



AN

ISTANBUL STORY

Event Report

ISTANBUL

18th-21st

April'19



Within 'An Istanbul Story',
an event organized by a
collaboration Istanbul Metropolitan
Municipality and INFLOW Summits, **14**
world renowned social media influencers
from **12 different countries** have been
hosted in Istanbul between **18th to 21st of**
April 2019. Influences shared their
experiences of The **Emirgan Park, Basilica**
Cistern and Miniatürk and many different
parts of the city represents both natural
and architectural beauty of Istanbul. The
project received a **8.666.422 \$** of
media value in total.



İSTANBUL
BÜYÜKŞEHİR
BELEDİYESİ

INFLUENCERS



Dotz Soh
@dotzsoh - 1M
Photography



Ravi Vora
@ravivora - 832K
Photography



Raya Bouallegue
@raya_bouallegue - 505K
Lifestyle



Mikki Tenezas
@theglobewanderer - 2.4M
Photography



Andre Guedes De Mello
@welivetoexplore - 1.5M
Travel



Elis Hackaj
@luxury_freak - 638K
Travel - Luxury



Putri Anindya
@puanindya - 501K
Photography



Alexander Lygin
@twistflip - 298K
Travel - Lifestyle



Maria Balueva
@baluevama - 246K
Travel - Lifestyle



Anastasia Romanova
@miss_anastasia_u - 298K
Lifestyle



Shakti Arora
@shaktiarora - 2.4M
Lifestyle



Vitaliy Raskalov
@raskalov - 261K
Photography - Lifestyle



Sun Yi
@第一次小姐姐sun - 557K
Photography - Lifestyle



Taha Genç
@tahagnc - 306K
Photography

EVENT SCHEDULE



On the **18th of April**, the event started with the **Welcome Dinner** that held in **Shang Palace in Shangri - La Bosphorus** with the participation of 14 influencers from all around the world.



In the first day of the event, participants visited **Basilica Cistern**, one of the most important historical structure of Istanbul. They were informed about its story and shared it with their followers.



After that, They took a pleasant break for lunch in **Nusret Steakhouse owned by Nusret Gökçe**, one of the most famous social media influencers in Turkey and had to chance to taste a various of meat types.

EVENT SCHEDULE



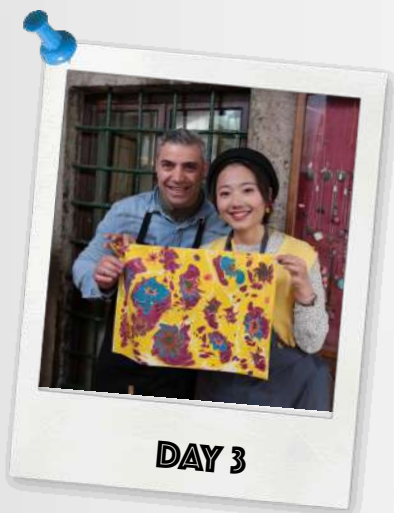
DAY 2

During the visit of **Miniaturk** that following the lunch, participants got to chance to explore and photograph historical structures and natural beauties of Turkey.



DAY 2

The day ended with a delightful dinner at the **Vogue Restaurant** with a magnificent view of the Bosphorus.



DAY 3

Following day, participants attended to **Marble Art (Ebru) Workshop in Caferağa Medresseh** and experienced the whole process of making the art with the guidance of the instructor.

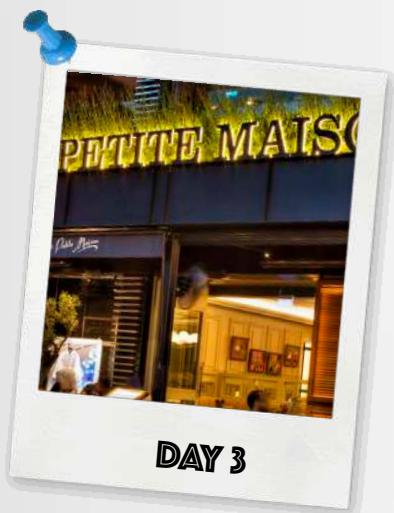
EVENT SCHEDULE



After the workshop, guests had lunch at a Spanish restaurant named **La Viña** and cheered up their taste buds accompanied with nice conversations.



After lunch, influencers discovered **Emirgan Park** photographed the park and the colorful flowers, shared them with their followers afterwards.

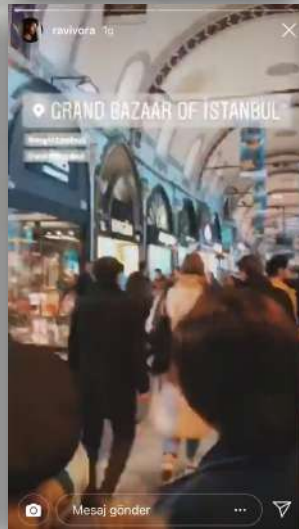


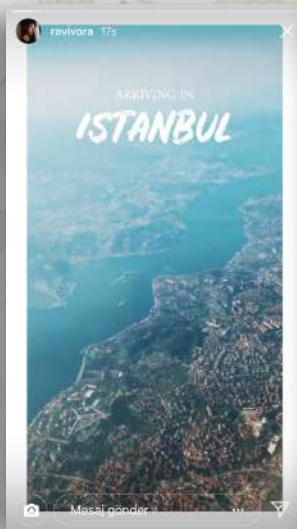
The event ended with a joyful dinner where various delicacies had served accompanied with live music at **Le Petit Maison, İstinye Park.**

BEST OF POST & STORY SHARES



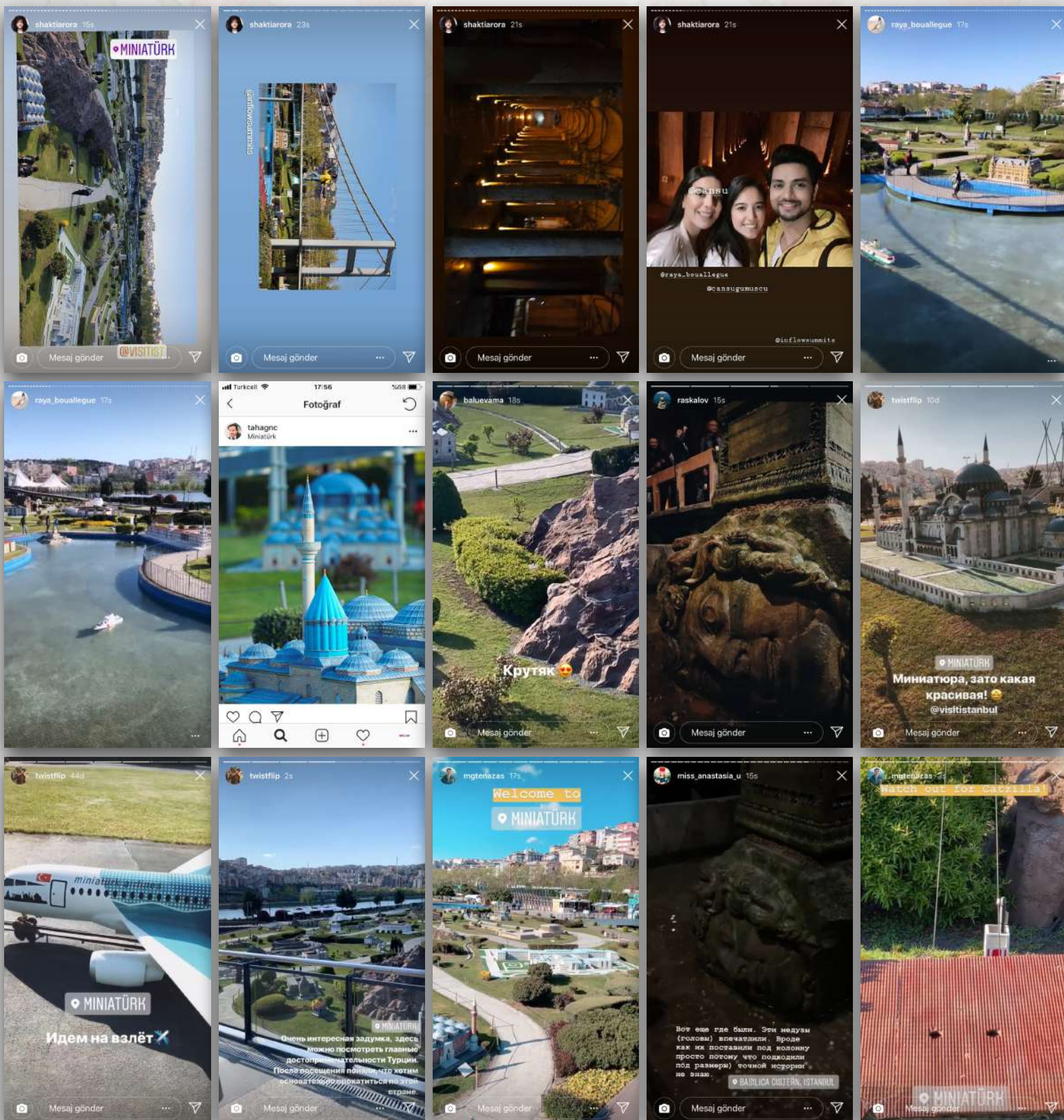






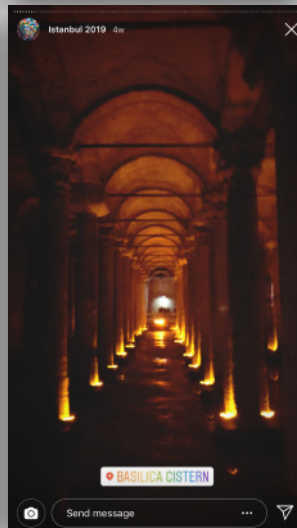
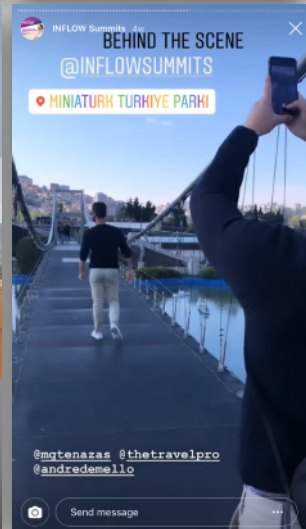
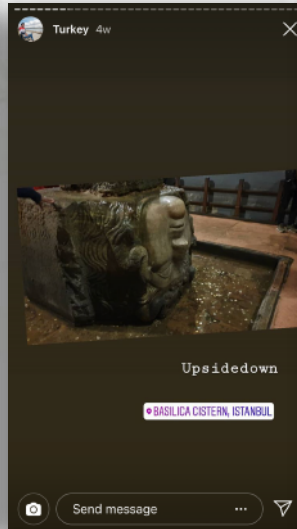
SPECIAL POST SHARES

Basilica Cistern - Miniaturk



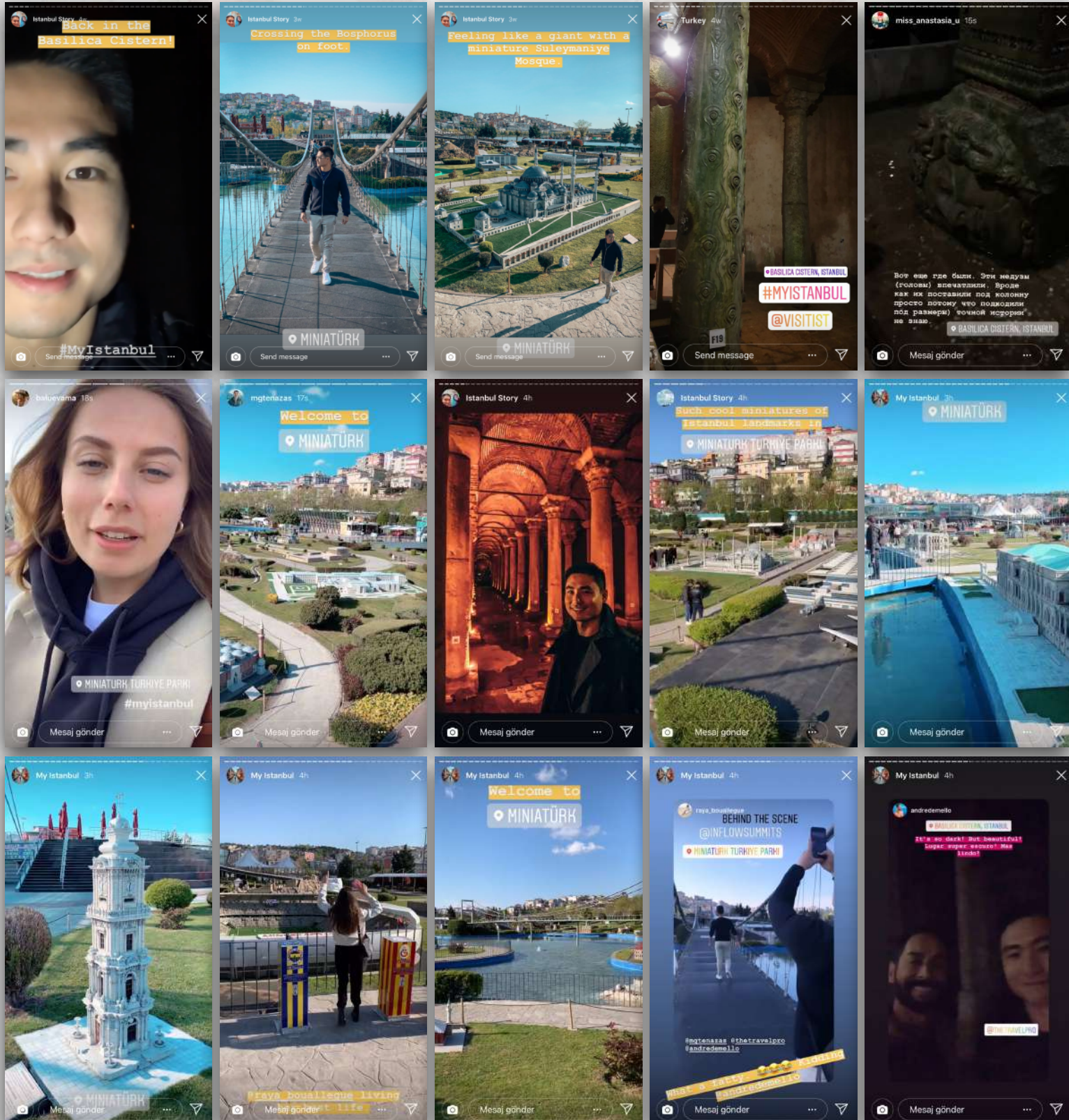
SPECIAL POST SHARES

Basilica Cistern - Miniaturk



SPECIAL POST SHARES

Basilica Cistern - Miniaturk



MEDIA OUTPUTS

social media

	TOTAL SHARES	TOTAL REACH
INSTAGRAM	54	52.168.000
INSTA-STORIES	341	167.075.000 views in total
FACEBOOK	10	23.849.100
TWITTER	7	1.148.000
WEIBO	9	4.698.000
WECHAT	54	29.160.000
TOTAL	475	278.098.100



TOTAL REACH

278.098.100

TOTAL MEDIA VALUE

	REACH	AVERAGE COST PER REACH	TOTAL
INSTAGRAM	52.168.000	\$0,05	\$2.608.400,00
INSTA-STORIES	167.075.000	\$0,02	\$3.341.500,00
FACEBOOK	23.849.100	\$0,02	\$476.982,00
TWITTER	1.148.000	\$0,05	\$57.400,00
WEIBO	4.698.000	\$0,03	\$140.940,00
WECHAT	29.160.000	\$0,07	\$2.041.200,00
TOTAL			\$8.666.422,00



TOTAL MEDIA VALUE

8.666.422,00 \$
(52.611.431,72 ₺)





INFLOW SUMMITS

- **INFLOW** is short for 'Influencers of The World'. INFLOW aims to bring together the well-known faces on popular platforms, digital opinion leaders, bloggers, social media content creators with leaders brands in sectors at international conferences including B2I (Business to Influencer) meeting & special activities.
- Thus, **INFLOW** features being the most important platform that manages destination promotion, marketing and what is required to be promoted in the best way; realises common goals; steps up the marketing power; and brings together the potentials of pioneers active in the market to create profitable business.

This report has been prepared by using data of *Social Media Statistics*, *Google Analytics* and **INFLOW Bridge**.

> **Reach Data** presents the number of unique accounts that see the post or story.

> **Interaction Data** presents total insight into how active audience of Influencers have likes and comments.

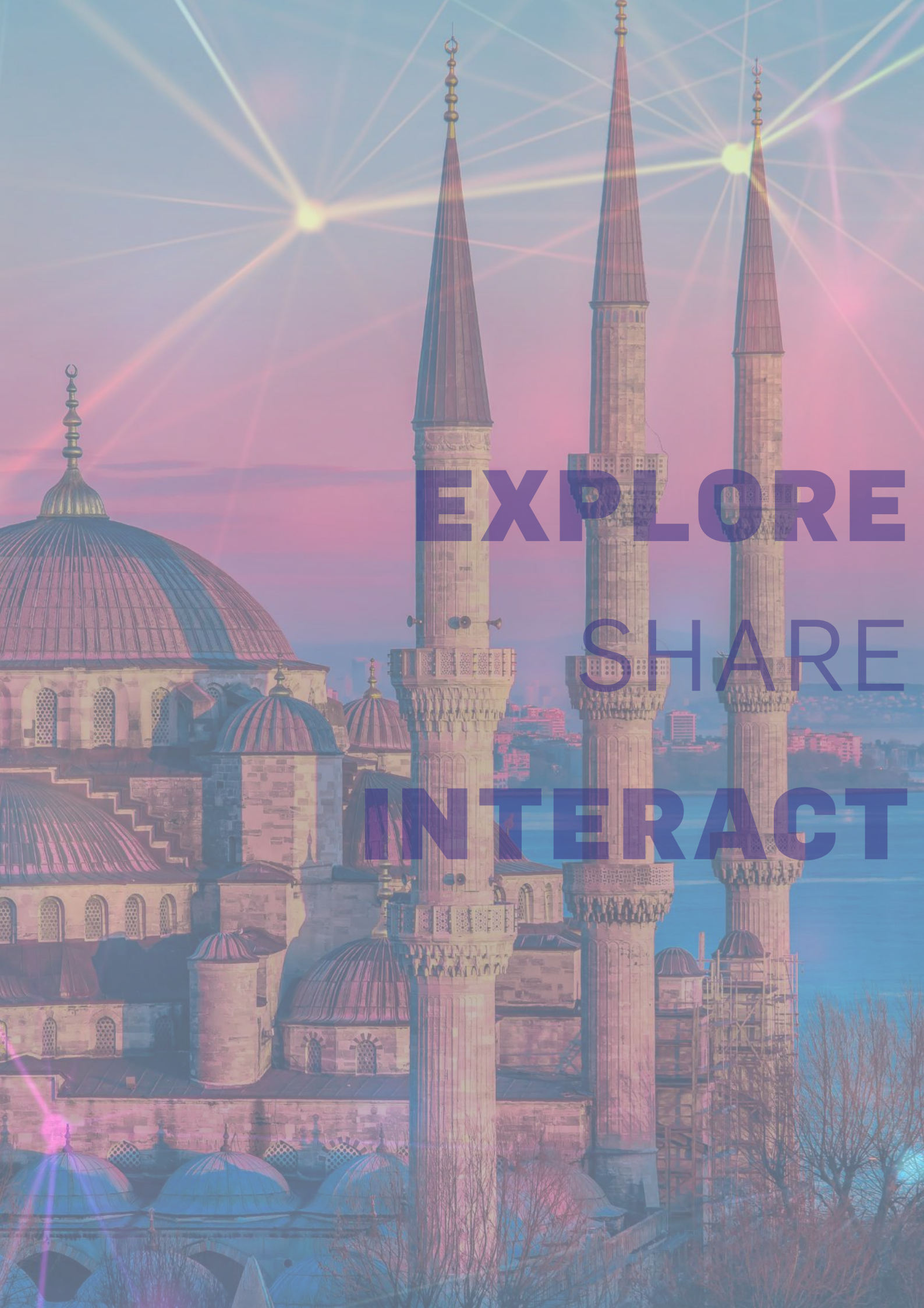


AWARDS & ENGAGEMENTS

Turkey's Promoting Events
category winner at the **Skalite'17**



INFLOW Summits is an
official **World Tourism
Organisation** (UNWTO)
member



EXPLORE

SHARE

INTERACT