



ITF
ISTANBUL TOURISM FAIR

TOURISM SUMMIT PROGRAM

4 OCTOBER WEDNESDAY

12:30-13:15 2023 SEASON EVALUATION, 2024 EXPECTATIONS (HOTELS)



MODERATOR
Hediye Güral Gür,
Chairman of The Board Of Directors
- Chairman of Hİb (Exporters' Association) Tourism and Travel Related Services Committee



Tolga Kilit,
Kilit Group,
Board Member



Murat Alpman,
Rixos Hotels, Senior
Vice President Of Sales,
Executive Office



Uğur Talayhan,
Swissotel the Bosphorus Istanbul,
General Manager



Volkan Öztürkler,
Marriott International,
Multi Property General
Manager



Murat Tomruk,
Divan Group,
General Manager

13:30-14:15 2023 SEASON EVALUATION, 2024 EXPECTATIONS & TOURISM RELATIONS BETWEEN GERMANY AND TURKEY



Firuz Bağlıkaya,
Association of
Turkish Travel
Agencies,
Chairman



Norbert Fiebig,
Drv (Germany
Travel Agency
Associated),
Chairman



Kaan Kaşif Kavaloğlu,
Mediterranean Touristic
Hoteliers And Managers
Association, Chairman

14:30-15:15 2023 SEASON EVALUATION, 2024 EXPECTATIONS (DOMESTIC TOURISM)



MODERATOR
Mete Vardar,
Jolly, Chairman
of The Board of
Directors



Kaan Karayal,
Tatil Sepeti,
Chairman of The
Board of Directors



Ramazan Becer,
Tatil.com, Chairman
of The Board of
Directors



Mehmet Kamçı,
Caral Travel,
General Manager



**Mustafa Kemal
Çubuk,**
Tatilbudur, Deputy
General Manager



**Koray
Küçükylmaz,**
Setur, Deputy
General Manager

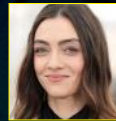
15:30-16:15 THE ROLE OF THE CINEMA AND TV SERIES INDUSTRY IN TOURISM



Onur Güvenatam,
OGM Pictures, Board
Member



Pelin Diştaş,
Netflix Türkiye,
Original Content
Director



Merve Dizdar,
Actress



Cem Karcı,
Director

16:30-17:15 SOFT POWER OF THE ECONOMY: SERVICE EXPORT



Hediye Güral Gür,
Exporters'
Association,
Chairman of
Hİb (Exporters'
Association) Tourism
and Travel Related
Services Committee



Mehmet Erdoğan,
Tav Gazipaşa
Alanya Airport,
Hİb (Exporters'
Association)
Accounting Member
Of The Board Of
Directors



Fatih Aksoy,
MED Production
Television and
Filmmaking Inc.,
Founder



Dr. Fatih Özer,
(Exporters'
Association),
Secretary General



ITF
ISTANBUL TOURISM FAIR

TOURISM SUMMIT PROGRAM

5 OCTOBER THURSDAY

10:30-11:00 THE IMPORTANCE AND THE EFFECT OF ARTIFICIAL INTELLIGENCE IN TOURISM



› **Tunç Günbey,**
CYPIN.AI, Agency
President & CEO



› **Mert Tuna Yılmaz,**
CYPIN.AI, Chief
Technology Officer

11:15-12:00 FROM THE PAST TO TOURISM OF FUTURE



MODERATOR
Deniz Dikkaya,
Divan Group,
Director of
Marketing, Divan
Hotel and Venues



› **Dr. Cem Kinay,**
Cem Kinay
Experience Design,
Founder



› **Muharrem Tuna,**
Ankara Hacı Bayram
Veli University,
Professor / Tuader
Chairman of the
Board of Directors



› **Savaş Çolakoğlu,**
TUROYD, Chairman



› **Gürhan
Sayar,** Lazzoni
Hotel, General
Manager



› **Ali Bekten,**
Hotelrunner,
Founder &
Managing Partner

12:15-13:00 COUNTRIES SESSION



MODERATOR
Esra Güler,
Türkiye Tourism
Promotion And
Development Agency,
M.I.C.E. Director



› **Darya
Sannikova,**
Kazan Tourism
Board, Director



› **Marija Labovic,**
Serbia Tourism
Board, CEO at
National Tourism
Organisation of
Serbia



› **Lee-Anne Singer,**
Cape Town Tourism,
Board Member

13:00-13:20 TÜRKİYE TOURISM PROMOTION AND DEVELOPMENT AGENCY GO TURKEY PRESENTATION



› **Elif Balci Fisunoğlu,**
Türkiye Tourism
Promotion And
Development Agency,
Deputy General
Manager

13:30-14:15 2023 SEASON EVALUATION, 2024 EXPECTATIONS (TOUR OPERATORS)



› **Okay Yıldırım,**
Meeting Point
Turkey, CEO



› **Eriks Lingeberzins,**
President of the
Association of Latvia
Travel Agencies and
Operators



› **Andrew
Brown,** World
Travel & Tourism
Council, Regional
Director

14:30-15:10 THE FUTURE MEDICAL TOURISM



MODERATOR
Nihal Terzi,
The Health Store
Turkey, CEO-Founder



› **Ali Alperen
Kaçar,**
T.R. Ministry of
Commerce, Deputy
General Manager



› **Yalçın Avcı,**
Trust Global
Exhibitions,
Founder



› **Ulviye Gasimova,**
VIPMED,
CEO-Founder



› **Şehnaz
Askeroğlu,**
Askeroğlu Clinic,
CEO-Founder

15:20-16:00 CONGRESS DECISION PROCESSES



› **Cemil Hakan
Kılıç,**
Istanbul Congress
and Visitors Office,
General Manager



› **Christopher
Kırbaşas,**
Chicago the Society of
Architectural Historians,
Program Director