



18.08.2026

Dear Sir/Madam,

The 4th International Istanbul Tourism Fair, supported by the Ministry of Trade of the Republic of Türkiye and the Türkiye Tourism Promotion and Development Agency (TGA), with Türkiye İş Bankası as the Main Sponsor, Turkish Airlines as the Official Airline Sponsor, the Association of Turkish Travel Agencies (TÜRSAB) as the Strategic Partner, the Turkish Hoteliers Association (TÜROB) and the Turkish Tourism Investors Association (TTYD) as Official Business Partners, and with the support of the Istanbul Metropolitan Municipality and the Istanbul Convention & Visitors Bureau, will take place on 24–25 September 2026 at the Yenikapı–Eurasia Performance and Art Center.

In its fourth edition, the Istanbul Tourism Fair will bring together more than 345 exhibiting companies and over 17,000 national and international tourism professionals across 10,000 m² of exhibition space. The Fair will bring together Türkiye's leading travel agencies, tour operators, hotel chains and service providers under one roof. In addition, through our international Hosted Buyer Programme, exhibitors will have the opportunity to hold B2B meetings with high-volume outbound travel agencies, DMCs, tour operators and corporate travel buyers from Europe, the CIS, the Middle East, the Americas, Asia-Pacific, Australia and Africa. The Fair will also provide opportunities for B2B meetings between exhibitors and tourism industry professionals attending as visitors.

The Tourism Summit, to be held concurrently with the Fair, will feature 85 national and international speakers across 17 sessions. The Summit will address a wide range of topics, including industry developments, emerging trends, sustainability, the MICE industry, OTAs and expectations for 2027.

Open exclusively to tourism professionals, the Fair will also feature the ITF Gala Party, to be held on the evening of 24 September at Swissôtel The Bosphorus, where networking will continue alongside a programme of spectacular performances.

Exhibitor Profile:

- Travel Agencies, Tour Operators, Inbound and Outbound Travel Companies, DMCs and Incentive Companies
- Hotels
- Countries, Convention Bureaux and Tourism Promotion Offices
- Airlines
- Chambers of Commerce
- Transportation Companies
- MICE Companies
- Meeting Support Companies and Service Providers
- Yacht and Cruise Tourism Companies
- Technology Companies

- Healthcare Institutions and Organisations

Advantages and Opportunities Offered by the Istanbul Tourism Fair

- Istanbul, serving as a strategic bridge between Eastern and Western markets, enables global business partners to come together seamlessly in a single destination.
- Taking place at the beginning of the early-booking period and coinciding with the contracting process for the new season, the Fair provides hotels, travel agencies and destination management companies with an opportunity to initiate their 2027 planning and establish new business partnerships on site.
- At this trade-only event, the dedicated B2B platform facilitates one-to-one business meetings with strong commercial potential between Hosted Buyers and local and regional suppliers, hotels and travel agencies.
- The Tourism Summit, featuring national and international expert speakers, will examine global trends, technological developments and forecasts for the 2027 season from an analytical perspective.
- Bosphorus cruises and tours of Istanbul's Historic Peninsula organised for international buyers will provide first-hand experience of Istanbul as a destination, while the ITF Gala Party at Swissôtel The Bosphorus will offer high-level international networking opportunities.
- Turnkey stand options and pre-scheduled meeting calendars will enable international exhibitors to manage their exhibition budgets and travel time with maximum efficiency.

Yours sincerely,

Volkan ATAMAN
CEO & Board Member
Dream Project

