

The Middle East Tourism Exhibition "METEX", Ankara – Turkey ATO Congress & Exhibition Center 25 – 27 May 2012

Islamic Tourism Media, Ankara / Turkey



Very successful Tourism event organized by Mercan Tourism.

Over a 100 professional buyers representing major Travel Agencies in the Middle East, together with 30 Journalists, invited on a fully hosted program.





METEX, was a successful and excellent event, brought over a 100 major Travel Agencies and buyers from Morocco in the west to Iraq and Iran in the East, with

major Travel Agencies from the Gulf region, Yemen and the Middle East, together with 30 Travel Journalists representing major newspapers and travel magazine





from all Arab countries on a fully hosted program.

METEX, is a B2B Tourism Event between major Turkish suppliers in the Tourism Industry, include Regions, Hotels, Airlines and Middle East major Travel agencies and media.

Organized by MERCAN Tourism, the leading Turkish Travel and Tourism Agency, based in Istanbul and specialized for Middle East

Tourism.

Mercan team offered a great Turkish hospitality to all buyers and media, warm welcome in Ankara Airport, Good Accommodation, Organized buses, Dinner invitations and tour inside Ankara to its museum and shopping malls.

A big support to METEX came from Turkish Airlines were they offered the organizers 100 free

ticket from their different routes in Middle East, MARKA, The East Marmara Development Agency, arranged a Fam Trip to all buyers and Media for three days, (an article will be published about the trip).

A dinner was offered to us at Autentic Turkish Pide House, the opening ceremony and dinner took place at Ickale Hotel, a Tour to Ankara Museum and shopping mall were organized.

I can say that all buyers and media were happy and they done a very good business.

Mr. Junaid Mengu, the CEO of Mercan Tourism was behind this event, who is well known as the business man behind introducing Turkey to Arab Tourists from over 20 years, I know him for more than 15 years, from that time, he was working hard with all Middle East travel agencies to promote Turkey for the Arab tourists, during this







METEX, I had the chance to interview Mr. Junaid:

Q: This is a big event, it's big for the quality and quantity of Buyers and Media attending, can you tell us of the idea, the sponsors, and your view about the Tourism industry in general and between Turkey and the Middle East in particular?

A: To start, I would like to say that this event is being held for the first time in Ankara and in Turkey,

between specialized tourism markets, Turkey and the Middle East, big number of professional buyers and media have been invited on a fully hosted invitation, the idea is to present and introduce for the buyers and media new regions in Turkey and new opportunities for the buyers to choose the best for their clients in the Middle East. You can see here many regions showing their products.

We also look from other point, now Tourism is leading the world economy, tourism able to raise the economy and offer jobs and income for people in the country, restaurants, taxis, shops, hotels etc..also Tourism is keeping an eye on the Eco tourism and the culture of the country so each country trying to show its culture and its history.

Also, the World Tourism Organization published that in

2020, One Billion and Six Hundreds Millions tourist around the world will move between countries, each country shall take its share, Turkey, the Middle East and in Arab countries we have very good products and strong elements to offer tourists for the future of our people.

I want to mention also about what is happening in some countries in the Middle East, We wish all countries to be in safe and in a





good position. We in Turkey are ready to welcome all our friends from the Arab world for this summer.

The Governments, Airline, Hotels and Tour Operators are doing a good job to promote Turkey, as you know Turkey has everything to offer for the Arab Tourists.

Last, next year we will held this event again, not confirmed in which city yet, but I will let you know.

Thanks Mr. Junaid for the invitation and for this big job, wishing you a great season with Arab Tourists, I'm sure that they will enjoy Turkey as we did.