yawm , Al mouwaten, kol el Nas, Destination Riyadh.
1500 private invitations were sent to VIPs, ambassadors and travel and tourism professionals.
- ✔ **Press Conference:** after the opening event was lead by HRH prince Seif el Islam Bin Saud Al Saud , Egypt Ambassador in Saudi Arabia, representative of Egypt Tourism Board and executive manager of Al AWSAT EXPO and the presence of more than 60 journalists.

E-Marketing



Email Campaign



SMS Campaign



Social Media Campaign

TRAVEL AND TOURISM PIONEERS FORUM TESTIMONIAL



عبد العزيز الحسن
مدير فرع هيئة السياحة والتراث الوطني بالرياض

مثل هذه الملتقيات والمعارض ايضا تساهم من ناحية اخرى بالنسبة لمجلس التنمية السياحية نشجعها لأنها تعطي دعم للسياحة الداخلية , حيث أنها تتبدال فيها الاراء والأفكار والمقترحات واثراء التجربة لمقدمي الرحلات في منطقة الرياض.



صاحب السمو الملكي الأمير الدكتور
سيف الاسلام بن سعود بن عبدالعزيز ال سعود

الهدف من الملتقى الترويج للسياحة الداخلية في المملكة , لاننسى ايضا المشاكل السياحية التي تمر بها اختنا مصر أننا بها كبلد راعي لنقول أن مصر لازالت بخير ان شاء الله في استقبال السائح السعودي.



الاستاذ منذر الأنصاري
مدير عام مركز ماس التابع للهيئة العامة للسياحة

القطاع الذي أصبح في مجال تنافسي داخليا وخارجيا وأصبح هناك اهتمام بهذا القطاع من قبل الحكومات وحكومة خادم الحرمين الشريفين لاهميته للمواطن والمقيم , فلم تعد السياحة ترف بل أصبحت ضرورة وأصبحت ذات قيمة اقتصادية في التحول الوطني وأصبحت من أولويات التحول الوطني من أجل تحقيق التنوع الاقتصادي.



أحمد إسماعيل
المستشار السياحي المصري في مجلس التعاون الخليجي

السائح السعودي في عام ٢٠١٥ وصل نسبة العدد بالآلاف ٤٥٠ ألف سائح سعودي , بزيادة أكثر من ٢٥% مقارنة بعام ٢٠١٤ حيث ان في اواخر ٢٠١٥ لا يخفى علينا أزمة سيئاء.



SEE YOU NEXT YEAR TPF 2017

Faisaliah Hotel Prince Sultan Hall

11-12-13 February 2017

