

- **Fair overview:**

The Commissariat of the International Tourism and Travel Fair organizes this event under the aegis of the Minister of Tourism and Handicrafts, and in coordination with the Algerian Society of Fairs and Exports (**SAFEX**), being considered as an important International encounter listed in the "**UN Tourism**" Agenda.

It's an opportunity to promote "**Algeria**" as a tourist destination, as it's an annual event that brings together various tour operators and tourism professionals from several countries, such as tourism agencies, professionals in the accommodation, hotel and transport sectors, as well as start-ups active in the digitalization and tourism fields.

This annual tourism event attracts the attention of a wide audience, enabling them to get up close with the most important tourism programs offered by travel agencies, conclude agreements, hold business meetings, exchange experiences and learn about developments in the sector.

Scientific meetings are also considered one of the highlights of the Fair program, organized by national and foreign academics and experts in the field of tourism.

- **Event information:**

- **Edition:** twenty-third 23
- **Date:** May 30 to June 2, 2024
- **Location:** central pavilion of the "Palais des Expositions », Algeria, Algiers.
- **Surface area allocated to exhibition space:** approx. 8,000 square meters
- **Organization:** Commissariat of International Tourism and Travel Fair, under the aegis of the Minister of Tourism and Handicrafts.

- **Number of exhibitors:** around 300, including foreign partners.

● **Event objectives:**

- Continue to promote and market Algeria's tourism image,
- Confirm Algeria's permanent presence in international tourism forums,
- Provide a platform for domestic and foreign tourism professionals and retailers to meet and improve communications between them.
- Enable visitors to discover Algeria's various tourist destinations.
- Provide a space for communication, promotion and media marketing.
- Encourage the public and the national community abroad to spend their vacations in the country, and steer them towards domestic tourism.

● **Target audience:**

- Domestic and foreign tour operators.
- Domestic and foreign specialized media.
- Citizens.
- Various tourism institutions and related organizations.

● **Accompanying Activities:**

- Study days on developments in the global tourism sector, organized by an elite group of professors, researchers and specialists.
- Work sessions between local tourism actors and their foreign counterparts (**B2B**), and between local tourism actors themselves.
- Eductour for foreign press accredited in Algeria
- Folklore shows representing various national themes.
- Live workshops on traditional crafts and Algerian gastronomy.
- Various activities for children.

Fair participants:

- Tour operators, tourism and travel agencies, hotels, domestic and foreign air, sea and land transport companies.
- Tourism and hotel training establishments.
- Tourism investment project holders.
 - National parks and museums.
- Banks and insurance companies.
- Tourism-related start-ups.
- National telecommunications companies.
- Institutions and organizations involved in investment promotion and development.
 - Institutions and organizations in charge of promoting traditional crafts, such as the National Agency for Traditional Industry.
 - The National Chamber of Traditional Crafts, the Chambers of Traditional Crafts and Trades.
 - Institutions and communication agencies specializing in tourism.
- National and local cultural bureaus.
- Influencers and creators of tourism content on social networks.