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Turkey Number One Destination Outside MENA for Outbound Business

Republic of Turkey Ministry of Culture and Tourism to participate in Abu Dhabi's Gulf Incentive Business Travel and Meetings Exhibition

Dubai - Mar 20, 2014: Turkey has been identified as the number one destination outside the MENA for outbound businesses, this according to a report by GIBTM (Gulf Incentive Business Travel and Meetings Exhibition). The report was released ahead of the GIBTM conference which takes place from March 24th – 26th at Abu Dhabi's National Exhibition Centre (ADNEC) . The GIBTM conference – which has grown significantly over the last few years – features 300 Middle Eastern and international exhibitors representing hotels, conference centres and tourism organisations. This year the Turkish Culture and Tourism Office in Dubai will participate with the support of Turkish Airlines, and nine other Turkish companies.

The report shows that spending power is on the rise for the Middle East MICE (meetings, incentives, conference and exhibitions) market, with 69 percent of regional buyers planning more events in 2014. The top countries identified as key destinations for outbound business for the Middle East include, Turkey, in first place, followed by Spain, France, Malaysia, India and UK.

“Turkey is the top destination to host conferences and events and the country has a lot to offer the world,” said Mustafa Ozdemir, Cultural & Information Attaché, Cultural & Information Office, Turkish Consulate General in Dubai. “The country’s proximity to Europe and the Middle East along with its world-class infrastructure and tourist attractions make Turkey a perfect choice for meetings, congresses, conferences, exhibitions and fairs.”

Also participating with the "Turkish Culture and Tourism Office":<http://www.tourismturkey.ae/en> are Turkish Airlines, Istanbul Convention and Visitors Bureau, Istanbul Congress Centre and Gloria Hotels and Resorts.

Over the past few years Turkey has played host to international events including the NATO Summit, F1, 2013 FIFA U-20 World Cup and the Champions League Final.

“Situated on the doorstep of the world Turkey offers large organisations a comprehensive professionalism, plus dynamic and exciting new opportunities. We look forward to GIBTM to further position the country as a prime area for doing business,” added Ozdemir.

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About Turkish Cultural and Tourism Office:

The Turkish Cultural and Tourism Office in Dubai is the official representative of the Republic of Turkey Ministry of Culture and Tourism. One of the main aims of the Tourism Office is to bridge the gap between cultures and foster relationships with the travel industry by organising promotional activities throughout the GCC. The Turkish Ministry of Culture and Tourism participates in travel exhibitions and conferences to position the country as a leading tourist destination. With its breath-taking views, unique historical and archaeological sites, steadily improving hotel and touristic infrastructure and a tradition of hospitality and competitive prices, it's no wonder Turkey is among the most



sought-after travel destinations in the world.

The primary functions of The Turkish Cultural and Tourism Office in Dubai are:

- Supervises all promotional activities relating to Turkey in the GCC
- Liaise with travel agencies
- Organises roadshows to further promote Turkey as a destination for leisure, shopping, health, sports and invest in the MICE (meetings, incentives, conference and exhibitions) Middle East market.

To read aggregated news about Turkish Tourism please click "here":http://www.tcf-me.com/client_portal/turkey-tourism/content_items

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