



17th Tehran International Tourism and Related Industries Exhibition



TITE



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12-15 February 2024

Tehran International Permanent Fair Ground



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ABOUT EXHIBITION

The 17th Tehran International Tourism & Related Industries Exhibition (TITE) will be held with permission of Trade Promotion Organization of Iran and it is supported by the Ministry for Cultural Heritage, Tourism and Handicrafts of the Islamic Republic of Iran (MCHT). TITE is a premier event in the tourism industry, showcasing the latest trends, products, and services in the field with a focus on promoting tourism and related industries, this exhibition brings together professionals, exhibitors, and visitors from around the world. From travel agencies and tour operators to hotels and airlines, attendees will have the opportunity to explore a wide range of offerings, network with industry experts, and discover new business opportunities. In addition to the exhibition, there will be informative seminars, workshops, and panel discussions, providing valuable insights into the current tourism landscape. Whether you are a travel enthusiast, industry professional, or business owner, this exhibition offers a platform to stay updated, forge new partnerships, and be inspired by the latest developments in the tourism industry.

The most important consequence of tourism is its economic results. Therefore, in all countries, rich and poor, efforts are made to take advantage of a strong economy in economic development programs to give tourism an important place so that it can be as much as possible in the shadow of calculated planning. Attract tourists communities to increase their income and achieve tourism goals, they have to compete to attract future travelers and one of the most important factors for their success in this way is to use a proper marketing method. Marketing is a social and managerial process by which individuals and groups can produce, create and exchange products.

Why Should You Exhibit at TITE?

1 Unique Business Opportunities:

TITE provides a platform for exhibitors to tap into the vast potential of Iran's tourism industry.

2 Targeted Audience:

Exhibiting at TITE allows you to directly connect with industry professionals, travel agencies, tour operators, hoteliers, and potential clients. TITE provides a platform for exhibitors to tap into the vast potential of Iran's tourism industry.

3 Networking and Partnerships:

The exhibition brings together key players in the tourism industry, offering a conducive environment for networking, collaboration, and forming strategic partnerships. Expand your professional network, forge alliances, and explore potential business collaborations.

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4 Market Insights:

Gain valuable market insights and stay updated on the latest trends, innovations, and developments in the tourism sector.

5 Brand Visibility:

Increase your brand visibility and enhance your market presence by exhibiting at TITE. Showcase your offerings, establish brand recognition, and create a lasting impression on a diverse audience of industry professionals and potential customers.

6 Unlock Global Opportunities:

By participating in TITE, you gain exclusive access to our B2B room, providing a unique platform to connect and present your offerings to esteemed international companies.

7 Diverse Destination Showcase:

The Iran Tourism Show provides a comprehensive platform for showcasing the diverse tourism offerings and destinations within Iran. From historical sites and cultural landmarks to natural wonders and vibrant cities, visitors can explore the rich tapestry of experiences that Iran has to offer.

8 Networking Opportunities:

The event brings together industry professionals, travel agencies, tour operators, and other key players in the tourism sector. This presents an excellent opportunity for visitors to expand their professional network, foster partnerships, and collaborate with like-minded individuals and organizations.

9 Access to Information:

The Iran Tourism Show serves as a hub for gathering valuable information about travel trends, upcoming attractions, and emerging travel opportunities within the country. Visitors can interact with experts, attend seminars and workshops, and gain insights into the latest developments in the tourism industry.

Goals:

- **Creating a culture of attracting tourism and promoting the position of Iran in terms of tourism**
- **Introducing Iran's hotel and tourism potentials**
- **Providing the necessary platforms to attract tourists to the country and solve the problems in this field**
- **Examining the strengths and weaknesses of the tourism field and encouraging tourism industry activists and relevant organizations to enter and expand activities in the tourism field**

Exhibition Plan:



Statistics of Upcoming Exhibition:



Visitors:
+ 15000



Participants:
+ 500



Workshops:
53



B2B meetings:
+ 30

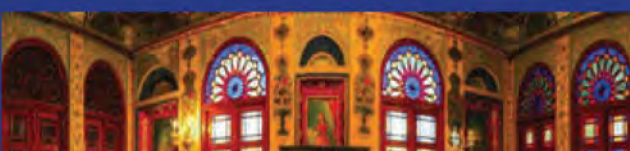


Total area of the exhibition:
20.150 Sqm



The number of halls:
9

Categories



- All kinds of travel equipment, such as camping gear, luggage, bicycle racks, caravan lighting equipment & tow truck.
- All kinds of passenger cars, buses, middle buses, vans
- Hotels and tourist villages, agencies and travel service companies.
- Airline, sea, land and rail
- Electronic tourism services
- Passenger terminals
- Health tourism
- Sport Tourism
- Pilgrimage tourism
- Eco tourism and nature tourism
- Investment companies
- Banks and insurances
- Electronic banking
- Travel and tourism organization
- Unions and associations
- Free trade zones and special tourism zones, specialized publications
- Museums and Cafes Palace of Museums
- Organizations & institutions related to preservation of ancient works & cultural heritage
- Other related industries and service



International pavilion

Japan, Qatar, Malaysia, Russia, Tajikistan, Indonesia



Participating countries

India, Iraq, Kazakhstan, Venezuela, Vietnam, Sri Lanka



Local participants:
460 (from 31 provinces of Iran)



International participants:
37



Visitors:
13379



International journalist and press:
50 (from 20 countries)



Workshops:
48



B2B meeting:
28



Total area of the exhibition:
19,201 sqm

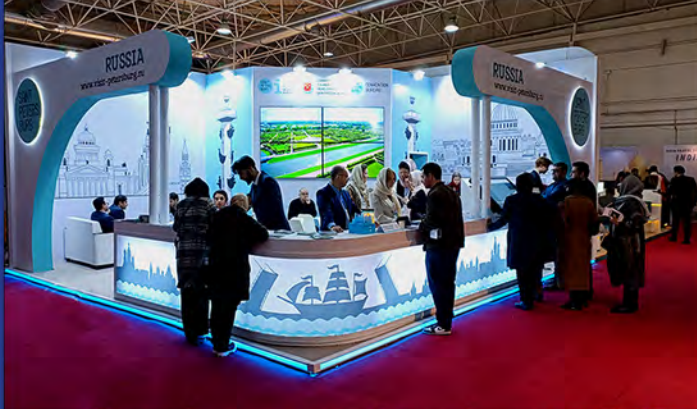


the number of halls:
9



International visitors:
Japan, Iraq, Pakistan, Turkiye, Russia, Kazakhstan, Venezuela, Ireland, Iceland, Bahamas

Gallery





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Organized by: _____



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