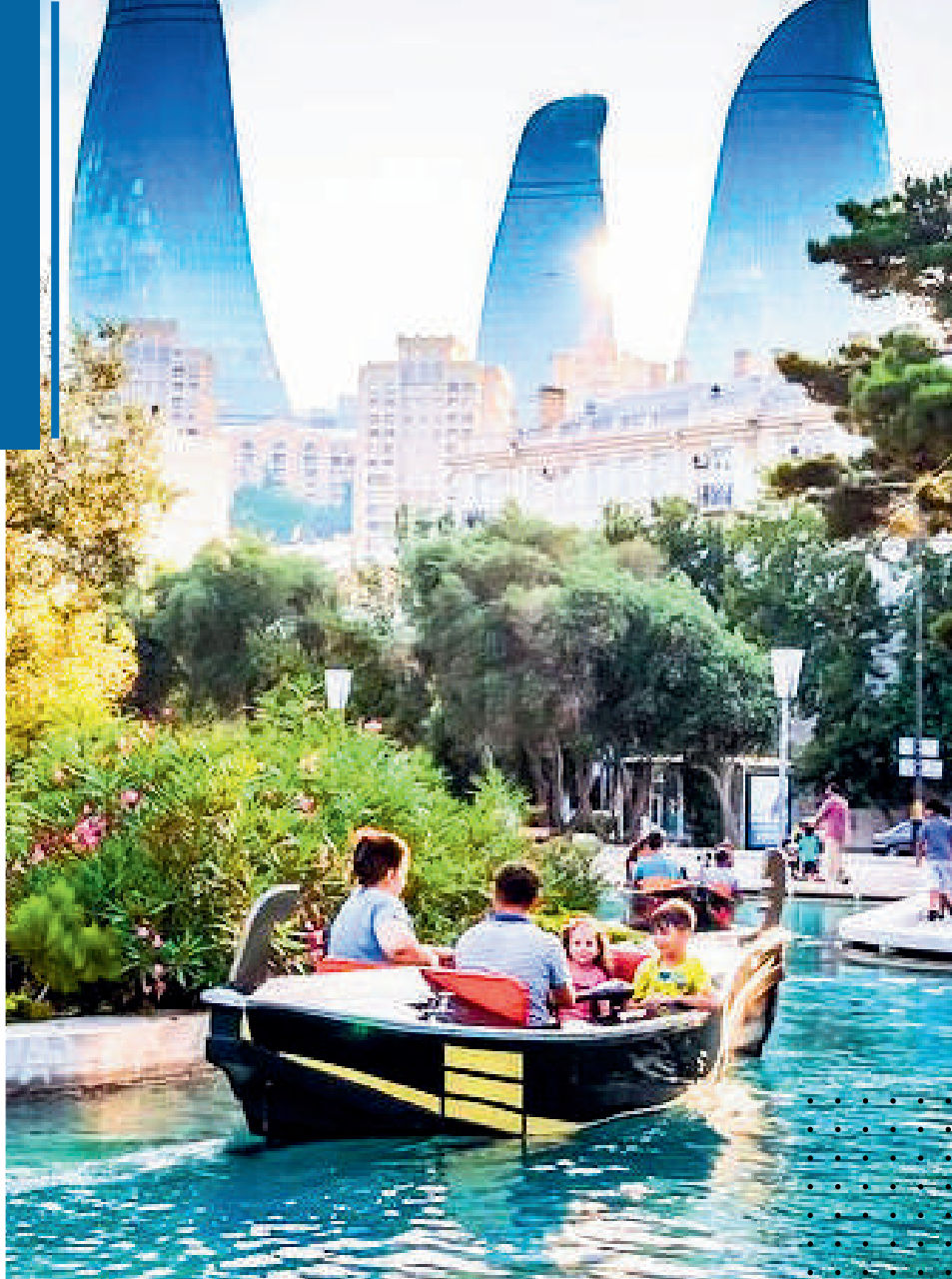


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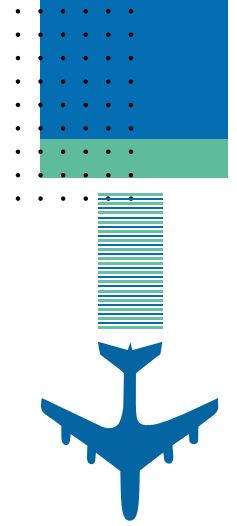
RIYADH 2024
TRAVEL FAIR
27 - 29 MAY

SHOW REPORT

22ND - 24TH MAY 2023

13th Largest Travel And
Tourism Exhibition In
Saudia Arabia

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WELCOME TO RIYADH TRAVEL FAIR 2023



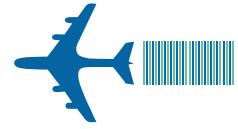
GREETINGS FROM ASAS EXHIBITIONS

Riyadh Travel Fair 2023 was held at Riyadh International Convention & Exhibition Center from 22-24 May 2023, achieving all the Goals for excellence and professional work done by our exhibitors and co-exhibitors from all over the world. Thank you for providing such a wonderful and entertaining atmosphere to attract a great number of visitors for the promotion of travel and tourism in the region

We ASAS Exhibitions and Conference Organizing Company want to say special thanks to our Co-Partners **Flynas** as Official Carrier, **Visit Qatar** as Strategic Partner, **Azerbaijan Tourism Board** as Diamond Sponsor, **Al Riyadh Travel & Tourism** as Diamond Sponsor, **Czech Republic** as Gold Sponsor, **Royal Comission for AlUla** as Gold Sponsor, **AlSarh** as Silver Sponsor, **Meshini** as Silver Sponsor, and **4 Seasons Travel** as Silver Sponsor.

Once again on behalf of ASAS Exhibition team, The General Manager **Mr. Bander Al Gyni** would like to say thanks to all Partners and the Exhibitors for their continuous support for Riyadh Travel Fair and we warmly welcome you on our **14th event** of Riyadh Travel Fair.

VENUE



200+

EXHIBITORS

23,738

VISITORS

32

EXHIBITING
COUNTRIES

18

TOURISM
BOARDS



HALL NO 1



22-24 MAY
2023



4PM - 11PM

RIYADH INTERNATIONAL CONVENTION & EXHIBITION
CENTER (RICEC)







OFFICIAL OPENING CEREMONY

CHEIF GUEST

MR. NAIF ABDULLAH AL RAJHI

Vice Chairman of the Board of Directors of the Riyadh
Chamber

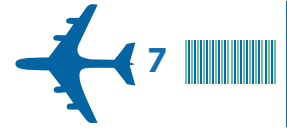
Chairman of the Tourism Committee in the Riyadh
Chamber

Chairman of National Tourism Committee of Federation Of
Saudi Chamber





SPONSORS 2023



Flynas - Official Carrier



Flynas, formerly known as Nas Air, is Saudi Arabia's first budget airline. Flynas is primarily known for offering the lowest airfares without compromising service, allowing passengers to fly with them frequently.



Visit Qatar - Strategic Partner

Qatar holds thrills and novel experiences for all. It offers a window to the past – and a glimpse into the future, all under the umbrella of that famous Arabian hospitality.



Diamond
Sponsor



Gold
Sponsor

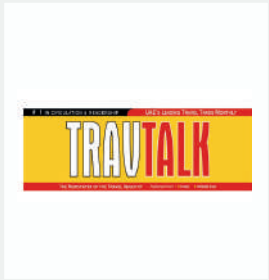
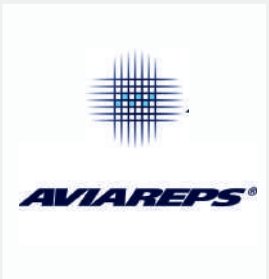


#VisitCzechia

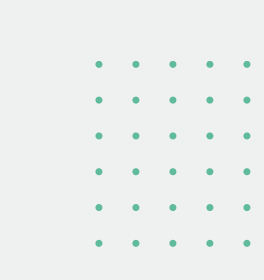
Silver
Sponsor



Media
Sponsor



Organizer



AWARDS

FOR **RTF 2023**



Flynas

Chief Guest Mr. Naif Abdullah Alrajhi, presenting **Official Carrier** award to **Flynas** for RTF 2023.



Visit Qatar

Chief Guest Mr. Naif Abdullah Alrajhi, presenting **Strategic Partner** award to **Visit Qatar** for RTF 2023.



Azerbaijan

Chief Guest Mr. Naif Abdullah Alrajhi, presenting **Diamond Sponsor** award to **Azerbaijan** for RTF 2023.



Al- Riyadh

Chief Guest Mr. Naif Abdullah Alrajhi, presenting **Diamond Sponsor** award to **Al Riyadh Travel and Tourism** for RTF 2023.



Royal Comission for AlUla

Chief Guest Mr. Naif Abdullah Alrajhi, presenting **Gold Sponsor** award to **Royal Comission for AlUla** for RTF 2023.

Visit Czechia

Chief Guest Mr. Naif Abdullah Alrajhi, presenting **Gold Sponsor** award to **Visit Czechia** for RTF 2023.

4 Seasons Travel

Chief Guest Mr. Naif Abdullah Alrajhi, presenting **Silver Sponsor** award to **4 Seasons Travel** for RTF 2023.

Meshini

Chief Guest Mr. Naif Abdullah Alrajhi, presenting **Silver Sponsor** award to **Meshini** for RTF 2023.

Al Sarh

Chief Guest Mr. Naif Abdullah Alrajhi, presenting **Silver Sponsor** award to **Al Sarh** for RTF 2023.



RTF 2023 managed to Bring in significant number of total **23,783** visitors and **total 8,321** Trade Visitors Over 3 days.

FEMALE VISITORS



10,134

MALE VISITORS



13,649

TRADE VISITORS

DAY 1
2,230

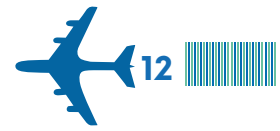
DAY 2
3,014

DAY 3
3,077



GRAPHICAL REPORT

FOR **EXHIBITORS RTF 2023**



**18 TOURISM
BOARD**

32 COUNTRIES

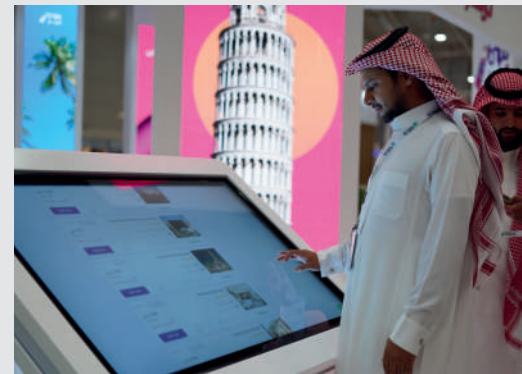
**VISITORS
23,783**

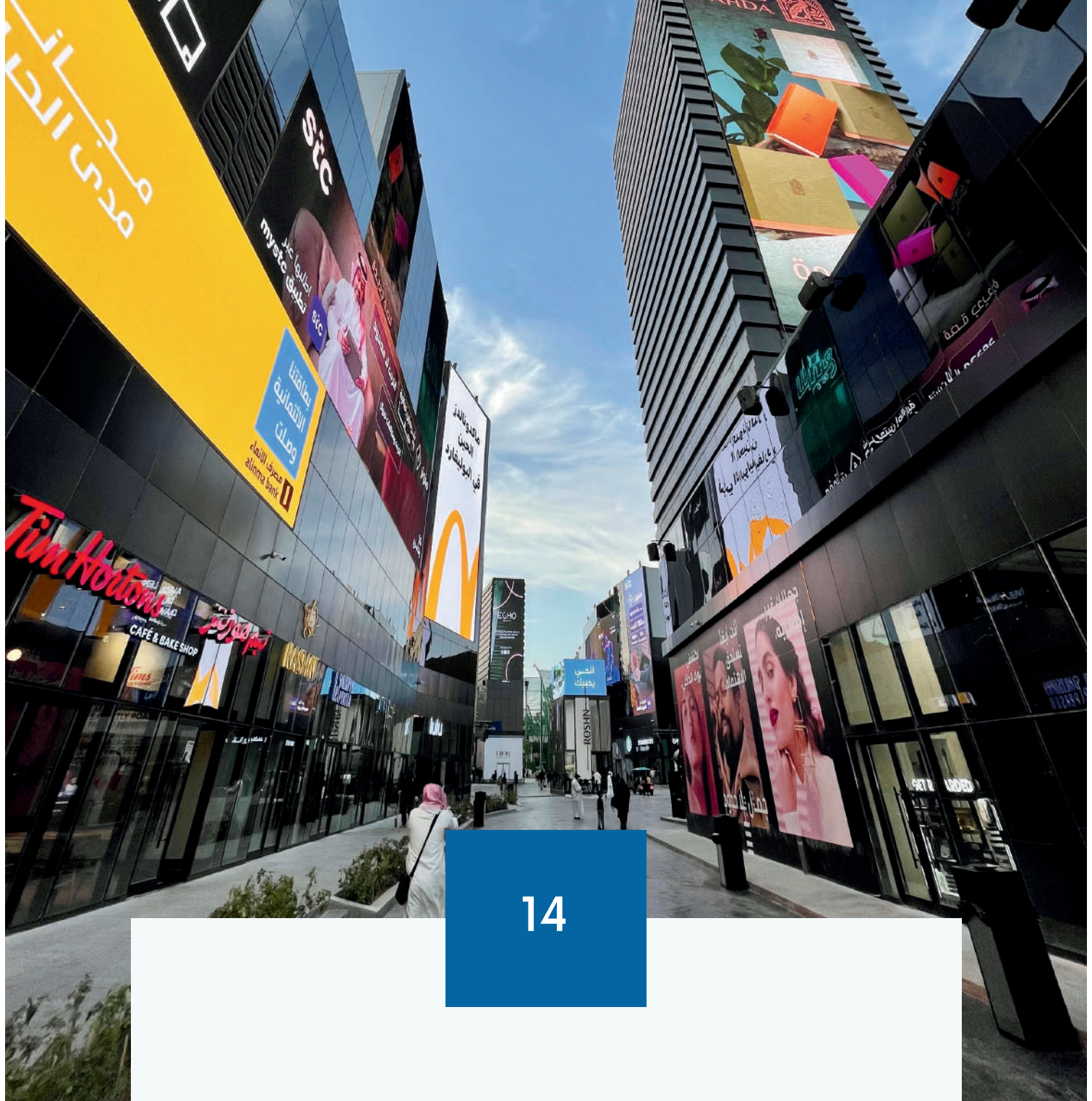
**200+
EXHIBITORS**

Overview on the participants classification according to their countries.

200+ Exhibitors and Co-Exhibitors presented their renowned products under various names as Governments tourism, travel agencies, car rental companies, branded hotels, hotel suppliers, tour operators, online booking systems, sightseeing companies, destination management companies, health tourism companies, health spa and airlines etc. Moreover some new products related to youth tourism and education abroad also included this year.

The **Riyadh Travel Fair** has played a vital role to bring all travel and tourism related services significantly in Saudi tourism market.





14

MARKETING CAMPAIGN Report





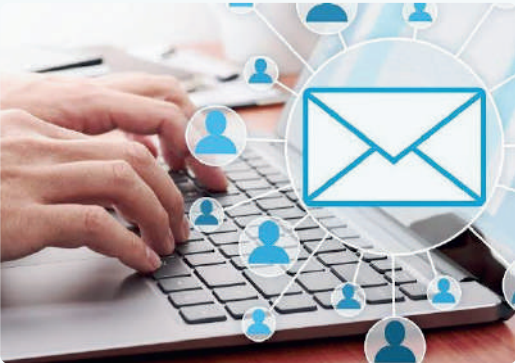
PR CAMPAIGN

RTF 2023 benefited with the continuous PR campaign over 250 articles in English and 175 articles in Arabic published in print media. More than 350 media persons from 38 countries covered the event.



WEBSITE

Our upgraded web site www.riyadhtravel.net received over 85476 visitors up to May 2023 and expecting more than 250,000 visitors for RTF 2024. The website also facilitates online registration for visitors and delegation, various downloads and subscription or the news letter.



E-MAIL CAMPAIGN

Monthly E-newsletter and emails will be sent to targeted segments of RTF database. Over 150,000 emails well shot out during the year to promote the event.



SOCIAL MEDIA

RTF is also active in all forms of social media. Visit our Facebook page or find us on LinkedIn, YouTube, Twitter, Google+ and Various Famous SnapChat Celebrities Visited RTF 2023 on all days.

SMS TEXT MESSAGE

Nearly 100,000 individuals across the KSA Text Messages from leading mobiles networks with updates and reminders for RTF 2023.



EXHIBITION CATALOGUE

RTF exhibition catalogue QR_Code was downloaded by around 7350 Visitors for RTF 2023.



VIP INVITATION

Over 10,000 targeted RTF database VIPs received special VIP invitations to attend the RTF 2023 including the foreign missions, Embassies and Ministers.



INDOOR/OUTDOOR CAMPAIGN

Around 200 series of mupi mail, mupi street and mupi screens were placed in all the main shopping malls and roads of Riyadh before 15 days of the event in order to increase awareness and encourage more visitors.









TOURISM BOARDS



Azerbaijan Tourism Board
Czech Republic Tourism Board
Maldives Tourism
Kazakhstan Tourism Board
Mauritius Tourism Board
Jordan Tourism Board
Visit Malta

Visit California
South Africa
Kazakhstan Embassy
Tajikstan Toursim
Ethiopia Embassy
Phillipines Tourism



VIP PLUS AMBASSADORS

Indian Ambassador
Turkish Ambassador
Malta Ambassador
Republic Of Czech Ambassador
South Africa Ambassador
Tanzania Ambassador
Ethiopia Ambassador
Portugal Ambassador
Tajikstan Ambassador
Jordan Ambassador

Many Social Media
Influencers along with Top
Media Persons





www.riyadhtravel.net

THANK YOU

Get in touch

Please contact the following in order to book our space for RTF 2024



+966591172806
+966547482843
+966583580063



sheikh@asas.biz