



# PresentationSheet

## International Tourism and Travel Fair (SITEV 2025)

### A Showcase of Excellence for Authentic Tourism

The International Tourism and Travel Fair (SITEV) is a major event on Algeria's tourism calendar. Scheduled from July 12 to 15, 2025 at the Algiers Exhibition Centre (Central Pavilion), this fair positions itself as a key crossroads for professionals and enthusiasts in the tourism sector. Under the auspices of the Ministry of Tourism and Handicrafts, SITEV 2025 embodies an ambitious vision to promote Algeria as a top tourism destination. By bringing together national and international players, the event is committed to highlighting the country's cultural, natural, culinary and heritage assets while emphasizing innovation and sustainability in the tourism sector.

#### Strategic Objectives:

- Enhancing Algeria's Tourism Image: SITEV aims to showcase the many facets of the country, from its Mediterranean coasts to the Sahara dunes, including its mountains and historic cities.
- Creating Professional Synergies: By offering a platform for B2B and B2C meetings, SITEV 2025 will facilitate exchanges between tour operators, investors, and institutional players, while strengthening partnerships.
- Encouraging Innovation and Digitization in the Sector: The event will place particular emphasis on new technologies and digital solutions that improve the tourist experience, from online booking to the management of tourism infrastructures.
- Promoting Sustainable and Responsible Tourism: The fair will support the transition towards environmentally respectful tourism, while preserving Algeria's authenticity and cultural heritage.

#### Challenges and Ambitions:

In a constantly evolving global context, SITEV 2025 intends to become an essential engine for the development of Algeria's tourism sector. Its ambition is to strengthen Algeria's attractiveness on the international stage, encourage investment, and boost the local economy. The fair also aims to serve as a platform for exchanging ideas, sharing best practices, and exploring new models of sustainable development. Through its various activities, SITEV will contribute to the modernization of the sector while showcasing the richness of the country's cultural and natural heritage.

#### Highlights of the 2025 Edition:

- Extensive Exhibition Space: With an area of 8,000 m<sup>2</sup>, SITEV 2025 will host approximately 250 exhibitors, including a strong international presence.
- Innovation Space: A hub dedicated to start-ups and digital solutions, featuring practical workshops, livedemonstrations, and exchanges between young talents and industry professionals.
- Showcasing Algerian Authenticity: The fair will offer a dedicated pavilion for handicrafts, gastronomy, and local traditions, providing an immersive experience in Algerian culture through interactive workshops and activities.

- **Conferences and Roundtables:** Discussions on global trends, sustainable tourism, and sector challenges, led by recognized experts.

### Target Audience:

- **Tourism Professionals:** Tour operators, travel agencies, hotel establishments, transport companies, investors, and public and private institutions linked to tourism.
- **Start-ups and Innovative Companies:** Start-ups specializing in digital solutions for tourism.
- **Media and Influencers:** Newspapers, magazines, and influential content creators in the field of tourism and travel.
- **General Public and Algerian Diaspora:** Guests invited to discover the country's touristic riches and participate in cultural and educational activities.

### Activities Accompanying the Fair:

- **Practical Workshops:** Focused on local handicrafts, gastronomy, and traditional Algerian trades.
- **Press Eductour:** Guided tours allowing national and international journalists to discover the country's iconic tourist sites.
- **Shows and Cultural Animations:** Folkloric performances and shows that highlight Algeria's cultural heritage.
- **B2B Meetings and Networking:** Spaces dedicated to professional exchanges between national and international players, facilitating the creation of strategic partnerships.
- **Conferences and Expert Panels:** Discussions on the challenges and opportunities in the tourism sector, featuring interventions by researchers, academics, and industry professionals.

### Why Participate?

SITEV offers a unique opportunity to:

- Increase the visibility of your business or tourism destination in the international market.
- Explore new business opportunities by meeting potential partners, signing agreements, and sharing innovative ideas.
- Discover trends and innovations shaping the future of the tourism sector.
- Promote Algeria's heritage and culture through enriching exchanges and the celebration of local craftsmanship.

SITEV 2025 represents a major opportunity for all actors in the tourism sector wishing to contribute to the growth of Algerian tourism. By bringing together professionals, investors, start-ups, as well as public and private institutions, this event will be a driving force for growth and innovation. More than just an exhibition, SITEV positions itself as a true catalyst for the development of sustainable, competitive tourism that respects Algeria's cultural and natural values.