



پانزدهمین نمایشگاه بین المللی گردشگری و صنایع وابسته تهران 15th

Tehran International Tourism and
Related Industries Exhibition (TITE)

ساعت بازدید: ۹ الی ۱۷
۹ الی ۱۲ بهمن ماه ۱۴۰۰
ایران. تهران

Visiting hours: 9 to 17
29 Jan - 1 Feb 2022
Tehran . Iran

گردشگری
برای رشد فراگیر

Tourism for
inclusive growth

محل دائم نمایشگاه های بین المللی تهران
Tehran International Permanent Fairground



شرکت تخصصی توسعه ایرانگردی و جهانگردی



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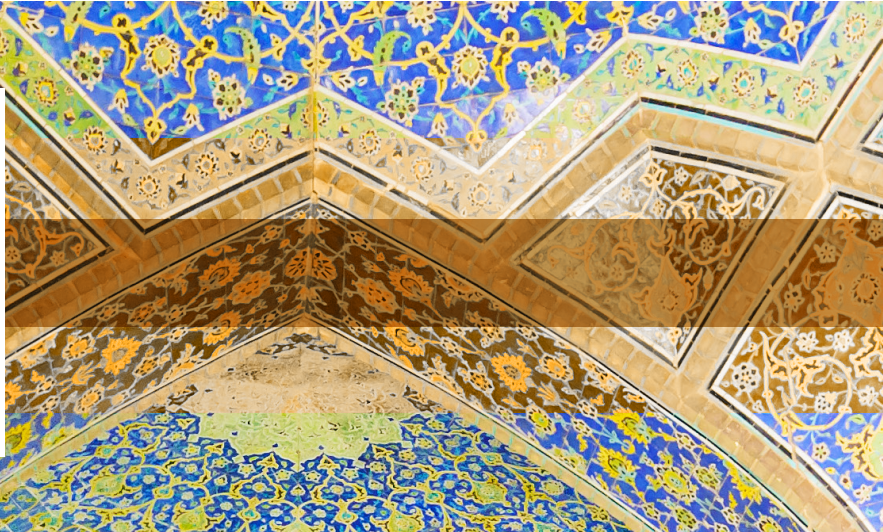
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In full compliance with the health protocols of the National Corona Headquarters





Introduction

Today, **Tourism** is one of the world's most thriving economic activities. This industry is growing much faster than other economic sectors in some countries; and creating new job opportunities it is turning to a pioneer industry worldwide. Due to its high importance in countries' economic and social development, economists refer to it as "invisible export".

"In the 21st century, tourism will be the main tool which helps people make their dreams come true toward having a better life. At the same time, tourism has the potential to be one of the main incentives for global development in social, cultural, economic and political aspects."

For many countries, this dynamic industry is considered as the main source of earning, employment and job-creation, private sector growth, and development of fundamental structures.

Having beyond billion dollars annual revenue, this industry hires about eight percent of the world's total employees. Tourism is currently in strict competition with other industries including automotive industry, petroleum, textile, and IT in order to overtake them. Therefore, countries, communities and regions are becoming increasingly aware of tourism's aggressive growth and its potential by taking innovative approaches toward this industry. Although conditions vary in different regions, tourism has always been a cause of economic improvement.



The brief of the exhibition

Tehran Tourism Exhibition was first registered and licensed in 2007 under the title of “The First International Exhibition of tourism and hotel Services and Equipment” in the calendar of international exhibitions of the Trade Development Organization.

Since the eighth period, the exhibition has been held with a focus on the Ministry of Cultural Heritage, Tourism and Handicrafts and with the cooperation of various organizers.

The Participant statistics

So far, more than two thousand domestic and foreign companies have participated in the past 14 editions of this exhibition, which in the international section, representatives of 33 foreign countries have participated in the exhibition from the following countries:

Germany, Turkey, Malaysia, Cyprus, Italy, Austria, Russia, Netherlands, Tanzania, Switzerland, Indonesia, Thailand, United Kingdom, China, Qatar, Sweden, Spain, Hong Kong, Georgia, Brazil, South Africa, Belgium, Romania, Iraq, Syria, Norway, Canada, Armenia, Vietnam, Tunisia, Venezuela, Greece and the Republic of Azerbaijan.

Rate of participation in the exhibition from 8th to 14th edition

Description / Year	The eighth period 1393	Ninth period 1394	Tenth Period 1395	Eleventh period 1396	Twelve Period 1397	Thirteenth Period 1398	Fourteenth Period 1399
Number of domestic companies	280	352	405	430	550	985	Due to the limitations of the Corona pandemic, participants attended 31 provincial booths.
Number of foreign companies	24	62	65	70	30	43	
The total area of the exhibition	13439 M ²	16497 M ²	18783 M ²	22000 M ²	25000 M ²	22610 M ²	9000 M ²



Benefits of attending Tourism Exhibition

❖ Permanent impact on minds of customers, competitors, and peers

The main goal of attending in the tourism exhibition is to have face to face communication with peers, tourists and suppliers. By setting up a suitable booth, preparing a few creative advertising gifts and having a professional approach, you can have your company name engraved in visitors' and other participants' minds. If possible, let visitors try your product or service; because once you touch something, you will want it more.

❖ Exhibition is the best chance to have face to face communication with customer.

On average, thousands of people visit the tourism exhibition every day. This is a great opportunity for face-to-face and real communication with customers. Indeed, you can never communicate with this number of tourists and hear about their needs, expectations, and complaints directly without mediators. It is recommended to prepare survey sheets in advance and ask the customers to fill them in, and be sure to check them after the exhibition.

❖ In Exhibition you will get updated about market potentials and new opportunities

It is true that we live in the age of communication and Internet, but still some first-hand news will be only available through exhibitions. Perhaps a new company has just started its business or a new startup has already launched which might be very interesting and useful for your type of business. Companies usually present their hot news in exhibitions. On the other hand, you can also present the new achievements of your company in the exhibition. These days, no one visits professional exhibitions just for fun. So, most of the people who visit your booth will be most likely your old or potential customers.

❖ Exhibition is a good opportunity for small businesses.

If you own a small start-up business, you are probably lost in the advertising market of industries and service giants. But in exhibitions, you have as much chance to be seen as they have. Of course, the impact of factors such as the size, location and decoration of your booth should not be taken for granted. But at least you know that you are seen by a significant portion of tourists at a lower cost than global media advertis-





ing. In the exhibition, you have the opportunity to speak face to face with visitors and introduce your product or service.

❖ **Knowing about market and future demands**

If you own a tourism service company or you are somehow active in the field of tourism, you definitely keep updated about changing tastes and needs of target market. Exhibition is one of the best opportunities to directly listen about and observe the type of selections. By intelligently reviewing the information you get from the exhibition, you can largely predict what services or products will be mostly demanded within next few months or a year.

Product Categories

- Different types of travel equipment such as camping equipment, luggage, tents, lightings, caravans and trailers.
- Different passenger cars (e.g. bus, middle van, van)
- Electronic tourism services
 - Hotels and tourist villages
 - Handcrafts and artworks
 - Travel agencies and companies
 - Airlines, road and railroad as well as sea transportation
 - Terminals
 - sports tourism
 - Ecotourism and nature tourism
 - Banks and insurances
 - Online reservations
 - Unions and committees
 - Related colleges and universities
 - Free zones and specific tourist regions
 - Traditional ritual drama groups and local music bands
 - Organizations and institutions related to the preservation of antiquities and cultural heritage
 - Other affiliated industries and services
 - Health tourism
 - Pilgrimage tourism
 - Investment companies
 - Electronic banking
 - Tourism organizations
 - Specialized publications
 - Museums and Palace museums
 - Restaurants and traditional coffeehouses



Trade Promotion Organization of Iran is established with the aim of foreign trade development focusing on non-oil exporting, renovation and facilitation of country's trading structure as well as promotion of Iran's market share in global trading. This organization has also set some basics as its fundamental goals; such as improvement of trading capacities and promotion of export knowledge and culture, as well as high level supervision on foreign trade development and related tools including Exhibitions.



Iran International Exhibitions Co.

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"Tehran International Exhibition Center" is located on Chamran highway in North Tehran which is accessible through all other expressways. Its total area is approximately 850,000 (m²) of which 120,000 (m²) is indoor space and 35,000 (m²) is open space. And about 220,000 (m²) greenspace creates a delightful environment for participants and visitors. Around 21,000 (m²) is devoted to access paths to halls and exhibition lot. Numerous conference halls with 60 - 1200 people capacity and VIP salon as well as presence of customs office and warehouse in the yard along with other extra services such as restaurants, cranes, lift trucks, banks, and exhibition tools, etc. are among other facilities and advantages of "Tehran International Exhibition Center".



- Mosque 
- Police 
- Fire station 
- Red Crescent 
- Bank 
- Toilets 
- Drinking Fountain 
- Buffet 
- Restaurant 
- Public Phone 
- Information 
- 
- Parking Lot 
- Gas Station 
- Bus Stop 



"Tehran International Exhibition Center" overall map with halls 31a, 31b, 35, 38, 38b, 38b, 40, 41, 44/1, 44/2

Organizer of International Exhibition of Tourism and Related Industries

Managers of Organizer Company started their activity in the field of exhibition industry in 2005 and after two years in 2007, they succeeded to hold their first exhibition project as an organizer of commercial events. Finally in 2015, having Avaye Movafagh Iranian Company registered, they started to develop their exhibition activities by promoting the quality level of their exhibition projects.

After establishment of Avaye Mofagh Iranian Exhibition Industries Company, company's managers took steps toward development of company's market in the exhibition industry by employing specialized and committed staff and achieved remarkable successes in this industry.

Avaye Mofagh Iranian Exhibition Industries Company, plays an effective role in developing exports and increasing of domestic and international market share during its specialized exhibitions, by paying attention to participants' needs and also proper planning in providing a suitable space and holding high quality international exhibitions complying international standards which has led to participants' and visitors' satisfaction.

Managers and professional staff at Avaye Mofagh Iranian Company, has always tried to improve the quality of their exhibition projects by compiling regular training programs and using the latest world's knowledge and technology and also bringing creativity to the exhibition industry and transferring global experiences to international exhibitions attendants to let them have successful participation in exhibition projects and making proper use of this miraculous accelerator.

Based on its past experiences, Avaye Mofagh Iranian Group intends to hold the exhibitions in accordance with Ministry of Cultural Heritage, Tourism and Handicrafts goals and policies in order to play an important role in promotion of Tourism Industry and increase of public awareness knowledge about efforts made by managers of the field.

Keeping the same approach, we hope to achieve more success in Iran's exhibition industry.

Address: No. 3159, second floor, unit 4, next to Bank Melli, Tajrish Sq. , Valiasr St., Tehran, Iran

Telephone: +98 21 22748739 - +98 21 22739807

Fax: +98 21 22748740

Website: www.amiorg.com





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