

GTF Media Report



ABOUT THE

**WORLD
TOURISM
FORUM**
Institute



Taleb Rifai

Secretary General of WTFI

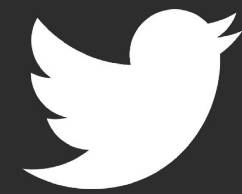
In collaboration with our host nations, the World Tourism Forum Institute is reshaping economies through tourism development. We do this by working with countries that have untold tourism stories to share, as well as countries with already established tourism industries that are seeking to drive the narrative about their current and future success. Our aim is to reduce the negative impact of tourism, by increasing the more positive impact of sustainable development goals in tourism globally.

As the leading international tourism development and investment brand, the World Tourism Forum Institute, is a London, UK-based organisation, committed to promoting countries in the fields of tourism development, economic growth, FDI through tourism investments, and human resource development within the industry.

The World Tourism Forum Institute creates a legacy for the host country, by way of carefully selected and tailor-made initiatives aiming to promote the country's image internationally, create greater visibility and determine the industry's objectives through soft power. These experiences - from Global Tourism Forum conferences, WTFI's masterclasses, and international media promotions - are designed to strengthen the nation's brand abroad, as well as highlight the importance of the tourism sector in the economic landscape.



Social Media Accounts



176K



3.150M



43K

With additional reach from influencers and bloggers GTF can engage total of **50 M** users.

Global Tourism Forum is an initiative of London based World Tourism Forum Institute. Starting from 2020, World Tourism Forum Institute's events will be entitled as Global Tourism Forum.

*Numbers are total of all social media accounts of WTFI Group.

Annual Meeting 2017

ISTANBUL



In the media works conducted during the Annual Meeting 2017, the messages of local and global authorities, especially regarding national security, were brought to the headlines.

As a result of this, the news in the media played a significant role in changing the negative image of the host country among the investors and tourists.

Media coverages reached:

60 Million People

via media channels.



BİNALI YILDIRIM

“
Turkey is as safe as USA and Europe.
”

Prime Minister of Republi of Turkey



DAVID MILIBAND

“
With its fight against terrorism Turkey will be one of the countries to set the tone of the 21st century.
”

The President and Chief Executive of International Rescue Committee (IRC)



ZACH KING

“
Turkey is a safe European Country.
”

Social Media Influencer



JACK STRAW

“
If ISIS were based on the UK 's borders, we would have had precisely the same action plan and preventions with Turkey.
”

Former Home Secretary and Foreign Secretary under Prime Minister Tony Blair

ISTANBUL

Newspaper Examples

[illegible]

GÜVENLİ ÜLKE YOK

Turizmde bir adım öne çıkmak için dedikodu üretmek terörün kullanıldığını belirten Başbakan Binali Yıldırım, "Dünyanın hiçbir ülkesi güvenli değil. Terör adres tanımıyor. Gururla söylüyorum. ABD ne kadar güvenli Türkiye'de o kadar güvenli" dedi.

Eyüp SERBEST – Burak COŞAN

Başbakan Binali Yıldırım, dün İstanbul Kongre Merkezi'nde başlayan Dünya Turizm Forumu'na (World Tourism Forum Global Meeting) katıldı. Çeşitli ülkelerden bakanlar ve dünya turizm sektörünün temsilcilerinin yer aldığı iki gün sürecek organizasyonda Yıldırım, turizmde bir adım öne çıkmak isteyenlerin terörü kullandığını ifade etti. Yıldırım, "Üzülerek söylüyorum. Turizm sektöründe bir adam öne çıkmak için bağkaları hakkında dedikodu üretmek, oraları güvenisiz göstererek iş yapmaya çalışıyorlar. Dünyanın hiçbir yerinde güvenli ülke yok, eğer güvenlikten bahsediyorsanız. Teror her yerde. Adres tanımıyor. Avrupalı göğbine var. Türkiye'de, Ortadoğu da oluyor. Terörle korkutmak terörün ve teröristin işine yarar. Güvenli ve güvenli söylüyorum. ABD ne kadar güvenli Türkiye'de o kadar güvenli. Avrupa, Paris

Dünya Turizm Forumu'nda Başbakan Binali Yıldırım, "Turizm barış ve kardeşlik için çok önemlidir. Bu yolda caka güsteren herkesi gıcıkla kara edici olarak kabul ediyoruz" diye konuştu.

ne kadar güvenliyse İstanbul da o kadar güvenli. Saraybosna ne kadar güvenliyle Ankara da o kadar güvenli. Bakı ne kadar güvenliyse İzmir de o kadar güvenli. Terörü turizmde avantaja saygılamak için kullanmayın. İnsanların ulaşımına, kardeş olmasına destek olalım, kardeşlik maslahatı" diye konuştu.

EKONOMİK BAKMIYORUZ

Hükümet olarak turizmi sadece ekonomik kalkınmaya katkı sağlayıp bir sektör olarak görmediklerini belirten Yıldırım, "Ekonomik bakışla değerlendirmeye eksik ve yetersiz

kızır. Turizm öncelikli kültürlerin ve medeniyetlerin buluşmasıdır. Turizm sayesinde ekonomik ve siyasi ilişkiler de ivme kazanır" ifadelerini kullandı. Ülkeier olarak turizmdeki gelişime ayak uydurulmasını gerektiğine vurgu yapan Yıldırım, "Gerekti tedbirleri almalı ve bunu el birliği ile gerçekleştirelimiz. Daha önce gittiğiniz bir el hakkında karar alma durumunda kalarsanız o ülke için zihinde canlanın hatıraları karar alınır. Turizm barış ve kardeşlik için çok önemlidir. Bu yolda caba gösteren herkesi gönüllü barış edisi olarak kabul ediyoruz" dedi.

geçtiğini vurgulayan Simsek, 2016'nın hem terör saldırıları hem de darbe girişimlerinin yaşandığı bir yıl olduğunu, buna bağlı olarak da gelen yabancı turist sayısının azaldığını söyledi. Turizmin 580 bin kişiyi doğrudan, dolaylı 2,1 milyona istihdam sağladığını

Mehmet Simsek

Nabi Avcı

Başbakan Ulukey

KAMPANYALAR VATAN SEVGİSİNİN KANTITI

TURİZMİN turizmde fazla bir şey olduğunu ifade eden Kültür ve Turizm Bakanı Nabi Avcı da, "Turizm çok bereketli bir zemin. Cumhurbaşkanı Recep Tayyip Erdoğan'ın Avrupa'da yaşadığını soydaşlara yönelik başlatıldığı 'komşunu da al gel' kampanyası ve Başbakan Binali Yıldırım'ın 'memleketinin hastasıym' kampanyası turizmin ötesinde anımlar taşıyor. Vatan sevgisinin gösterilmesi bakımında çok anlamlı buluyorum" diye konuştu. Türkiye Seyahat Acenteleri Birliği Başkanı Bakan Uluosoy ise şu ifadeleri kullandı: "Türkiye vize kolaylaşarak bir ülke değildir. Gün gelecek bize vize koyarlara biz vize koyacağız. Şu anda bir turist istasyonu. Ancak kapıların güveniyoruz. Murettebat da sağlam. 2017 yılında umutluyuz."

ÇANAĞKALE GEÇİLMEZ KÖPRÜSÜ

İSTANBUL, Ankara. Ankara-Konya, Ankara-Bkişehir arasında hızlı tren yaptıklarını ve hizmete aldıklarını belirten Yıldırım, "Burada da yatırım. Yine boğan denizin altında trenler geçecek. Marmaray projesiyle birleşti. Sindi sırada dünyanın en uzun köprüsünü yapmak var. İhtilasi yapıtık. İlk kazmayı da 18 Mart'ta vuruyoruz. Çanağkale Geçilmez Köprüsü, Çanağkale düğümana geçilecektir, artık herkes için"

Türkiye güvenli ülke

'Terör her yerde'
Dünyanın hiçbir yerinde güvenli bir ülkenin bulunmadığını belirten Başbakan Binali Yıldırım, "Türizmde bir adım öne çıkmak için başkaları hakkunda dedikodu üreterek, ülkeyi güvensiz ilan ederek iş yapmaya çalışanlar var. Bunlar doğru değil. Terör her yerde. Terörle korkutmak ancak terörün işine yarar. Amerika ne kadar güvenliyse Türkiye de o kadar güvenli, Avrupa ne kadar güvenliyse İstanbul da o kadar güvenli" dedi.

'Güçlü işbirliği şart'
İstanbul Kongre Merkezi'nde düzenlenen Dünya Turizm Forumu'nun açılışında konuşan Yıldırım, dünyada 1 milyar 200 bin turistin bulunduğunu belirtti. 2030'da 2 milyar turistin olacağını vurgulayan Yıldırım, "Dünya ülkeleri olarak bu değişime ayak uydurmak, gerekli tedbirleri almak, bunu da elbirliğiyle gerçekleştirmek mecburiyetindeyiz. Ülkeler olarak turizm alanında işbirliğini daha da güçlendireceğiz" diye konuştu.

Havacılığın merkezi
Dünyada havacılığın merkezinin Türkiye'ye kaymaya başladığını ifade eden Başbakan Binali Yıldırım, "Bir zamanlar Ipek Yolu'yla doğudan batıya göç vardı. Şimdi zenginlik doğuya döndü. Dolayısıyla da hareket batıdan doğuya doğru olmaya başladı. İster doğuya ister batıya gidin Anadolu'dan geçeceksiniz, başka yolu yok."

'Boğaz köprülerini gezin'
Salondaki yabancı katılımcılara tekne kiralarak Boğaz köprülerini görmeleri önerisinde bulunan Başbakan Binali Yıldırım, şimdi dünyanın en uzun köprüsünü yapmaya hazırlandığını söyledi. Çanakkale Geçilmez Köprüsü'nde ihalenin yapıldığını ve ilk kazmanın 18 Mart'ta vurulacağını açıklayan Yıldırım, "Çanakkale düşmana geçilmezdi, herkes için geçilir hale getiriyoruz" dedi.

Turizmde dedikoduların üretildiğini belirten Başbakan Binali Yıldırım, "Gururla ve güvenle söylüyorum; Amerika ne kadar güvenliyse Türkiye de o kadar güvenli, Avrupa, Paris ne kadar güvenliyse İstanbul da o kadar güvenli" dedi.

20 ÜLKEDEN 3 BİN KATILIMCI
İstanbul'da dün başlayan ve 3 gün sürecek olan Dünya Turizm Forumu'nda, 20 ülkeden turizm bakanları da dahil 3 bin katılımcı ve 11 bin misafir bulunuyor. Konuşmacılar arasında Facebook sözcüsü Randi Zuckerberg, Yandex CEO'su Arkady Voloj ve sosyal medyada dünyada üne kavuşan Zach King de yer alıyor. 35 kategoride Dünya Turizm Ödülleri'nin verileceği forum, Türkiye'ye 75 milyon dolarlık bir ekonomik katkı sağlayacak.

TURİZMDE DÜŞÜŞ GEÇİCİ
Milli gelire katkısı
İstanbul'daki Dünya Turizm Forumu'nda konuşan Başbakan Yardımcısı Mehmet Şimşek, zorlu bir yıl olan 2016'da Türkiye'de turizmin zayıfladığını söyledi. Turist sayısının 35,6 milyondan 25 milyona, gelirin ise 35,5 milyar dolarıdan 22 milyar dolara düştüğünü belirten Şimşek, "Biz bunların geçici düşüşler olduğunu düşünüyoruz" dedi. Şimşek, turizmin Türkiye'deki milli gelire katkısının yitide 12 olduğunu kaydetti.

Doğru yatırım
Turizmin global büyüme için en önemli itici güçlerden birisi olduğunu belirten Şimşek, doğru yatırım iklimi oluşturulduğunda kaynakların bulunduğu yönünde söyledi. İstanbul'daki 3'üncü havalimanının 10 milyar euro'ya mal olacağını hatırlatan Şimşek, "Vergi mükelleflerinin bir kuruşu bile buna ayırmıyor. Çünkü bunu destekleyecek bir yolcu baccı var. Havayolu faaliyete geçtiğinde 1 milyar euro'yu Hazine'ye kira olarak ödeyecekler" diye konuştu.



REACH	MEDIA VALUE
1.35 M	USD 450,000



REACH	MEDIA VALUE
1.52M	USD 575,000

POSTA

REACH	MEDIA VALUE
1.5M	USD 500,000

Annual Meeting 2017
ISTANBUL

Newspaper
Examples

PM Yildirim: Turkey is
as safe as US, Europe

Turkey is as safe as the US or European countries, says PM Yildirim, suggesting that ‘no country in the world is safe from terror,’ after Turkey’s tourism sector was severely hit by terror attacks

ISTANBUL

Turkey is as safe as the U.S. and European countries, Prime Minister Binali Yildirim said on Feb. 16, suggesting that “no country in the world is safe from terror.” “There is nowhere that terror does not exist. Fearing terror and being intimidated by terror only serves terror and terrorists. For that reason I am saying proudly and safely: Turkey is just as safe as the U.S. Istanbul is just as safe as Europe. Ankara is as safe as Sarajevo. Izmir is as safe as Baku,” Yildirim said at the opening ceremony of the three-day World Tourism Forum in Istanbul.

He also claimed that there are some countries trying to “make gossip” about other countries by declaring them unsafe.

Turkey’s tourism sector has suffered badly from political, diplomatic and security concerns over the past year, but in his speech Yildirim highlighted the rising importance of the sector.

“The total number of visitors travelling to foreign countries with a touristic purpose in 1980 was around 260 million. Today, this number has risen to 1.2 billion. That means almost one fifth of the world population is travelling to another country for tourism every year. The number of tourists predicted for 2030 by the United Nations World Tourism Organization is close to 2 billion. We have to keep pace with these developments as global countries and take the necessary steps. We must further increase cooperation in the tourism field,” he said.

He also noted that the number of tourists visiting Turkey had tripled since his ruling Justice and Development Party (AKP) took office in 2002.



DHA photo

PM Yildirim says it is not enough to evaluate tourism solely from an economic perspective, stressing that tourism was also important for facilitating the ‘meeting of civilizations,’ at the opening ceremony of the World Tourism Forum.

“In 2002, the total number of tourists coming to Turkey was around 13 million. This number had risen to close to 40 million last year. So we are taking about an almost threefold increase. Tourism revenue also increased above \$30 billion from \$12 billion,” Yildirim said.

The prime minister added that it was not enough to evaluate tourism solely from an economic perspective, stressing that tourism was also important for facilitating the “meeting of cultures and civilizations.”

At the same event, Culture and Tourism Minister Nabi Avci also said tourism was not only a “travelling and entertainment sector,” but was a means to develop cultural relationships at the same time.

World Tourism Forum head

Bulut Bagci said the event was bringing together professionals from the sector with more than 40 sessions and would continue in the U.S., Qatar and China.

Also among the participants of the opening ceremony were Istanbul Mayor Kadir Topbas, Istanbul Governor Vasip Sahin, foreign guest ministers and a large number of tourism professionals.

Social media phenomenon Zach King to draw world’s attention to refugees’ issue

BETÜL ALAKENT - ALEN LEFAN - ISTANBUL

» PROMINENT names of the world tourism sector came together at the World Tourism Forum Global Meeting, a two-day global event, which took place on Feb. 16-18 in the Istanbul Congress Center. The event hosted nearly 150 international speakers from over 20 countries, including top executives of the world’s leading tourism companies, tourism investors, public organizations, academics, technology experts, political authorities, nongovernmental organizations and Turkish and international tourism authorities.

Influential people in the tourism sector were also invited to the forum, including internet phenomenon Zach King, who is featured in Turkish Airlines (THY) security demos. King, an illusionist who has more than 17 million followers around the world was in Istanbul on Friday as part of the “World Tourism Forum Global Meeting” event where he shared his success story of being an internet phenomenon.

Giving an interview to Daily Sabah, King, said that Turkey is a country that offers very good frames in terms of shooting. Zach said that he is thinking of shooting more videos in Turkey and that he has come to Istanbul for some European shoots because it saves a lot of money on taxes, and there are good production rights in Istanbul, which is a great benefit. Zach also indicated that he would bring some of his productions to Turkey for



Zach King

commercial. Talking about their recent cooperation with THY, Zach said it is still an ongoing partnership and they hope they will create more and more content with THY as they move forward.

“It is a shame that terrorism can ruin tourism for a city like Istanbul, a beautiful country such as Turkey. It does not deserve it. We hope Turkey will get through this trouble-

some process as soon as possible,” said Zach about the previous and current tourism situation of Turkey.

ZACH TO DRAW WORLD’S ATTENTION TO REFUGEES’ ISSUE

When asked about the global refugee issue and whether they have any projects in mind, Zach said: “I think that heavy issues such as this one are valid and important to tell. We want to draw attention to something like this. We have many followers on all accounts. Of course, it is something that we would like to do something about. It would be very nice, and I think there is a way to do that.” Since they haven’t discussed what content related to the refugee issue would look like, he said, “However, we know that it is a really important issue. Maybe we are not directly talking about politics or the issue of refugees and families, but hopefully we can bring smiles to youths through the contents of our videos.”

KING TO SHOOT A SHORT FILM IN CAPPADOCIA

Speaking about his experience in Istanbul and other cities in Turkey, Zach said: “Some- day I want to come back on a personal vacation to Turkey and visit cities other than Istanbul since I have only been in Istanbul during my previous visits. Many people told us about Cappadocia, which is a very beautiful and colorful place and that we should go and film there. Someday, maybe in a couple

of years, we will come back and film there.” When asked whether he could estimate how much he contributes to the tourism of the countries he makes videos in, he said, “It is really hard. I don’t think I could ever measure how many people go somewhere because of our videos, but we do hopefully bring awareness of different places.” He added that his team consists of 16 people.

With regard to collaborating with Turkish companies, Zach said they have worked with a couple of different agencies and they would like to collaborate with more brands in Turkey. “We filmed an advertisement with P&G Turkey, and there are companies we are in contact with,” he said.

King, who has been widely heralded as the king of Vine magic, is also known as FinalCutKing, which has amassed over 1.3 million subscribers on YouTube. Furthermore, being extremely famous for his “magic vines” - six-second-long looping video clips edited to look as if he is doing magic, he earned around 3.9 million followers. He calls his videos “digital sleight of hand.” He also has more than 17 million followers on Instagram. In 2014, Zach won a Streamy Award for Best Vine Creativity. Zach’s visual trickery has made him a star unlike any other. His comedy chops combined with dazzling editing have gotten him deals with HP and Best Buy, an American multinational consumer electronics corporation, and entry into the Tribeca and London Film festivals.

Turkey regional power to tackle refugee crisis, says Miliband

BENİZ BENKYEVEN - ISTANBUL

» AS more than a million migrants and refugees have crossed into Europe, sparking a crisis in European countries struggling to cope with the influx, the former British foreign secretary David Miliband said he appreciates Turkey’s efforts to cope with the scale of the refugee crisis while urging Europe to give more help to countries like Turkey, Lebanon, Kenya and Ethiopia

In an interview with Daily Sabah, Miliband reiterated Turkey’s role as a key regional power tackling the migration crisis, saying that the crisis in EU’s neighbor, Turkey has had a spill-over effect for Europe.

“Turkey knows very well the cost of the Syrian crisis, there are 2.5 million refugees from Syria in Turkey. I think around the world they need to respect the way in which Turkey has tried to come to terms with this crisis. Because if your neighbor’s house is on fire, the danger is your house is on fire. And Turkey has had to cope with a scale of immigration that few countries have ever seen before. Turkey has had limited help from the outside world, except some support from Europe, which is good. But I think the global refugee crisis has not been properly addressed. Two-and-a-half million people is extraordinary,” he said.

Miliband said that Turkey is in a very pivotal position not only for its tourism but also for its economic and politic power, joining East and West. “In a way, tourism is the symbol of the more global society. But obviously also the dark side of global society, the terrorism and security,” he said.

In response to our question if Europe is united over the July 15coup attempt, Miliband replied there is a strong stance among European leaders. “I think there is a very strong view among European leaders against the attempted coup. I think people are very committed to the idea that Turkey has made a move away from military rule to civilian rule. The commitment of European engagement is very important. And I hope

port refugees as well as a social survival bargain. I hope Turkey can lead the way,” he said.

Miliband said that the IRC should focus on refugees who leave their country for political reasons rather than migrants who leave their country for economic reasons.

The former Foreign Secretary and the chief of International Rescue Committee (IRC) Miliband attended the Global Meeting of the World Tourism Forum that took place Feb. 16-17. Being the initiator of Movement for Change, which aims to deliver solutions to local problems with global perspectives, he is one of the youngest foreign secretaries his country has seen and is known for his innovative approach to policy making. Miliband said in his speech that Turkey will play a decisive role in how the 21st century global world will change.

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that is reciprocated,” he said.

‘SYRIAN CRISIS IS BECOMING MORE COMPLEX’

Miliband says the Syrian conflict has become much more complicated since 2011. “It started out as a conflict between the government of Syria and some people in Syria and it has become a much more complex, multifaceted regional conflict with big implications for countries like Turkey. My own perspective is that the Syria has become a war without law, not just a war without end. We have over eight of our hospitals bombed inside Syria by the Syrian government or by Russia. I hoped that in its engagement in Syria, Turkey will try to uphold the need for stability for inclusive government and for adherence to international humanitarian law.”

TURKEY, EU NEED TO ENHANCE COOPERATION AGAINST DAESH

If an end to the Daesh terrorist organization in the Middle East is secured, security experts warn of the possibility that terrorists who have fled can plot attacks in European countries. Miliband put emphasis on cooperation in intelligence. “There are consequences for Europeans as well as for Turks from Daesh tactics. I think the most important lesson of the last 15 years or post-9/11, is now intelligence cooperation and the case for extended intelligence cooperation within Europe is very strong because that’s what guards European societies against distress,” he said.



Former British Foreign Secretary David Miliband.



REACH	MEDIA VALUE
180,000	USD 36,000

DAILY SABAH

REACH	MEDIA VALUE
135,000	USD 45,000

Annual Meeting 2017
ISTANBUL

Some of the
TV coverages



LIVE
BROADCAST

REACH	MEDIA VALUE
1.15M	USD 575,000



MAIN NEWS

REACH	MEDIA VALUE
600,000	USD 300,000



MAIN NEWS

REACH	MEDIA VALUE
1.55M	USD 775,000



MAIN NEWS

REACH	MEDIA VALUE
1.2M	USD 600,000



LIVE
BROADCAST

REACH	MEDIA VALUE
1.5M	USD 750,000

News on websites

<http://www.trthaber.com/haber/gundem/terorden-korkmak-ancak-terorun-isine-yarar-299315.html>

<http://www.aljazeera.com.tr/haber/yildirim-amerika-ne-kadar-guvenliyse-turkiye-de-o-kadar-guvenli>

<http://www.hurriyet.com.tr/yildirim-amerika-ne-kadar-guvenliyse-turkiye-de-o-kadar-guvenli-40367549>

<http://www.bloomberght.com/haberler/haber/1986333-simsek-50-milyon-turistle-50-milyar-dolarlik-gelir-hedefliyoruz>

Annual Meeting 2017 ISTANBUL

World famous influencer Zach King and many other social media celebrities were invited to Global Meeting 2017.

They discussed new ideas on social media marketing in eGen Influencers Sessions. Also their posts about World Tourism Forum and Turkey reached 50 million people.

Posts during Annual Meeting 2017 reached

250 Million People

on social media

GLOBAL MEETING
FEBRUARY 16-18, 2017

WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM



WORLD
TOURISM
FORUM

WORLD
TOURISM
FORUM



Annual Meeting 2017

ISTANBUL

Some of the Influencers' posts





luxuryworldtraveler
Museum Hotel Cappa...

Follow

34,508 likes

3d

luxuryworldtraveler Thanks to @stephbetavel for sending us this amazing capture in Cappadocia, Turkey. It was great meeting her and other fellow world travelers recently at the #worldtourismforum.

view all 256 comments

guia_amsterdam Wooow!! 💕💕💕💕🇺🇸

back2backtravel Wow

tatachen01 💕😍

copcha 🇹🇷🇹🇷🇹🇷🇹🇷🇹🇷

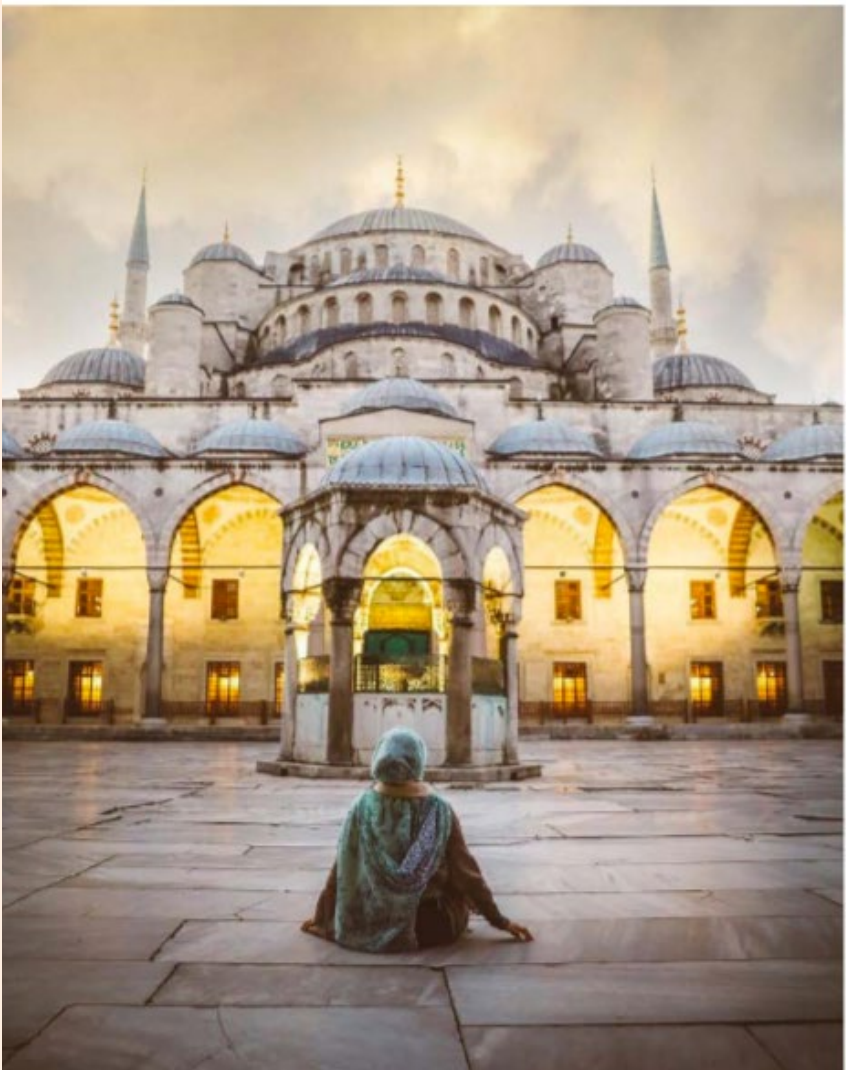
fericelgeorge @curteandoris 🔥

franneegirl Breathtaking#shadysmart.com

aynuryangoz @ducarrrr

sksahil99 My dreem

ricardo.veles @apbaetas 😊





discoverearth
Blue Mosque, Istan...

Follow

38.260 likes

1w

discoverearth Exploring Istanbul with @stephbetavel before her speech at #worldtourismforum. TR Picture by founder @legendrobinhood

293 yorumun tümünü gör

forever.travelers Love this capture!

bellah_0710_photography Lovely 😊

adventurefaktory @discoverearth hey pas mal Dutout les gars! 🇫🇷 ca aurait été cool de shooter avec vous! Tabarnak!

dreaming.holiday excellent shot

jenna_kahn This is awesome!

mojomarketingau Keep diggin it

vandrea_si Preciosa imagen

dreaming.travel Wow nice photos!

douglasmwood Boy i hate when you're trying to make a quick getaway and the whole place just sucks you in 😊

Beğenmek veya yorum yapmak için giriş yap.

...





katia_mi_
Ciragan Palace Kemp...

Follow

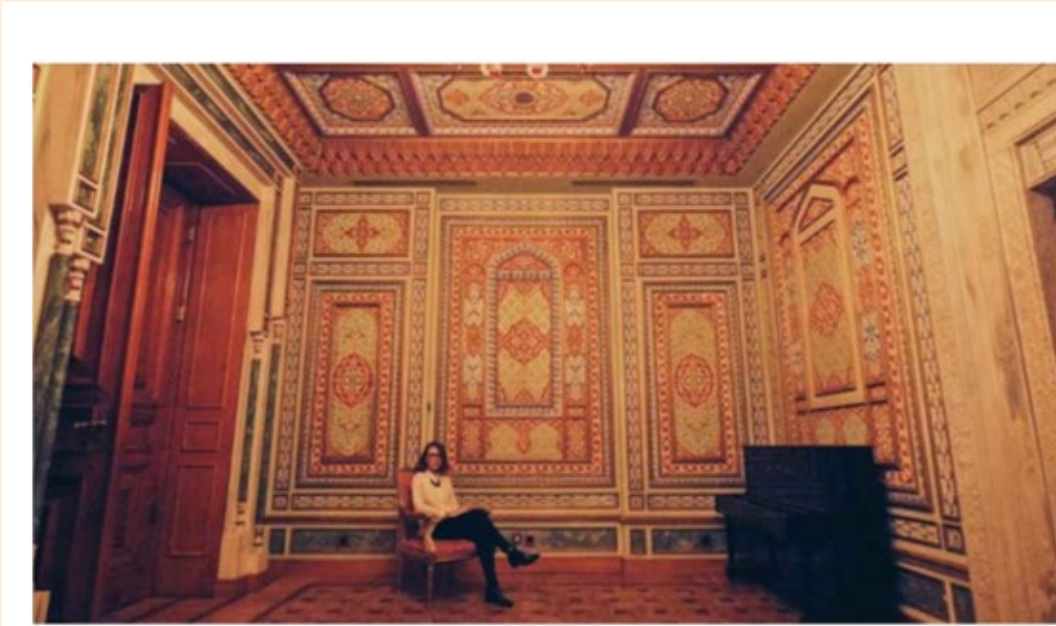
7,106 likes


1w

katia_mi_ Всемирный туристический форум подошёл к концу, но многие из гостей на выходные остались в Стамбуле - стоит прекрасная, по весеннему тёплая погода, тысячи ресторанов, кафе, магазинов, как и сотни лет назад, радушно встречают гостей. Ну а какой же Стамбул без прогулки по Босфору, особенно когда есть уникальный шанс насладиться удивительным по своей красоте закатом в компании друзей?

/

World Tourism Forum came to an end but many guests decided to stay in Istanbul for the weekend. The weather is very comfortable and it's warm, thousands of restaurants, cafes, shops, like hundreds years ago, welcome their guests with traditional eastern hospitality. And, of course, we could not stand from cruising along the Bosphorus with friends and enjoy





kasianski

Takip Et

8.652 beğenme

1h

kasianski Istanbul makes me feel like a painting 🇹🇷 #istanbul #turkey #CiraganPalace #WorldTourismForum


21 yorumun tümünü gör

gammaaa_ LOVE ITTT

Beğenmek veya yorum yapmak için giriş yap.

...





luxuryworldtraveler

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luxuryworldtraveler The phenomenal architecture capture perfectly by my friend @thefella while visiting the Blue Mosque in Istanbul, Turkey.im.so glad to have met so many other great new friends passionate for travel this week while attending the #worldtourismforum

163 yorumun tümünü gör

ngonzalezleiva 😊😊😊 @moradude

bugairenata Awesome 😊

@nacargluenis

lkhamideh @nhamideh

zahra_farahani65 😊😊😊

exotictimeline !!!Check me out!!!!

ov.er_ex.posed 🤖

mikelaferney Marvelous post

platinum.luxures 🤖🤖

itslaura.x Wow ❤️ follow my journeys👤

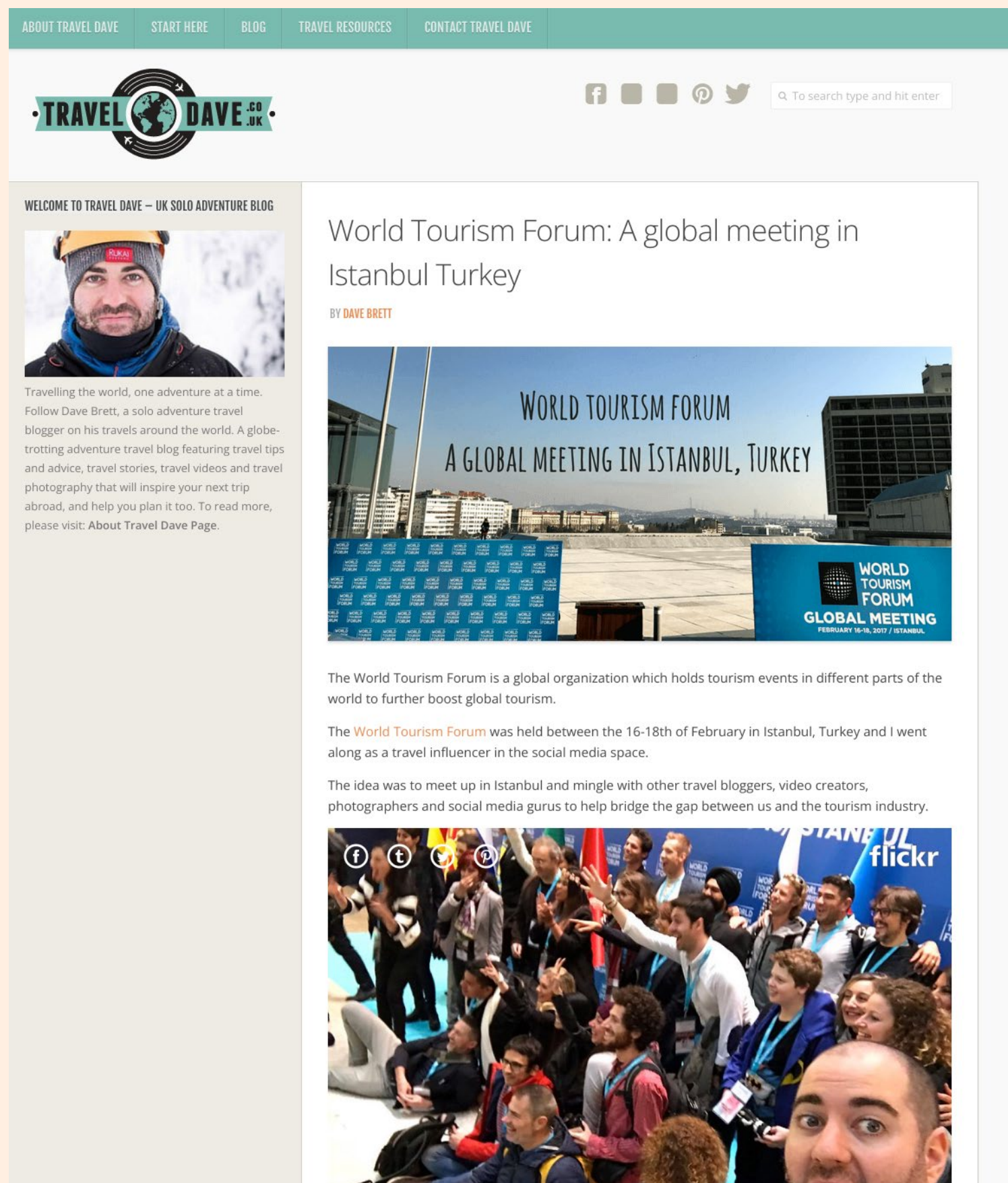
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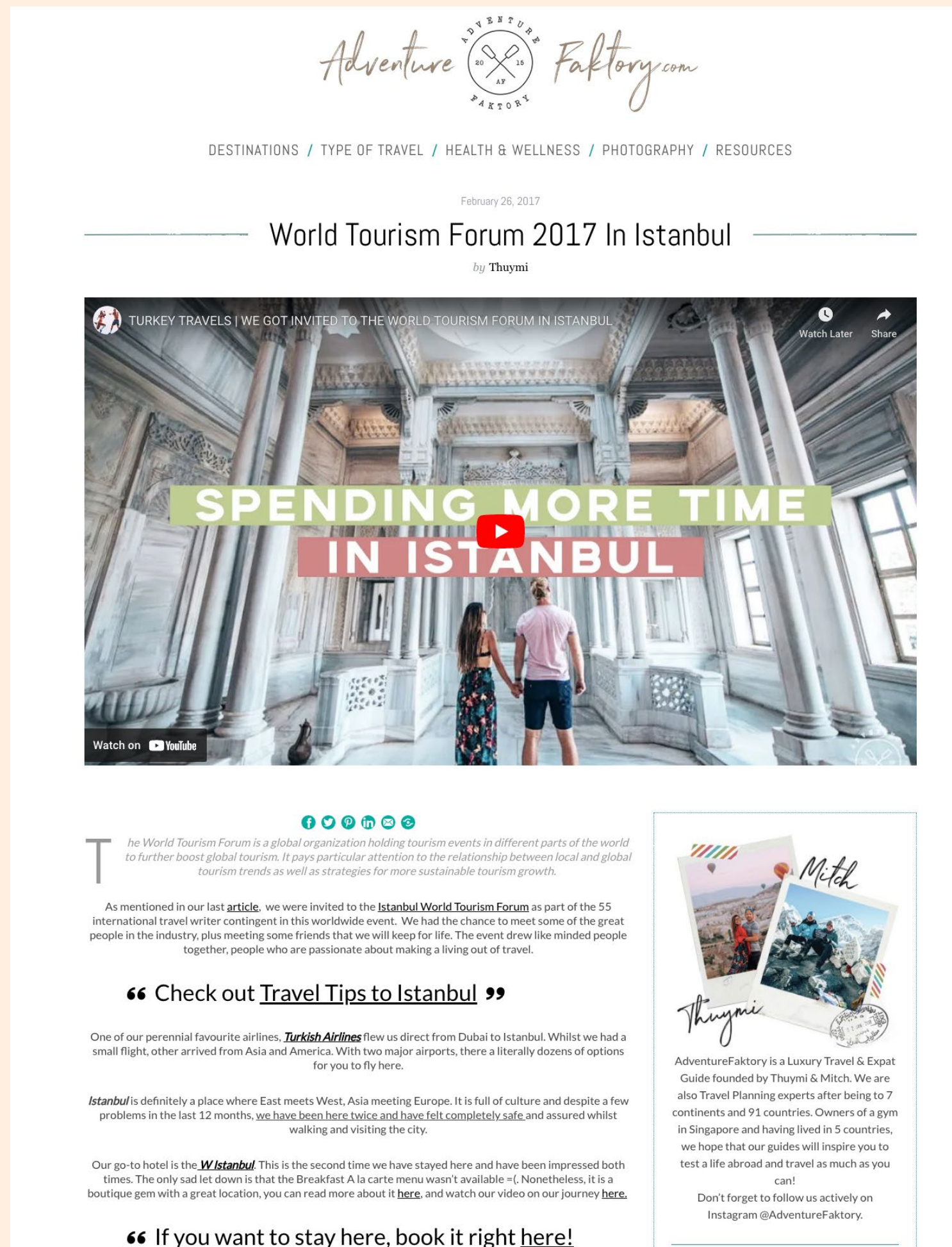
Annual Meeting 2017

ISTANBUL

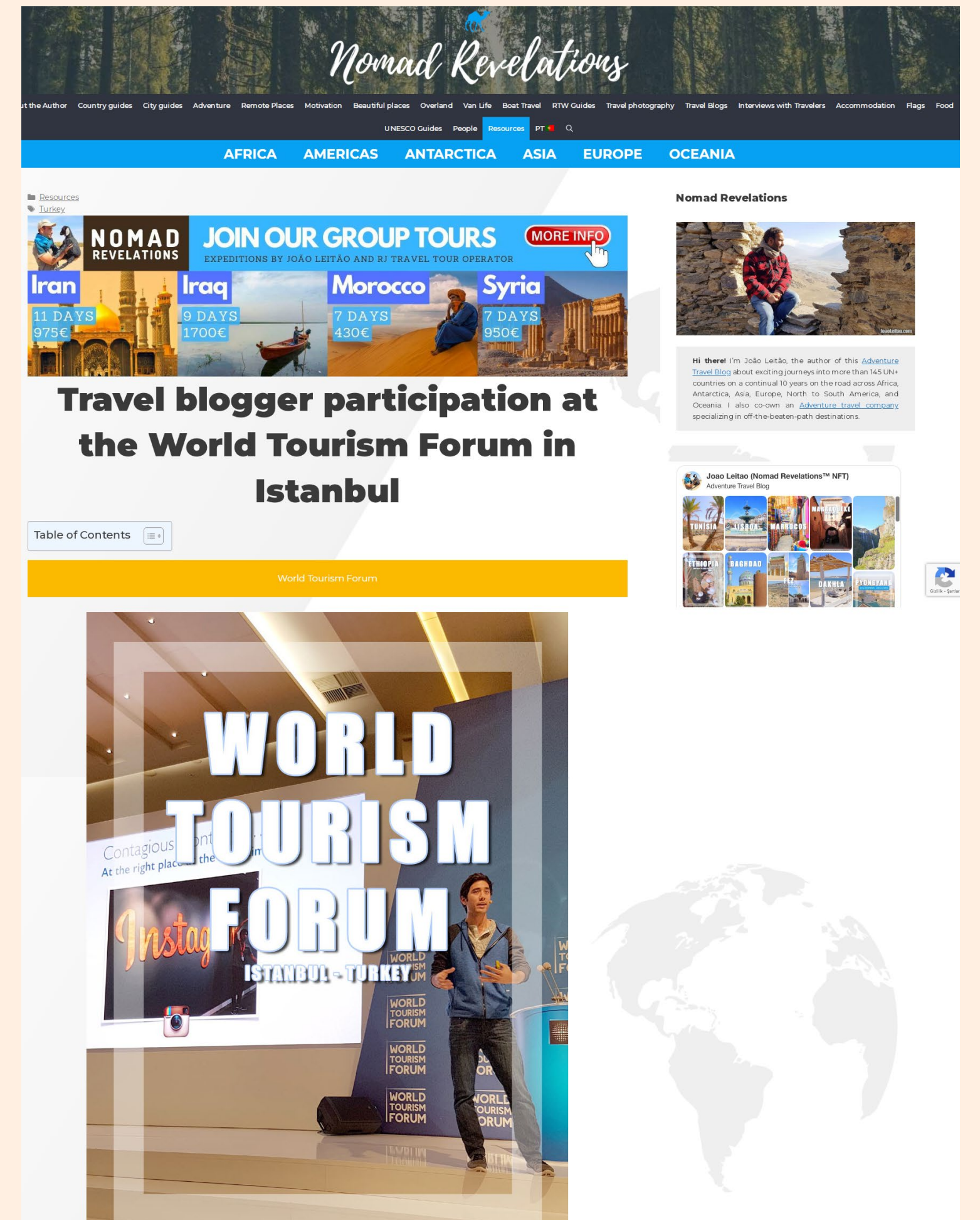
Some of the Blog Posts



<https://traveldave.co.uk/world-tourism-forum-istanbul-turkey/>



<https://www.adventurefactory.com/world-tourism-forum-2017/>



<https://www.joaoleitao.com/world-tourism-forum/>

Annual Meeting 2017

ISTANBUL

News Publications			
OUTLET	ACTIVITY	REACH	MEDIA VALUE
Newspapers	Story & Articles	25 Million	USD 8.5 M
Television	News Stories	30 Million	USD 15 M
Magazines	Story & Articles	1.5 Million	USD 600,000
News Websites	Press Release & Story & Articles	13.5 Million	USD 4.5 M
Social Media Engagement			
Instagram	Influencer Posts	150 Million	USD 25 M
Twitter	Influencer Posts	25 Million	USD 8.3 M
Facebook	Influencer Posts	50 Million	USD 15 M
Blogs	Story & Articles	25 Million	USD 5 M

Total Media Value
USD 81,900,000

Annual Meeting 2022 - INDONESIA BALI

During Annual Meeting 2022 Indonesia, digitalization, metaverse and global post-pandemic recovery were the highlighted topics in the news.

Coverages and press releases reached

30+ Million People





Annual Meeting 2022

On Global Media

yahoo!

REACH	MEDIA VALUE
1.8M	USD 600,000

<https://finance.yahoo.com/news/global-tourism-forum-annual-meeting-050000379.html>

yahoo!finance

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newsfile

Global Tourism Forum Annual Meeting 2022 Indonesia Aligns with the G20 Spirit to Recover Together, Recover Stronger - "Time for Travel & Tourism" (TTT)



September 22, 2022 · 2 min read

London, United Kingdom--(Newsfile Corp. - September 22, 2022) - In the stream of the G20 meeting, the Ministry of Tourism and Creative Economy of the Republic of Indonesia and the World Tourism Forum Institute (WTFI) partner to host the Global Tourism Forum Annual Meeting 2022 Indonesia.



Opening Ceremony of Global Tourism Forum Leaders' Summit Asia 2021

To view an enhanced version of this graphic, please visit:

https://images.newsfilecorp.com/files/9075/137882_af3bafc8b467a86e_001full.jpg

Global Tourism Forum Annual Meeting 2022 Indonesia, under the theme "Time for Travel and Tourism - from Words to Actions", will take place on 17-18th November at Movenpick Resort & Spa Jimbaran in Bali, Indonesia and will be held under the High Patronage and participation of HE Joko Widodo, President of the Republic of Indonesia.

Global Tourism Forum Annual Meeting 2022 Indonesia is Asia Pacific's largest tourism high level event bringing together over 400 public and private sector experts, CEOs, government representatives, and regional leaders to network and discuss the future trends reshaping travel across hospitality, technology, aviation, destinations, and online booking in Asia-Pacific and beyond.

The Global Tourism Forum Annual Meeting 2022 Indonesia's main aim is to define, together

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TRENDING

1. Exclusive-President Jokowi "confident" Tesla will invest in Indonesia
2. UPDATE 1-NATO chief stresses importance of Indo-Pacific partners amid security tensions
3. Euro zone yields inch down as inflation data, Fed decision eyed
4. UPDATE 1-China's Xi vows to help consumers spend 'without worries'
5. Rates-Rocked Housing Markets Add Fuel to Bond Traders' Bull Case

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Annual Meeting 2022

On Global Media



REACH	MEDIA VALUE
900,000	USD 300,000

<https://www.nasdaq.com/press-release/global-tourism-forum-gtf-bali-encourages-more-tourism-collaboration-and-cooperation>



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Global Tourism Forum (GTF) Bali Encourages More Tourism Collaboration and Cooperation

PUBLISHED

NOV 21, 2022 12:27PM EST



Jimbaran, Bali--(Newsfile Corp. - November 21, 2022) - The 2022 Annual Meeting Global Tourism Forum (GTF) was officially opened by Minister of Tourism and Creative Economy of Indonesia Sandiaga Uno at the Movenpick Hotel Bali, which was attended by the tourism industry from all over the world, 32 international speakers, and 20 speakers from Indonesia.

The World Tourism Forum Institute entrusted Indonesia Tourism Forum (ITF) to organize the Global Tourism Forum as an annual agenda.

Prof. Dr. Sapta Nirwandar SE, Chair of the ITF, expressed his gratitude to the Sandiaga Uno and his staff who supported this event after the G20 grand event in Nusa Dua, Bali.

"I also thank the pioneers of Bali tourism, such as Al Purwa, Paul Tallo, and practitioners Herna Danuningrat, Wiendu Nuryanti, and all the heads of the national tourism industry association who have helped make this event possible and shared their knowledge for the revival of tourism as speakers at this forum," he wrote.

According to Sapta, the G20 meeting also discussed how important mangroves are to becoming a tourist attraction and continuing sustainable tourism, which is now a global concern.

"In current GTF, we are discussing the future of tourism to make it stronger through collaboration with world tourism institutions to metaverse technology that can be utilized in the tourism industry."





Annual Meeting 2022

On Global Media

yahoo!

REACH	MEDIA VALUE
1.8 M	USD 600,000

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U.S. markets closed

S&P 5004,027.26+23.68 (+0.59%)

Dow 3034,194.06+95.96 (+0.28%)

Nasdaq11,285.32+110.91 (+0.99%)

Russell 20001,863.52+3.08 (+0.17%)

Crude Oil77.62-0.32 (-0.41%)

Gold1,756.10+10.50 (+0.60%)

newsfile


Leaders Come Together in Bali for Global Tourism Forum Annual Meeting 2022

f

November 16, 2022 · 1 min read

Bali, Indonesia--(Newsfile Corp. - November 15, 2022) - London based World Tourism Forum Institute, one of the most prestigious global Tourism organizations, is organizing the Global Tourism Forum Annual Meeting 2022 between 17-18 November in Bali, Indonesia.

All tourism leaders come together to discuss the future of the travel and tourism sector after COVID-19. Bali is one of the most important destinations hosting Global Tourism Forum Annual Meeting right after the G20 Leaders' Summit.



Jose Ramon Bauza – Member of European Parliament

To view an enhanced version of this graphic, please visit:

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TRENDING

1.

EU Aims for Russian Oil Price Cap Deal Amid Split Over Aim

2.

Amazon to shut down online learning academy in India

3.

Binance's Zhao flags possible \$1 billion for distressed assets- Bloomberg News

4.

Riksbank Rate Now at 14-Year High After 75 Basis-Point Salvo

5.

777 Partners to Buy Windhorst Stake in Berlin Football Club



Annual Meeting 2022

On Global Media

BENZINGA

REACH	MEDIA VALUE
840,000	USD 280,000

<https://www.benzinga.com/amp/content/29809082>

Global Tourism Forum (GTF) Bali Encourages More Tourism Collaboration and Cooperation

November 21, 2022 12:27 PM | 4 min read



Jimbaran, Bali--(Newsfile Corp. - November 21, 2022) - The 2022 Annual Meeting Global Tourism Forum (GTF) was officially opened by Minister of Tourism and Creative Economy of Indonesia Sandiaga Uno at the Movenpick Hotel Bali, which was attended by the tourism industry from all over the world, 32 international speakers, and 20 speakers from Indonesia.

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"In current GTF, we are discussing the future of tourism to make it stronger through collaboration with world tourism institutions to metaverse technology that can be utilized in the tourism industry."



GLOBAL TOURISM FORUM

NEWS BUSINESS SPORT AUTOMOTIVE TECH REGIONAL LAINNYA

Home > News > Bali > Sandiaga Uno Berharap Global Tourism Forum Jadi Solusi Nyata 19 Nov 22 | 10:15

Sandiaga Uno Berharap Global Tourism Forum Jadi Solusi Nyata

Diharapkan dapat pulihkan pariwisata pasca pandemik



GTF-AM yang berlangsung di Bali dibuka langsung Menteri Pariwisata dan Ekonomi Kreatif, Sandiaga Uno (Dok.IDNTimes/istimewa)

Verified
Ni Ketut Wira Sanjiwani

Share to Facebook Share to Twitter


Badung, IDN Times - Global Tourism Forum - Annual Meeting (GTF-AM) 2022 kembali diselenggarakan di Bali, tepatnya di Movenpick Resort & Spa Jimbaran Bali, Kabupaten Badung. Acara yang berlangsung selama dua hari pada Kamis (17/11/2022) dan Jumat (18/11/2022) ini diselenggarakan oleh Indonesia Tourism Forum (ITF) berkolaborasi dengan World Tourism Forum Institute (WTFI).

<https://bali.idntimes.com/news/bali/ni-ketut-wira-sanjiwani/sandiaga-uno-berharap-global-tourism-forum-jadi-solusi-nyata>

MARKET BUSINESS FINANCE NEWS TECH SHARIA LUXURY EVENT RANKING

GTF 2022 Pertemuan Bisnis Pariwisata dengan Investor

Pertemuan GTF 2022 akan perkuat industri pariwisata dunia.



PENYELENGGARAAN PERTEMUAN GLOBAL TOURISM FORUM 2022, DI BALI. (DOK. KEMENPAREKRAF)

BY BAYU PRATOMO HERJUNO SATITO 18 November 2022

Jakarta, **FORTUNE** – Dalam semangat kolaborasi KTT G20, pertemuan tahunan Global Tourism Forum (GTF) 2022 tengah digelar di Bali. Forum tersebut salah satunya berisi agenda pertemuan para pelaku bisnis dengan para investor untuk keberlanjutan perekonomian di sektor pariwisata dunia.

Menteri Pariwisata dan Ekonomi Kreatif (Menparekraf), Sandiaga Salahuddin Uno, mengatakan, pertemuan GTF 2022 bisa jadi sarana penguatan kemitraan publik dan swasta, dalam mendorong investasi dan pembangunan infrastruktur yang berkelanjutan. Pertemuan ini juga dapat melatih dan

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23 November 2022

NEWS
BCA Bank Mandiri hingga

<https://www.fortuneidn.com/business/bayu/pertemuan-gtf-2022-pertemuan-bisnis-pariwisata-dengan-investor>

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Kuliner hingga Fashion Khas Indonesia Dihadirkan di Global Tourism Forum 2022

kumparanTRAVEL 21 November 2022 18:04 · waktu baca 2 menit



Menparekraf RI Sandiaga Salahuddin Uno secara langsung membuka Global Tourism Forum 2022 di Jimbaran, Bali pada Kamis (17/11/2022). Foto: Kemenparekraf

Indonesia sukses menyelenggarakan Global Tourism Forum Annual Meeting 2022 di Bali, pada 17-18 November 2022 lalu. Sebagai tuan rumah, Indonesia menghadirkan beragam budaya lokal dalam forum berskala internasional ini.

Ada alasan khusus mengapa pihak penyelenggara menghadirkan berbagai budaya khas Indonesia di Global Tourism Forum Annual Meeting 2022. Hal ini bertujuan untuk memperkenalkan Indonesia


<https://kumparan.com/kumparantravel/kuliner-hingga-fashion-khas-indonesia-dihadirkan-di-global-tourism-forum-2022-1zIA0voDlcU/2>

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BUSINESS • ECONOMY

G20, Global Tourism Forum, upgraded Labuan Bajo to boost tourism revenue



Tourism and Creative Economy Minister Sandiaga Uno stands at a podium on Aug. 16. (Tourism and Creative Economy Ministry/-)

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Deni Ghifari (The Jakarta Post)

PREMIUM Jakarta • Tue, November 1, 2022

The government is banking on windfall income from the G20 Summit as well as the Global Tourism Forum – both to be hosted in Bali this month – and is upgrading facilities at the popular destination of Labuan Bajo in East Nusa Tenggara.

The Tourism and Creative Economy Ministry anticipates US\$100 million to \$150 million in additional income from 50,000 G20 Summit visitors, which would account for 20 to 25 percent of income from foreign tourists this year.

“We have [calculated that] every tourist or [G20 Summit] conference attendee will spend \$2,000 to \$3,000,” Tourism and Creative Economy Minister Sandiaga Uno said in a press conference on Monday.

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<https://www.thejakartapost.com/business/2022/11/01/g20-global-tourism-forum-upgraded-labuan-bajo-to-boost-tourism-revenue.html>

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WORLD > ASEAN

G20 summit, travel forum hoped to boost Indonesia's tourism recovery

The Indonesian tourism sector hoped to reap benefits from the G20 summit and the Global Tourism Forum Annual Meeting to be held in Bali in November.

VNA - Thursday, November 03, 2022 16:23 <https://link.gov.vn/kadbl2vj> <https://link.gov.vn/kadbl2vj> Like 0 Share


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Wednesday, November 02, 2022 21:03

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Wednesday, November 02, 2022 11:22

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Tuesday, November 01, 2022 17:20

Indonesia announces "second home" visa programme
Thursday, October 27, 2022 20:54



Illustrative photo. (Source:Versus Travel)

Jakarta (VNA) - The Indonesian tourism sector hoped to reap benefits from the **G20 summit** and the Global Tourism Forum Annual Meeting to be held in Bali in November.

Addressing a recent [press conference](#), Minister of Tourism and Creative Economy **Sandiaga Uno** estimated that each tourist or delegate attending the G20 Summit will spend 2,000-3,000 USD.

Therefore, the host country will collect 100-150 million USD from 50,000 guests attending this year's summit.

Bali will host the **Global Tourism Forum** Annual Meeting from November 17-18, gathering 300 major enterprises to discuss the future of the tourism industry./.

VNA

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G20 Summit | Press Conference | Sandiaga Uno | Global Tourism Forum | Bali | Tourism Sector | Tourism Industry

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VIDEO

Vietnam ranks 2nd in Asia in two-way trade by sea with US

73rd anniversary of Vietnam-Russia diplomatic ties marked

Tay ethnic in Tuyen Quang celebrates Long Tong festival

Vietnamese Tet inspires foreigners

PM examines Mai Son - National Highway 45 project

<https://en.vietnamplus.vn/g20-summit-travel-forum-hoped-to-boost-indonesias-tourism-recovery/243234.vnp>

Rabu, 1 Februari 2023

Bandung Raya Covid-19 Daerah Nasional Politik Ekonomi Pendidikan Ragam Hukum Sport

Nasional

Global Tourism Forum Annual Meeting 2022, Menjadi Tonggak Baru Kebangkitan Industri Pariwisata

Ramdan ZB - Rabu, 25 Mei 2022 | 16:38 WIB



Launching of Global Tourism Forum Annual Meeting 2022 di Pullman Hotel Jakarta, Rabu (25/5/2022).

Jakarta, Zonabandung.com,- Indonesia menjadi tuan rumah perhelatan akbar Global Tourism Forum Annual Meeting 2022 yang rencananya diselenggarakan di Bali, bulan November mendatang.

“Global Tourism Forum Annual Meeting adalah event terbesar dalam skala GTF. Pertemuan tahunan GTF ini akan menghadirkan lebih dari 500 delegasi yang terdiri dari sejumlah besar eksekutif industri pariwisata, investor dan pejabat tinggi dari banyak negara di seluruh dunia,” jelas Chairman Indonesia

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- 5 Upacara Hari ke73, Kakanw Jabar Sampa
- 6 Pelayan Prim Kalapas Garu Jabar Adaka
- 7 Semarak HBI Bandung Ada dan Tabur Bu
- 8 Kalapas Suka Canangkan P Integritas Unt
- 9 Ketua HPN 20 Zulhadi Samp Kegiatan Har
- 10 Stafsus Menk Intelijen Sami Gunung Sind

<https://www.zonabandung.com/nasional/pr-1203466613/global-tourism-forum-annual-meeting-2022-menjadi-tonggak-baru-kebangkitan-industri-pariwisata>



Annual Meeting 2022 | On GTF Social Media Accounts



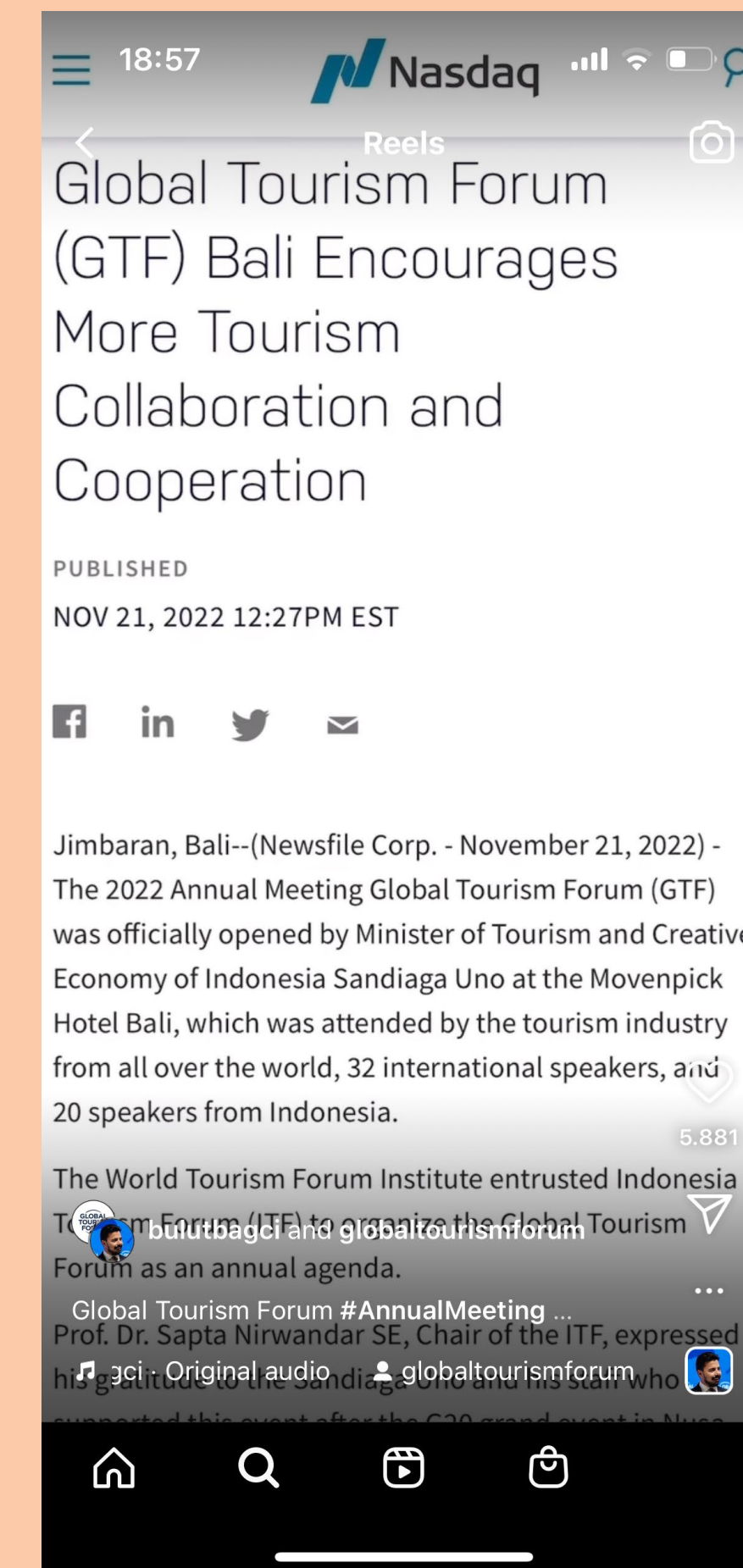
197,000 views



101,000 views



162,000 views



101,000 views

Annual Meeting 2022

BALI

News Publications			
OUTLET	ACTIVITY	REACH	MEDIA VALUE
Newspapers	Story & Articles	7.5 Million	USD 2.47M
Television	News Stories	15 Million	USD 7.5 M
Magazines	Story & Articles	540,000	USD 216,000
News Websites	Press Release & Story & Articles	24 Million	USD 7.5 M
Social Media Engagement			
Instagram	Posts	60 Million	USD 10 M
Twitter	Posts	3 Million	USD 900,000
Telegram	Announcements	900,000	USD 90,000
Live Broad Cast			
Online Broadcast	2 Days Full Sessions	762,000	USD 250,000

*Media exposure value was less than the 2017 Annual Summit because the G20 summit was being held in Indonesia at the same time and the summit received less governmental support.

USD 28,926,000

Some of Other Media Coverages



ADDIS ABABA



ISTANBUL

Media Figures

Screen faces of international media foundations contribute our events. Beside their shared knowledge this names also help WTFI to be shown on media.

Todd Benjamin



Annual Meeting 2015 - Isanbul

Kasia Madera



Mediterranean Summit 2016 - Antalya

Media Figures

Screen faces of international media foundations contribute our events. Beside their shared knowledge this names also help WTFI to be shown on media.

Maria Ramos
TRT WORLD



Adesewa Josh
TRT WORLD



Leaders Summit Europe 2022

BRUSSELS

“Leaders Summit” is a concept for smaller scale events of GTF Brand.

During Leaders Summit Europe 2022, news and press releases reached

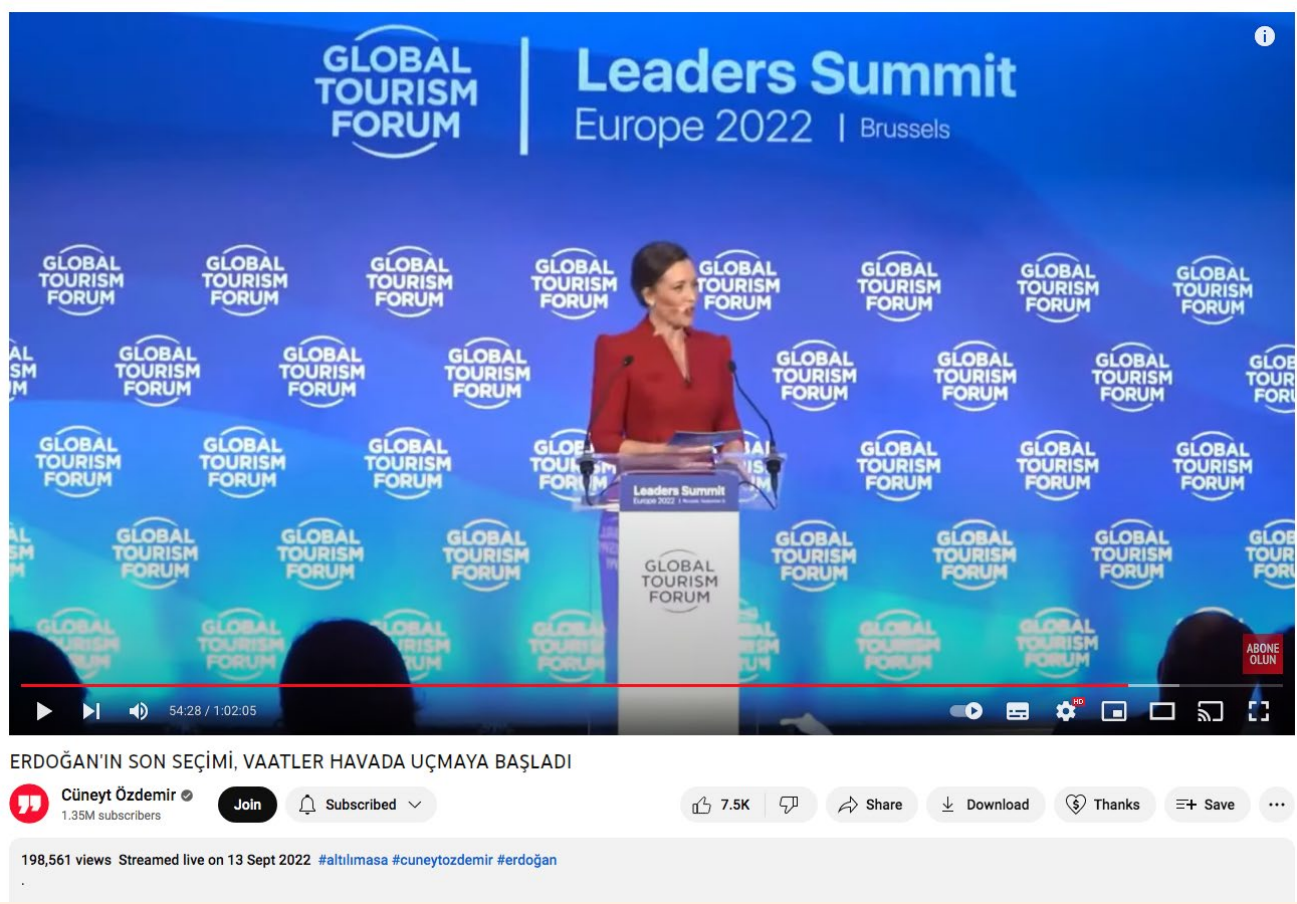
13 million people
on media channels



In the media works conducted during the Leaders Summit Europe 2022, the messages, especially regarding post-covid efforts of European Union and Industry leaders , were brought to the headlines.

As a result, the news in the international media played an important role to spread these messages to the world.

An example for media coverage on Youtube:



REACH	MEDIA VALUE
198,000	USD 99,000

https://www.youtube.com/live/6w_bN_gFEwY?feature=share&t=3146



Global Tourism Leaders Gather in Brussels to Discuss a New Era of Growth and Connectivity at the Global Tourism Forum Leaders' Summit Europe 2022

September 20, 2022 · 7 min read

Brussels, Belgium--(Newsfile Corp. - September 20, 2022) - Under the theme "Investment, Connectivity and Hospitality", the Global Tourism Forum Leaders' Summit Europe 2022 kicked-off on September 6th at the Radisson Collection Hotel, Grand Place Brussels.

The full day event has brought together over 40 top high-level speakers to boost and support the start of a new era of growth for the Travel & Tourism sector for Europe and the world.



President of World Tourism Forum Institute - Bulut BAĞCI - Opening Remarks

To view an enhanced version of this graphic, please visit:
https://images.newsfilecorp.com/files/9075/137794_rsz_140_gtfbrussels2022_550.jpg

European Commissioners, EC Director General and Directors; the most important

REACH	MEDIA VALUE
1.8 M	USD 600,000

<https://finance.yahoo.com/news/global-tourism-leaders-gather-brussels-153300411.html>

Leaders Summit Europe 2022

BRUSSELS

News Publications			
OUTLET	ACTIVITY	REACH	MEDIA VALUE
Youtube Media	News Stories	1 Million	USD 500,000
News Websites	Press Release & Story & Articles	12 Million	USD 4 M
Social Media			
Instagram	Posts	24 Million	USD 4M
Twitter	Posts	1.2 Million	USD 360,000
Telegram	Announcements	810,000	USD 81,000
Live Broad Cast			
Online Broadcast	1 Days Full Sessions	230,000	USD 78,000

* "Leaders Summit" is a concept for smaller scale events of GTF Brand.

Total Media Value
USD 9,019,000



WWW.GLOBALTOURISMFORUM.ORG