



Welcome to the 23rd edition

The 23rd edition of the Tunisian travel fair **M.I.T** «International Tourism Market», will be held from **Wednesday 5th to Saturday 8th of April 2017** at the Tunis Carthage Exposition Park, Tunisia.

An International fair...

M.I.T is an exhibition that covers all forms and types of tourism and travel and which attracts all destinations aiming to enhance their brand image as well as their notoriety.

On one hand, this fair is dedicated to touristic destinations aspiring to promote their brand image and seeking new potentials markets. On the other hand, it is also meant for businesses marketing their products and targeting new segments and niche markets.

The 22nd edition of **M.I.T** has seen a considerable growth on the international level as far as the awareness is concerned. The fair has simply become an unavoidable annual event for global Tourism and Travel operators to meet attracting exhibitors from Africa, Asia, Americas and Europe.

Venue location: Tunisia

Being the most famous tourism and travel event in Tunisia, country that has given its name to Africa, and that is also located in the centre of the Mediterranean region (located within 2 hours flight from the European capitals and about 3 hours flight from the Middle East and African capitals).

M.I.T has become the showroom of the whole country representing the different regions with its products and specialties.

e-tourism

M.I.T is the Fair for e-tourism with all of its elements such as online booking sites, digital applications, web portals and virtual platforms (blogs, online travel guides, e-magazines...).

The fair represents the workshop of the «community managers», Internet users and bloggers belonging to the tourism industry. It is the exhibition and the meeting point of the touristic Information and Communication technologies.

Exhibitors- Suppliers...

M.I.T is the fair of the sustainable and responsible tourism thus for future tourism in the forthcoming years.

It is the event to give opportunities to all the concerned (Ministries, National & Regional Tourism Boards, Associations, Official Bodies) to exchanges views and present their new Marketing Strategies.

It is also an opportunity for hoteliers, travel agents, car rental, transport companies and Para touristic operators to present their main objective : Introduce their products.

... And visitors- buyers

M.I.T symbolizes the meeting point of the tourism sector's pro-

5 - 8 april 2017

TUNIS - TUNISIA

Travel holidays and leisure fair

fessionals, travel and leisure operators, experts in the hospitality field and gastronomy industry, specialists of the distribution and sale channels, consultants, researchers and students.

Moreover, the fair is considered as the meeting place for business, investment, promotion, industries and trade.

Visitors coming to **M.I.T** are usually buyers and potential customers from all over the world representing several industries.

M.I.T is also open to the general public who are most welcome.

The period is well chosen

M.I.T will be held before the beginning of the high summer season in order to ensure exhibitors have the opportunity to efficiently market their products and also to offer the visitors to get a global idea about the various offers and so choose and book early comfortably.

Conferences and seminars

Conferences and seminars on several topics will be organized during **M.I.T**.

The Tourism fairs: five in one

M.I.T's exhibitors and visitors will take advantage of the organisation of the four other fairs that will take place at the same venue and during the same period i.e. «**Horeca Expo**» (equipment and services for hotels and restaurants), «**Spa Expo**» (balneology, thalassotherapy and SPA), «**Boat Show**» (yachting and nautical activities) and «**Golf Show**».

M.A.P. organization

M.I.T is an annual fair organised by the company **M.A.P** (Marketing Advertising & Publishing) that also organises the four other fairs, publishes the bi-monthly magazine «**Tourisme Info**» and the tourism directories «**Annuaire du Tourisme**» and manages the tourism observatory «**Observatoire du Tourisme**».

MIT 2017 in a nutshell

- **4 days:** Wednesday 5th, Thursday 6th, Friday 7th and Saturday 8th of April 2017 at «Parc des Expositions de Tunis - Le Kram»
- **Opening hours** From 10am to 7pm from Wednesday to Saturday
- **Name of the company** (organiser): **M.A.P** (Marketing Advertising & Publishing)
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