



Under the auspices of the
**PRESIDENCY OF THE
REPUBLIC OF TURKEY**



HESTOUREX



**TURKEY
TOURISM SUMMIT**
"Tourism for a Better World"

2021 THEME IS "NATURE AND SPORTS"

SPORT TOURISM

Exhibition host Antalya and its environs serve world standards with 517 football fields, 32 golf courses and 598 five star hotels.

ALTERNATIVE TOURISM

Ensuring Turkey's being popular destination by introducing facilities and infrastructures in many areas such as Culture and Faith tourism, Nature, Adventure Gastronomy, Education, Camping & Caravaning, MICE and Halal tourism

HEALTH TOURISM

Turkey is the 2nd in the World with 46 JCI (Joint Commission International) accredited health institutions

SUSTAINABILITY

Developing a sustainable tourism, combining the business drive and expertise by spreading tourism activities to 12 months, in Health, Sport and alternative tourism.

GLOBAL TOURISM'S
Heart Beats
at **HESTOUREX**

**20th-22nd
MAY 2021**

**WORLD HEALTH, SPORT
ALTERNATIVE TOURISM
CONGRESS & EXHIBITION**

Aktüel Expo Uluslararası Fuarçılık Tic. Ltd. Şti.

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AKTÜEL EXPO

THIS EXHIBITION IS BEING ORGANIZED UNDER THE CONTROL OF "THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY", IN ACCORDANCE WITH THE LAW NO. 5174



ANTALYA EXPO CENTER

www.hestourex.com



HESTOUREX World Health, Sports, Alternative Tourism Exhibition and Congress 3rd edition was held between April 4-7, 2019, under the auspices of the Presidency of the Republic of Turkey which was aiming to spread tourism in our country to 12 months, aiming to provide qualified tourism movement different from mass tourism and increase business potential in the sector.

In Hestourex, the infrastructure and the potential of our country in health, sports and alternative tourism are introduced to the invited delegates who are selected from all over the world.

With Hestourex, the world's most comprehensive business development platform which creates international bilateral and multilateral cooperation agreements every year, high value added health, sports and alternative tourism will be developed; 50 million tourists and 50 billion dollars of tourism income will be reached within the 2023 targets of our country.

Hestourex 2021 Exhibition will be again held in Antalya on May 20th-22nd, 2021.

FACTS & FIGURES



TURKISH TOURISM SUMMIT

"Tourism for a Better World"

Turkey Tourism Summit will be carried out between 20th-22nd May 2021 within the scope of Hestourex Exhibition under the leadership of Tourism Academicians Association (TUADER) and Professional Hotel Managers Association (POYD) and in partnership with universities and alumni associations.

The panels and workshops to be held at the event will address the problems faced by the sector and develop strategies for the future of tourism. Academicians from different regions of the world will present their papers at the Intercontinental Tourism Management Conference, which is simultaneously scheduled with the Summit. Additionally, the award ceremony will be held within the scope of the summit and the awards will be presented to the successful individuals and organizations selected in their fields.



EXHIBITOR PROFILE

- Hospitals / Clinics
- Travel Agencies
- Hotels / Chain Hotels / Holiday Villages
- Sports Facilities
- Spa, Wellness, Thalasso Facilities
- Airlines
- Insurance and Finance Companies
- Assistance Companies
- Medical Equipment Companies
- Medical Tourism companies
- Sport Tourism companies
- Alternative Tourism companies
- Educational Tourism companies / Cultural Tourism companies
- Activity-Adventure Tourism companies
- Tourism Transportation companies
- Sports Federations
- Ministries / Municipalities / Governorships
- Provincial culture and tourism directorates
- Development agencies
- International tourism associations and federations
- Print, broadcast and digital media organizations

VISITOR PROFILE

- Health Association Executives / Partners
- Purchasing Managers
- Health Centers, Special treatment centers and Clinics
- National and International Medical and Health
- Tourism Investment Companies / Purchasing
- Delegations / Professionals
- National and International Insurance companies
- Education Institutions (universities) and University lecturers
- Doctors, Nurses, Healthcare Officers
- Sector Associations and Civil Society Organizations
- Agencies, tour operators
- Sports Clubs
- Representatives of Turkish Republic Ministry of Health
- Representatives of Turkish Republic Ministry of Youth and Sports
- Representatives of Turkish Republic Ministry of Culture and Tourism
- Representatives of Turkish Republic Ministry of Industry and Technology
- Public Provincial Health Directorates
- Social Security Institution Officials

WHY YOU SHOULD PARTICIPATE ?

- New cooperations, partnerships and agreements
- New investments and investors
- Meetings with decision makers all around the World (Europe, Asia, America, Africa)
- Introducing our country's tourism infrastructure and facilities
- International sports organizations arrangements in Turkey
- Turkey is a remarkable destination in health and sports tourism for promoting your worldwide brand
- Introducing facilities and services for health, sports and alternative tourism
- Long term collaboration of national and international experts with institutions
- Discussing the needs and problems of the sector at ministerial level



WHERE DO THE DELEGATIONS COME FROM ?

