



ARABIAN SOUK

Tuesday, 10th March 2020
Volkshaus Zurich

www.arabiansouk.ch

ARABIAN
Souk

ARABIAN SOUK

Dear valued partners

Since it took place for the first time in 2010, the one-day event has established itself as the largest and very successful B2B platform for the Arab region on the Swiss market.

Every year, more than 300 representatives of the best Swiss travel agencies take part at the Arabian Souk as well as the Roadshow to improve their knowledge and their expertise. It's a matter of fact that a participation at the Arabian Souk will give the travel agents better skills to sell the destinations in the Middle East and North Africa.

In the last years, most of these destinations were showing a very high increase of visitors out of the Swiss market and it's well known that travellers from Switzerland are spending more money at the destinations per day than visitors from other countries.

We are convinced that the Arabian Souk is an optimal and goal orientated marketing tool for you in order to present yourself successfully and at an attractive price in the Swiss market.

We are looking forward to your participation at a successful Arabian Souk 2020.

Sincerely yours



Daniel Reinhart
President of the Arabian Souk Committee



YOUR BENEFITS

at a glance

- **250 – 300 attendees** from around the country
- **Good mix of attendees** including «mature» visitors as well as younger people at the start of their professional career who are in need of relevant education/training
- Visit and **attention of each participant** guaranteed
- **The short presentation** at your stand gives you the opportunity to inform the visitors about your product / destination on a **very personal level**
- **Qualitative interviews** with the travel agents
- Unbeatable **price/performance ratio**
- **Stands are fully equipped** and standardized
- **Workshop presentations** will be uploaded on www.arabiansouk.ch for later use in clients counselling and for educational purpose
- **F&B** for 2 people per stand is included



SWISS MARKET

why is it worth your time & money?



- **The Middle East and North Africa are one of the most popular vacation destinations** of the Swiss.
- Profitable market! People living in Switzerland enjoy one of the world's **highest per capita incomes**.
- **A strong Swiss Franc** combined with high incomes provide for a high purchasing power.
- **Daily average spending** is approx. EUR 350.
- **Less price sensitive market.** Travellers willing to pay for quality & service.

THE COMMITTEE

Arabian Souk Switzerland

The Committee of the Arabian Souk consists of branch-specific professionals from different fields of expertise. The explicit intention is that the interests of all groups are represented.



Daniel Reinhart
President Committee
Hotelplan Suisse
Representative
Visitors



Oliver Howald
Kuoni Travel
Representative
TO generalists



Uwe Schwaderer
Dubai Tourism
Representative
Tourism boards



Claudia Monterosa Pino
Emirates Airline
Representative
Airlines



Reto Amin
Amin Travel
Representative
TO specialists



Heinz Zimmermann
Top Line Marketing
Representative
Communication / PR



Kurt Zürcher
Let's go Tours
Interessenvertretung
TO Spezialisten

The Organization

The company Top Line Marketing having extensive experience in event management is responsible for the organization of the Arabian Souk.



Alina Edelmann, Project Manager
Top Line Marketing, Förrlibuckstrasse 110,
8005 Zurich, Switzerland
Phone +41 (0)44 749 25 25
E-mail: alina.edelmann@topline.ch

CONCEPT & MARKETPLACE



The event

Not only exhibitors from the Middle East but also from the entire Arab region, including North Africa, are represented at the Arabian Souk. In order to give you the opportunity to use your time efficiently for personal talks and networking with the travel agency representatives, the event will last one full day.

Added value for you as exhibitor

We offer you an additional added value without any extra cost. Having the aim to offer you, as a valued partner, an attractive package with top price/performance ratio, the concept was adapted – to your advantage:

All participants will be divided into small groups of about 8 people, **visiting your stand and listening to you with great interest for 5 minutes** before moving on. Thanks to this rotation system, we can **guarantee** that all travel agents learn about your product/your destination and its benefits!

Your stand

As an exhibitor, you'll have the opportunity to book a stand on the Marketplace. Your exhibition stand will be decorated with Arabian elements and signed with your company name. All you have to do is bring your brochures, roll-ups etc.



HOW TO PARTICIPATE

Register now **directly through our homepage www.arabiansouk.ch** for one of the following services:

Standard stand: CHF 3'000

Double stand: CHF 5'500



- 5 minutes presentation including the mentioned benefits



- 5 minutes presentation including the mentioned benefits, for one exhibitor only
- In addition you profit from comfortable lounge chairs

Sub-exhibitor: CHF 2'000

- Two exhibitors may share one stand upon payment of a supplement (in addition to stand costs). Condition: only bookable when the exhibitors share the 5 minutes presentation at the stand.
- We ensure that each exhibitor will be individually signposted at the stand and mentioned separately ahead of the event. But if, for example, two hotel brands appear under the same parent brand, then no supplement will be charged.

Important

- Only one sublease allowed per stand
- Own promotion material may be placed at the stands only
- The sublessee must be registered with another exhibitor
- The organizers will not assign any partners

Register now!

HOST COUNTRY

Be the
center of
attention!



Your stand in the limelight of the Arabian Souk

Each year a destination has the opportunity to present itself as host country for the Arabian Souk. Not only do you get the most attention at the event, you also win the favour of the travel agents.



Advantages and services rendered for the host country

Your appearance

- Large and striking stand on the main stage
- In addition: comfortable lounge chairs for an exclusive presentation

Presentation

- 30 minutes presentation on the big stage

Lunch

- At lunchtime a great buffet with culinary delicacies from your destination is waiting for the Arabian Souk participants. We organize your lunch as well as the adequate decoration.

In addition

- Service staff can wear your company T-shirts

Web Advertisement

- An exclusive column reserved on www.arabiansouk.ch for the host country the whole year (portrait, travel tips, contact) including photos and logo.

Partners

- Possibility to include up to 3 further regional partners, on condition that the partner has not yet participated at the Arabian Souk. Details can be discussed with the organisation.

Costs: Host country package: CHF 15'000*

All of the above services are offered at a package price.

The Committee is open to various suggestions from the host country. Be creative and make your performance an unforgettable experience for the visitors.

*The host country gets great exposure and an exclusive status, confirmation as host country cannot be given until the Committee has discussed the matter.

WORKSHOP

presentation

Present
yourself!



Pictures say more than words

Introduce your destination or your product to all visitors in one presentation. With large impressive pictures projected onto a big screen impressions can be conveyed in addition to information.

Exclusive performance

You will be holding your presentation once on the main stage with everybody's full attention. This will guarantee a more effective appearance.

Quality is of the utmost importance

The workshop presentations, together with the Marketplace are the most important elements of the function and aim to bring all visitors up to date. In order to ensure the quality and guarantee a flawless technical operation, the main rehearsal – which is obligatory for the participants – will take place on Monday, 9th March 2020.



Important

- 15 minutes presentation in plenary
- Workshop presentations can only be booked in combination with a stand
- At the registration of a presentation, the following prioritizing will take place:
 1. Tourism boards (possible in conjunction with Home Carrier)
 2. Tour operator
 3. Hotels/Airlines
- Tourism boards may present in conjunction with the Home Carrier. It is compulsory for both companies to be registered.
- The presentations must be sent to the organizers before the event
- The Committee undertakes to check substantial parts of the content of the presentations

**Costs:
Workshop
presentation:
CHF 2'500**

**BEST
PRICE!**



ARABIAN
Souk

ARABIAN SOUK

Förrlibuckstrasse 110, 8005 Zurich, Switzerland, Phone +41 (0)44 749 25 25

E-mail: info@arabiansouk.ch, www.arabiansouk.ch

