

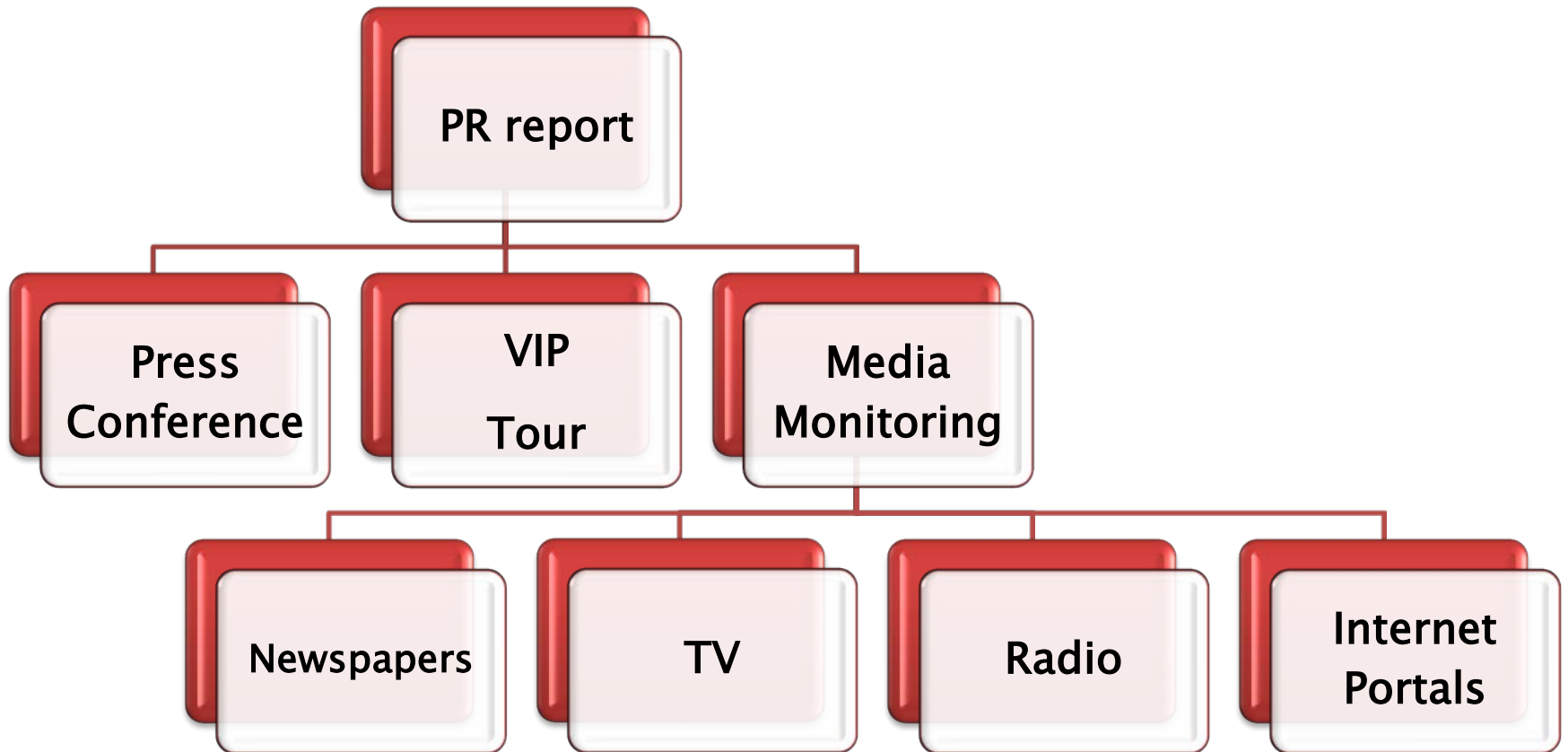


PR-report

16th Azerbaijan International Travel and
Tourism Fair

11th Caucasus International Hospitality
Exhibition

*Prepared by PR-assistant
Shovkat Hasanova*



Statistics

Of the AITF & Horex Caucasus exhibitions:

75 articles were published in 60 Newspapers and 11 Magazines

525 news were published in 122 Internet Portals

8 TV channels showed the video about the exhibitions 29 times in daily news

6 Radio channels voiced advertising and 1 interview

Press Conference

The press conference dedicated to the opening of the 16th Azerbaijan International Travel and Tourism AITF 2017 took place on 5 April at 12:00 a.m. at the Press Center of Trend News Company. The press conference was attended by Mr. Aydin Ismiyev – Head of Tourism Department of the Ministry of Culture and Tourism of the Republic of Azerbaijan, Mr. Farid Mammadov – Executive Director of Iteca Caspian, Ms. Jamila Guliyeva – Project manager. 45 media representatives attended the press-conference from APA, ARB TV, Azertag, AzTv, ITV, Lider TV, SalamNews, TREND and others. During the press conference journalists were informed about the innovations, participants and statistics.



Opening Ceremony

The opening ceremony of AITF and Horex Caucasus exhibitions was held on 6 April at 11:00 in Baku Expo Center.

The official opening ceremony of the exhibitions took place with participation of:

- Mr. Abulfas Garayev – Minister of Culture and Tourism of the Republic of Azerbaijan
- Mr. Edward Strachan – Executive Director of ITE Group



VIP Tour

President of the Republic of Azerbaijan Ilham Aliyev and his spouse Mehriban Aliyeva had viewed the exhibitions.



VIP Tour

The VIP Tour dedicated the 16th Azerbaijan International Travel and Tourism Fair and 11th Caucasus International Hospitality Exhibition was held on 6 April Baku Expo Center.

The VIP Tour of AITF and Horex Caucasus took place with participation of:

- Mr. Abulfas Garayev – Minister of Culture and Tourism of the Republic of Azerbaijan
- Mr. Edward Strachan – Executive Director of ITE Group
- Mr. Farid Mammadov – Executive Director of Iteca Caspian







Media Monitoring



Newspapers



- ✓525-ci Qazet
- ✓Adalet
- ✓Azerbaycan
- ✓AzadAzerbaycan
- ✓Azerbaycanskiye Izvestiya
- ✓Baki Xeber
- ✓Ejednevniye Novosti
- ✓Ekspress
- ✓Exo
- ✓Hefte Ici
- ✓iki Sahil
- ✓Kaspi
- ✓Medeniyyet
- ✓Musavat
- ✓Nedelya
- ✓Respublika

- ✓Uc Noq
- ✓Paralel
- ✓Palitra
- ✓Ses
- ✓Uc Noqte
- ✓Vergiler
- ✓Vishka
- ✓Xalq Cebhesi
- ✓Xalq Qazeti
- ✓Yeni Azerbaycan

Magazines



- ✓ Индустрия туризма и культуры
- ✓ Турист World
- ✓ Travel and Tour
- ✓ AZERNEWS
- ✓ Baku Guide
- ✓ Medeniyyet.az
- ✓ Otelyer&Restorator
- ✓ Your wending
- ✓ Restoranniye vedomosti
- ✓ Restoranoved
- ✓ Sovremenniy otel

TV monitoring

Date	Time	Channels
05.04.2017	14:00	AzTv
05.04.2017	15:00	CBC
05.04.2017	17:22	CBC
05.04.2017	19:42	Lider
05.04.2017	21:05	ITV
06.04.2017	08:00	ARB
06.04.2017	10:00	AzTv
06.04.2017	12:00	CBC
06.04.2017	14:00	CBC
06.04.2017	15:00	ITV
06.04.2017	19:26	ARB
06.04.2017	19:40	Lider
06.04.2017	20:00	AzTv
06.04.2017	20:06	Xezer
06.04.2017	20:31	ITV
06.04.2017	20:35	ATV
06.04.2017	21:01	CBC
06.04.2017	21:12	AzTv
06.04.2017	21:41	ITV
07.04.2017	07:55	ARB
07.04.2017	08:00	Xezer
07.04.2017	08:51	AzTv
07.04.2017	10:15	AzTv
07.04.2017	19:02	Lider
08.04.2017	16:35	AzTv
08.04.2017	17:17	CBC
08.04.2017	20:28	AzTv
09.04.2017	19:33	ATV
10.04.2017	08:00	Lider

Radio Monitoring

Date	Time	Radio Station
05.04.2017	13:00	Araz
06.04.2017	13:00	Araz
06.04.2017	13:00	Burc
06.04.2017	14:00	106.3
06.04.2017	14:00	Araz
06.04.2017	14:00	Antenn
06.04.2017	14:00	Asan
06.04.2017	14:00	Lider
06.04.2017	15:00	Burc
06.04.2017	18:00	Lider
06.04.2017	18:00	Asan
06.04.2017	19:00	Lider
07.04.2017	17:00	Asan

Internet portals

- <http://medeniyyet.az/page/news/38114/Turizm-senayesi-pesekarlarinin-enenevi-gorus-yeri.html>
- <http://wem.az/delajte-svoih-blizkih-schastlivymi/>
- http://525.az/site/?name=xeber&news_id=77117
- <http://medeniyyet.az/page/news/38531/Turizm-ve-rekreasiya:-problemler-ve-perspektivler.html>
- <http://medeniyyet.az/page/news/38533/Butun-dunya-bir-sergide.html>
- <http://naxcivanxeberleri.com/xeber/iqtisadiyyat/turizm/6725-naxchivan-muxtar-respublikasi-medeniyyet-ve-turizm-nazirliyi-ve-naxchivan-turizm-nformasiya-merkezi-de-atf-2017-de-ishtirak-etmishdir.html>
- http://www.525.az/site/?name=xeber&news_id=77040
- <http://www.myvideo.az//v/2345664>
- <http://www.br.az/politics/20170411102900152.html>
- <http://topnews.az/news/1659860/Azarbaycan-Beynaxalq-Turizm-va-Sayahatlar-AITF-2017-sargisi-kechirilir.html>
- <http://sia.az/az/news/social/603099-azerbaycan-beynaxalq-turizm-ve-seyahetler-aitf-2017-sergisi-kecirilir>
- <https://regnum.ru/news/economy/2261214.html>
- <http://www.vestikavkaza.ru/material/194364>
- <http://www.vestikavkaza.ru/material/194564>
- <http://facemark.az/index/news/turizm-senayesinin-mutexessisleri-aprel-ayinda-bakida-bir-araya-gelecekler-7187>
- <http://citylife.az/content.php?lang=az&et=5&es=0&n=1&nid=15137>
- <http://citylife.az/content.php?lang=en&et=5&es=0&n=1&nid=15137>

Total: 525 articles

DƏSTƏK | SUPPORT



Azərbaycan Respublikası
Mədəniyyət və Turizm Nazirliyi
Ministry of Culture and Tourism of
the Republic of Azerbaijan



BMT-nin Ümumdünya
Turizm Təşkilatı (UNWTO)
The World Tourism
Organisation (UNWTO)



Azərbaycan
Turizm Assosiasiyası
Azerbaijan
Tourism Association



Asiya-Sakit Okean
Turizm Assosiasiyası
Pacific Asia
Travel Association



Azərbaycan Respublikası Sahibkarlar
(İşəgötürənlər) Təşkilatları
Milli Konfederasiyası
National Confederation of Entrepreneurs
(Employers') Organizations of
Azerbaijan Republic



Azərbaycanda
İxracın və İnvestisiyaların
Təşviqi Fondu (AZPROMO)
Azerbaijan
Export and Investment
Promotion Foundation

RƏSMİ MEHMANXANALAR OFFICIAL HOTELS



RƏSMİ STEND QURASDIRMA ÜZRƏ TƏRƏFDAŞ OFFICIAL STAND BUILDER



RƏSMİ SƏYAHƏT AGENTLİYİ TRAVEL PARTNER



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Спеціалізований інформаційно-експертний
портал професійного туризму



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<https://www.youtube.com/user/ItecaCaspian>

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Like

10 249

SEE YOU IN 2018!

17th Azerbaijan International

TRAVEL & TOURISM FAIR

5-7 APRIL 2018
BAKU EXPO CENTER

Whole World.
One Exhibition.

