



Jeddah Intl. Travel & Tourism Exhibition

# EXHIBITOR & SPONSOR BROCHURE



Connect with us



[www.jttxtsa.com](http://www.jttxtsa.com)

Organizer



## JTTX HISTORY



YEARS OF ACTIVITY  
**2010 - 2020**  
10 Editions

TOTAL  
SPACE  
**5,000 m<sup>2</sup>**



VENUE



**Jeddah Hilton**  
Convention Center

LOCATION

**Jeddah**  
Saudi Arabia

## WE CONNECT THE TRAVEL INDUSTRY TO THE SAUDI TRAVEL MARKET

Since 2010, JTTX has become the much interesting platform aimed to connecting international travel business to the Saudi travel market, which, presently is considered one of the fastest growing markets in the World.

JTTX is an ideal place to identify and build business relationships, connect and understand customer's preferences and trends, as well as to promote Tourism destinations, as well as relevant products and services.

Each year JTTX brings together local key travel leaders, and international exhibitors to establish new relations, strengthening and developing existing business partnerships.

JTTX is offering a unique opportunity for various entities to promote their brand and present new products to local travelers who are in search of new offers and services for their future travels and holiday destinations.

There are many reasons which make JTTX the Saudi's leading Intl. travel Exhibition.

## B2B & B2C

We connect the travel professionals in a business context, and at the same time we provide the opportunity for them to meet travellers directly.

## NEW JTTX



**19 - 21 February 2023**

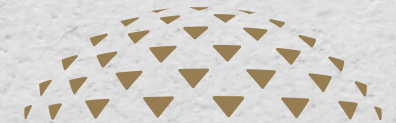
EXPECTED  
EXHIBITORS  
**+200**

EXPECTED  
VISITORS  
**+30,000**

TOTAL  
SPACE  
**8,000 m<sup>2</sup>**



VENUE



جدة سوپردوم  
**Jeddah Superdome**

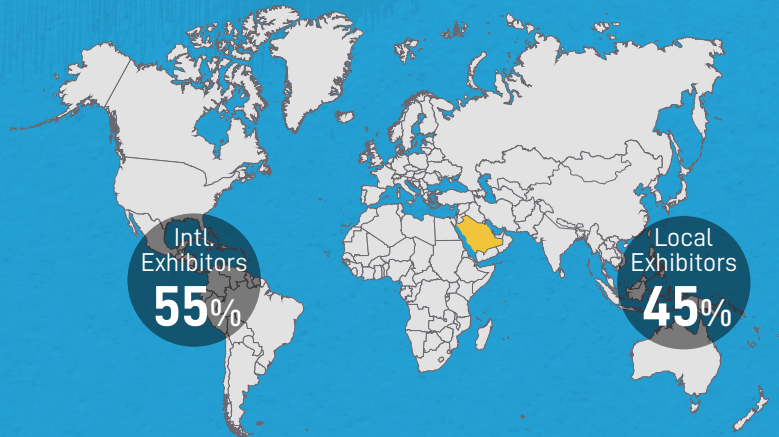
LOCATION

**Jeddah**  
Saudi Arabia

# LAST EDITION FACTS & FIGURES



## Exhibitor Geographic Breakdown Last Edition



## Special Thanks

To JTTX10 sponsors & partners for their continuous support

Main Sponsor: **SAUDIA Holidays** (عطلات السعودية) | Main Sponsor: **KUWAIT AIRWAYS** (الكويتية)

Strategic Sponsor: **wonderful indonesia** | Official Carrier: **Flynas** (طيران ناس)

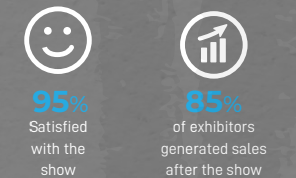
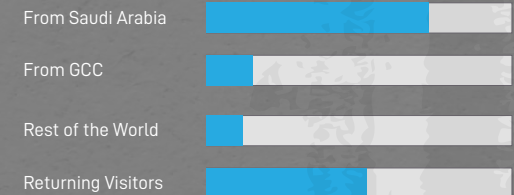
Radio Sponsor: **90.5 FM** | Strategic Sponsor: **ALWFAH RENT A CAR** (الوفاق لتأجير السيارات) | Strategic Sponsor: **Galleria THE HOTEL** (بواسطة ELAF)

Strategic Sponsor: **INTRO** (Events & Entertainment) | Participant Sponsor: **Casablanca** (الدرار البيضاء)

Electronic Sponsor: **TUBE** | Media Sponsor: **SAUDI PRESS AGENCY** (وكالة الأنباء السعودية)



**VISITORS**  
**29,217**  
OVER THE THREE DAYS OF THE EVENT



# T Saudi Travel Market

## Saudi Arabia's post-pandemic tourism recovery

As people return to travel, Saudi travellers continue to enjoy local and international destinations, as average order values for bookings has increased for hotels and flights.

With travel restrictions being eased, or removed entirely, across the world, there are now much less sudden changes to international travel rules which could affect travel plans leading to growing consumer confidence.

Travellers are also displaying more confidence in the travel industry as they continue to choose their destinations and book their holidays in advance.

## Jeddah Red Sea Bride

### Where Ancient And Modern Meet

A vibrant city that never sleep, is the second Saudi big city and is famous for its diverse cultures, beautiful beaches, diverse festivals.

It is a city that attracts tourists, businessmen, students and shoppers.

It is a popular tourist destination due to its clubs, cruises, large modern shopping malls, Cinemas, restaurants & cafes that are open until the early hours of the morning.



# WHO Exhibit?

JTTX Creates a promising opportunity for companies and people to interact into an international network that enhances travel products and tourism destinations.



## Products Exhibited At JTTX

- Accommodation
- Airlines
- Banking
- Cruise Holidays
- DMC's
- Educational Tourism
- Governmental Organizations
- Medical Tourism
- Press/Media
- Tour Operators
- Transportation
- Travel Agencies
- Travel Technology
- Wholesalers




The perfect platform to interact and learn about the Saudi's travel industry






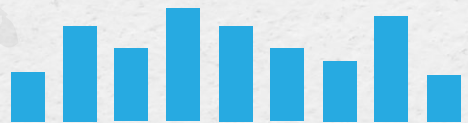
**Meet**  
High-level executive and influential decision makers



**Build**  
New partnerships and customer database in a large travel market



**Align**  
Your products and services with the needs and goals of the Saudi Arabian market




PUBLIC VISITORS  
TOP CLASS NETWORKING  
BUSINESS ON A GLOBAL SCALE



# WHY YOU SHOULD BE PART OF THIS ANNUAL EVENT ?



**Connect**  
With buyers face-to-face and promote your products & services



**Direct**  
Your sales and marketing efforts accurately and cost-effectively



**Reach**  
A large market in a short time, achieving more in 3 days than you might otherwise achieve in months



# Exhibition visitors



DISCOVER NEW AND EXCITING TRAVEL SERVICES AND DESTINATIONS

## Who will visit THE EXHIBITION?

### VISITOR CATEGORIES

TRAVEL AGENCIES  
LOCAL & INTL. BUYERS  
TOUR OPERATORS  
TOURISM SERVICES COMPANIES  
TRAVEL PLANNERS  
TRAVEL BLOGGERS  
JOURNALISTS  
GENERAL PUBLIC

## 3 REASONS TO VISIT

### MEET

TRADE AND PUBLIC CUSTOMERS  
AND DO BUSINESS IN SAUDI ARABIA

### DISCOVER

THE BUSINESS OPPORTUNITIES OFFERED IN JTXX

### GET UPDATED

ABOUT THE LATEST NEWS ABOUT SAUDI  
TRAVEL MARKET TRENDS



## Media Services

### Our Service for Trade Press and Daily Media:

- Specialised Media manager for trade and consumer press.
- Open to all Media relations for ongoing interaction.
- Plan for a Newsletters to be sent out to all interested journalists.
- Permanent media outlook, travel trend focus.
- Interviews with exhibitors and visitors.

## Please Note

We attach great importance to offer optimum working conditions for media representatives from different media types. Our press service includes detailed information.

Registration for Media will be available in [January 15, 2023](#).

# Media Relations

## JTTX11 Artworks

JTTX artworks is available to the media, and are intended solely for editorial purposes.

We provide all needed artworks and collaterals, including logos, photos, videos as well as press releases of the show.

## Social Media

### Promotion & marketing

Those channels are aimed at travel trade professionals, journalists, travel bloggers and the general public wishing to benefit from the exhibition and the showcased products.

Each year, we take into consideration popular channels, which align with local travellers trends, to promote our exhibition and attract potential visitors to come and discover the various products and services provided by exhibitors.



## Press Conference

### Pre-exhibition Official Announcement

JTTX press conference is held annually to announce the launch of the exhibition in the presence of speakers who represent key leading sponsors.

Exhibition's preview and information will be presented to the press representatives during the open discussion with media.







# Sponsorship Opportunities

## Official Sponsors of JTTX11

Sponsorship packages are particularly designed for companies and governmental organizations. Official Sponsors will be highlighted prominently at all levels throughout the marketing campaigns.

## Tailor-made Sponsorships

We recognize that many supporters can provide significant in-kind support and may wish to target sponsorship for specific activities. Our tailor-made sponsorship opportunities are adaptable to the needs of supporter, as long as the value of in-kind support, or the combined value of financial contributions and in-kind support, is equivalent to the value of any of the support opportunities mentioned here.

**CHOOSE YOUR PLAN >>>**

## SPONSORSHIP BENEFITS

	MAIN SPONSOR	STRATEGIC SPONSOR	GUEST OF HONOR
Exhibition Space (space only)	108m <sup>2</sup> (6m W x 18m L)	54m <sup>2</sup> (6m W x 9m L)	54m <sup>2</sup> (6m W x 9m L)
Advertising page in the exhibition catalogue	First inside cover	one full page inside	Last inside cover
Honoring sponsor during the opening ceremony	✓	✓	✓
Logo on all the inside exhibition indoor boards	✓	✓	✓
Media interviews during the event	✓	✓	✓
Acknowledgement	✓	✓	✓
The pre-exhibition press conference	Attend as a speaker	Mention the name	Attend as a speaker
Mention the sponsor's name in the press release	✓	✓	✓
Logo printed on the printed registration form	✓	—	✓
Logo printed on exhibition visitor badges	✓	✓	✓
Logo on Emails and Direct Mail Campaign	✓	—	✓
Logo on the main page of the official website	✓	✓	✓
Logo on the VIP invitation cards	✓	✓	✓
Linked banner on the exhibition website	✓	—	✓
logo on all social media & marketing campaign	✓	✓	✓
Logo on outdoor video screen & hall entry	✓	✓	✓
Logo on all exhibition advertising Artworks	✓	✓	✓

## PRICING (USD 1,150 /m<sup>2</sup>)

The Sponsorship spaces

USD 124,200

A01 - A02

USD 62,100

A03, A05 & A06

USD 62,100

A04

**Note:** Prices above does not include 15% VAT.

BOOST YOUR  
VISIBILITY AT  
THE SHOW



Price / m<sup>2</sup>  
**\$550**

# Space Only

## Build your own Booth

Space only packages are available on the blue area which located in the center of the hall.  
An opportunity to design and build your own stand.

### Package includes:

- \* Exhibit space
- \* Advertising in the official catalogue (brief, logo & contact information)
- \* One colored advertising page

## Spaces & Rates

Zone B	27m <sup>2</sup> (3m W x 9m L)	\$14,850
	36m <sup>2</sup> (6m W x 6m L) / (3m W x 12m L)	\$19,800
	90m <sup>2</sup> (6m W x 15m L)	\$49,500

**Note:** Prices above does not include 15% VAT.

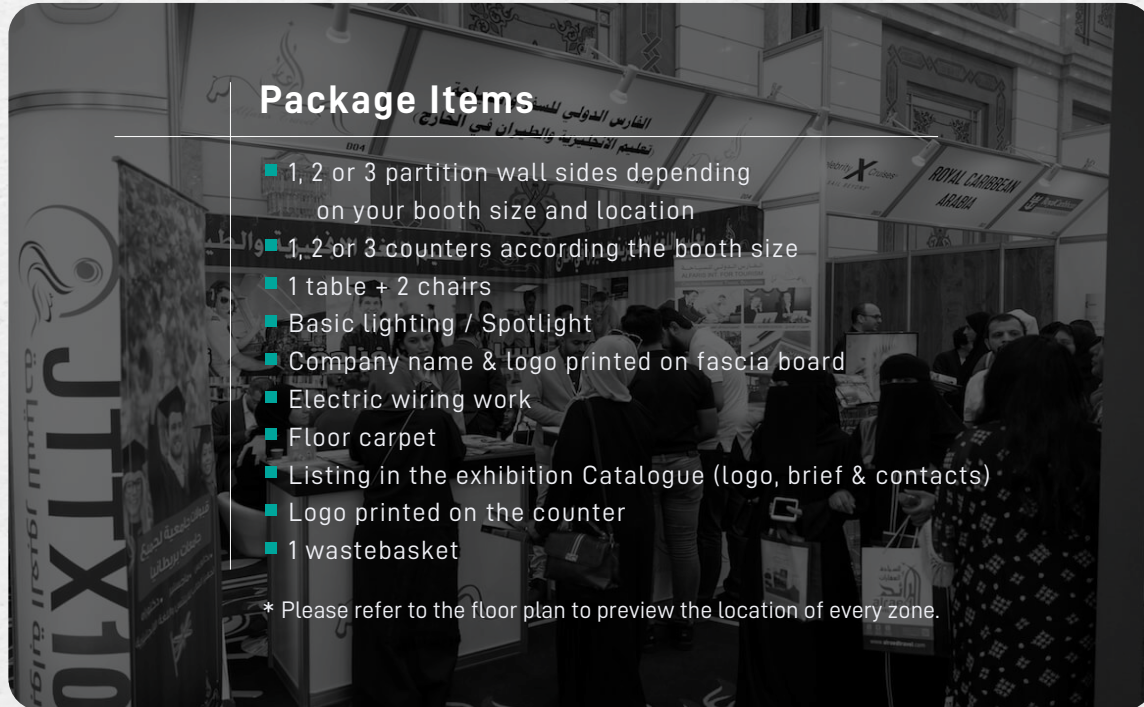
HIGHLIGHT YOUR PRODUCTS AND SERVICES TO ATTRACT THE ATTENTION OF OUR VISITORS!

# Shell Scheme Packages

Available in the green area, with different spaces.

This package has been designed and optimised to ensure that participants in this space can benefit easily from his participation.

\* Please check the Floorplan to confirm your stand location.



Price / m<sup>2</sup>  
**\$450**

## C zone stands

18m<sup>2</sup> (3m W x 6m L)

**\$ 8,100**



## D zone stands

12m<sup>2</sup> (3m W x 4m L)

**\$ 5,400**



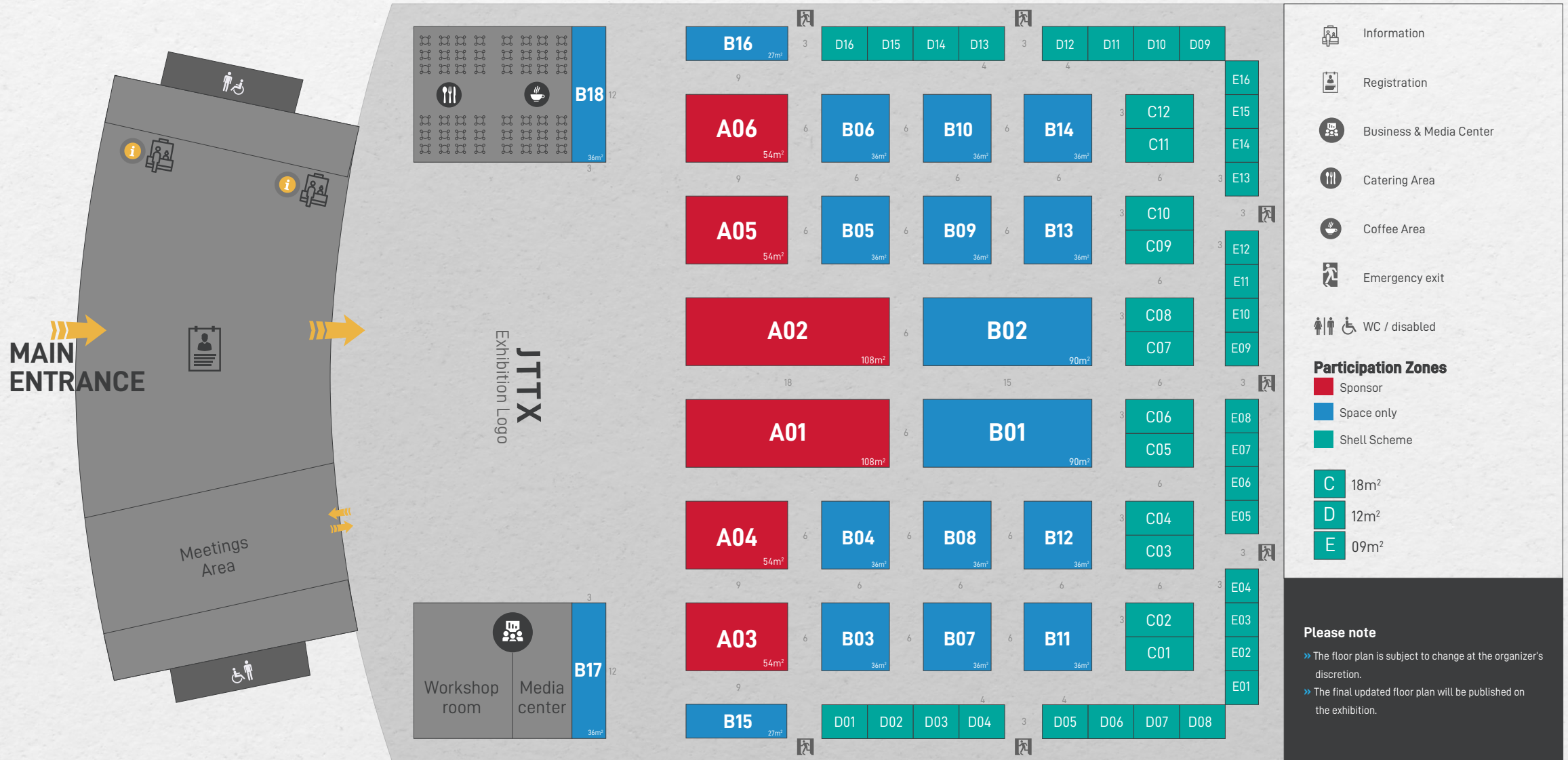
## E zone stands

9m<sup>2</sup> (3m W x 3m L)

**\$ 4,050**



**Note:** Prices above does not include 15% VAT.



# **G**eneral information

## **Accommodation**

JTTX will officially announce the accommodation partners for the next edition, including a wide selection of hotels of all categories and styles in the vicinity of the event and in the city center.

The hotels list will be published on the JTTX website.

## **Technical exhibitor guide**

A technical guide will be sent out to all sponsors and exhibitors in space only Category, (maximum 45 days before the exhibition date).

This guide will include all information regarding the set-up of stands, deadlines, rules and detailed schedule. It will also include the exhibition contractor contacts for any additional information.



## **Admission**

Registration is free online and onsite, and entry is open for trade and public visitors including families.

## **Organizer Office**

Located in the main entrance of the exhibition hall.

## **Parking**

Available in front of the hall, and another parking areas are available around the superdome. special needs parking is available.

Parking is free of charge.

## **Prayer Area**

Located in the main Hall, for men and women.

## **Catering Area**

Located inside the Hall, provides coffee, tea, water and snacks.

## **Internet**

A free Wifi is available in the whole exhibition area during the three days of exhibition.

## **First Aid**

In any emergency case, please contact the organisers for assistance.

## **Lost Property**

Should be handed in at Lost and Found office located in the main entrance of the Hall.

## **Official languages**

The official languages of the exhibition are English & Arabic.  
Some of our staff can help in French.

# Organiser



Based in Jeddah - Saudi Arabia, and founded in 2009, we provide full-service event management. We handle all details from concept, planning process to the completion, working alongside suppliers to create unique & memorable events.

## Contact us

M.: +966 56 382 8144

E: [info@4m.com.sa](mailto:info@4m.com.sa)

A: 4th floor office 405

Salama Tower, 7864 Al-Madinah Rd,  
3889, As Salamah District,  
Jeddah 23525, Kingdom of Saudi Arabia

[www.4m.com.sa](http://www.4m.com.sa)

# Venue



Located on Madinah Road, west of King Abdullah Sports City, the internal area exceeding 34,000 sqm, and a parking space to accommodate 5,200 vehicles. The Jeddah Superdome host exhibitions, conferences and events, including some of the biggest entertainment, sports, and other cultural events in the city.

## Airport - Jeddah Superdome

Distance from venue: 10 km.

Travel Time: 10 min.

