



RIYADH 2012
TRAVEL FAIR
15 - 18 MAY

RIYADH TRAVEL FAIR 2012



RTF



FOUR SEASONS *Hotels and Resorts* Riyadh Travel Fair 4th edition
Four Season Hotel - Kingdom Tower



Welcome

Join us to celebrate the tourism at Riyadh Travel Fair on 15 May to 18 May, 2012, after the great achievements by the last consecutive Sessions of Riyadh Travel Fair (2009, 2010 and 2011), RTF 2012 is launching its Fourth sessions from 15 May to 18 May 2012 in Four Season Hotel, Kingdom Tower, Riyadh in the capital city of the Kingdom of Saudi Arabia.

RTF 2012 is considered as an important annual event where the leading travel & tourism organizations from KSA & Gulf along with other countries of the world are gathered round on one platform representing tourism promotion authorities and tourism companies on global scale. RTF 2012 is considered as a market place where exhibitors from different countries are introducing their products, tourism services and tourism investments offered by large companies in the world.

RTF 2012 is intended to provide opportunities for organizations to explore their activities and services, offer investment opportunities in the tourism sector within the Kingdom of Saudi Arabia and in the Gulf Cooperation Council (GCC) to the local & global tourist leading investment companies and exchange of experiences in the field of tourist products, services promotion and marketing. RTF 2012 is a foundation, which brings together all regional & non regional organizations in the field of travel & tourism under one roof, displaying specialized tourist presentations of tourism and provides special programs for travel agents and buyers from all over the world.

Once again, we are pleased to invite all our partners from different countries of the world.

Welcome to Riyadh, the center of Saudi Arabia and join us at Riyadh Travel Fair 2012.

RTF 2012 TEAM

Why participate in the Fair?

Statistics

- Saudi Arabian Monetary Agency (SAMA) figures indicated that tourism expenditure increased to about S.R. 57 billion.
- Statistics of the Tourist Information and Research Center (AMAS) in the Saudi Arabia estimated that the Saudis spending on external tourism, exceeded S.R.22 billion, last year, paid by more than four million Saudi travelers during the summer vacations.
- Increase of external travelers numbers the eids vacations by about 3.4 million travelers.
- Government estimations expected that the Saudi internal tourism expenditures may reach up to S.R.100 billion by 2020.
- Saudis occupy the first place internationally in term of tourist expenditure.
- According to the classification of the World Economic Forum (WEF) of the United Nations International Tourist Organization, Saudi Arabia occupies the first place among (139) countries in the annual data comprehensiveness index for the travel and tourism sector.
- According to a report issued by the travel and tourism International Board Saudi Arabia is expected to occupy the 23rd place in the world with regard to the national product in economy and tourism.

Therefore, Riyadh Travel Fair 2012 will offer you unique opportunity to meet with more than 30,000 visitors including VIP, businessmen, journalists and professionals in travel sector, in-addition to a number of non-profitable organizations interested in purchasing, selling, and collection of information regarding your destinations, products or services.



participate in Riyadh Travel Fair 2012 and take advantages of the following:

- Explore new markets and sectors.
- Market your products, services and destinations.
- Enter into long term transactions.
- Meet the most significant international purchasers in the region and conclude large sales dealings.
- Meet current customers and partners in your work field.
- Add new agents and distributors.
- Release new products and packages.
- Conduct market testing and obtain continued reactions.
- Evaluate the market to focus on the most important tendencies.



Exhibitor's Profile

- International and State Tourism Boards/ Organizations
- National & International Tourist Destinations
- High Education Corporation
- International & National Airlines
- Railways
- Cruise Line
- Ocean Liners etc.
- National & International Travel & Tourism Planners
- Tour Organizers
- Travel Agencies
- Tour Operators
- Ticketing Agents
- National & International Hotels & Resorts Chains
- Star Hotels
- Heritage Hotels
- Palaces
- Golf
- Hills
- Beach
- Health & Ayurvedic Resorts
- Spa
- Portals
- Companies Involved In Adventure Activities, Sports, Eco Tourism
- Amusement/Theme Parks/Entertainments
- Shopping Paradise/Malls
- Travel Educational Institutes
- Time Share Properties
- Finance Companies
- Insurance
- Banks
- Credit Cards
- CD-ROMs
- Travel Publications
- Car Rentals
- Associations etc.



Why visit the show?

To closely know about the travel institutions, operators and agents, public and private sectors tourist activity institutions, institutions agents, hotel owners and the tourist services they provide to the travelers, along with the most significant and recently explored tourist destinations.

A large promotion campaign will be inaugurated during the Fair throughout the Kingdom of Saudi Arabia and abroad, allowing you to make profit of the following:

- To be informed about more than 2500 products from more than 130 destinations.
- Explore new tourist destinations
- Build up wide business relation network
- Interact and make profit of the new offers and products
- Assist in appropriate planning to spend vacations and recreation times.

Visitor's Profile

- MICE Operators
- Business Organizers
- Groups Travel Organizers
- Individuals
- Corporate Clients
- Families
- Retail Travel Agents
- Inbound Tour Operators
- Outbound Tour Operators
- Students



The venue

The Fair will be organized at Four Season Hotel Hall, the Kingdom Tower of 300 m height, which is composed of 99 floors. It is considered as the most important economic and financial centers in the Saudi Capital of Riyadh. The Tower is characterized with its distinguished location in intersection of three main roads in Riyadh; King Fahad Road, Olaya Road and Uroobah Road, in an easy accessible location. The Tower embraces one of the most active shopping malls; the Kingdom Mall, a preferred resort for shoppers containing the most eminent international brands and restaurants, which makes it the preferred destination for all Riyadh visitors.

Exhibiting Countries

Egypt, Turkey, Indonesia, Malaysia, U.A.E, Oman, Saudi Arabia, India, Morocco, Syria, Slovake, Kuwait, Jordan, Austria, Germany, UK, France, Bahrain, USA, Czech Republic, Swiss, Uzbekistan, Sychelles, Ireland Australia, South Korea, Mauritius, Italy, Lebanon, Singapore.

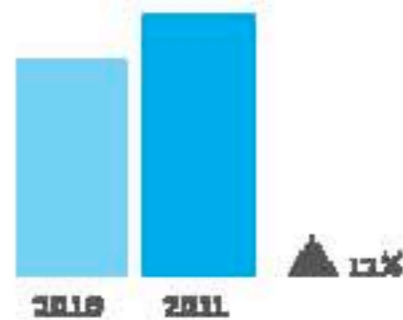
RTF 2011 featured

Exhibited Countries: 307% On 2010
 Exhibited: 147 From 30 Countries 12% On 2010
 Venu Area: 25% On 2010
 Visitor Rate: 15.000

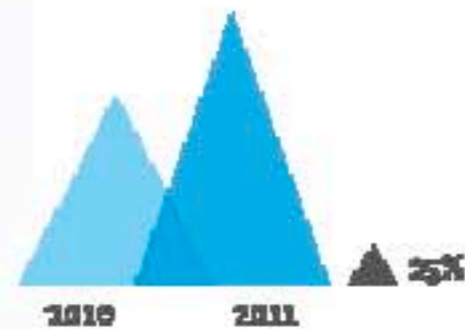
Exhibited Countries
 30 ▲ 7% On 2010



Exhibitor Number
 147 From 30 Countries ▲ 12% On 2010



Venu Area
 ▲ 25% On 2010





RTF 2012 Events

- Hosted buyer club
- seminars and workshops, the tourism sector
- Competition Riyadh to travel to the excellence in the tourism sector

To download the symposiums and workshops program please Visit www.riyadhtravel.net



HOSTED BUYER

Riyadh Purchaser Club

A special club established to gather the entire purchasers within the tourism and travel sector with the exhibitors under one ceiling to facilitate and organize business through a series of the networking communication activities during the current year and number of bilateral meetings prearranged during the Fair Convention. The exclusive purchaser hosting program, organized during "Riyadh Travel Fair" activities, contribute in attracting a significant number of the pre-qualified purchaser in the upcoming RTF session 2012.

Applications are currently received for participation in the "Hosting Purchaser Program". so, you can hereby submit your application to join the program.

How can I Join?

Significant purchasers are currently called to forward their applications to join "Riyadh Purchasers Club" by filling an online form, the approved purchasers within the Kingdom of Saudi Arabia, will be hosted for three days, during which a series of personal meetings will be arranged with exhibitors in one distinct commercial activity in the Fair.

Qualified candidate for The Hosted Buyer Program

- Executive Managers.
- Marketing Managers within the tourism and travel companies
- Internal trips organizers, travel agents, international hotels, tourist destinations management, airlines, and service providers.

Why one needs to become part of the Hosting Buyer Program?

- To take part in this prominent event in Saudi Arabia
- Efficiently get the products and services through prearranged appointments
- Keep in contact with the sector and become informed with the market new comers
- A unique opportunity to attend a series of the symposiums, conferences and workshops.

Advantages of the Program

- Personal meetings with exhibitors according to your selection
- Free accessibility to the entire information about the fair participants and visitors
- Participate in the exclusive Riyadh Purchasers Club showroom
- Round trips between Riyadh and (selected destinations)
- Welcoming and farewell events in the airport
- Residence in one of the five stars hotels reserved for (External Purchasers)
- Welcoming and assistance upon arrival at the airport
- Free transportation to and from the event.

In return, you are required to attend minimum prearranged (8) meetings according to your selection with exhibitors. For more information do not hesitate to Send E-mail: hosted@riyadhtravel.net



RTF INFORMATION

Space only Rates

Early Booking Rates: 360 usd per SQM.

Rates available to the exhibitors who have signed the contract and deposit payment (prior to 15th February 2012)

Standard Booking Rates 400usd per SQM.

Rates available to the exhibitors who have signed the contract and deposit payment (prior to 15th April 2012)

Shell Scheme

Price (US\$) 40.00 / SQM

A standard Shell Scheme minimum 12 sq. meters' is a stand build by the organizer which includes the following (White wall, Aluminium grid, carpet, name board, lights, one power outlet, one counter table, one stool, two chairs.)

Distinct your participation with one of our sponsorship options

Participating in one of our distinct sponsorship programs will set you and your product in appropriate position and will reflect you as one of the prominent actors in the tourist activity or in one of the supporting and strictly related tourist fields ... we have set-up our sponsorship program with special care to suit the elite acting in the tourist and supporting fields. To reflect different distinguished integration components we have accorded particular care to highlight integration of the entire displaying and successful elements for the different sponsoring categories, each according to its relevant program, based on the sponsor available position and area, integrating the sponsor slogan in the mass media advertising programs, in addition to a unique advertising space within the Show publications. You are hereby invited to select among our unique sponsorship programs whatever you consider as appropriate for your prominent position within the tourist market plan.

To obtain the sponsorship manual, please contact us on [00966 1 4665064](tel:0096614665064) or visit: www.riyadhtravel.net
[endless contributions](mailto:info@riyadhtravel.net)

If you are one of the specialists in the tourist advertising organizations, training service providers, or one of the tourist sector development contributors, you are hereby invited to join our information partner.

To participate as advertising sponsor, please contact us. [00966 1 4665064](tel:0096614665064)
or visit: info@riyadhtravel.net



RTF 2012 Teams.

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