



— YEREVAN INTERNATIONAL TOURISM & RELATED INDUSTRIES EXHIBITION

— MERGELYAN
EXPO CENTER



2024
20-22 SEP

VISIT HOURS:
10:00-18:00
AM PM

YEREVAN TOURISM SHOW QR CODE



REGISTER BY SCANNING
THE QR CODE OR VISIT
THE WEB SITE PROVIDED

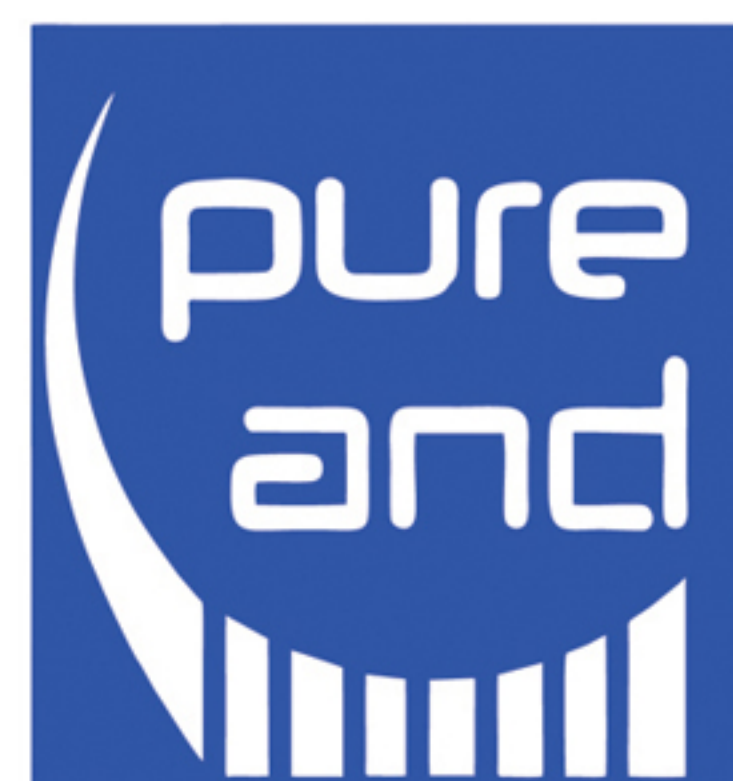
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TEL.: +374 94 721519

ADD.:

No.27, Proshyan Street, Yerevan, Armenia



Welcome to YITE 2024

We extend our warmest gratitude to you for joining us as one of our esteemed exhibitors/visitors at Yerevan International Tourism & Related Industries Exhibition (YITE) 2024. Your participation is crucial to the success of this event, and the entire team eagerly anticipates your presence on the exhibition floor.

Contained within this information pack are comprehensive details about the event, encompassing its schedule, entry guidelines, on-site amenities, as well as parking and accommodation options. We encourage you to meticulously peruse each section to familiarize yourself with the processes and deadlines outlined herein.

For any further inquiries, our dedicated team members will be readily available throughout the duration of the event. Feel free to reach out to them for assistance.

Contact Number: +374 94 721519

As hosts, the team at Pure Land extends our best wishes for a successful planning journey and eagerly anticipates your arrival in September at YITE 2024. We are confident that this week will be marked by productivity and meaningful engagement for all participants.

On behalf of Pure Land, I extend my sincerest wishes for a fruitful and enriching experience at YITE 2024. We eagerly await the opportunity to welcome you in person.

Warm regards,

Pure Land team





About Yerevan International Tourism & Related Industries Exhibition (YITE)

Yerevan International Tourism & Related Industries Exhibition serves as a premier international platform for countries, regions, and companies from Armenia and around the world to showcase their travel and hospitality products and services on the global stage. With its upcoming edition scheduled to take place at the Mergelyan Expo Center **from September 20th to 22nd, 2024**, this esteemed exhibition boasts **a net space of 1400 square meters**, providing ample room for exhibitors to engage with visitors and showcase their offerings.

What YITE Offers:

Yerevan International Tourism & Related Industries Exhibition offers exhibitors and visitors a distinctive opportunity to:

- Connect with representatives from global travel associations and industry regulators.
- Expand their network by forging new client relationships and partnerships.
- Stay abreast of the latest trends and innovations in the travel and hospitality business.

YITE 2024: A Pivotal Event for the Tourism Industry

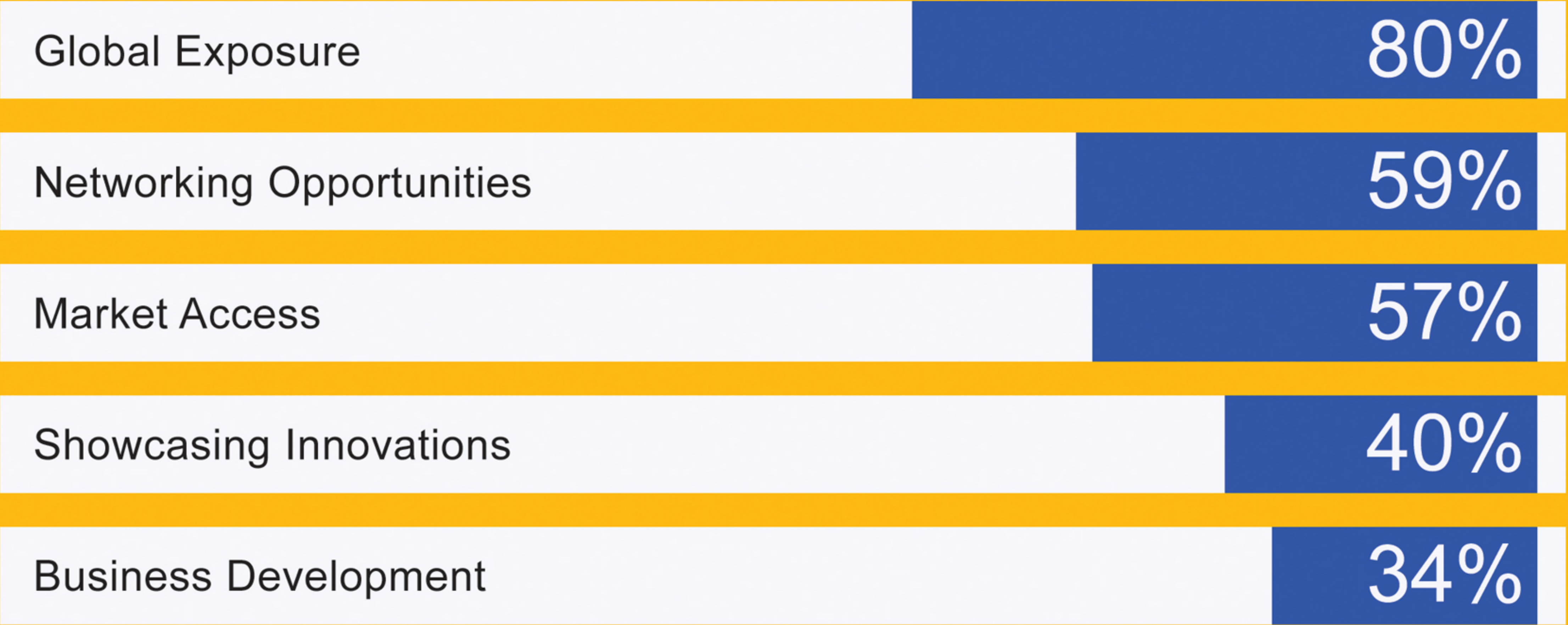
Yerevan International Tourism & Related Industries Exhibition 2024 promises to be a pivotal event for the tourism industry. Held in Armenia, this exhibition attracts tourism professionals, businesses, and organizations from across the globe, fostering collaboration and exchange of ideas.

As a hub for showcasing cutting-edge innovations and advancements in travel and hospitality products and services, YITE 2024 offers participants a platform to explore new opportunities and drive the industry forward.

Join us at YITE 2024 for an enriching experience that promises to shape the future of the tourism landscape.

EXHIBITOR OVERVIEW

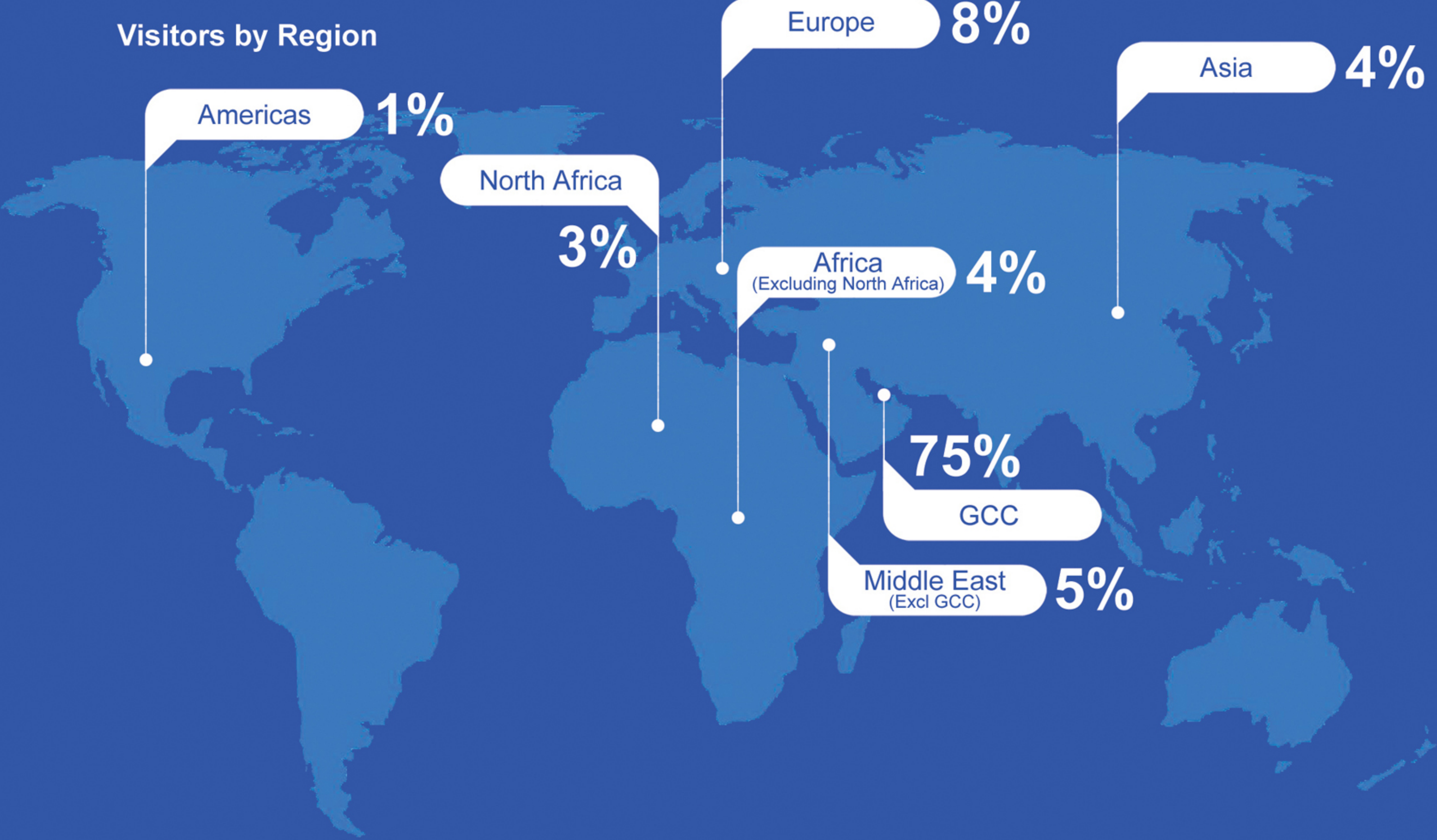
Top 5 reasons for exhibiting



BRINGING EXHIBITORS FROM AROUND THE WORLD



VISITOR OVERVIEW



Reasons for visiting:

Cultural Richness	89%
Networking Opportunities	88%
Innovative Offerings	87%
Business Expansion	87%
Educational Insights	85%

Top 10 international visiting countries



Here’s what to expect at the event this year:



+250

Exhibitor



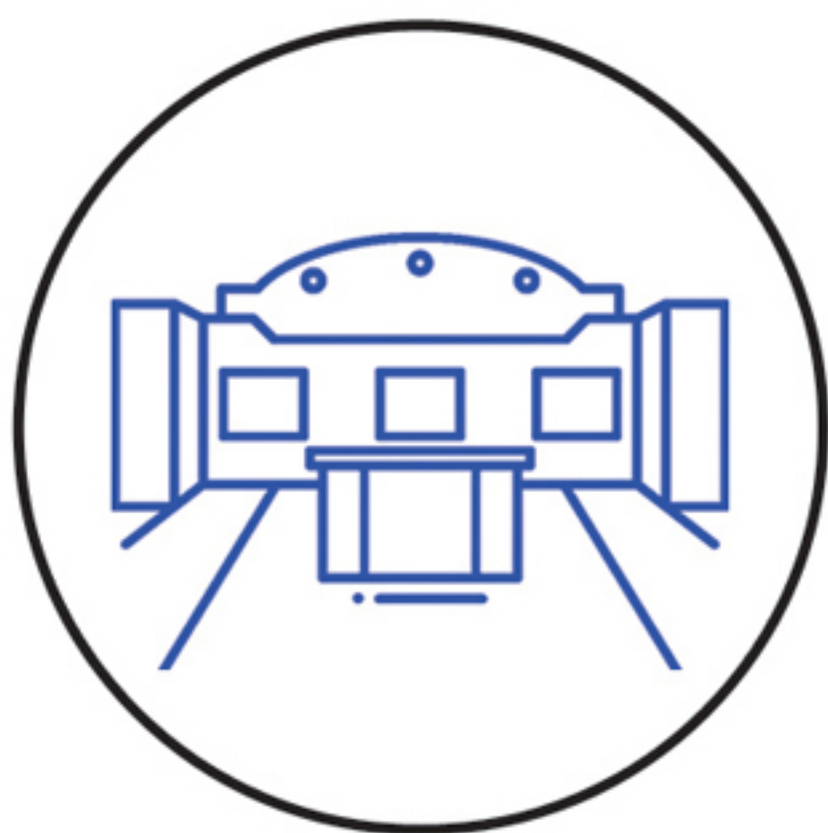
+10

Participating country



+5000

Visitor



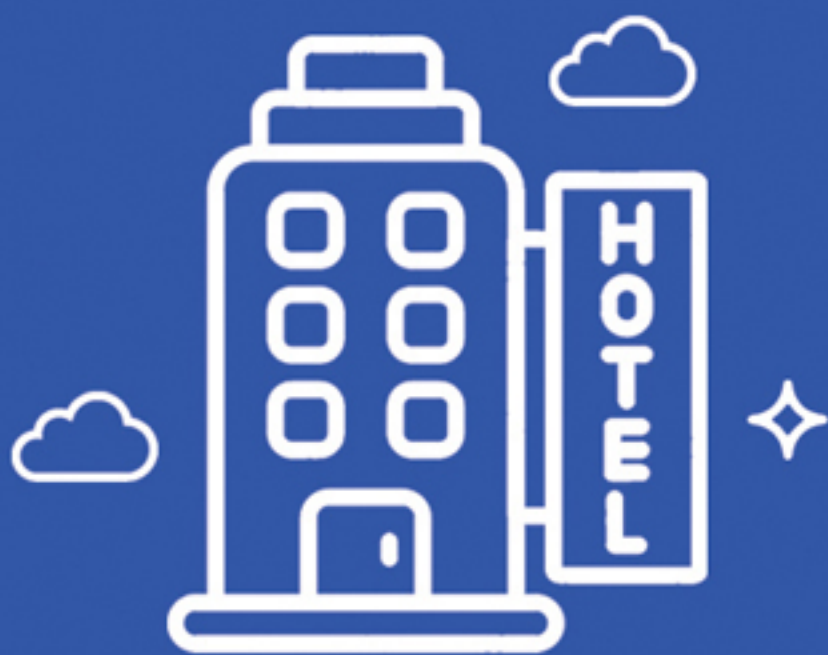
+1400m²

Covered area

PRODUCT SECTOR



Travel agencies & tour operators



Hotels & accommodation



Health care, treatment & medical centers, spa retreats



Glamping



Hotel equipment companies



Handicrafts



Museums & parks



Adventure tours organizers



MICE agencies



National & regional tourism offices



Service & transport companies



Travel tech companies

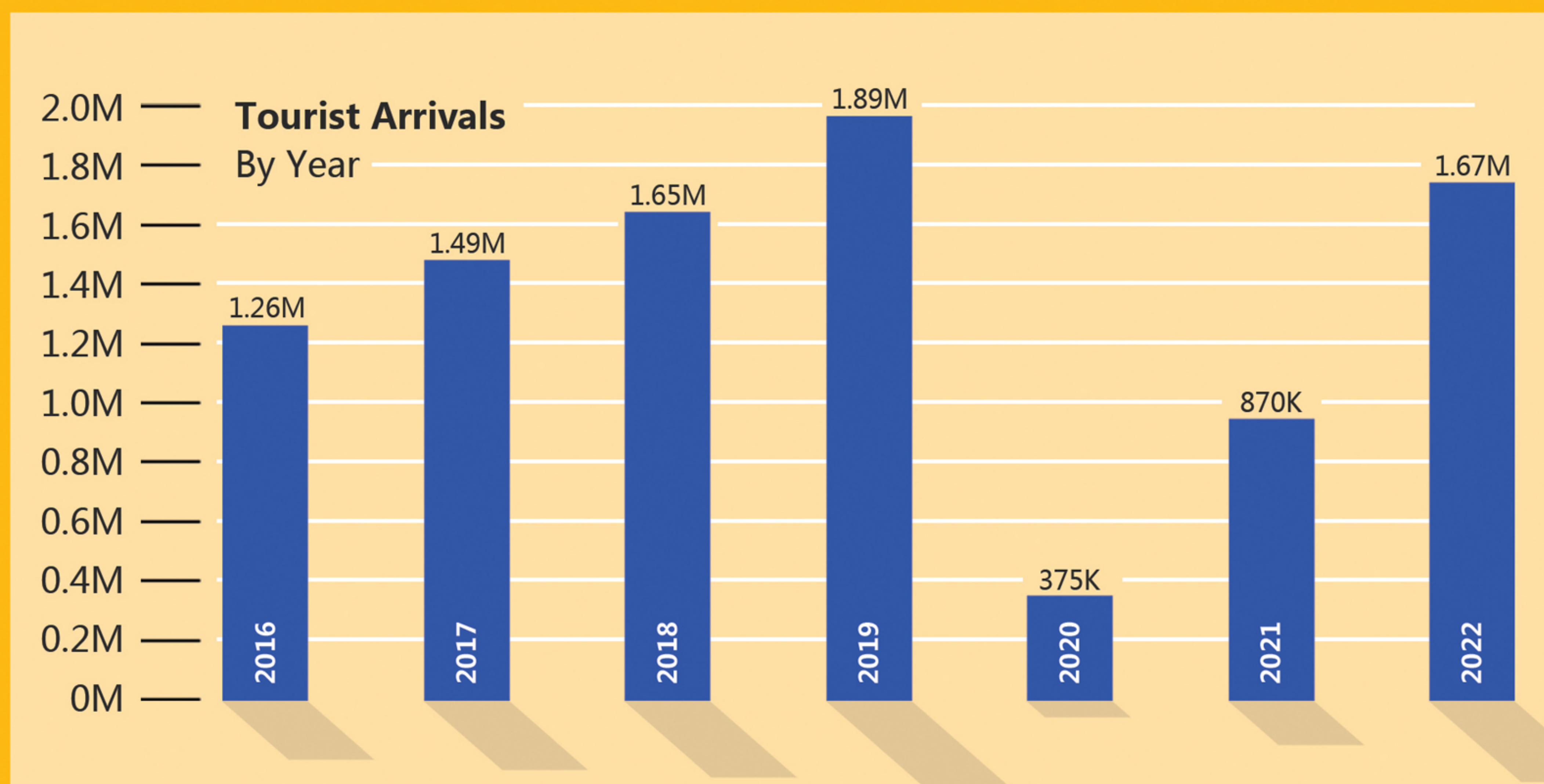
Armenia's measures to grow the tourism industry

Several reasons have caused Armenia to achieve significant growth as a tourist destination. Among the things that have made Armenia one of the popular destinations for foreign tourists, the following can be mentioned:

- **Construction of new residences**
- **Security of Armenia**
- **Historical attractions of Armenia**
- **Food tourism**
- **Adventure and nature tourism in Armenia Sustainable and environmentally friendly tourism.**

Armenia is a country that has been actively working on its tourism industry for many years, so that **in 2023 it has received more than 2 million tourists.**

According to the Minister of Economy of Armenia, every tourist spends about 1,200 dollars in this country, which is very effective in the growth and prosperity of the tourism industry of this country. The most foreign tourists to Armenia are from three countries: Russia, Georgia and Iran, which have occupied the first place among Armenian tourists for many years.



- According to preliminary data, **1.67 million tourists have visited Armenia in 2022.**



BOOK YOUR STAND TODAY

Contact the team today to discuss a range of options and solutions to help you achieve your business objectives.



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To apply for a stand scan QR code.