

JEDDAH INTL. TRAVEL & TOURISM EXHIBITION

EXHIBITION PROFILE

A brief overview about the exhibition and the stages it went through during the years of its organization, with more focus on the last organized edition, which is the tenth edition.

www.jttx-sa.com





OVERVIEW



Staged annually, JTTX is a vibrant must attend three-day B2B and B2C event presenting a diverse range of destinations and travel and tourism industry sectors to the local professionals and public.

It is a unique opportunity for travel trade in the western region of the Kingdom of Saudi Arabia to meet, establish and strengthen new partnerships, and conduct business. Each year JTTX brings together local key travel leaders, and international exhibitors to establish new relations, strengthen and develop existing business partnerships.



FACTS & FIGURES

ABOUT
JTTX

LOCATION

CONTACT



FIND US

WEBSITE
www.jttx-sa.com

ORGANIZER



4M EVENT
Management



WE COME A LONG
JOURNEY

INDUSTRY SECTOR
Travel & Tourism

YEARS OF ACTIVITY
2010 - 2020

FREQUENCY
Annual

AREA
5,000/m²

VISITORS ENTRY
Free



JEDDAH
SAUDI ARABIA

VENUE
Convention Center

Jeddah Hilton

THE HISTORY OF JTTX

10 years of JTTX: the milestones of the Saudi's leading intl. travel trade show from 2010 to the present day. In 2020 JTTX can look back on 10 years of events, Launched as a minor exhibition, it rapidly became a great success. With a long years of experience and a keen understanding of trends and developments in the international travel industry, JTTX established itself as a local leading travel trade show. Over the years it has a grown in exhibitor numbers and attendance, showcasing travel products and services from around the world and growth markets.



JTTX CHRONICLE

2010: Launch of JTTX with 10 exhibitors from Saudi Arabia on a display area of 1500 sqm.

Even at this early stage there was a Forum in 1500 sqm with the presence of some travel sector managers, investors and journalists.

2012: the second edition become international and has been held on the same space, accompanied with a Forum that focused on the importance of travel and tourism sector in the local economy, in the presence of specialized speakers.

2013: the third edition has been expanded to the whole hall space, and hosts more local and international exhibitors.

2014: over 17,000 visitors and 150 exhibitors display their products and services, and marks a new record.

2015: Marketing expanded in Asia, and the official presence in many countries such as Indonesia, Malaysia, Sri Lanka and others.

2016: more than 25,000 visitors making a great increase of awareness about the exhibition.

2017: first reception organised for Saudi bloggers, with the partnership of Sayeh Tube and others.

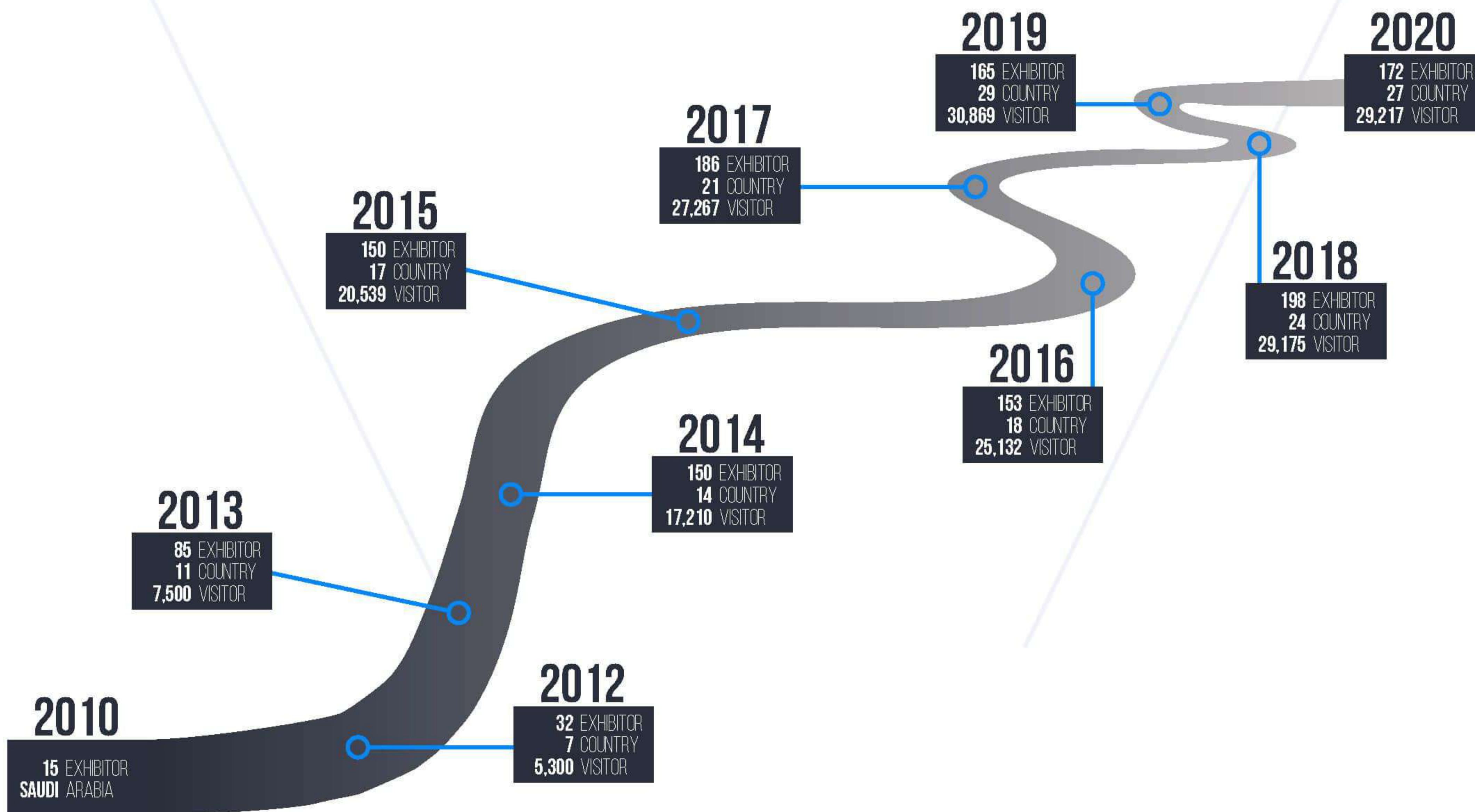
2018: 198 exhibitors from 24 Country marks a new record of participation.

2019: number of visitors exceeds 30,000, and mark the record of visitors attendance at JTTX.

2020: Achieving great success in terms of the number of visitors and exhibitors, and the tenth anniversary of the exhibition was celebrated in the presence of JTTX10 sponsors and partners.



JTTX TIMELINE



A SUCCESSFUL FUTURE FOR JTTX

JTTX has gained wide fame and good experience over ten years, and this is what will be used to develop the exhibition performance in the future.

We aim to make JTTX a global trade show, keeping pace with the modernization that the Kingdom is witnessing in the economic field in general and the field of travel and tourism in particular, which is represented in the major tourism projects that have been launched to develop this important sector.

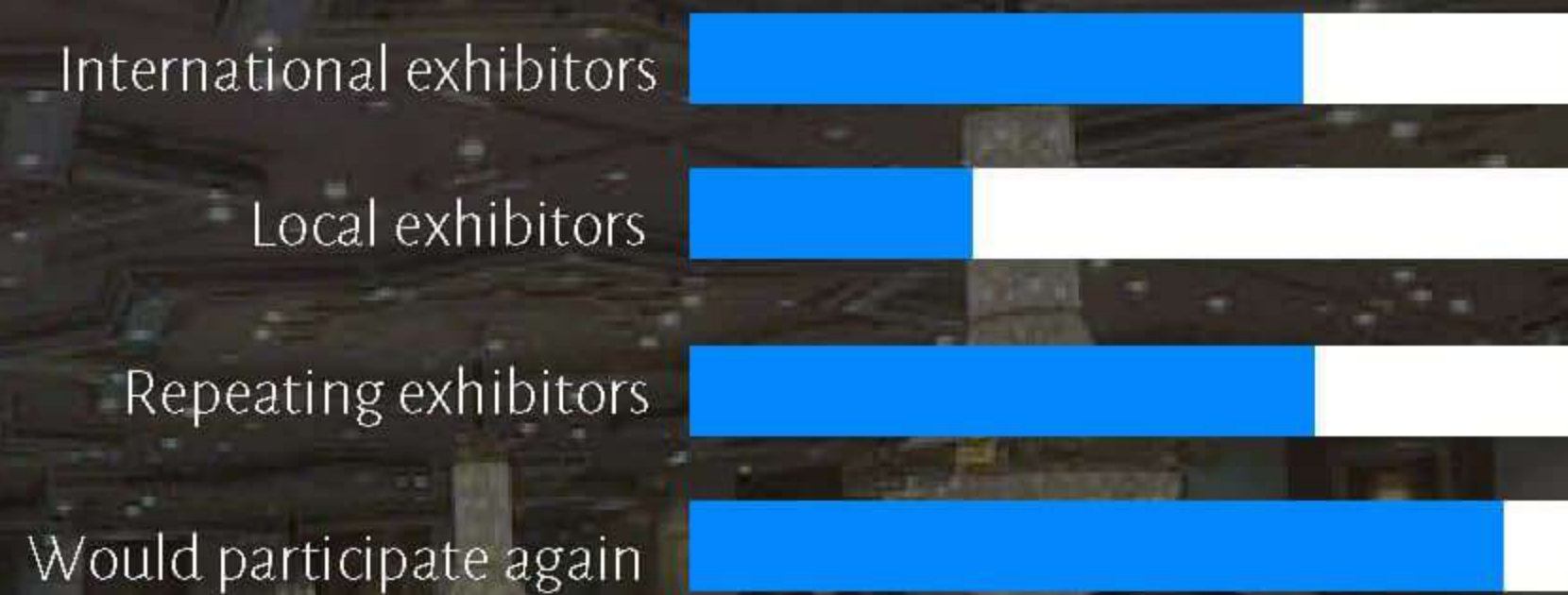


LAST EDITION STATISTICS



EXHIBITORS FACTS & FIGURES

165
FROM 29 COUNTRY



27 - 29 FEB
2020

VISITORS FACTS & FIGURES

30,869



VISITORS CATEGORIES

- Travel agencies
- Local & intl. buyers
- Tour operators
- Tourism services providers
- Travel planners
- Travel bloggers
- Journalists
- Public





JTTX 10 SPONSORS & PARTNERS

Main Sponsor



Main Sponsor



Strategic Sponsor



Official Carrier



Radio Sponsor



Strategic Sponsor



Strategic Sponsor



Strategic Sponsor



Participant Sponsor



Electronic Sponsor



Media Sponsor



SECTORS EXHIBITING AT JTXX



HIGHLIGHTS OF JTTX 2020



VOLUNTEER PROGRAM

A volunteer wanting work experience and to meet travel professionals face to face, we are providing an opportunity for all of them by creating roles to suit their various skills.

Every year we receive male and female volunteers from:

Faculty of tourism - King Abdulaziz University

Travel & tourism department - Jeddah College of Technology

We coordinate with their professors which supervise them, to build the program and divide them to several groups with various tasks.

The volunteer program starts one day before the exhibition date, and they benefits from the following advantages:

before the exhibition days

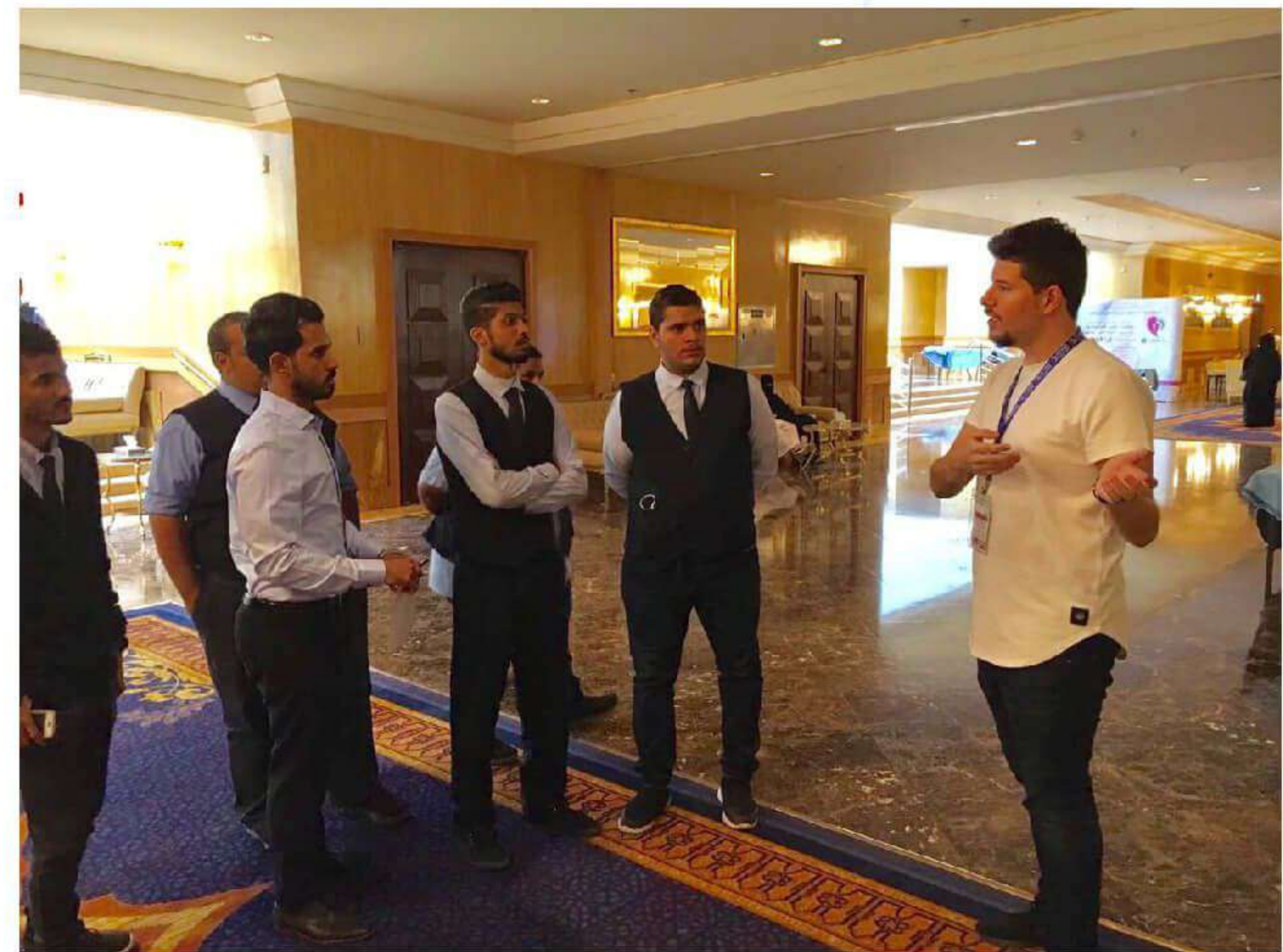
- * Attend the hall preparation process.
- * Stands building and delivery to exhibitors.

During the exhibition days

- * Attend and help in the reception and registration desk.
 - * Assist in coordination between exhibitors and services department.
 - * Distribute and collect the exhibitors surveys.
- and many other tasks that allow them to discuss and meet exhibitors from other nationalities.

Volunteers should not feel overloaded in their role, but it is also important they are engaged in productive tasks and get a sense of achievement from their voluntary work.

At the end of the exhibition, certificates of appreciation are given to the volunteers with their names and number of working hours.



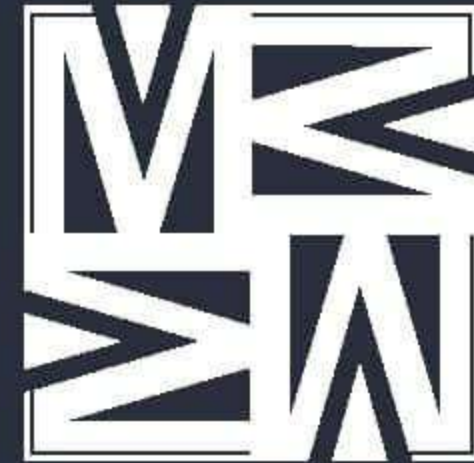
CULTURAL PERFORMANCES



Each year, JTTX provide the possibility for sponsors to perform cultural folklore of different countries in the main stage of the exhibition hall.

Various colors of folklore have been displayed over the years for many countries, including the local heritage of Saudi Arabia, the Emirates, Egypt, Turkey, Pakistan, Indonesia and others.





4M EVENT
Management

4th floor office 402
Al Khorayef Building Madinah Road
P.O.Box 7034 Jeddah 21462
Kingdom of Saudi Arabia

T: +966 12 6030033
F: +966 12 6030033 Ext.108
M.: +966 50 082 6984
E: info@4m.com.sa



www.jttxt-sa.com