



JTTX

28 - 30 January 2026

Jeddah Center for Exhibitions and Events

Jeddah Intl. Travel & Tourism Exhibition

*Linking the World of Travel
to Saudi Arabia's Marketplace*

EXHIBITOR & SPONSOR BROCHURE



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www.jttxsa.com

ORGANIZER



Welcome to **JTTX 2026**

Welcome to the Jeddah International Travel and Tourism Exhibition (JTTX), the leading travel and tourism trade show in Saudi Arabia, held in the lively city of Jeddah.

We are excited to extend a warm invitation for you to participate in this remarkable event, which unites top global and regional experts in the travel and tourism sector. Whether you are an exhibitor, sponsor, or attendee, JTTX provides a distinctive platform for networking, learning, and expanding your business opportunities.

As both a B2B and B2C event, JTTX draws key industry professionals, decision-makers, investors, and travel enthusiasts. With innovative technology and the latest travel trends on display, this year's event is tailored to foster inspiration, collaboration, and growth in the business landscape.

This year, you can look forward to a thrilling lineup of activities, including our Exhibition, Hosted Buyers Program, and Workshops, all geared towards maximizing chances for partnerships, knowledge-sharing, and market development. Whether you're showcasing your offerings, connecting with potential clients, or gaining insights from industry experts, JTTX is the must-attend event.

We eagerly anticipate your presence at JTTX in Jeddah, an edition that will be full of discoveries.

Maya Helfawi
Organizing Committee Manager



COMMITTED

B2B & B2C

• • TO TOURISM • •

A GLOBAL NETWORK FOR TRAVEL PROFESSIONALS

We are the most important reference the Saudi travel market for international exhibitors, for finding new travel inspirations, to develop relationships and business, share new knowledge and to meet directly with industry players from Saudi Arabia and from around the world.

THE SAUDI TRAVELLER'S MAIN HUB

JTTX is the highlight event which represent the gateway to the world, to discover the worldwide tourism destinations and for “buying” the travel products, thanks to the presence of the most qualified and attractive offers at the event.

**28 - 29 - 30
JAN 2026**

OPEN TO
TRADE VISITORS

ALSO OPEN TO
GENERAL PUBLIC

LAST EDITION KEY FIGURES

Participants Statistics

250

Total Exhibitors

50

Countries Represented

80%

Intl. Exhibitors

20%

Local Exhibitors

250

Media Outlets

150

Journalists & Bloggers

Visitor Demographic & Origin

45,000

Total Attendees

60%

Public Visitors

40%

Trade Visitors

60%

Saudi Arabia

25%

GCC Countries

15%

Rest of the World

Trade Attendees Category

38%

presidents/general managers

34%

marketing, sales, business management

21%

sales executives & consultants

Visitors Purpose

Meet potential suppliers/partners

42.7%

Network and talk with peers

13.2%

Find new suppliers or partners

10.6%

Discover market trends

9.1%

Meet usual suppliers

8.3%

Attend workshops or buyers program

6.4%

Buy or sign a contract

5.5%

Other

4.2%

PAST SPONSORS

We are deeply grateful for the support of our valued sponsors. Their generous contributions have made our event a resounding success.

We are proud to partner with such leading and amazing companies and organizations.

Thank you for Believing in our Mission!



EVENT SEGMENTS

*Diverse
Market Areas*

Exhibition

Exhibition schedule & key Attractions

Explore a dynamic schedule featuring that includes the newest travel trends, cutting-edge technology, and creative solutions from top regional and international exhibitors.

Expectations for Exhibitors

Engage with top travel and tourism brands to present your services and distinctive offerings to leading travel and tourist companies, affording you the chance to network and consider possible collaborations.



Hosted Buyers Program

How to Participate

Buyers can apply for exclusive access to this program, which pairs important industry suppliers with influential decision-makers.

Advantages for Buyers and Exhibitors

Buyers get direct access to the greatest travel services and solutions for their companies, and exhibitors may meet pre-qualified buyers, guaranteeing positive encounters.



Workshops

Topics & Key Sessions

Participate in workshops guided by experts that cover a range of industry issues, from rising market trends to travel technology, guaranteeing useful insights and takeaways.

Benefits for Participants

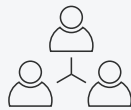
To promote growth and success in the travel industry, learn from leaders in the field, enhance skills, and keep up with the latest trends and developments in the travel sector.



WHY EXHIBIT?

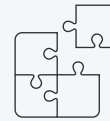
Participating at JTTX is a unique opportunity to connect with a specialised audience and discover the latest trends and developments in the tourism sector.

Let your Brand Stand Out!



Elevate your Network

Be part of the gathering of tourism industry professionals.



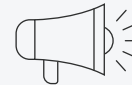
Go Global

Generates promising opportunities and creates new possibilities for growth and global expansion.



Knowledge exchange

Present your new products and learn about the latest trends in the sector.



Boost your brand

Strengthen your brand positioning and take advantage of the media impact.

PRODUCT & SERVICES CATEGORIES

International Tourism Destinations

National and regional tourism authorities from across the world, presenting their travel offerings, distinctive visitor experiences, and a variety of travel services to the international market.

Saudi Tourism Promotion

Governmental and regional entities, along with industry stakeholders, promote Local diverse destinations, rich cultural heritage, unique travel experiences, and a wide range of tourism services.



Airlines

Airlines companies showcasing their services, offers, and travel experiences.



Hospitality & Accommodation

Hotels, resorts, and vacation rentals presenting their facilities and services.



DMC's

Local operators managing tailored travel experiences for tourists in specific regions.



Transportation & Logistics

Providers of ground transportation, car rentals, and other travel logistics services.



Cruise Lines & Marine Tourism

Companies offering cruises, maritime experiences, and related tourism services.



Wholesalers

Companies specializing in bulk purchasing and distribution of travel products, packages, and services.



Suppliers

Vendors offering a variety of products and services needed in the travel and tourism industry, from travel insurance to equipment.



Training & Education

Institutions and organizations offering training, courses, and certifications in travel, hospitality, and tourism management.



Tour operators & Travel Agencies

Companies offering travel packages, guided tours, and tailored travel experiences.



Technology & Travel Solutions

Innovative tech companies offering travel software, booking platforms, and travel related gadgets.

TARGET AUDIENCE

The target audience for JTTX includes a diverse range of organizations and individuals from the International and local travel and tourism sector.



The Choice is Yours!

WHY SHOULD YOU VISIT JTTX ?

JTTX is a must-attend event for a diverse audience within the travel and tourism industry, as well as those with a personal interest in the sector. Whether you're a professional looking to network or a consumer seeking the latest travel trends, there's something for everyone.

WHAT BENEFITS CAN YOU EXPECT FROM ATTENDING JTTX ?

By attending JTTX, you'll gain valuable business connections, increase your ROI through pre-scheduled meetings, and discover unexpected opportunities through spontaneous networking. You'll also have the chance to share your insights, grow your industry presence, and stay ahead in the travel market.





SPONSORSHIP OPPORTUNITIES

Benefits and Exposure



Designation	Main	Strategic	Gold
Number of Sponsorships Available	1 (A03)	1 (A04)	2 (A01 A02)
Cost	\$80,000.00	\$60,000.00	\$35,000.00
BEFORE THE EXHIBITION			
Attending the press conference as a speaker	✓		
DURING THE EXHIBITION			
Dedicated activation space	102m ² (6m W x 17m L)	84m ² (6m W x 14 m L)	54m ² (6m W x 9m L)
Exclusive workshop allocated for the sponsor	2	1	1
Full-page advertisement in the exhibition catalogue	✓	✓	✓
Media interview opportunities throughout the event	✓	✓	✓
LOGO PLACEMENT OPPORTUNITIES			
Main and VIP entrances	✓	✓	✓
Digital screens within the exhibition venue	✓	✓	✓
Badges	✓	✓	✓
Lanyard	✓		
Outdoor display panels	✓	✓	✓
Press conference backdrop	✓	✓	✓
VIP invitations	✓	✓	✓
Social media advertisements and marketing campaigns	✓	✓	✓
Digital advertising platforms	✓	✓	✓
Homepage of the exhibition website during the event	✓	✓	✓
Business meetings area at the exhibition	✓		
AFTER THE EXHIBITION			
Logo featured in the post-show report and closure video	✓	✓	✓

Customization & Flexibility

SPACE-ONLY STANDS

For exhibitors looking to create a unique, branded experience, **Space-Only Stands** offer the ultimate flexibility in design and layout. Space-Only stands allow you to customize your booth entirely to your specifications, giving you the freedom to showcase your brand and services in a creative, distinctive way.

This option is ideal for companies with a strong design vision who want to stand out from the crowd.

— **Benefits:** Full control over booth design and setup, enhanced branding opportunities, and an opportunity to make a lasting impression on visitors.

— **Size Options:** Choose from a variety of stand sizes to suit your needs.

Price table \$500/m²

Space	Price
84m ² (6 x 14)	\$42,000
36m ² (6 x 6)	\$18,000
24m ² (4 x 6)	\$12,000
18 m ² (3 x 6)	\$9,000

* Prices above does not include 15% VAT



PLEASE NOTE:

STAND DESIGNS MUST BE SUBMITTED TO THE ORGANISER FOR APPROVAL **NO LATER THAN 10 January 2026.**

SHELL SCHEME STANDS

For those seeking a more streamlined, hassle-free experience, **Shell Scheme Stands** offer a complete turnkey solution. These pre-built stands come with all the essentials, including walls, lighting, signage, and furniture, allowing you to focus on showcasing your products and services. Shell Scheme Stands are designed for ease of setup and provide an efficient way to participate with minimal effort.

— **Benefits:** Quick and easy setup, professional appearance, and a fully equipped stand that meets all event requirements.

— **Size Options:** Available in various sizes, ensuring there is a solution for every budget and requirement.

Package Inclusions

- Shell scheme structure with basic lighting.
- Counter featuring the company logo.
- Table, chairs, waste bin, and electrical connection.
- Fascia panel displaying the exhibitor's name.
- Company logo, brief description, and contact details in the exhibition catalogue.
- Booth and aisle cleaning services.

Price table \$450/m²

Space	Price
18m ² (3 x 6)	\$8,100
12m ² (3 x 4)	\$5,400
9m ² (3 x 3)	\$4,050

* Prices above does not include 15% VAT



EXHIBITION LAYOUT

- Sponsor zone
- Space only zone
- Shell Scheme zone

- C 18m²
- D 12m²
- E 9m²

Please note

- * The floor plan is subject to change at the organizer's discretion.
- * The final updated floor plan will be published on the exhibition website.





BOOK YOUR STAND NOW!

Secure Your Spot at the Exhibition!

Don't miss the opportunity to showcase your brand at JTTX!

Book your stand now to connect with industry leaders, engage with potential clients, and maximize your business exposure.

Book Your Stand in 3 Easy Steps!

Step 1: Choose Your Preferred Stand Size & Location

Browse the exhibition layout and select the space that best suits your needs.

Step 2: Complete the Registration Form

Fill out the exhibitor application and provide your company details.

Step 3: Confirm & Secure Your Spot

Make the payment and receive confirmation of your booked stand.

Limited Availability – Reserve Your Space Today !

Sales Team:

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We offer a complete, turnkey service tailored to your needs, convenient, and fully customised.

**build
your stand
with us !**

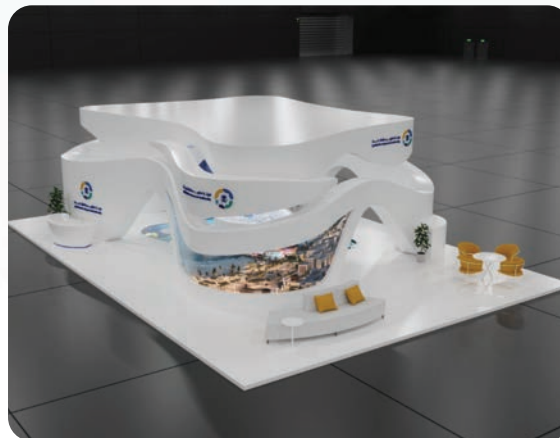
Custom Stand Design

At 4M Events, we bring your ideas to life and provide creative designs if you're unsure. Each year, we design, build, and install over 4,000 m² of stands to ensure a great experience for our clients.

Why choose 4M Events ?

With extensive experience in event design and setup, we guide you from concept to completion. A dedicated contact person supports you throughout, offering both design expertise and comprehensive event services.

Samples of our previous work:





THE VENUE

Jeddah Exhibitions and Events Center

The Jeddah Exhibitions and Events Center, developed and operated by the Jeddah Chamber of Commerce & Industry, is a modern, purpose-built venue designed to host exhibitions, trade shows, conferences, and large-scale events. Strategically located in the center of Jeddah city with easy access to major roads, hotels, and King Abdulaziz International Airport, the center offers excellent connectivity for exhibitors and visitors.

It features a spacious, fully air-conditioned exhibition hall with flexible layouts, supported by meeting rooms, logistics areas, and comprehensive utility services. With ample parking and professional on-site facilities, the center plays a key role in supporting Saudi Arabia's growing MICE sector in line with Vision 2030.

JCEE

مركز جدة للمعارض والفعاليات

JEDDAH CENTER FOR EXHIBITIONS AND EVENTS

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Al Madina Road / Heraa Street Intersection

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Let's Stay Connected!

We'd be happy to answer
any questions and hear
your thoughts as we work
together toward success.



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