

19 - 21 Feb 2020
Seaside Arena



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THE INTERNATIONAL TRAVEL AND TOURISM MARKET



UNDER THE PATRONAGE OF

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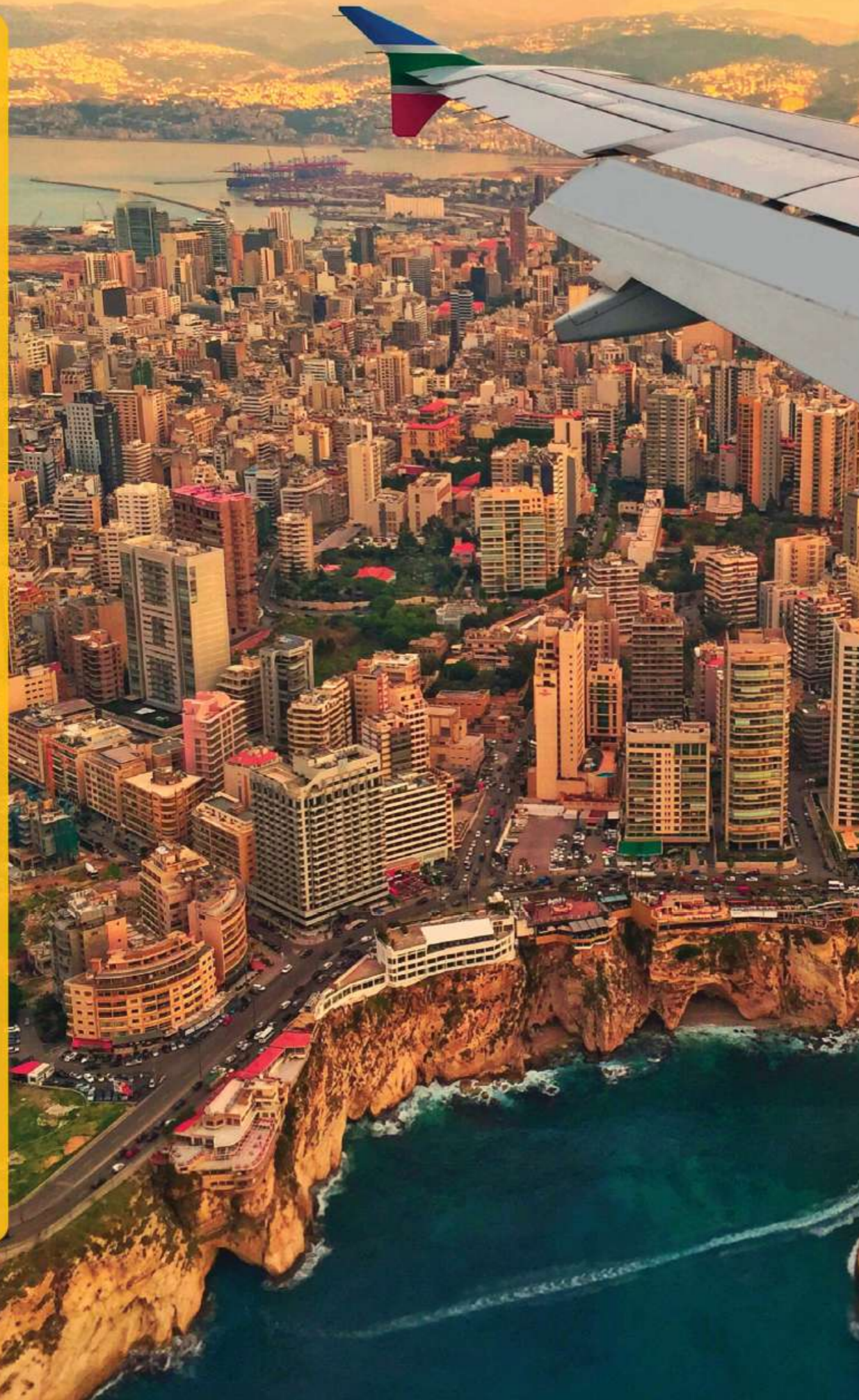
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ABOUT ITM BEIRUT

ITM Beirut, held in collaboration with the Ministry of Tourism, is Lebanon's sole international exhibition catering for the travel & tourism industry.

Tourism professionals & travel enthusiasts will gather under one roof to explore global destinations showcasing Leisure & MICE tourist attractions, travel & accommodation options & hospitality services. By taking part, participants are able to access Lebanon's fastest growing sector & unlock business potential for the developing LEVANT region.





YOUR GATEWAY TO THE REGION

- Lebanon is the ideal gateway for the developing LEVANT markets
- Outbound tourism accounts for 120% of Lebanese population
- Outbound tourism is expected to increase by 14% through 2022
- Lebanese tourists spend more than \$20 Billion yearly while traveling
- Tourism represents Lebanon's fastest growing sector
- This sector contributes to 19% of Lebanon's GDP
- \$10.4 Billion reported in tourism spending during the year 2016

YOUR GATEWAY TO THE REGION

Strategically located in the heart of Beirut, ITM will provide the chance to network with **Local & Regional Tourism & Travel Industry Professionals.**

This exhibition will target elite business travel buyers from across Lebanon as well as its neighboring LEVANT countries, giving companies worldwide access to one of the fastest growing regions in the world.

EXHIBITORS PROFILE

-  - Tourist Destinations
-  - International & National Tourism Organizations
-  - Airlines, Cruise Lines & Railways
-  - Hotels, Resorts & Spas
-  - Travel Agencies, Destination Management Companies, Tour Operators & Ticketing Agents
-  - Museums, Palaces & Historical Sites
-  - Religious Tourism
-  - Lodges, Villas & Beach Resorts
-  - Eco-Tourism, Recreational Activities & Sports
-  - Amusement Centers, Theme Parks & Entertainment
-  - Shopping Centers & Malls
-  - Educational Tourism & Training Centers
-  - Banking, Credit Card & Insurance
-  - Car Rentals, Taxis and Transportation
-  - Travel Technologies
-  - Airports, Seaports & Duty-free areas
-  - MICE industry



WHY EXHIBIT?

- Meet thousands of targeted buyers from leisure, corporate & MICE sectors
- Penetrate, develop & establish presence in LEVANT markets
- Benefit from our matchmaking service to pre-schedule face to face meetings with local & regional buyers
- Identify new partners, agents & resellers
- Launch new packages, products & services
- Provide an unforgettable experience for travel professionals





360° MARKETING CAMPAIGN

Take advantage of the FREE marketing opportunities giving you exposure before, during and after the show. These activities will allow you to maximize your ROI at the event and invite your key clients to meet you in your booth

- Personalized direct mail/post card invitation to your client lists on your behalf
- Personalized email invitations to your client lists on your behalf
- Customized web banners for your websites and email signatures
- Personalized Social Media posts across our social media platforms
- Personalized SMS Invitation to your client lists on your behalf
- Access to our dedicated business match making software enabling you to pre-schedule meetings with key industry professionals and attendees



BOOK YOUR SPACE NOW:

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