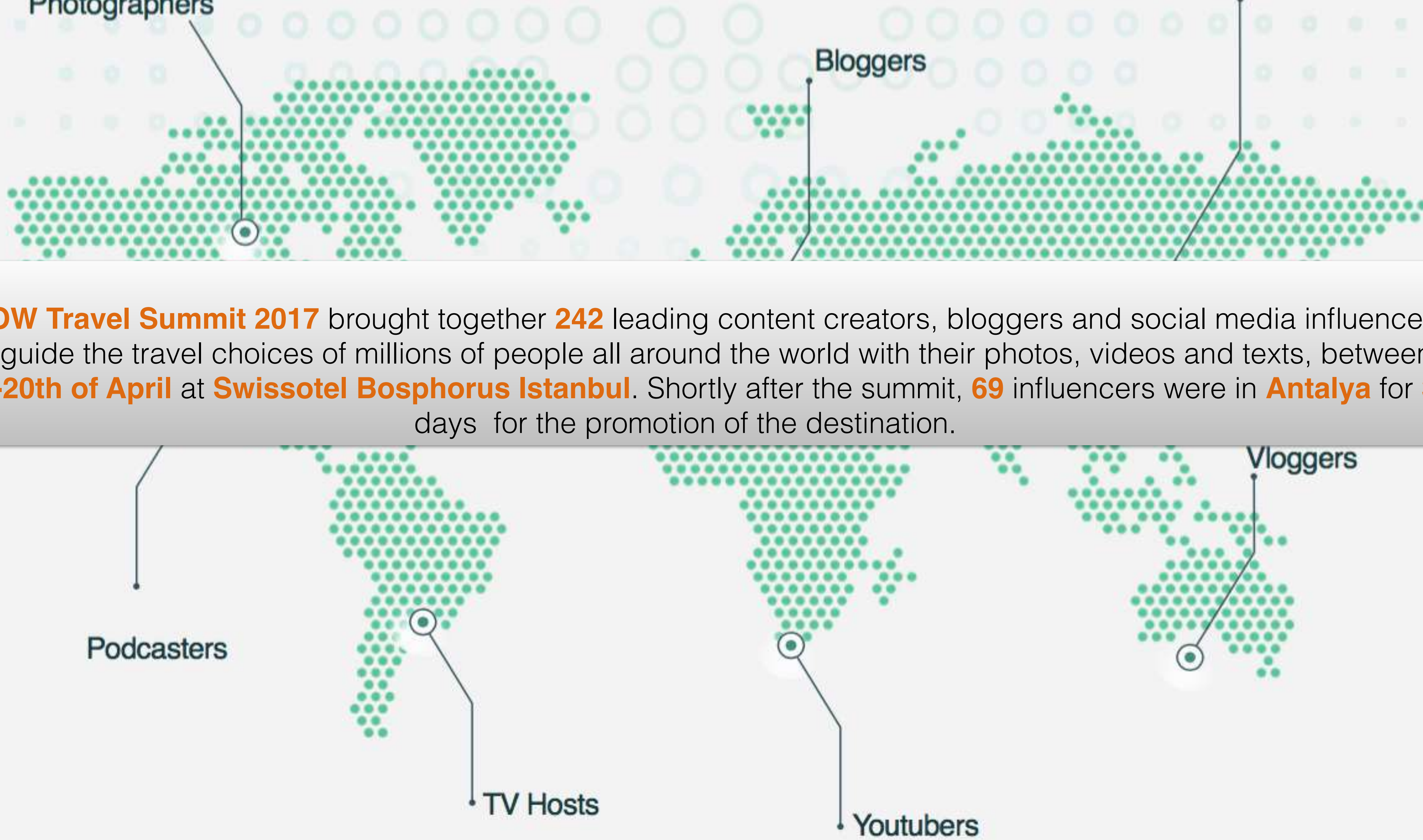




# **INFLOW Travel Summit Event Report**

## **17th-23rd of April 2017**





Photographers

Bloggers

Instagrammers

**INFLOW Travel Summit 2017** brought together **242** leading content creators, bloggers and social media influencers who guide the travel choices of millions of people all around the world with their photos, videos and texts, between **17th-20th of April** at **Swissotel Bosphorus Istanbul**. Shortly after the summit, **69** influencers were in **Antalya** for **3** days for the promotion of the destination.

Podcasters

TV Hosts

Youtubers

Vloggers



# EVENT SCHEDULE

- April 17th:** Welcome Dinner @Swissotel The Bosphorus Istanbul
- April 18th :** Panels ve Keynotes @Swissotel The Bosphorus Istanbul
- April 18th :** After Party @360 Entertainment
- April 19th :** B2I Meetings @Swissotel Bosphorus Istanbul
- April 19th :** Social Dinner @Divan Lokanta
- April 20th- 23rd :** Fam Trip @Gloria Serenity Resort Antalya



# WELCOME DINNER

On Monday, 17th of April,  
Influencers and brand representatives came together before the event for a special Welcome Dinner at Swissôtel Bosphorus Istanbul.





# INFLOW TRAVEL SUMMIT

- INFLOW Travel Summit has organized with participation of **242** influencers, social media experts, content creators and brands representatives at Swissotel Bosphorus Istanbul with other multiple places.
- Participant Influencer's posts and shares generated directly and indirectly approximately **55.156** contents on internet about Gloria and Antalya.
- Posts and contents with #ITSistanbul, #inflowtravel, #inflowatgloria, #inflowinantalya, #travelforever hastags reached **292.326.037** all over the world between 17th-23rd of April. In addition, the access network has increased with the #Antalya #Turkey tags used by Influencers.





<https://www.instagram.com/muradosmann/> <https://www.instagram.com/natalyosmann/>




# MURAD & NATALY OSMANN

- Murad & Nataly Osmann, has a total of **5 million followers** on Instagram, came to Istanbul for INFLOW Travel Summit, shared their experiences at INFLOW stage at the same time share Istanbul with their followers from social media accounts with their own #followmeto concept.







**“Wow all I can say  
is the food was amazing the service  
was amazing I had such a great time”.**



# WITH NUMBERS



**142 Influencers from different countries + 100 Influencers from Turkey +340 brand representatives**

Participated to **ITS'17** for **9** informative panels and **2** distinguished keynotes that shared new travel trends, creative projects and influencer marketing.

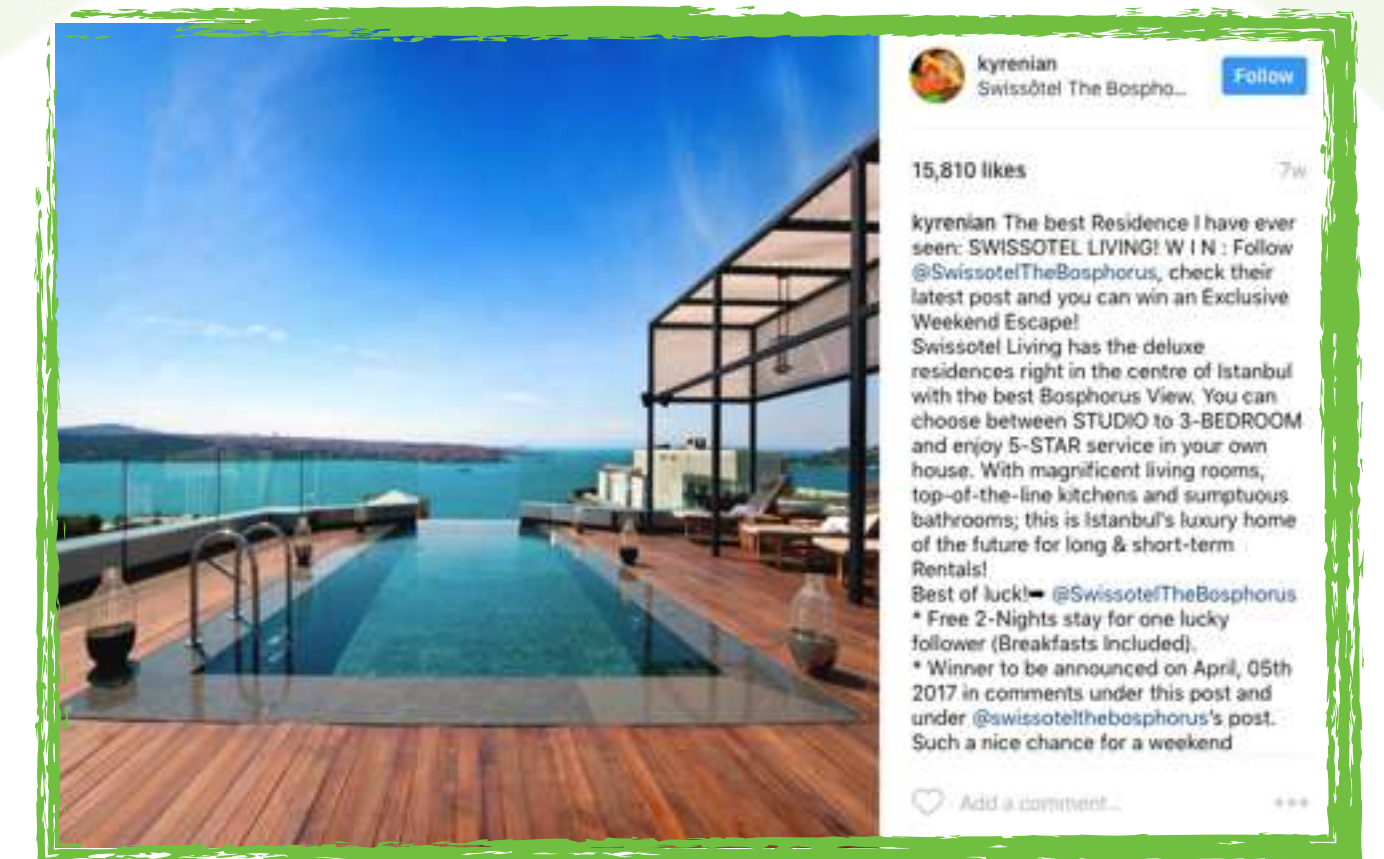




INFLOW Travel Summit's participant influencers stay at Swisshotel Bosphorus and shares the beautiful bosphorus view and luxury hotel experience with their followers via posts shares as well as instastories and FB Live.



**4.500  
instastories  
in total**





TWEETLER  
19,7 B

TAKİP EDİLEN  
9.077

TAKİPÇİLER  
25,4 B

BEĞENİ  
6.574

LİSTELER  
2

Laurence & Jessica Retweetledi



**Jessica & Laurence** @TravelCatsBlog · 16 Nis

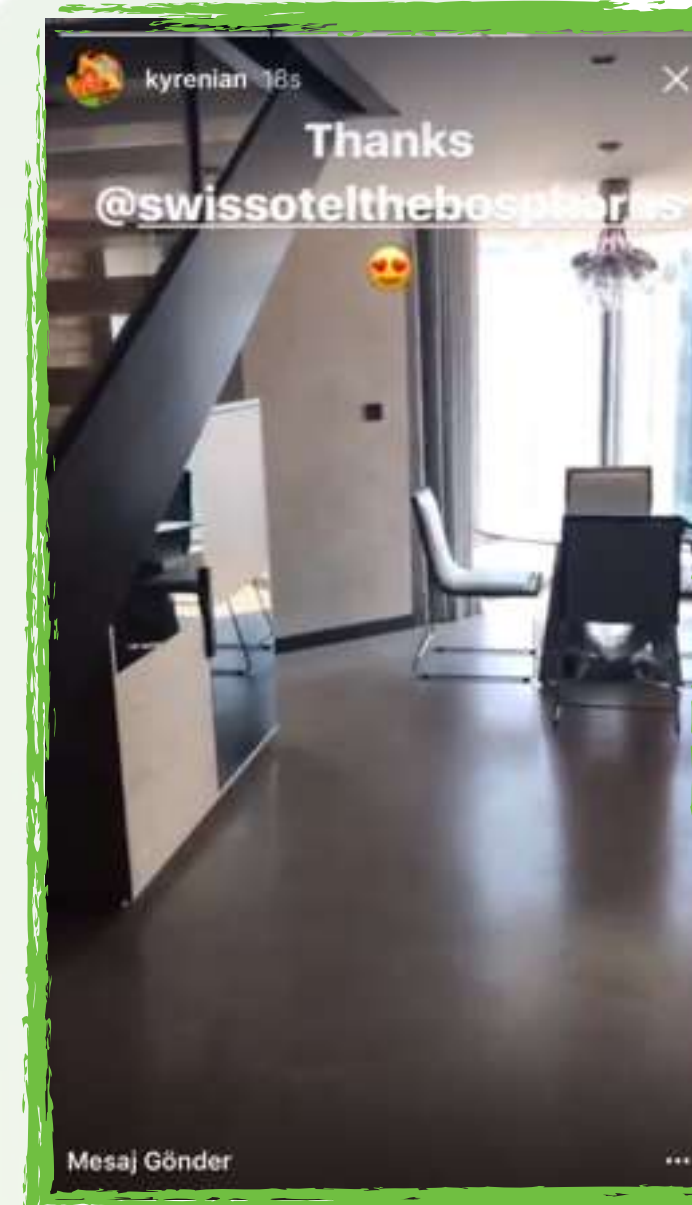
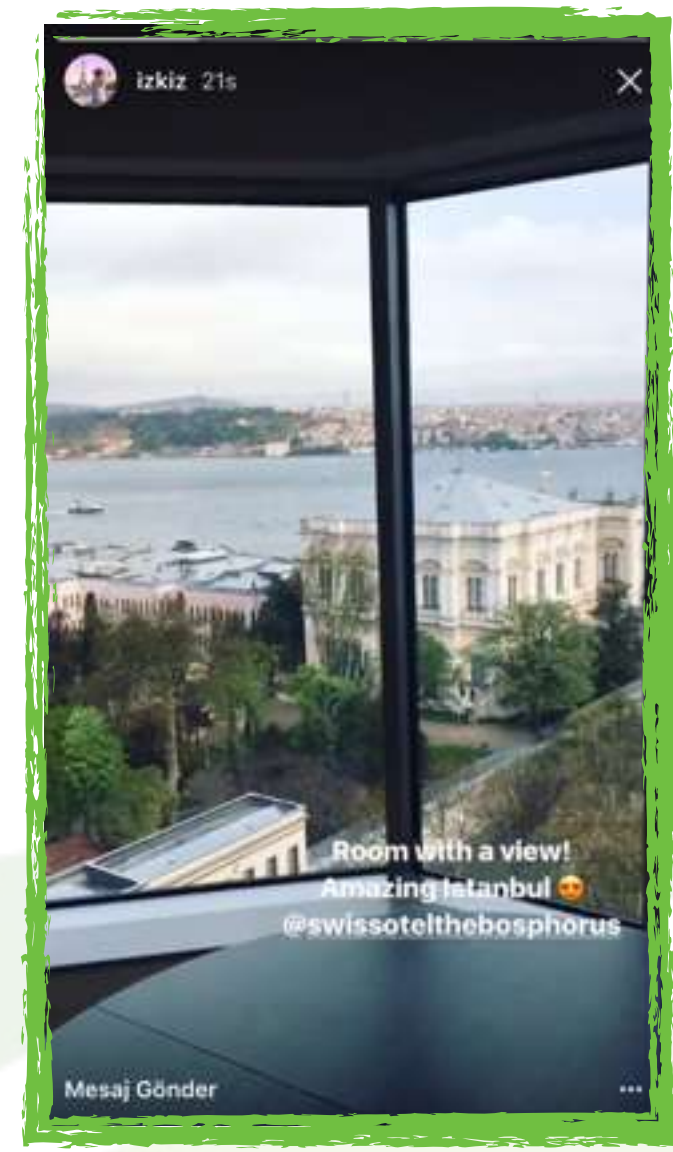
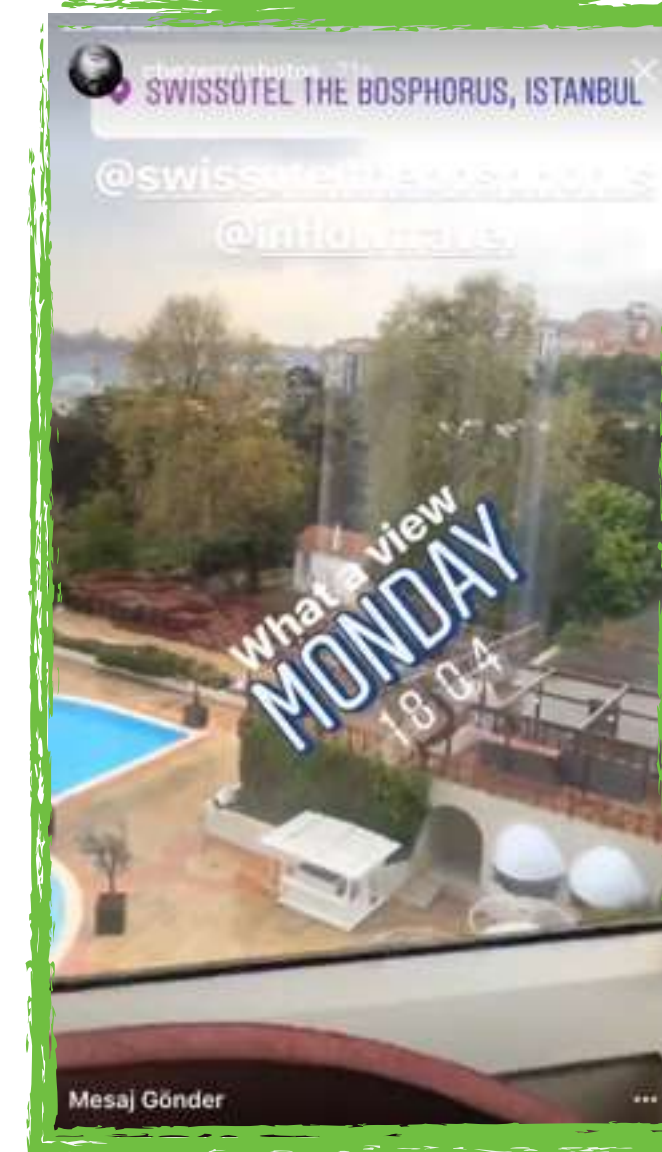
Our feet ache from walking around #Istanbul all day so excited to lounge a little in our robes before bed! 🇹🇷🇺🇸 #lovefromturkey #ITS17

İngilizce dilinden çevir



INFLOW Travel, Istanbul CVB, Laurence & Jessica ve Swissotel Istanbul

1 5





**“Everything you guys did was on point  
and very well done and carefully  
thought out the food was great the  
service was great I got to meet all of  
my favorite Instagram or's and see  
one of my most favorite cities” .**



## Senin için gündemler

#soruyorum  
17,9 B Tweet

#ITSistanbul  
@istanbul, @CNTravellerTR ve 12 kişi daha bu konu hakkında Tweetliyor

#China  
@wanderingwagars bu konu hakkında Tweetliyor

North Korea  
228 B Tweet

#Trump  
89,8 B Tweet

#Stella17

#TuesdayMotivation  
8.744 Tweet



Anasayfa



Kesfet



Bildirimler



Mesajlar



Ben



**Laurence & Jessica** @Lozula · 23 Nis

Had an awesome time in Turkey as always! Thanks for the memories - we'll be back :D [#ITSistanbul](#) [#lovefromturkey](#)

İngilizce dilinden çevir



**Alessandro Marras** @AleMarrasBlog · 19 Nis

Turkey in my hands... lovely Istanbul [#itsistanbul](#) [#travelforever...](#) [@inflowtravel](#)



INFLOW Travel beğendi



**Nick & Dariece** @GoatsOnTheRoad · 19 Nis

Bruno's back! After exploring Istanbul and attending the [@inflowtravel](#) summit,



**iamTravelr** [@iamtravelr](#) · 18 Nis

Had a blast [#ITSistanbul](#) night [@360ISTANBULL](#)



Travel Insights [@ve](#) ve diğer 7 kişi takip ediyor



**Nick & Dariece** @GoatsOnTheRoad · 18 Nis

Good times with the [@inflowtravel](#) team! Held on its own as a very nice



**Keşfetsek** @kesfetsek · 18 Nis

Dünyanın dört bir yanından, en başarılı bloggerların buluştuğu INFLOW Travel



World Tourism Forum ve diğer 2 kişi takip ediyor



**Mochileros TV** @mochilerostv · 19 Nis

Cosas que pasan cuando estás solo en el hotel... 😂😂😂

[#ITSistanbul](#) [#ITS17](#) [@swissotelist](#) [@AlbertoMnndz](#) [#Istanbul](#) [#inflowtravel](#)



**Keşfetsek** @kesfetsek · 18 Nis

Dünyanın dört bir yanından, en başarılı bloggerların buluştuğu INFLOW Travel Summit 2017 için İstanbul'a geldim. [#ITSistanbul](#) [#inflowtravel](#)



**The Crowded Planet** @MargheNick · 24 Nis

[\[#ITSistanbul\]](#) [🇹🇷❤️](#)

The Swissôtel Bosphorus was the wonderful venue of this year's first edition of [#InflowTravel](#) ... [ift.tt/2pYkwTL](#)

İngilizce dilinden çevir



**#ITSistanbul has been Trending Topic on Twitter during summit.**



# B2I MEETING (Business to Influencer)

On the second day of the event, 19th of April, INFLOW Travel Summit organized B2I (Business to Influencer) meetings with **30 brands, 60 representatives** and **162 influencers with 620 speed-networking meetings** in total.







**“It was a great opportunity to meet  
with brands and really showed how  
beautiful Turkey is.”**



# SOCIAL DINNER

After B2I meetings, all Influencers and brand representatives came together in the social dinner at the Taksim Divan Lokantası.



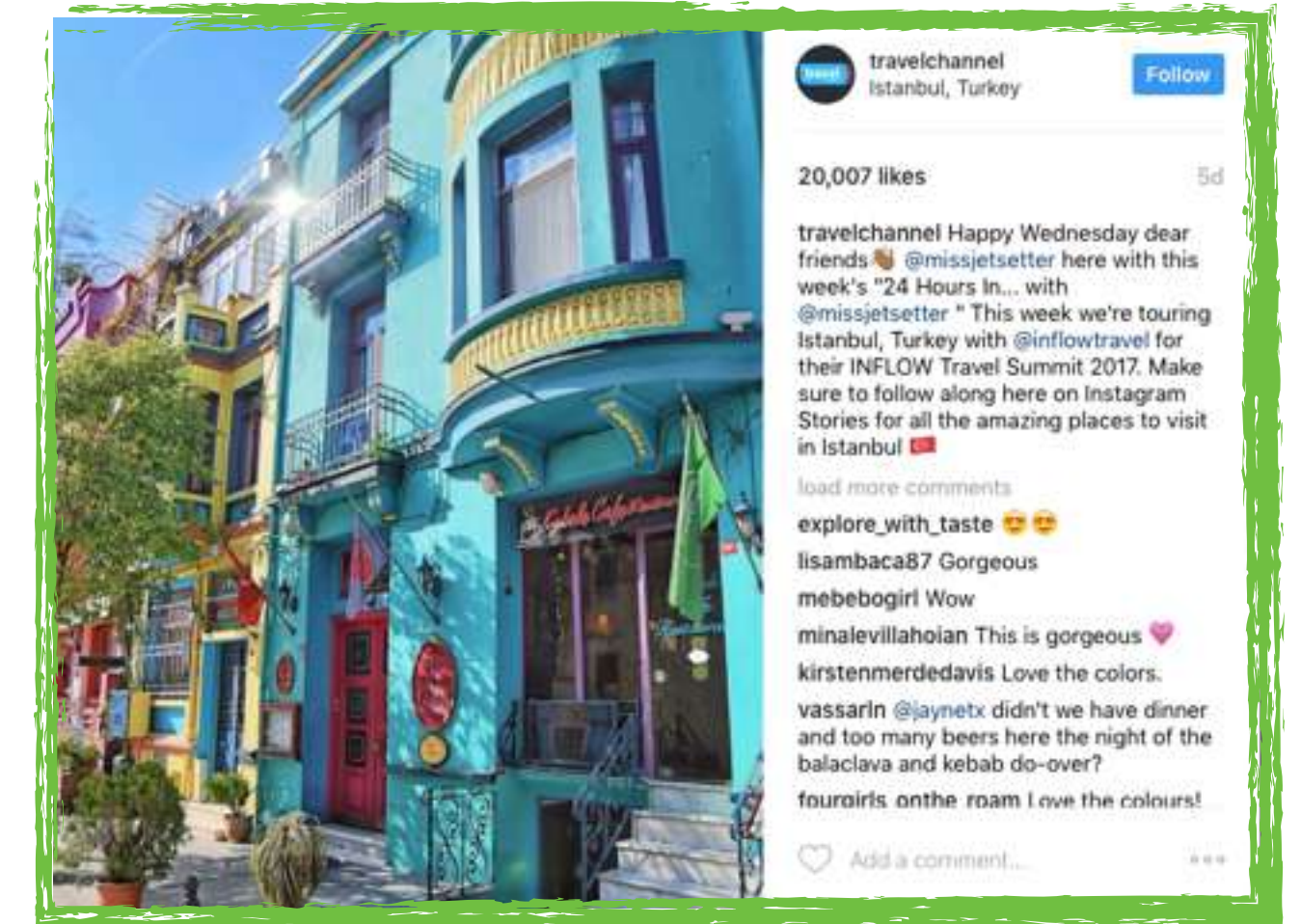
Approximately  
58.471 posts





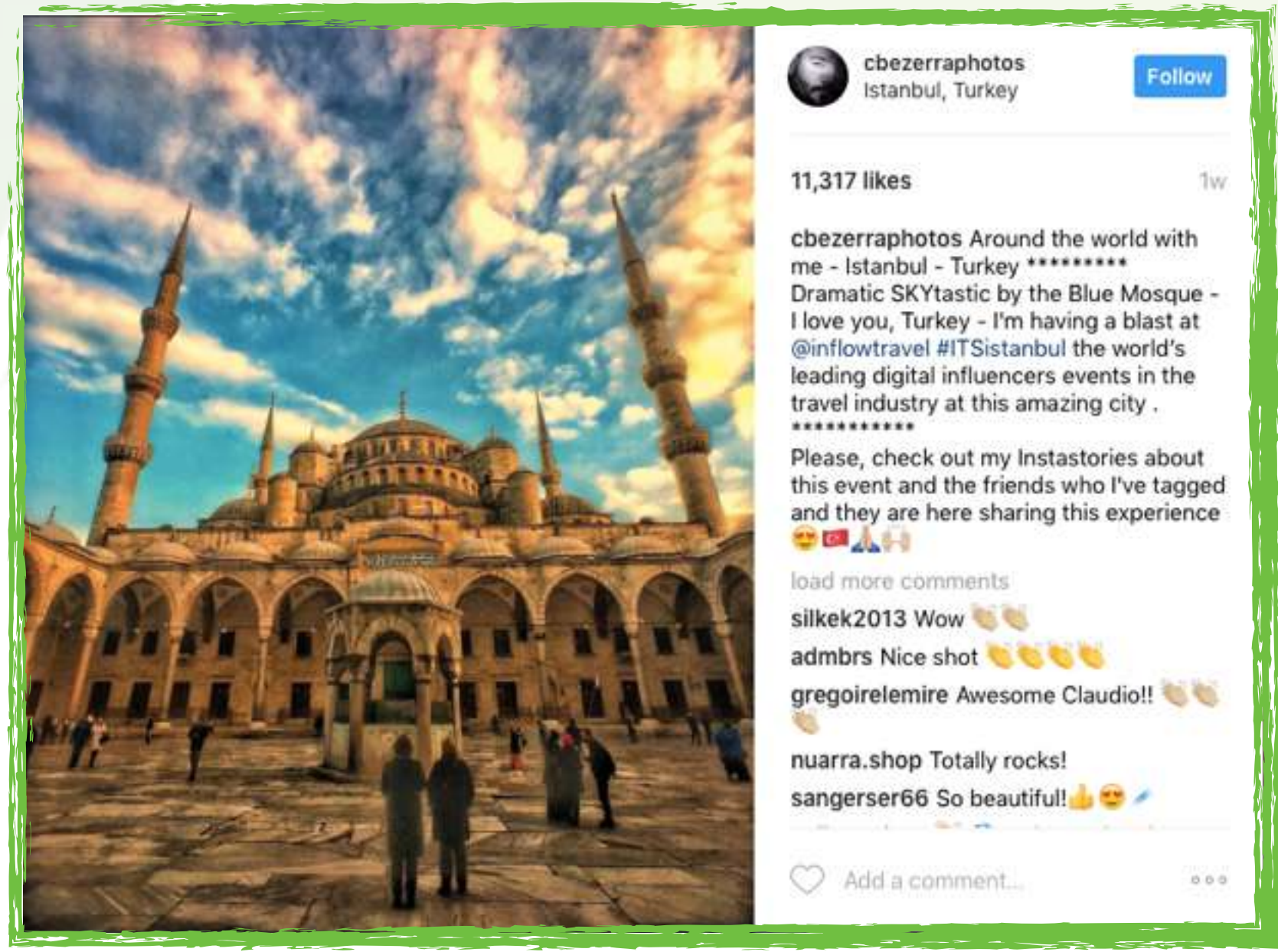
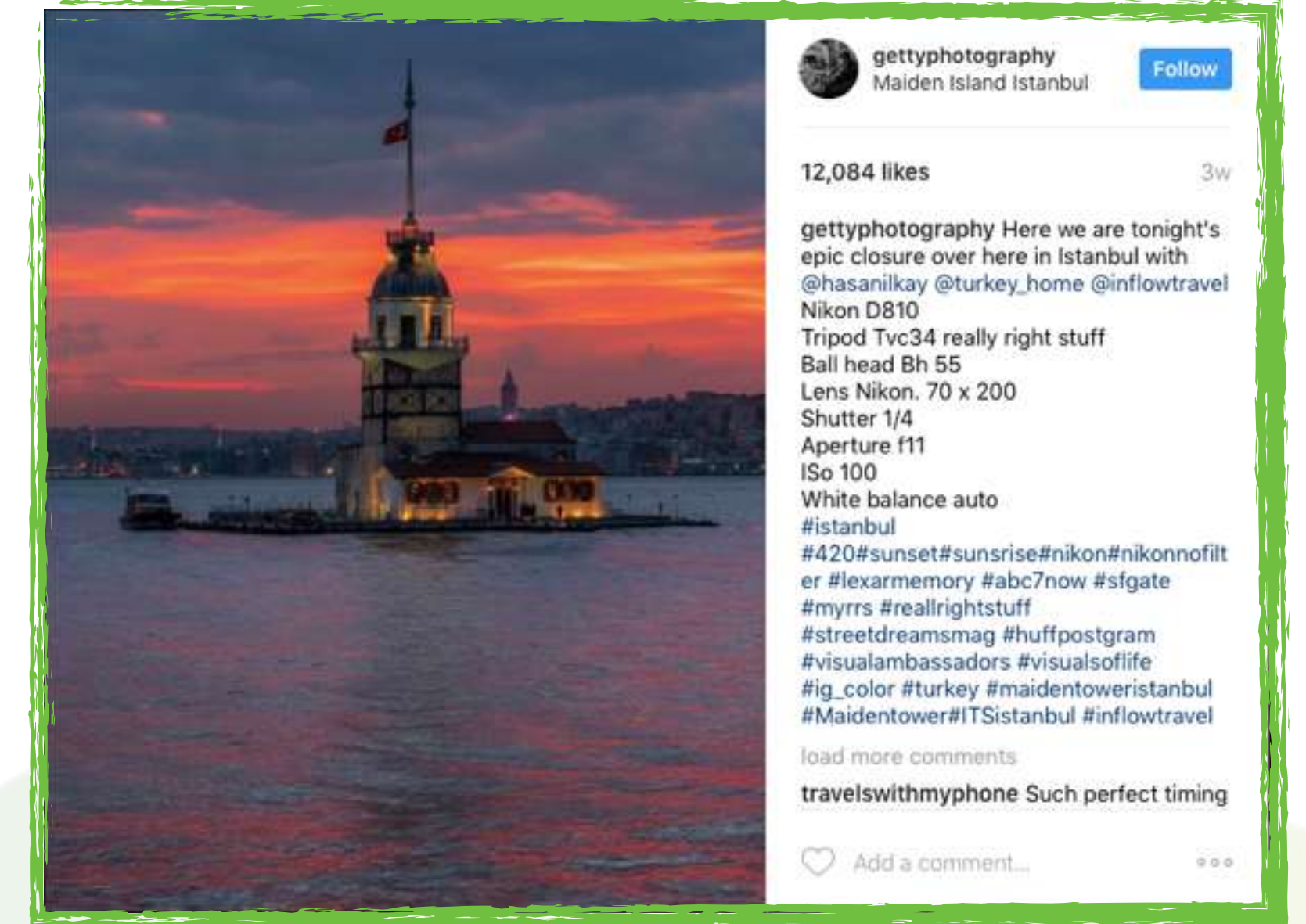
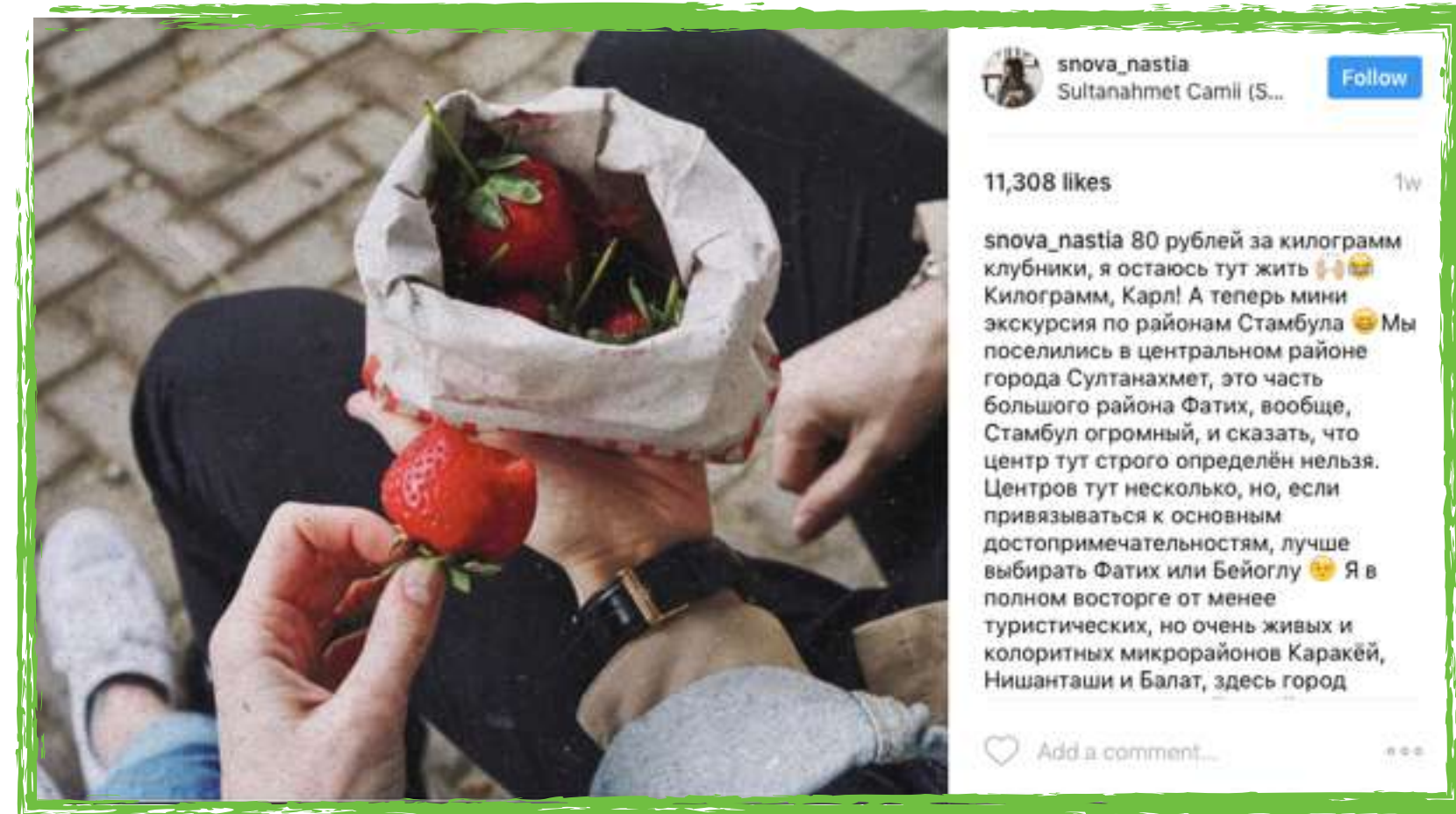
# POST EXAMPLES

Posts about Turkey of the travel content producers, professional photographers and trendsetter of social media at ITS17 have reached millions in a short time.





# POST EXAMPLES





“Wow I thought it was nothing like I thought it was going to be I really enjoyed it I waited and tall everybody had their appointments and I went to all the tables and ask questions and realize that there is a lot of opportunity for me over there in Istanbul”





Total Reach  
292.326.037

Influencers posts about Turkey also featured at one of the biggest accounts @beautifuldestinations on Instagram.





# ANTALYA FAM TRIP

Between 20th - 23rd of April, **69** Influencers were in Antalya for the promotion of Turkey. Aspendos Antil Theater, Düden Waterfall and more places were visited during Fam Trip.





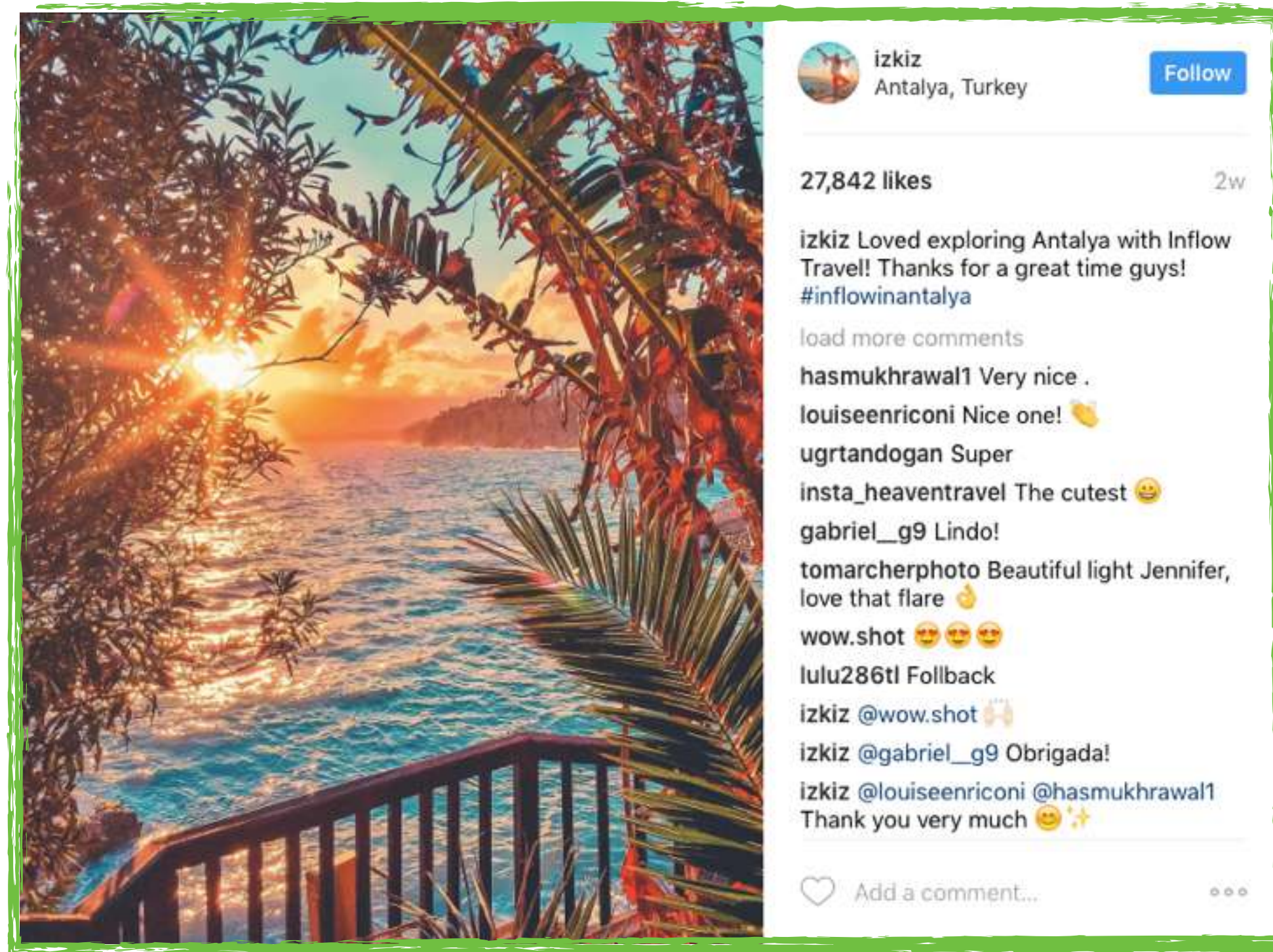
On 20th of April, golf activities had organized in cooperation with professional trainers in the biggest golf course in Turkey at Gloria Serenity Resort. All infleuncers received a golf certificate at the end of their experiences.





# POST EXAMPLES

Influencers shared their Antalya and Gloria experiences on different social media channels such as Twitter, Facebook, Facebook Live Youtube and Instagram, Instagram Story, Instagram Live

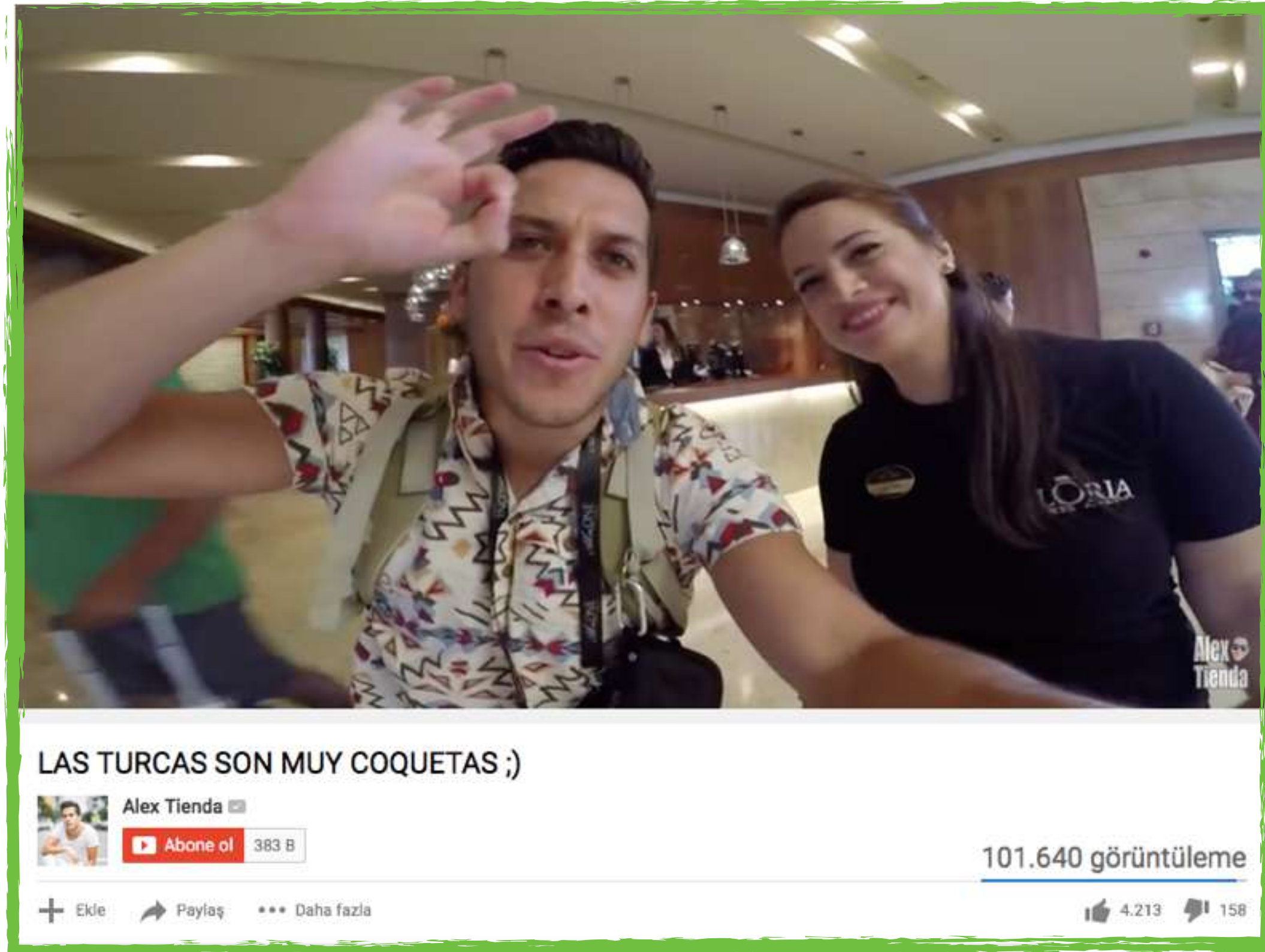




“It was awesome to hear everybody speak . I learned a lot about social media . As you know I am a photographer and I'd like to take amazing pictures of this is a new thing to my Instagram hopefully I can have some work out of this” .



# VIDEO POST



<https://www.youtube.com/watch?v=ErKbKa5l0jc>



<https://www.youtube.com/watch?v=aYJ42LucZNg>





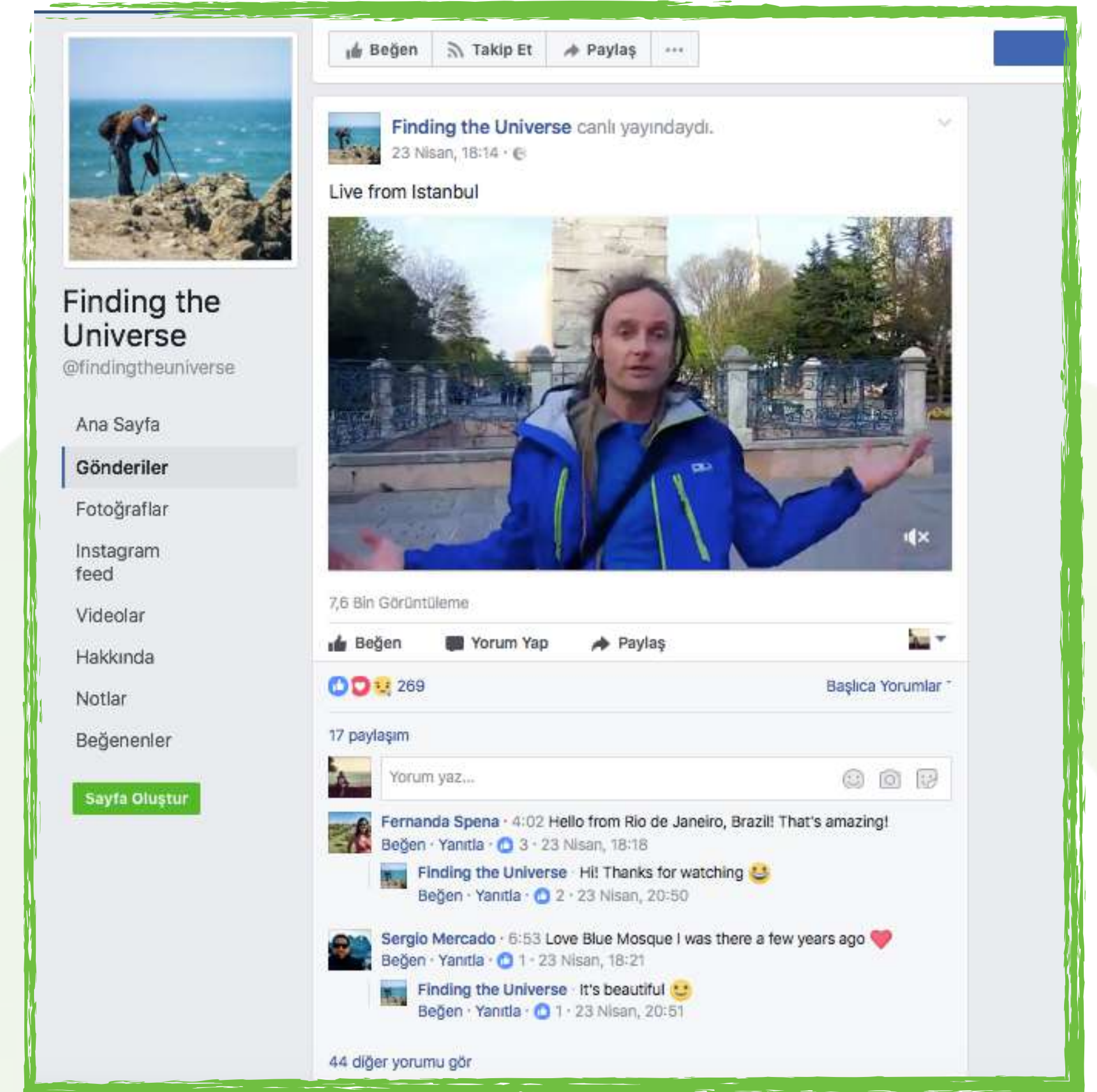
# LIVE VIDEO POST

Participant Influencers has shared their Turkey experiences instantly via live videos on Facebook and Instagram.

<https://www.facebook.com/twomonkeystravel/videos/873790756091993/>

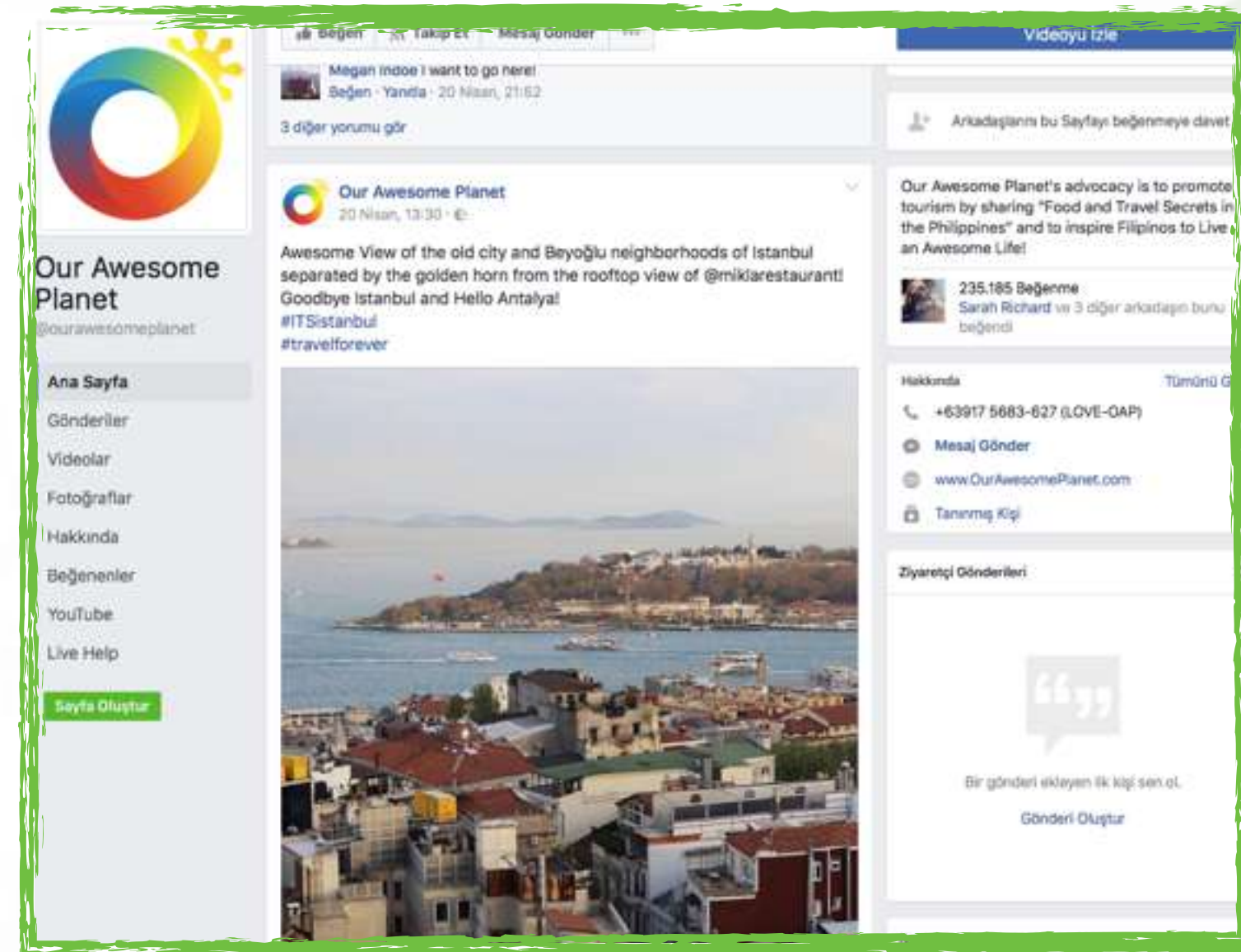


<https://www.facebook.com/findingtheuniverse/videos/1387401324632226/>





# POST EXAMPLES



<https://www.facebook.com/GoatsOnTheRoad/videos/1549913075041598/>






# POST EXAMPLES



<https://www.facebook.com/ChaconAlex/videos/1275683015813774/>





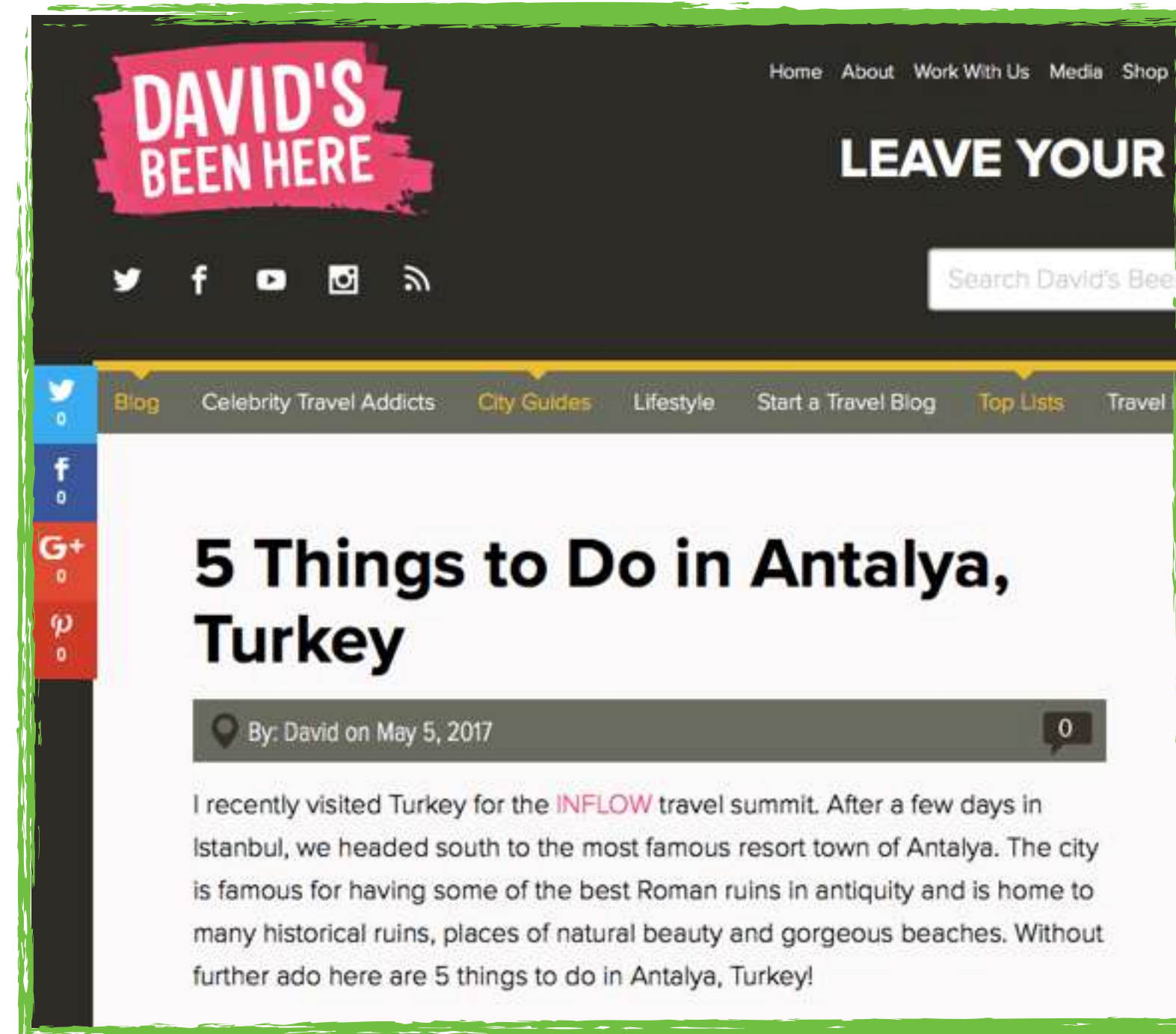


**“The whole event left really  
unforgettable memories. Thank you  
so much for inviting me and thanks for  
organizing everything in such a  
professional way!”**



# BLOG POST

The biggest Influencer event of the year!

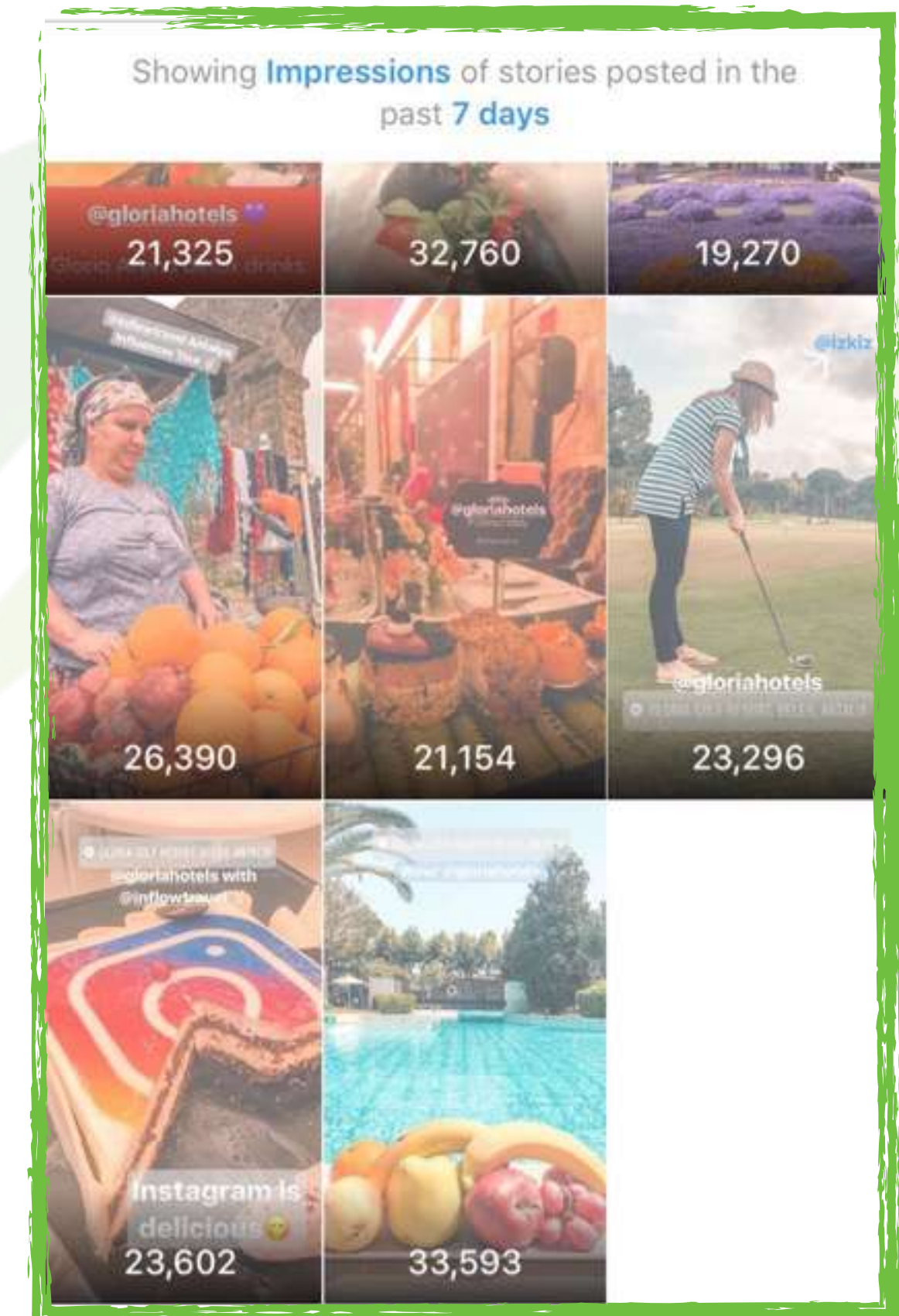
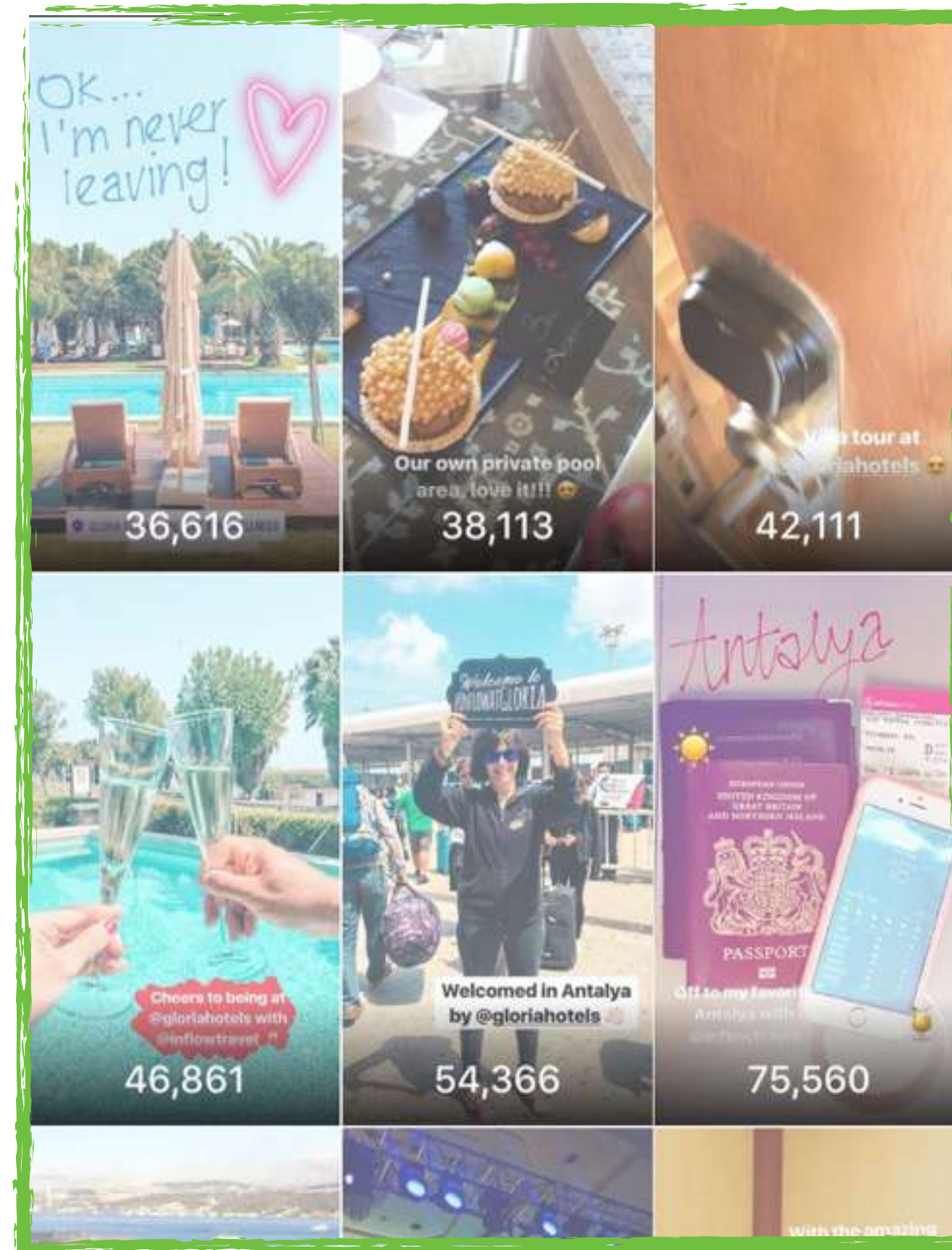
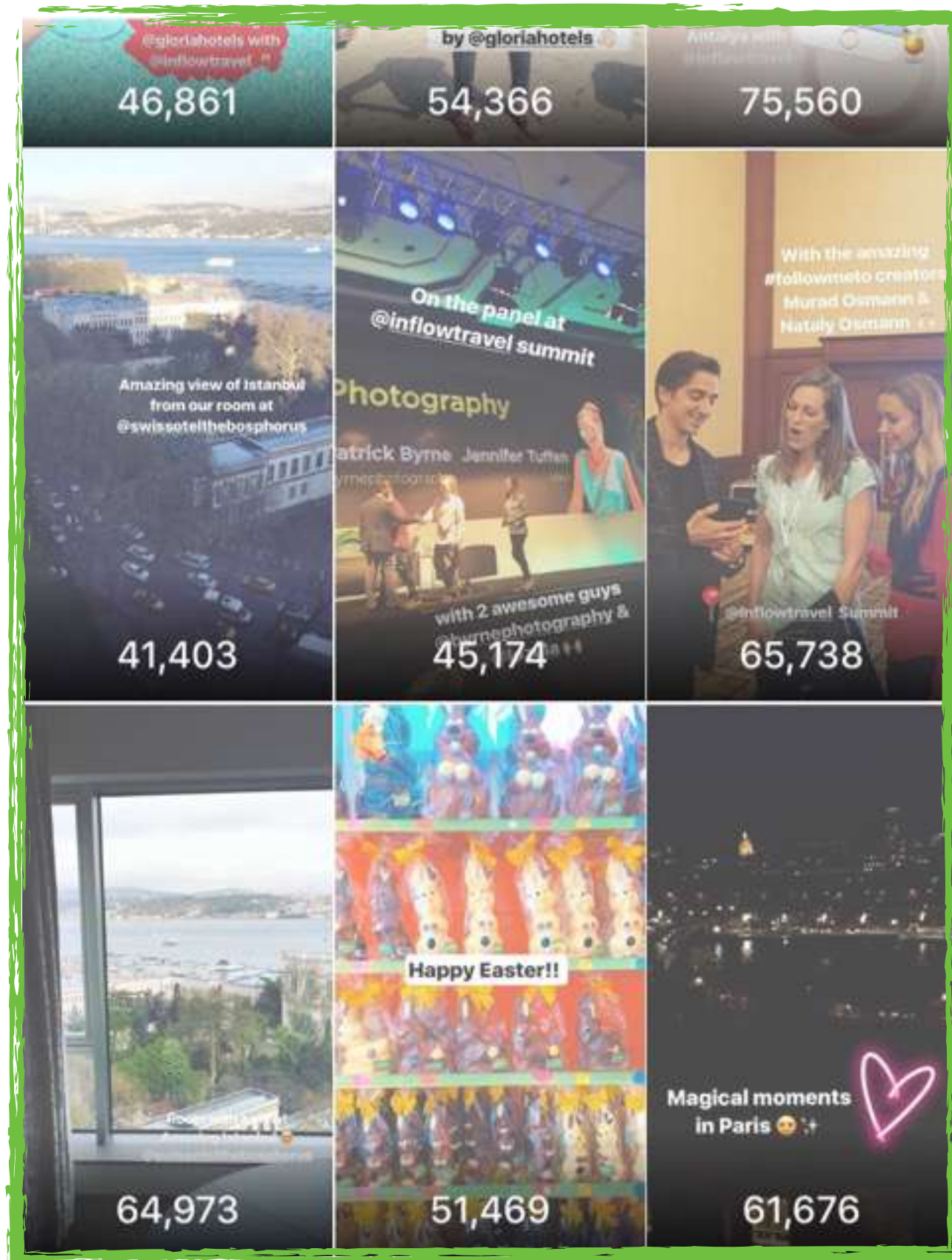




# INSTAGRAM STORIES VIEWS & INTERACTIONS

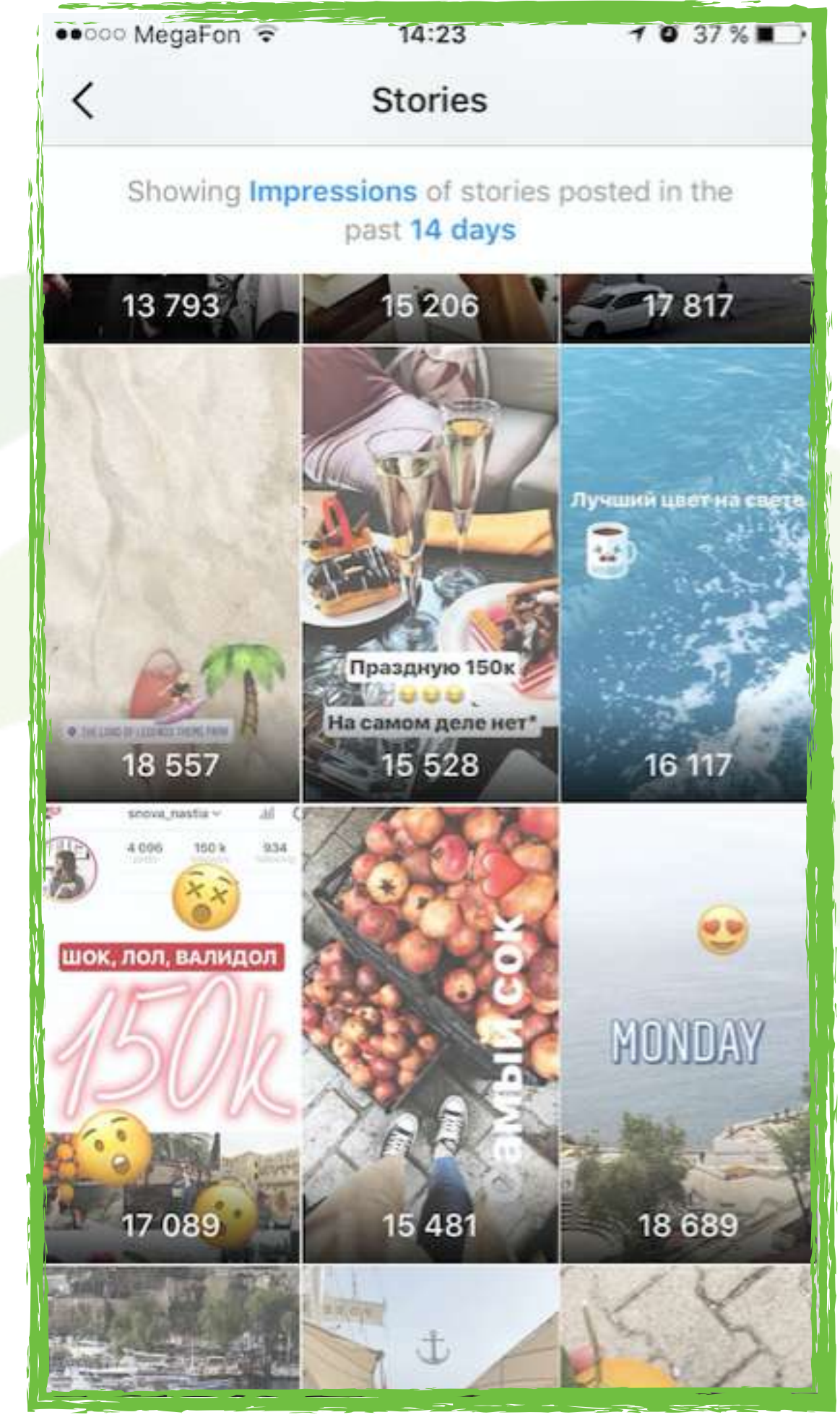
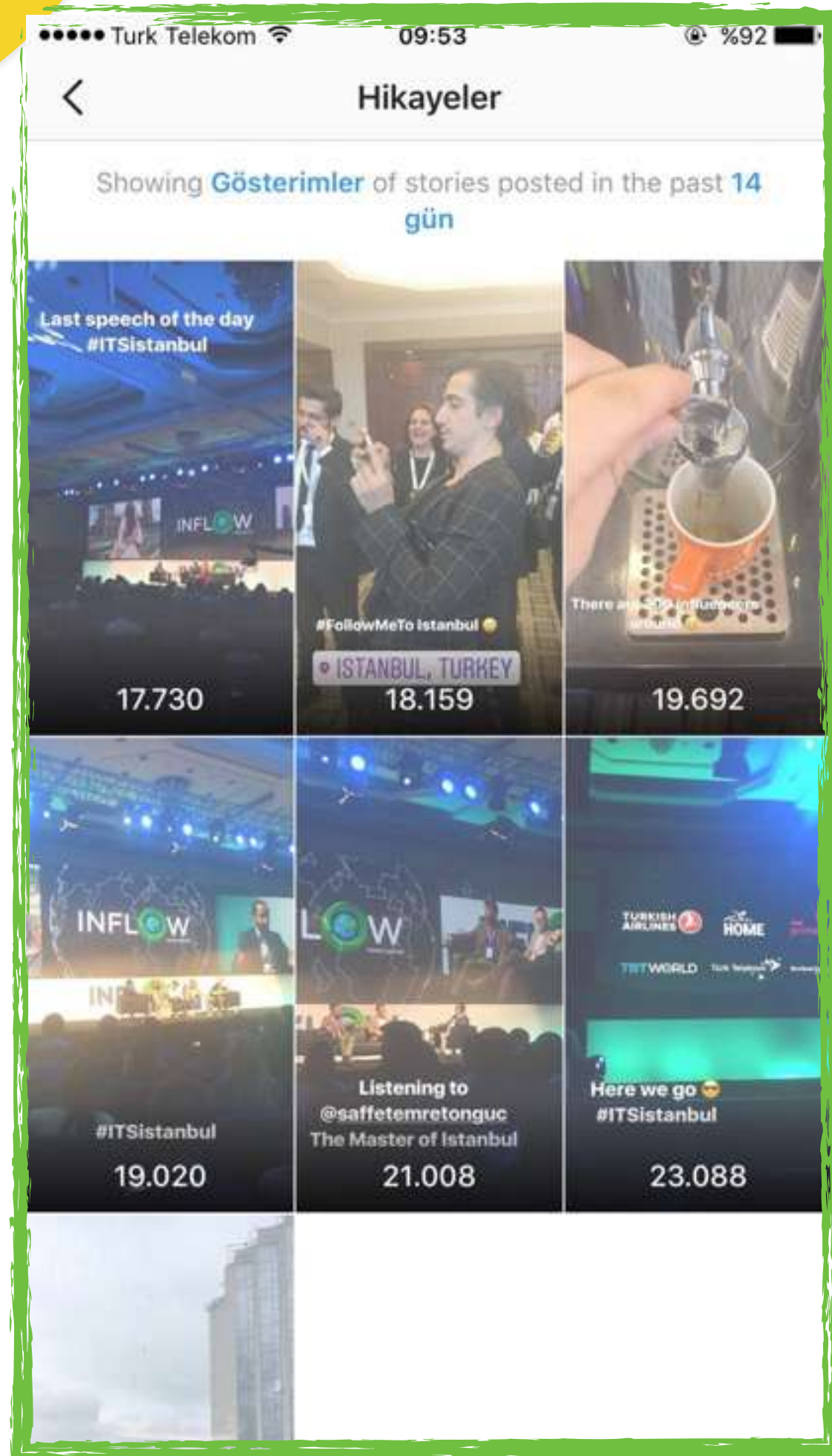


Approximately interaction 9.858.693



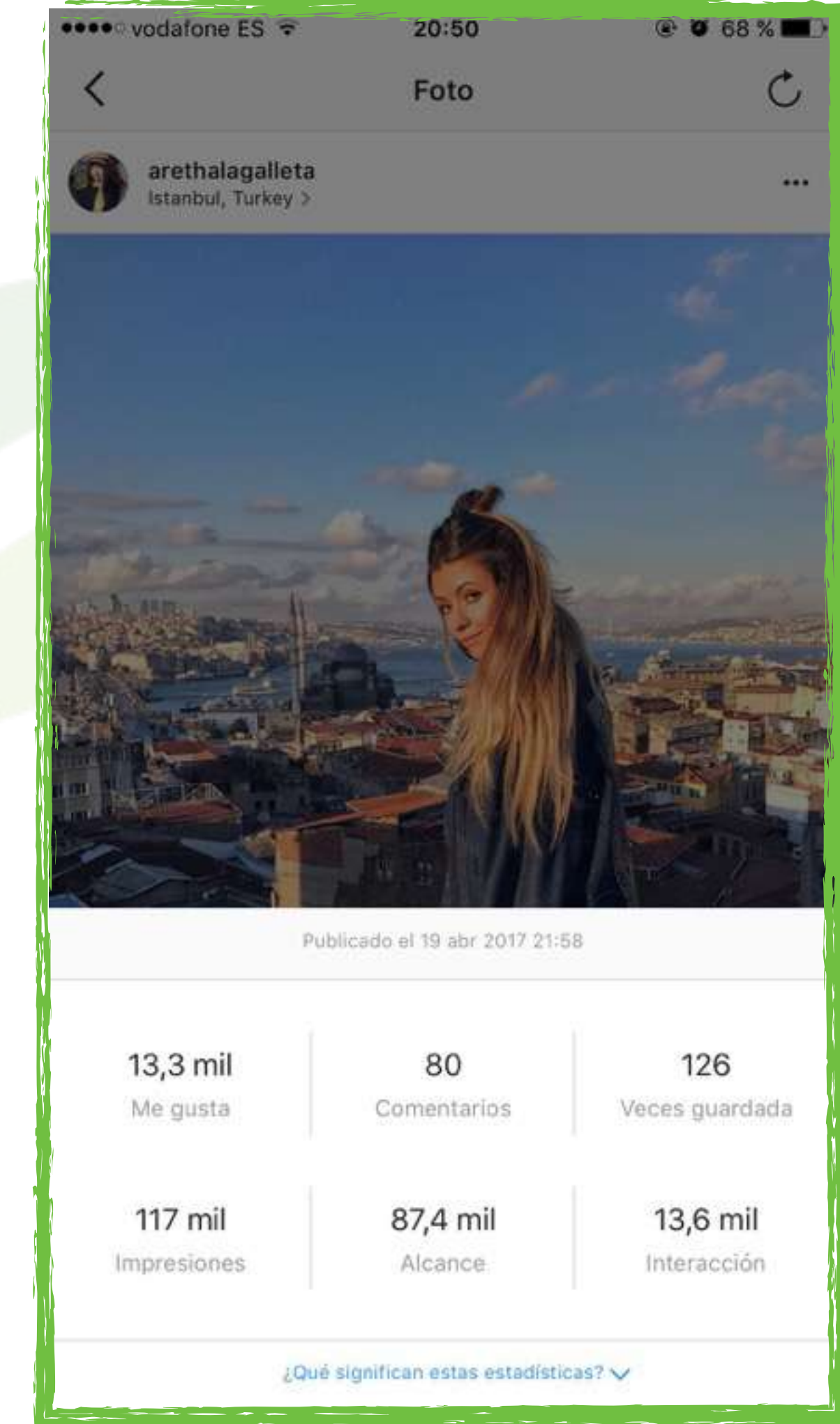
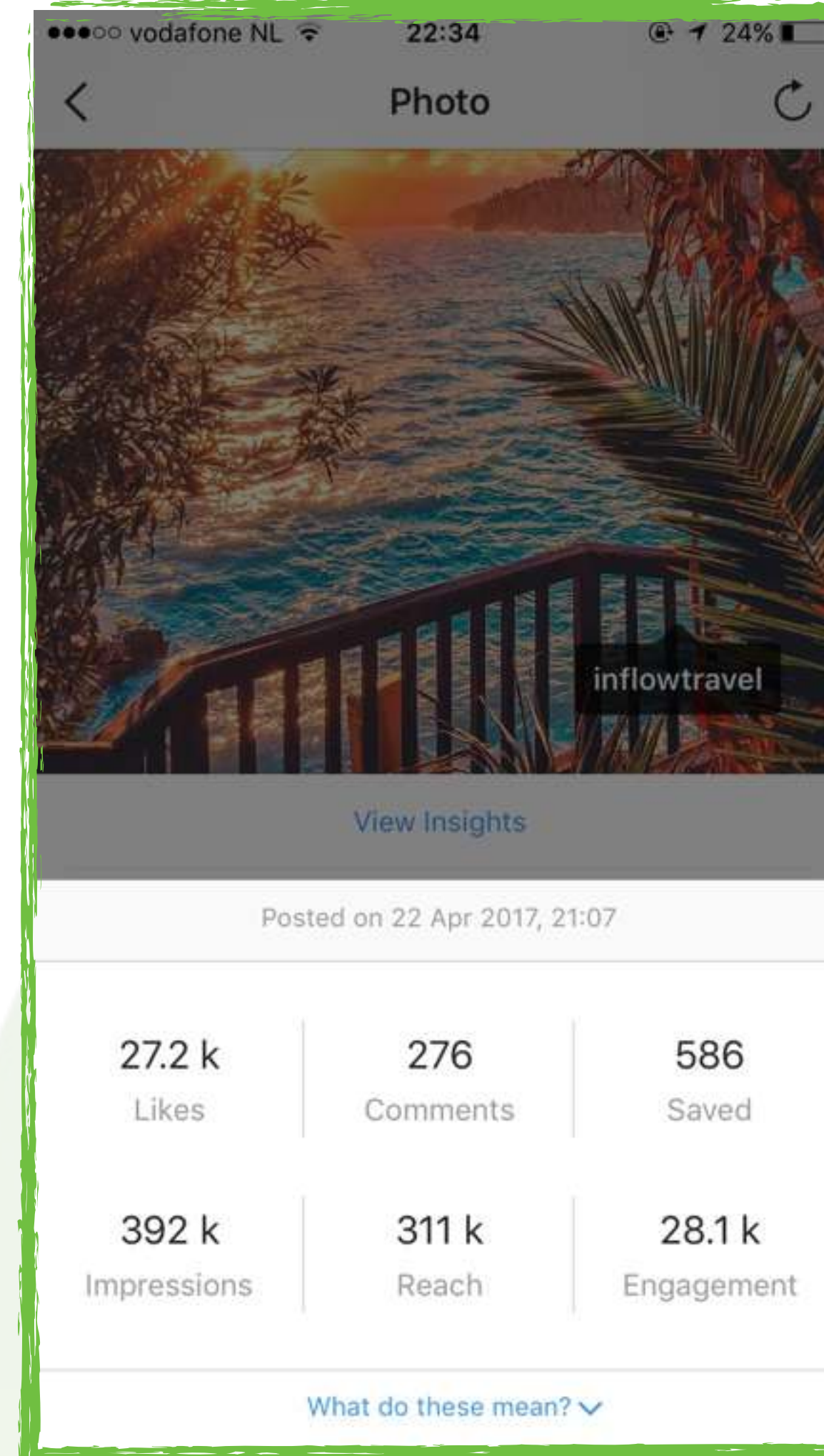
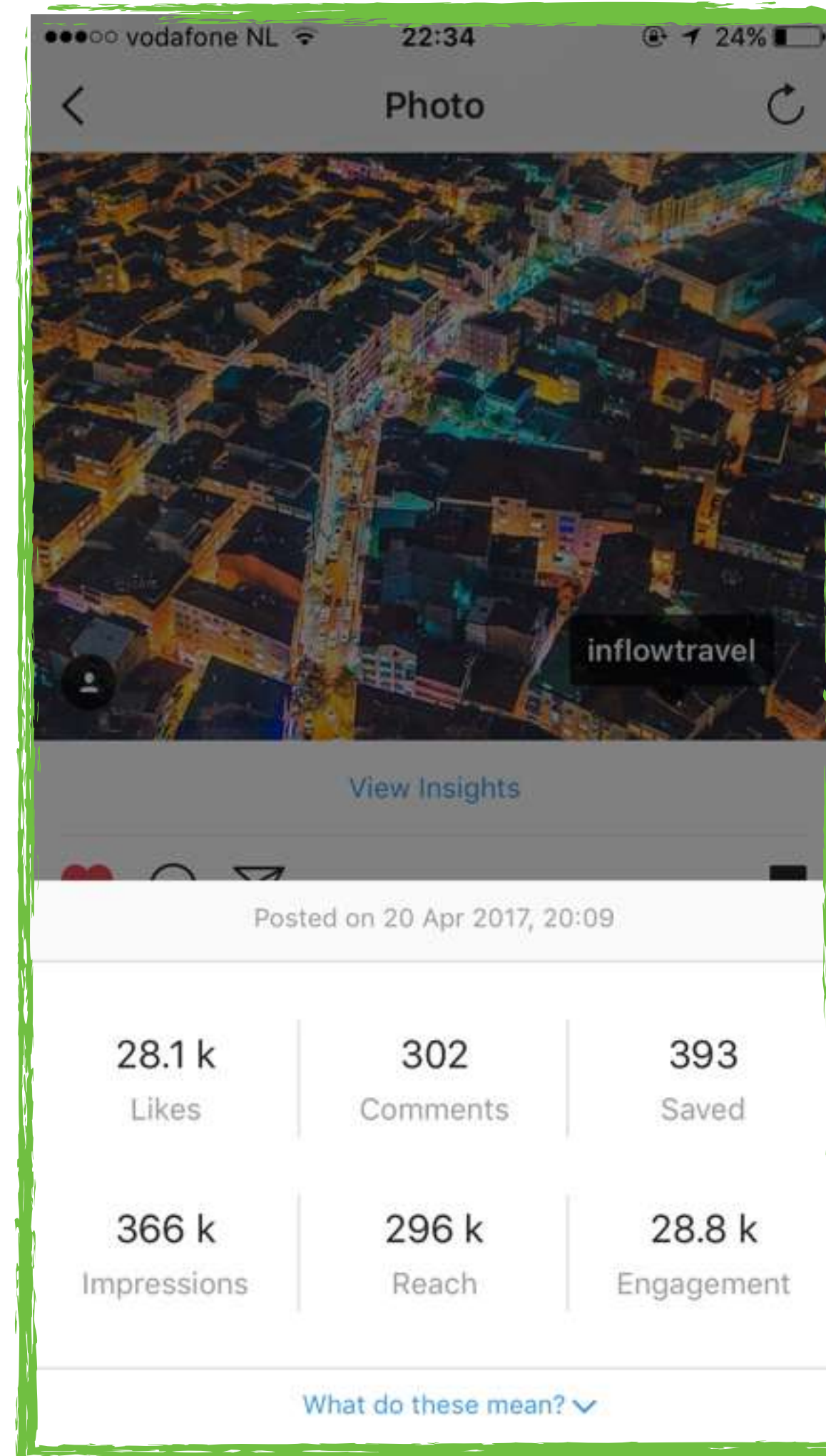
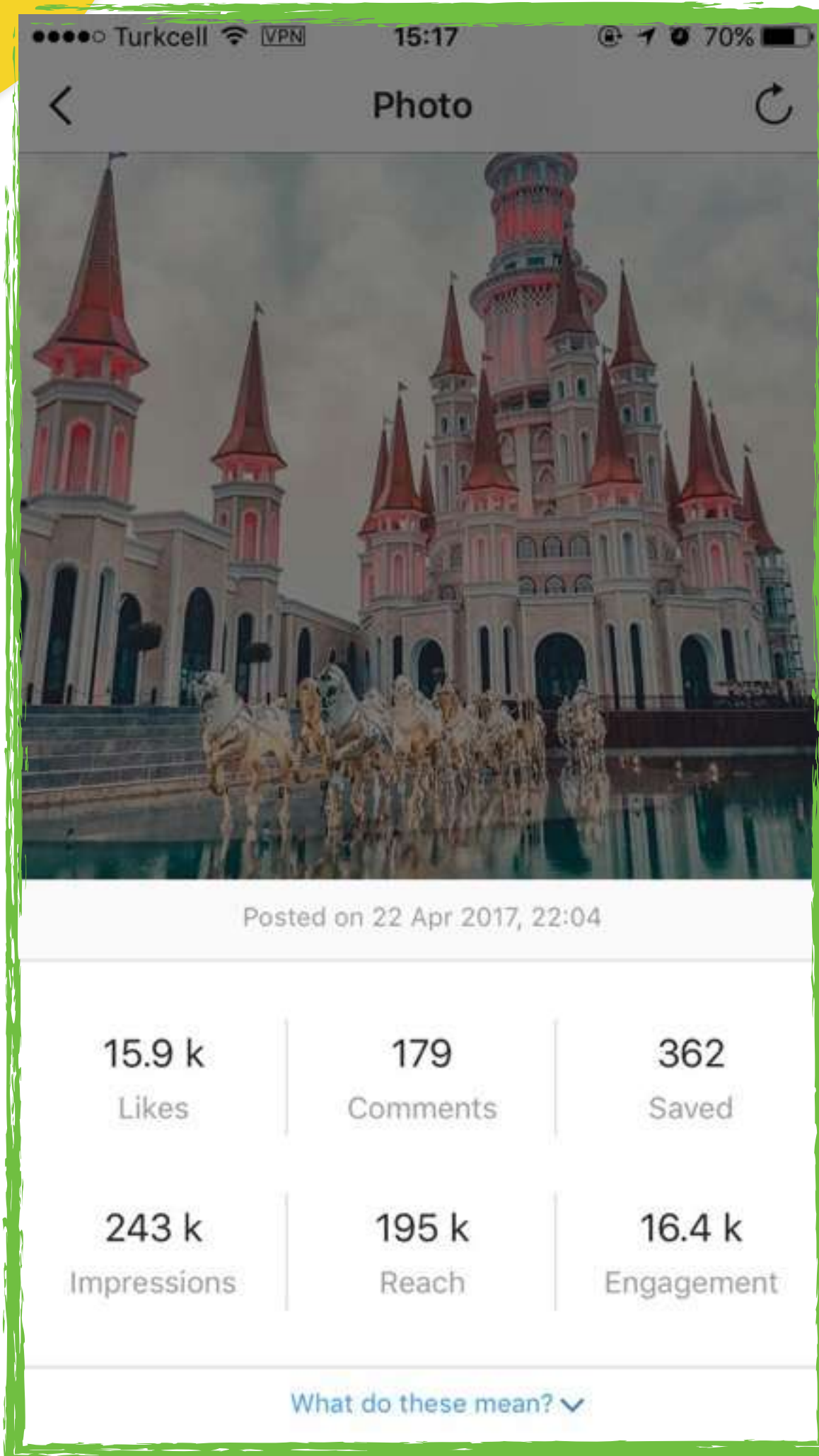


# INSTAGRAM STORIES VIEWS & INTERACTIONS





# INSTAGRAM STORIES VIEWS & INTERACTIONS







**“Thank you very much and I hope to  
be invited back for the next one.”**



# NEWS CLIPPINGS

**CNN TURK** SON DAKİKA TV PROGRAMLARI CANLI YAYIN VIDEO FOTO REF

Dünyanın en büyük seyahat zirvesi sayılan Inflow Travel Summit, dün ve bugün İstanbul'da gerçekleştirildi. 100'den fazla dünyaca ünlü seyahat blogger'ı kendilerine sponsor olma potansiyeli olan 37 dev markayla tanışıp konuşma fırsatı buldu. Gezegenin dört bir köşesini görmüş gezginlerin renkli hikayeleri etkinlik süresince havada uçtu. Yenileri yine yolda.

1 / 15

THE OFFICIAL ITS'17 HASHTAG: #ITSistanbul

INFLAW

**hindustantimes** hindustantimes.com

PLUNGE FOR PRIDE

## This Singh scuba dives in turban!

**Tarsem Singh Deogan**  
tarsem.deogan@hindustantimes.com

**LUDHIANA:** For this city hotelier, turban is pride that he doesn't part with — not even when he is scuba diving or skydiving! This is his way of creating awareness regarding the Sikh identity in different parts of the world.

Harjinder Singh Kukreja, 30, did scuba diving with turban on at Antalya in Turkey during his weeklong trip recently.

In January 2015 during his Australia tour, he did skydiving in turban. Kukreja says he wants to convey that turban is not a hindrance. He claims to have created the record by becoming first one to do scuba in turban.

Sharing details of his experience, Kukreja said he took the plunge sporting a 32-kg scuba helmet over his turban. Surrounded by four professional divers, he walked underwater and fed tropical fish from hands.

"The love, respect and openness showered on me by the Turkish people during my journey was overwhelming. My feat was covered by 12 Turkish TV channels and I featured on CNN Turkey too," said Kukreja.

"Earlier, I did skydiving in turban. I want to tell the world that turban is my identity and it is no hindrance in anything that I want to do.

**Ludhiana hotelier Harjinder Singh Kukreja scuba diving in Antalya, Turkey.**

**IN JANUARY 2015 DURING HIS AUSTRALIA TOUR, HE PERFORMED SKYDIVING IN TURBAN**

Sikhs respect all religious headgears," he said. Kukreja has taken on the mantle of experiencing and furthering the pristine glory and heritage of the Sikhs.

He doesn't miss a chance to attend an event even if it is remotely related to Sikhs no matter which part of the world it is happening. He was at the World War 1 memorial in Belgium and at the installation of the bust of the first Sikh ruler Maharaja Ranjit Singh at St Tropez, France, last year.

**Star** Son Dakika Güncel Dünya Ekonomi Spor Yaşam Bilim-Teknoloji

Genel

Yerel Haberler > Antalya

## Sosyal medya fenomenleri Antalya'da b

Sosyal medya fenomenleri Antalya'da buluştu Dünyaca ünlü 72 sosyal blogger'ı, Antalya'da bir araya geldi.

paylaş tweetle g+ paylaş A A

YENİ SAFAK PAZARI EKİ

## Gözümüz kapalı İstanbul'a geldik

Inflow Travel Summit, geçtiğimiz hafta İstanbul'da düzenlendi. 150 yabancı sosyal medya fenomeni kendi yolculuklarını anlattı. 'Gözümüz kapalı İstanbul'a geldik' diyen fenomenlerden İstanbul deneyimlerini dinledik.

Gazete Haber Merkezi - 04.00 Nisan 2017 - Yeni Şafak

3 2 1 0 0

Yorum

Ne düşünüyorsunuz?

Gözümüz kapalı İstanbul'a geldik Fotoğraf: İsmail Karaman

Ülkemizin turizm popülaritesini artırma adına...

AKR



# NEWS CLIPPINGS

**CNN TÜRK** SON DAKİKA TV PROGRAMLARI CANLI YAYIN VIDEO FOTO REFERANDUM

seyahat

## 0 fotoğrafın hikayesini CNN TÜRK'e anlattılar



Maldivler'in sakin atmosferine bir doz adrenalin: Köpekbalıkları

Tarihi Likya Yolu'na yeni rota eklendi

19 Mayıs için Bozcaada'da oteller doldu

19.04.2017 Çarşamba 11:38 [Güncellendi: 19.04.2017 Çarşamba 15:24]

sıradaki haber:

**DAILY SABAH**  
**TOURISM**

CATEGORIES  
Daily Sabah > Business > Tourism

## World's social media icons gather in Turkey

BETÜL ALAKENT  
İSTANBUL  
Published October 25, 2016



Turkish photographer Murad Osmann will be among the 150 leading social media personalities attending the INFLOW Travel Summit in Istanbul on November 24, 25.

An Istanbul summit next month will bring tourism industry professionals together with leading social media icons seen as a major opportunity to rejuvenate the local tourism

**interpress** ULUSAL GÜNLÜK GAZETE  
medya takip merkezi 1940  
İSTANBUL  
SINAGI

**Türkiye etkinliklerle tanıtıldı**



Türkiye etkinliği her hafta düzenlenmektedir. Türkiye'nin en büyük turizm etkinliği olan Türkiye Turizm Festivali, 2017 yılında İstanbul'da düzenlenecektir. Festival, Türkiye'nin turizm potansiyelini dünyaya tanıtmak ve Türkiye'yi turizm için çekici bir destinasyon haline getirmek amacıyla düzenlenmektedir. Festival, Türkiye'nin turizm potansiyelini dünyaya tanıtmak ve Türkiye'yi turizm için çekici bir destinasyon haline getirmek amacıyla düzenlenmektedir.

**interpress** HÜRRİYET AKDENİZ  
medya takip merkezi 1940 BÖLGESEL GÜNLÜK GAZETE EK  
ANTALYA  
MAGAZİN



## Antalya'yı tanıtacaklar

İSTANBUL'DA düzenlenen **Inflow Travel Summit** 17 etkinliğine katılan, milyonlarca kişinin seyahat tercihine yön veren ABD, Avrupa, Rusya ve Polonya başta olmak üzere 29 ülkeden 72 sosyal medya fenomeni, Belek Turizm Merkezi'ndeki Gloria Serenity Otel'de buluştu.

### ORTAK TOPLANTI

Bir hafta boyunca Antalya'nın tarihi ve doğal güzelliklerinin yanı sıra sosyal hayatını yakından tanıma fırsatı bulacak fenomenler, deneyimlerini fotoğraf, video ve yazılarıyla takipçilerine ulaştıracak. **Inflow Summit's** Yönetim Kurulu Başkan Yardımcısı Afşin Avcı ve yönetim kurulu üyesi Gökhan Bal ile bazı fenomenler ortak basın toplantısı düzenledi. Afşin Avcı, bir yıl önce çalışmaya başladıklarını ve tüm dünyada trend haline gelen fenomen pazarlamasını sahiplenmek istediklerini söyledi. Hintli blogger Harjinder Singh Kukreja, "Antalya hakkında ettiğinden daha az biliniyor. Paylaşımından sonra takipçilerimden, 'Dünyada bu kadar güzel yer mi var' diye tepkiler aldım" dedi.

■ N.Kemal KILINÇ/DHA





#inflow #ITSistanbul #inflowtravel #inflowinantalya #inflowatgloria #travelforever	Twitter	Instagram	Instastories	Facebook	Youtube	TOTAL
TOTAL SHARES	37.694	14.303	4.500	1.700	4	58.471
POTANTIAL REACH	135.079.772	120.302.235	27. 981.281 per/ 215.240.625 views in total	8.956.550	49.961	292.326.037
INTERACTION	1.734.518	4.032.101	3.958.689	133.385	236.339	9.858.693



# MONITORING SYSTEM

This report has been prepared by using data of Boomsonar, Social Media Statistics, Google Analytics, Twittbinder.

<https://www.tweetbinder.com>

<https://www.google.com/analytics/>

<https://www.boomsonar.com>

**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.



# WITH THE KIND SUPPORT OF







**See you at INFLOW Global Summit 2017!**