2019 TRAVEL AND TOURISM PIONEERS FORUM

JUNE 23rd - 25th
The Ritz Carlton - Jeddah

For more info:
Event Manager Mrs. Bassima Elnahi
Belnahi@alawsatexpo.com
+966 545601923
As the Middle East Expo completes 4th Travel and Tourism Pioneers Forum, I am delighted that it has been crowned with appreciation by the touristic bodies that support its pioneering tour in the world of tourism.

I would like to express my thanks to all who contributed to the success of this great work in Riyadh - Kingdom of Saudi Arabia and gratitude the employees of Alawsat Team for their great effort and dedication which contributed the achievement of the targeted results, hoping that in 2019 they will achieve the targeted success.

Peace, Mercy and Blessings of God
Travel and Tourism Pioneers Forum (TTPF) is an event held annually in the kingdom of Saudi Arabia. It is considered one of the main outputs in Al Awsat Expo plan to organize exhibitions and conferences under the patronage of HRH Prince Dr. Saif Al-Islam Bin Saud Bin Abdul-aziz Al Saud. As the world’s first of its kind event in the Middle East.

About Us:
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Services Offered:
- Coordination of individual or group trips
- Hotel reservations
- Transportation & tours
- Car rental & local flights
- Logistic & other requirement

Also provides the best services for both participants and visitors together the best international offers under one community offering a unique opportunity to meet, to communicate and to invest.

The forum offers creative ideas, modern travel technology and efficient services supported by experienced professionals in the field of tourism. The event features seminars led by esteemed experts covering the latest insights and trend in the travel industry today.

The success of the Forum in the past 3 years which attracted:
- 13,000 VISITORS including ROYAL FAMILY, AMBASSADORS, ELITE BUSINESSMEN
- 165 exhibitor
- OVER 30 countries
- 70 Journalists
- 10 TV networks

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Aligning with the vision of the Kingdom of Saudi Arabia 2030 in tourism sector, it is important to develop the tourism and entertainment sector, to plan for the development of tourist sites in accordance with the highest international standards, providing the Saudi tourist map with new tourist patterns, and to revive the heritage sites of the national, Arab and Islamic heritage, as a living witness to its ancient heritage and its prominent position on the map of human civilization.

Hence, the Forum seeks to be the largest and fastest growing event worldwide by strengthening the vision of Saudi Arabia and connect the world different nations to each other, which earns this Forum a unique cultural diversity.

It is a qualitative leap to create opportunities for all key partners, exchange ideas, design the future of the tourism sector and achieve a unique diversity in the tourism industry in Saudi Arabia to bring together a harmonious mix of heritage, tourism, leisure, culture, business, and investment.
Our Goal

- To introduce the worldwide tour operators to the general public & the international business community.
- To facilitate exchange of experiences and information among tour operators worldwide.
- To provide forum for service providers meetings to exploit immediate business opportunities.
- To provide networking opportunities with the travel trade community.

Why Us

- Create strong connect with the travel trade community.
- We arrange meeting with high profile business man and Govt. Agencies (as per request).
- Pre-Scheduled B2B meetings, serving as an effective tool to do quality business on a global scale.
- Create investment opportunities between exhibitors and investors.
- The opportunity to attend 12 workshops by well-known international speakers.
- You can apply for the first tourist visa in kingdom of Saudi Arabia through us.
- Reach out to a large proportion of the market place in a short space of time and explore the possibility of entering new exports and markets.
- A series of sponsorship and branding avenues to maximize your brand exposure.
- Opportunity to conduct business with over + 31,000 qualified industry buyers and trade visitors.
- Find out about the opportunities within the industry and learn from experts on the direction and future travel trend.
- Award ceremony for different categories.
TTPF Participants

- Governmental Institutions.
- Tourism Boards.
- Hotels & Resorts.
- Local & international Travel Agencies.
- Medical & Educational Tourism.
- Communications Companies.
- Car Rental Companies.
- Embassies & Consulates international Real Estate.
- Airlines.
- Banks.

Activities

The participants from all countries and various companies will help you to discover all the famous and un-known tourism destinations. The forum includes heritage shows, seminars and folklore to be a vibrant forum.

Business Tourism

Good niches in business tourism exist for developing and transition economies. These countries can market themselves as cost-effective, yet exotic locales, where corporate objectives can be met in a rejuvenating setting.
Medical Tourism

On the 4th edition of travel and tourism pioneers forum, will offer a platform for the medical tourism segment, which has become an important fast growing market.

We will provide the Medical tourism pavilion for medical service providers.

This exhibition is communication and information platform in the industry and offers the exhibiting companies the opportunity to present to an audience of experts here.

Visitors can find out here in depth and comprehensive information on the latest developments, trends, services and products in various fields.

Why People Travel For Medical Treatments

- Higher quality in care and services.
- Reduced costs of cross border medical treatment.
- Medical treatment combines with attractive destinations.
- Treatments and medications not approved or available in the home country.

On this TTPF 2019, we provide a great platform to promote Medical Tourism. We will provide an opportunity for the exhibitors to make seminars and workshops on Medical Tourism. Our Business Center team will schedule business to business meetings.

Medical Exhibitors Categories

- Local & International Hospital Groups
- Medical Travel Organizations
- Medical Facilitators
- Health Service Companies
- Insurance Companies
- Healthcare Facilities Management
- Government Associations
- Medical Societies
Educational Tourism

Educational tourism is those people, including education and learning is their main purpose of the trip to carry out tourism activities. The concept of a wide range of educational tourism has been changing the concept of tourism itself.

Cultural Tourism

A form of tourism that allows tourists to be immersed in local cultural related activities such as rituals and festivities. It leads the destination in providing opportunity for authentic cultural exchange between locals and visitors.
**Religious Tourism**

In TTPF 2019, we will have a special pavilion for Religious Tourism, which will be a great platform for the World Hajj & Umrah Companies. The business Center Team will help to connect the International Companies with the Saudi Companies.

**Workshop Sessions**

The Travel and Tourism Workshop provides you with a broad understanding of the global Tourism sector, and equips you with the knowledge and skills to maximize the business potential of this industry for your market.

The workshops will cover the following tourism sectors:

- Leisure
- Coastal Tourism
- Future Tourism
- Medical Tourism
- Business Tourism
- Virtual Tourism
- Culture Tourism
Over 1 million outdoor advertisement views.

Access to 800,000 + users of social media.

120,000 + listeners to radio.
“Alif Alif FM, Panorama FM, MBC FM, Riyadh Radio Station”

10,000 + visitors.

600,000 + newspaper readers.

You will communicate with the representatives of companies in addition to businessmen and their affiliated organizations, so you will recognize their customers and discover new aspects from every destination. The event will have many surprises. It will be covered by local and international news channels throughout the Forum, Social Media and Advertising campaigns.

Why Participate
2 or 3 partition wall sides depending on your booth location

1 or 2 counters according to the booth size

1 table + 2 chairs

Basic lighting / Spotlight

Company name printed into fascia board

Electric wiring work

Floor carpet

Lighting in the exhibition Catalogue

Logo printed on the counter

1 wastebasket

Shell Scheme

Sponsorship

The sponsorship of Travel and Tourism Pioneers Forum provides you the perfect opportunity to prove your commitment of developing the local and international system, supporting your marketing goals, and being in the right place as one of the representatives in the tourism activity.

You can take advantage of unique opportunities of sponsorship in line with the culture and the goals of your company. You will be able to build the travel and tourism sector by offering your services.
1. Non-equipped exhibition area of 100 sqm at the exhibition hall main entrance.
   Provide 20 invitation cards to attend the opening.

2. 15 VIP seats in the opening.
   To be honored by the organizer.

3. Invitation to attend a private networking cocktail dinner.
   Two colored pages in the exhibition directory.

4. Prominent recognition and acknowledgment in the workshop’s backdrop, marking & advertising collaterals, billboards and buntings.

5. Placement of corporate banner at a designated area of the workshop venue.

6. 30 second promotional advertisement prior to the workshop’s first session.

7. 15 seconds Ad on workshop’s main video for three months.

8. Display the logo of the strategic sponsor sponsor in the Forum website.
   Display the logo of the strategic sponsor in the programs of the Forum and the final report.

9. The participation will be documented by photos.
   Display the logo of the strategic sponsor in all marketing campaigns.

10. Display the logo of the strategic sponsor on VIP’s invitation cards.
    Media interview during the exhibition.

11. Participation in the press conference after the opening ceremony.

12. Collaborative opportunities and invitations to all Alawsat Expo events.

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1. Non-equipped exhibition area of 84 sqm at the exhibition hall main entrance.
   Provide 15 invitation cards to attend the opening.

2. 10 VIP seats in the opening.
   To be honored by the organizer.

3. Invitation to attend a private networking cocktail dinner.
   One colored pages in the exhibition directory.

4. Prominent recognition and acknowledgment in the workshop’s backdrop, marking & advertising collaterals, billboards and buntings.

5. Placement of corporate banner at a designated area of the workshop venue.

6. 15 second promotional advertisement prior to the workshop’s first session.

7. 10 seconds Ad on workshop’s main video for three months.

8. Display the logo of the platinum sponsor sponsor in the Forum website.
   Display the logo of the platinum sponsor in the programs of the Forum and the final report.

9. Display the logo of the platinum sponsor in all marketing campaigns.
   Display the logo of the platinum sponsor on VIP’s invitation cards.

10. Media interview during the exhibition.
    Participation in the press conference after the opening ceremony.

11. Collaborative opportunities and invitations to all Alawsat Expo events.
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<thead>
<tr>
<th>Golden Sponsor Package</th>
<th>Silver Sponsor Package</th>
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<tr>
<td>1. Non-equipped exhibition area of 54 sqm at the exhibition hall main entrance.</td>
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<td>2. Provide 10 invitation cards to attend the opening.</td>
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<td>3. 5 VIP seats in the opening.</td>
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Statistic & Number

According to government statistics, Saudi tourists are the most spenders in the world when they go abroad, spending more than 41 billion Euros each year and spending up to six times the period compared to Western tourists.

TTPF is characterized & distinguished by:

- Over 1 million advertisement views.
- More than 120,000 radio listeners.
- Access to more 800,000 social media users.
- More than 10,000 visitors.
- More than 600,000 newspaper readers.

Media Coverage

Travel and Tourism Pioneers Forum is attended by media and radio channels worldwide.

Newspapers & e-newspapers, the Forum is covered by many local and international newspapers and magazines such as Saudi, Bahraini, Indian, Turkish, Nigerian, Russian Newspapers.

Press Conference: A press conference is held annually after the Forum opening, Chaired by His Royal Highness Prince Dr. Saif Al-Islam Bin Saud Bin Abdul-aziz Al Saud, and a number of heads of sponsoring companies.