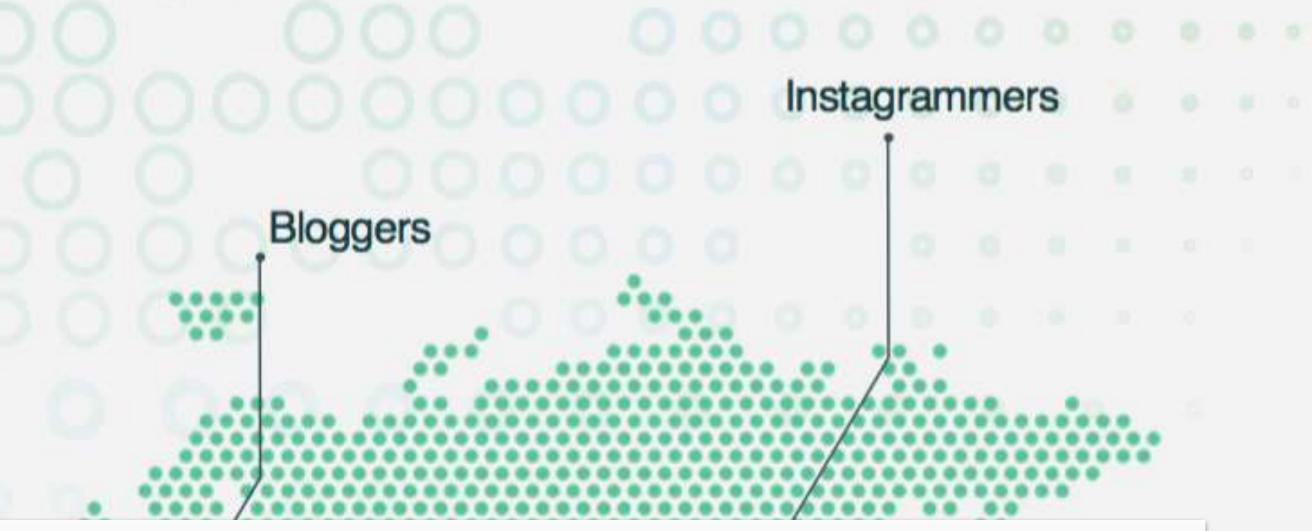
# **INFLOW Travel Summit Event Report 17th-23rd of April 2017**

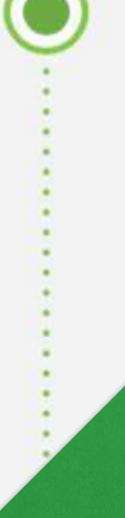
INFL weighted travel summit travel summit



Photographers 0 0 0 Bloggers **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.







# 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.

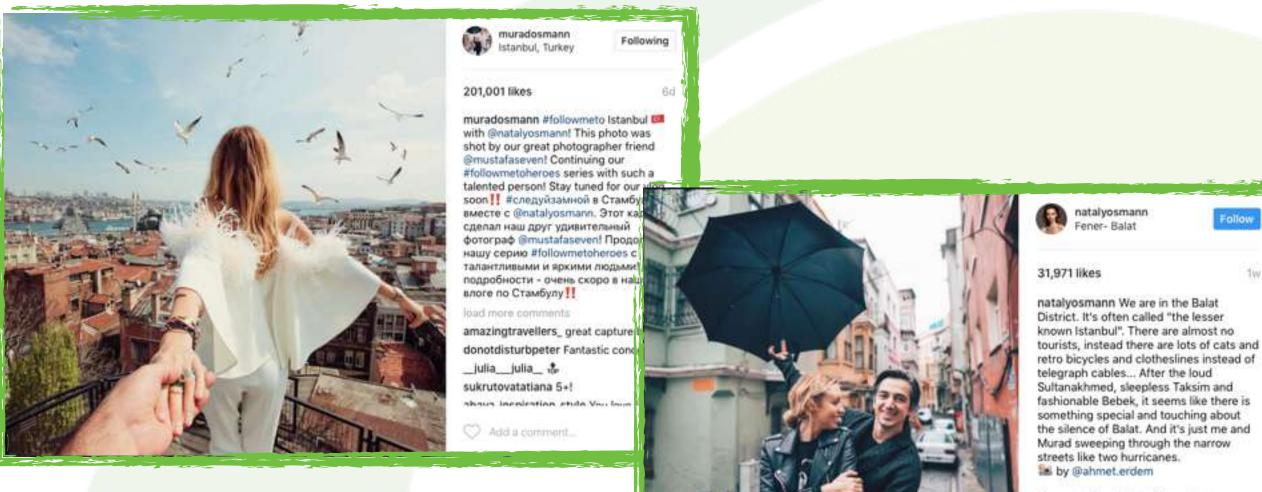


# MURAD & NATALY OSMANN

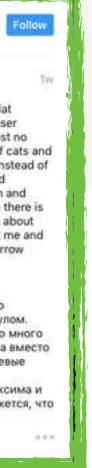
Murad & Nataly Osmann, has a total of 5 million followers on Instagram, came to Istanbul for INFLOW Travel Summit, shared their experiences at INFLOW stage at the same time share Istanbul with their followers from social media accounts with their own #followmeto concept.







Мы - в районе Балат. Его часто азывают непарадным Стамбулом. Здесь почти нет туристов, зато много шек и старых велосипедов, а вместо телеграфных проводов – бельевые веревки... После говорливого Султанахмета, бессонного Таксима



"Wow all I can say is the food was amazing the service was ama<mark>zing I had such a gre</mark>at time".

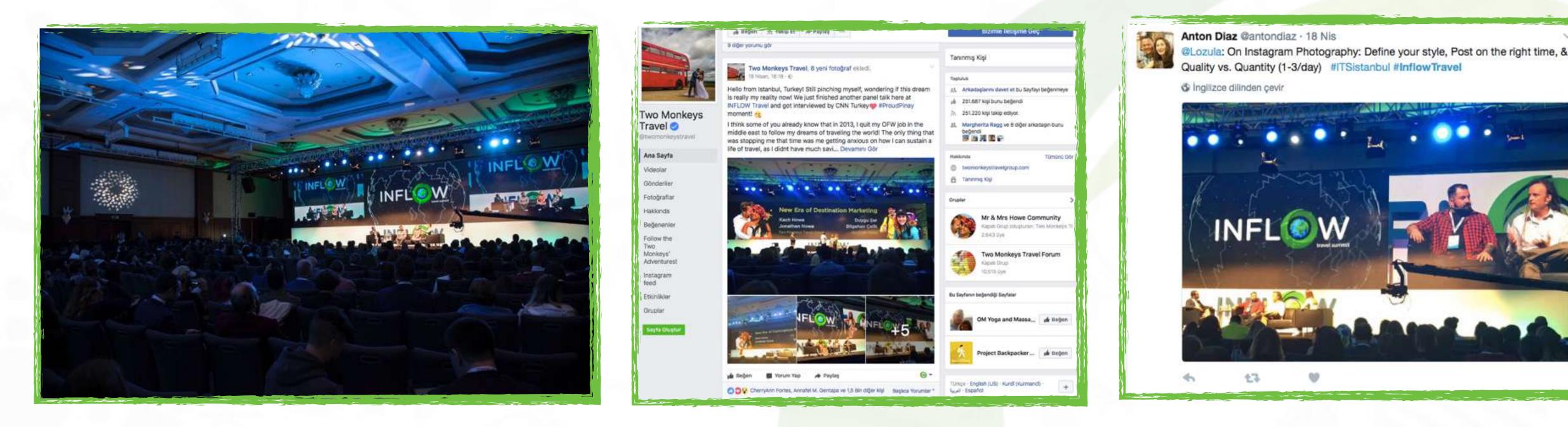


# WITH NUMBERS



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

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





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











Swissôtel The Bospha.

15,810 likes

kyrenian The best Residence I have ever seen: SWISSOTEL LIVING! W I N : Follow @SwissotelTheBosphorus, check their latest post and you can win an Exclusive Weekend Escape!

Swissotel Living has the deluxe residences right in the centre of Istanbul with the best Bosphorus View. You can choose between STUDIO to 3-BEDROOM and enjoy 5-STAR service in your own house. With magnificent living rooms, top-of-the-line kitchens and sumptuous bathrooms; this is Istanbul's lowury home of the future for long & short-term Rentals!

 Best of luck!
 @SwissotelTheBosphorus
 Free 2-Nights stay for one lucky follower (Breakfasts Included).
 Winner to be announced on April, 05th 2017 in comments under this post and under @swissotelthebosphorus's post.

Such a nice chance for a weekend

Add & domment...



### TWEETLER 19,7 B

### TAKIP EDILEN 9.077

TAKIPÇİLER 25,4 B

BEĞENİ 6.574

LISTELER 2

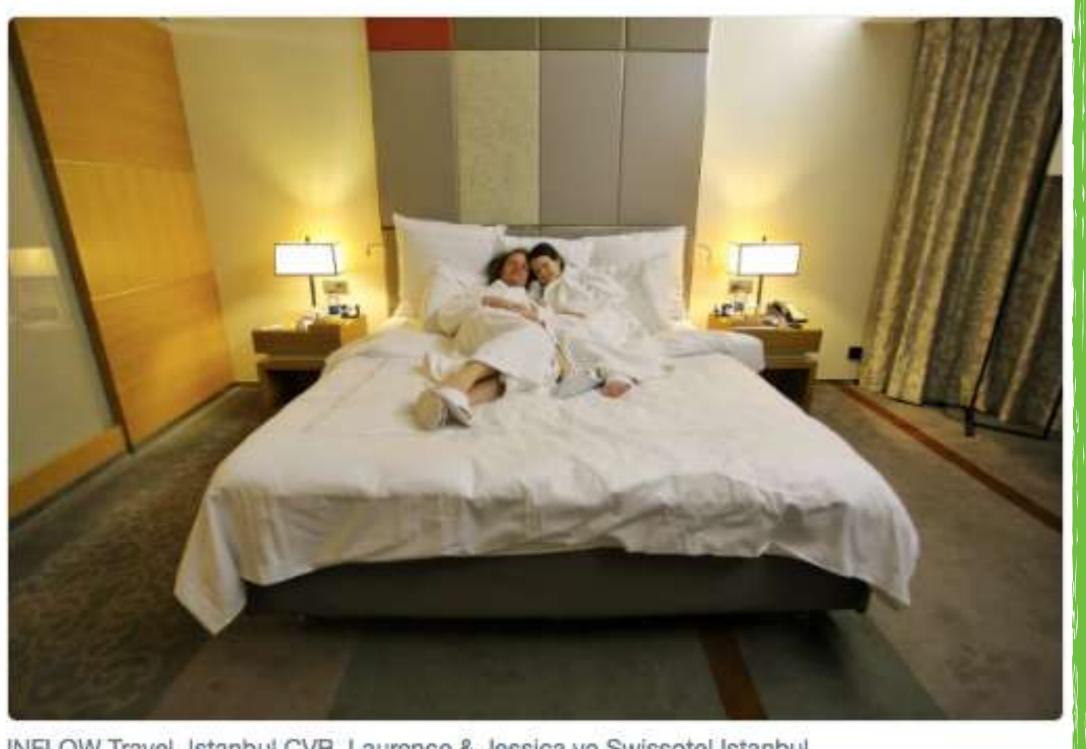
Laurence & Jessica Retweetledi



<

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! art #lovefromturkey #ITS17

S İngilizce dilinden çevir



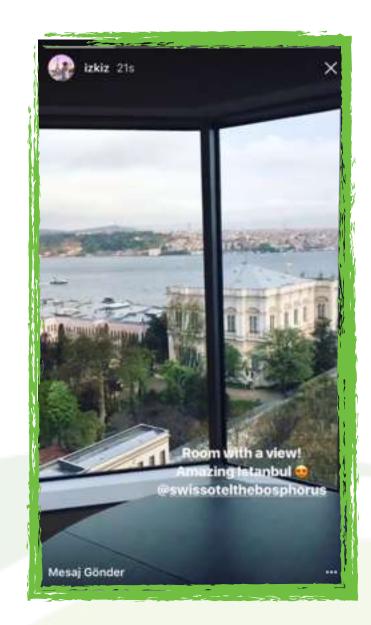
INFLOW Travel, Istanbul CVB, Laurence & Jessica ve Swissotel Istanbul

9 5

23 1











"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











**B2I MEETING** (Business to Influencer) meetings in total.



### 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



"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

### TWEETLER 15 B

LISTELER

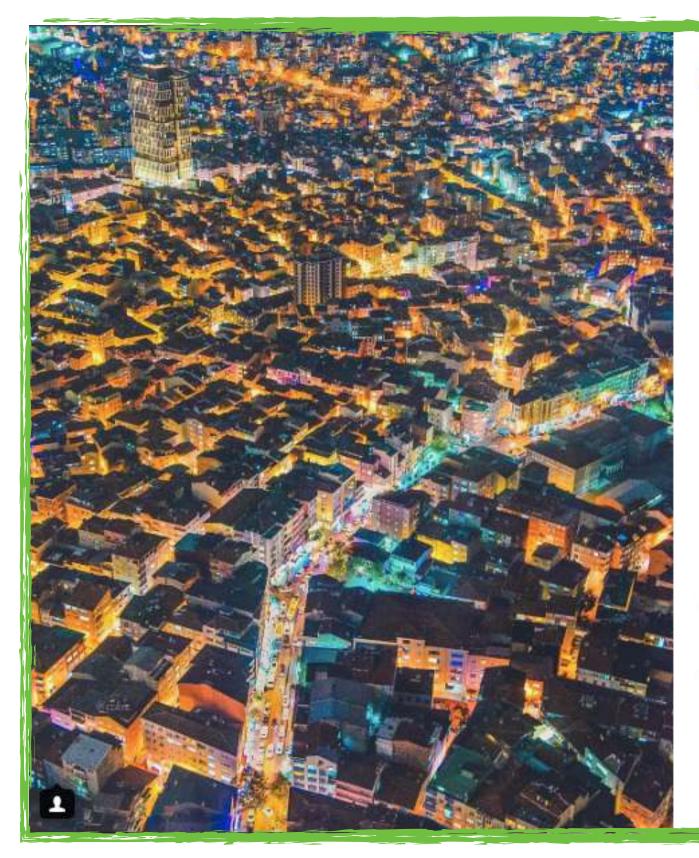
Kach & Jonathan Howe Retweetledi

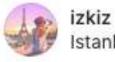




**POST EXAMPLES** Posts about Turkey of the travel content producers, professional

photographers and trendsetter of social media at ITS17 have reached millions in a short time.





Istanbul, Turkey

### 28,116 likes

izkiz Istanbul, you were amazing as always! Thanks to Inflow Travel for such an awesome time 🙌 #ITSistanbul

### load more comments

globaldestinations\_ Such a good shot! beau\_monde7 \*\*\* vacation\_earth @awesomepix1 exciting.travelpix Too good dreaming.travel Pretty cool soramid Beautiful shot 🌉 doggygirl2017 Wish i was there brenstablog Nice gallery ! travel.wilderness So Beautiful global\_places @dreaming.travel tatyanamartyshina Nice view crazy.travelgram splendid 

Add a comment...







20.007 likes

travelchannel Happy Wednesday dear friends 🝓 @missjetsetter here with this week's "24 Hours In... with missjetsetter " This week we're touring Istanbul, Turkey with @inflowtravel for their INFLOW Travel Summit 2017. Make sure to follow along here on Instagram Stories for all the amazing places to visit n Istanbul 💷

and more comments

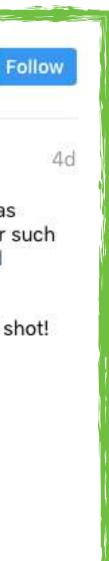
explore\_with\_taste 😇 🤩

lisambaca87 Gorgeous ebebogirl Wow

ninalevillahoian This is gorgeous 💖 irstenmerdedavis Love the colors

vassarin @jaynetx didn't we have dinner and too many beers here the night of the balaclava and kebab do-over?

fourgirls on the roam Love the colours



nicanorgarcia stanbul, Turkey

Follow

### 8,484 likes

3w

nicanorgarcia Bowler and top hats | Bombines y sombreros de copa #nicanorgarcia #architecture With @inflowtravel #itsinstambul

load more comments

achukina Espectacular Nicanor 👌 👌 🡌

nicanorgarcia @sogni23 grazie mille Donatella!

nicanorgarcia @sparkzwillfly happy you like it, Ed!

nicanorgarcia @ardanaz\_arq me alegro que te guste Carlos!

nicanorgarcia @garciadiazfranciscojavier 2 muchas gracias Francisco Javier!

nicanorgarcia @docthefeelgood happy you like it, Kayhan!

nicanorgarcia @maite7720 muchas gracias Maite!

Add a comment...

ninemenene ol......

000

000





# **POST EXAMPLES**





snova\_nastia Sultanahmet Camii (S...

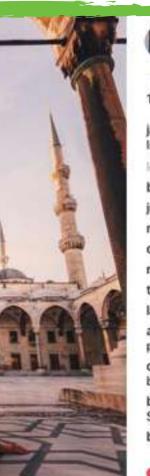
### 11,308 likes

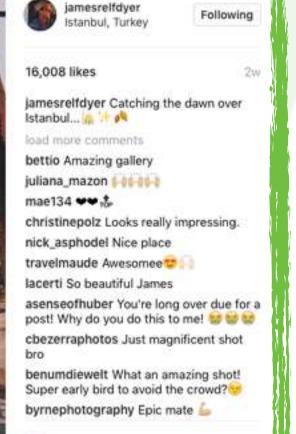
snova\_nastia 80 рублей за килограмм клубники, я остаюсь тут жить 🙌 😂 Килограмм, Карл! А теперь мини экскурсия по районам Стамбула 😅 Мы поселились в центральном районе города Султанахмет, это часть большого района Фатих, вообще, Стамбул огромный, и сказать, что центр тут строго определён нельзя. Центров тут несколько, но, если привязываться к основным достопримечательностям, лучше выбирать Фатих или Бейоглу 🤫 Я в полном восторге от менее туристических, но очень живых и колоритных микрорайонов Каракёй, Нишанташи и Балат, здесь город

Add a comment...







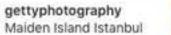


Add a comment...









12,084 likes

gettyphotography Here we are tonight's epic closure over here in Istanbul with @hasanilkay @turkey\_home @inflowtravel Nikon D810 Tripod Tvc34 really right stuff Ball head Bh 55 Lens Nikon, 70 x 200 Shutter 1/4 Aperture f11 ISo 100 White balance auto #istanbul #420#sunset#sunsrise#nikon#nikonnofilt er #lexarmemory #abc7now #sfgate #myrrs #reallrightstuff #streetdreamsmag #huffpostgram #visualambassadors #visualsoflife #ig\_color #turkey #maidentoweristanbul #Maidentower#ITSistanbul #inflowtravel

load more comments

travelswithmyphone Such perfect timing

Add a comment...

cbezerraphotos Istanbul, Turkey

### 11,317 likes

cbezerraphotos Around the world with me - Istanbul - Turkey \*\*\*\*\*\*\*\* Dramatic SKYtastic by the Blue Mosque -I love you, Turkey - I'm having a blast at @inflowtravel #ITSistanbul the world's leading digital influencers events in the travel industry at this amazing city . \*\*\*\*\*\*\*\*\*\*

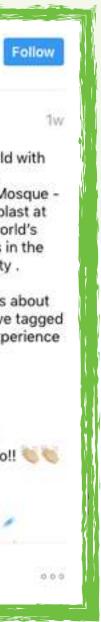
Please, check out my Instastories about this event and the friends who I've tagged and they are here sharing this experience 🙄 🖾 🙏 (-)

load more comments silkek2013 Wow 🦲 🧠 admbrs Nice shot 🤏 🍯 🍯 gregoirelemire Awesome Claudio!!

nuarra.shop Totally rocks! sangerser66 So beautiful! · · · · · · ·

O Add a comment...





"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"



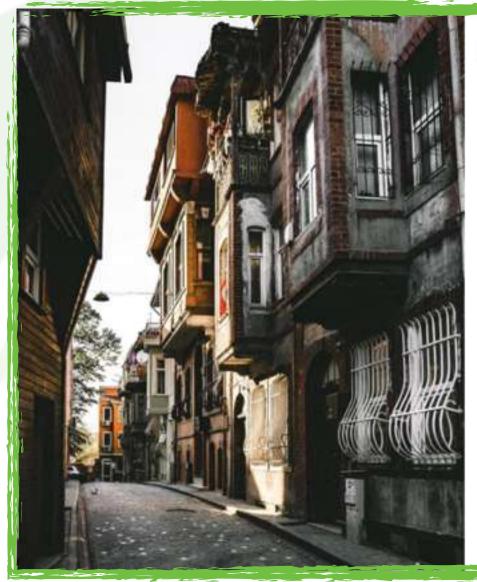
# **Total Reach** 292.326.037

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









6d

beautifuldestinations B Fener- Balat

135,009 likes

beautifuldestinations Morning in Istanbul (iiii: @thomas\_k)

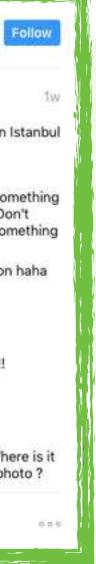
load more comments

sheetal\_devendra.dixit This is something like draws you towards itself ..... Don't know how to put it in words ..... something mystical. .. iman.yssf @chreiffarah soon soon haha kazimusa1 😸 😸 🤘 🤘 kazimusa1 😁 😁 😁 😁 dr.kassardjian 👌 👌 aliciaglobaldesign Turkey live !!!! explore\_with\_taste 🙂 🙂 🤓 dillonmatthewc so awesome erenkorhan Awesome mariam\_bashayan Gorgeous! Where is it

in Istanbul and what date is the photo ? Thank you 😐

Add a comment.





# 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.





# ntalya for the Vaterfall and





B beautifuldestinations Düden Waterfalls

119,195 likes

beautifuldestinations Make a splash a (im: @byrnephotography)

load more comments

mollyong3 Wow

riandasuri Nice

888\_richya So beautiful picture victorveigaa @saradovale1 olha esse lugar

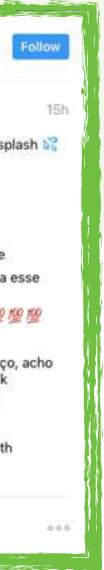
saradovale1 @victorveigaa moço, acho que marcou a Sara errada kkkkk zenitbudapest Really beautiful

toastdaisuki beautiful

mikky857595 Wow domi.antos.Wonderful

Add a comment...





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.



beautifulhotels Gloria Serenity Resort B

### 28,060 likes

beautifulhotels Dip your toes 😚 (📾 : @ju.hu.lia)

load more comments

vikpandey सुन्दर एवं आकर्षक! vikpandey Attractive sukrutovatatiana 5+! chissachisara Turkey? @beautifulhotels

lynnc11 Fab hotel! iam\_balinese cool

fredrichreisen 👍 📥

aszahra154 🥧 🧄 🧄

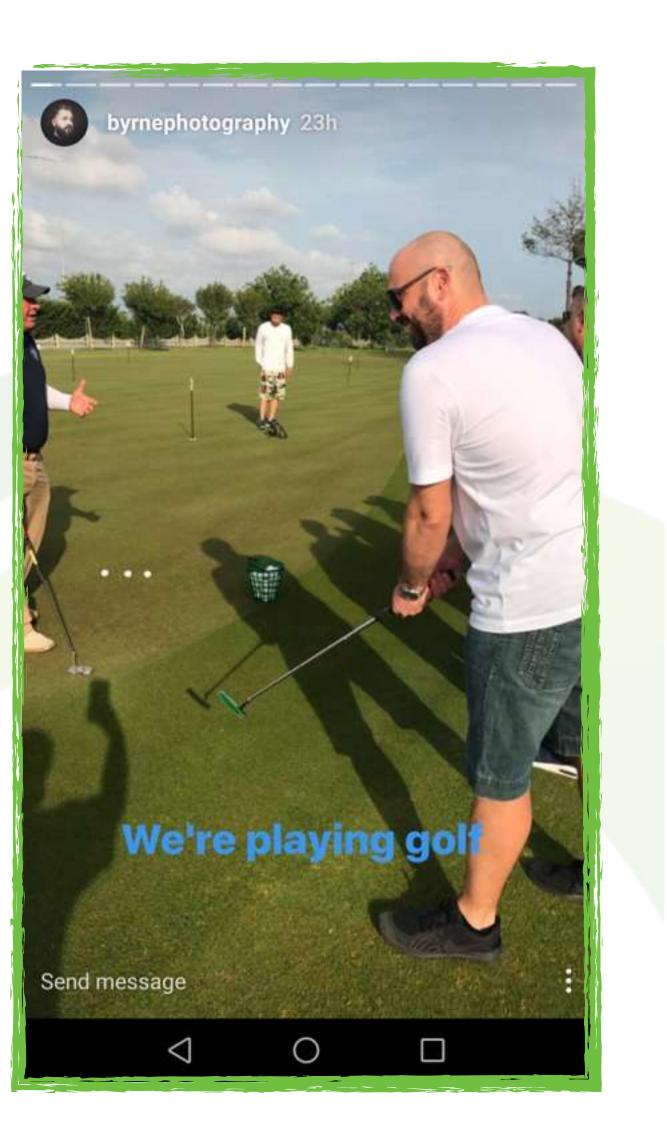
miss\_i0i0 Nice pool! 52 52 52 nahid489 Amz pool right there....Pretty awm....

saraa.somi @sasan\_sm

happy.maps "It is never too late to be what you might have been." ~ George

11.0.01

O Add a comment.



**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 . <mark>I learned a lot abou</mark>t 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=ErKbKa5I0jc





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/



DRUINE VIDEO. WEICOILE TO GIULIA FIUTEIS AND

LIVE VIDEO: Flying Jessica of How Dare She DRONE around our gorgeous resort here in Gloria Hotels & Resorts, Antalya, Turkey! Where are you

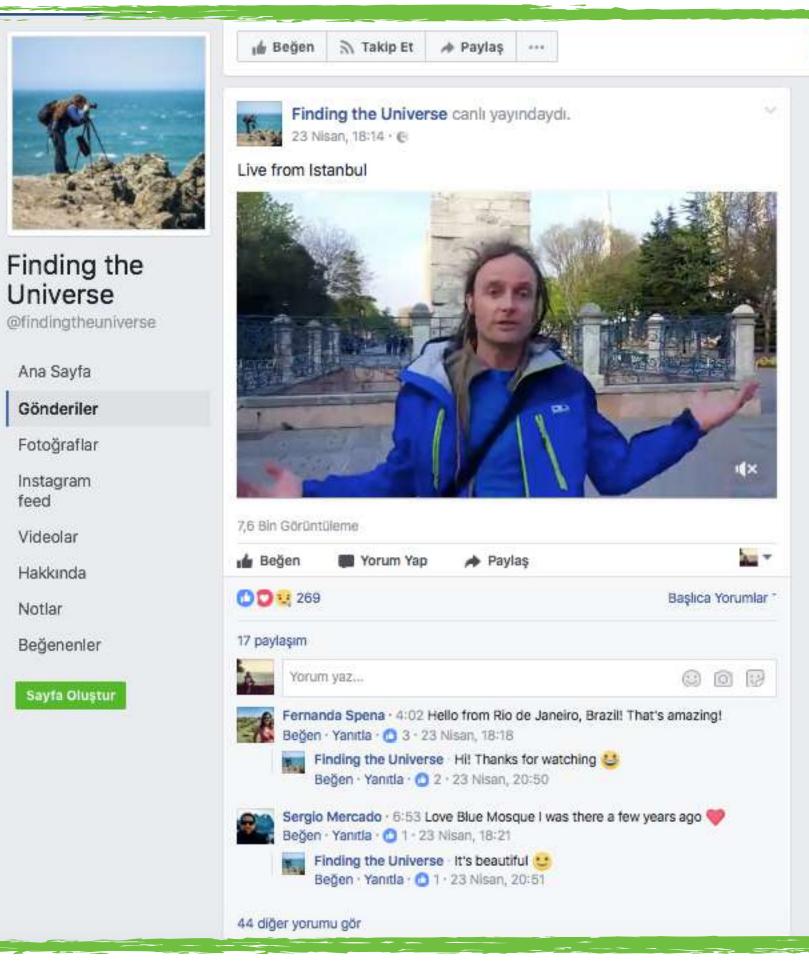
### INFLOW Travel #InflowAtGloria

(The signal at the beginning wasn't great but just keep watching because it's such a beautiful

https://facebook.com/groups/mrandmrshowe

Please LIKE Two Monkeys Travel & Mr&MrsHowe Follow us on Instagram @2monkeystravel /

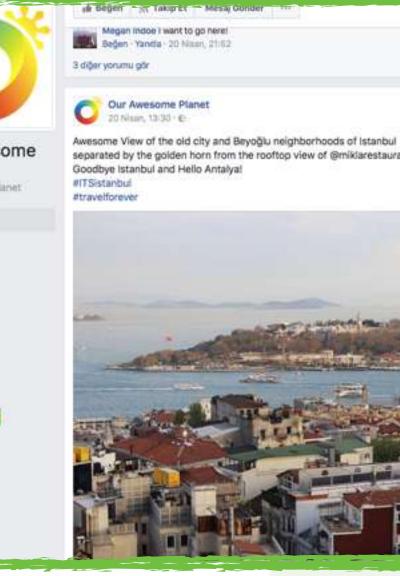
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# **POST EXAMPLES**





### Bahsetme



Goats On The Road 3 Mayıs, 16:00 · G

🖬 Sayfanın Adıyla Beğen

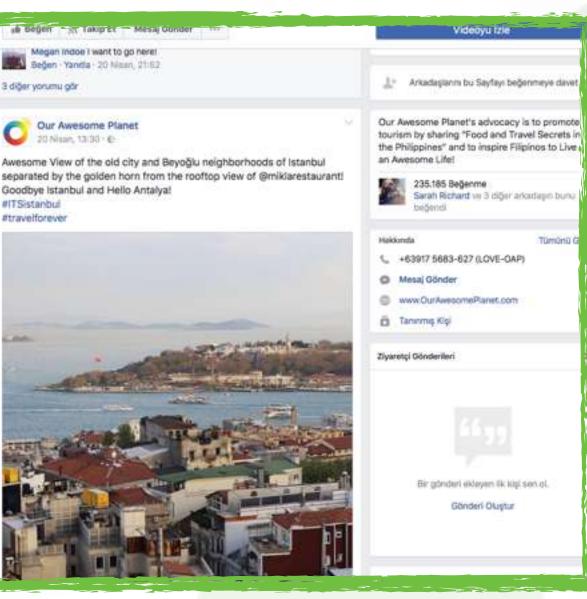
In this week's episode we're in Istanbul for the fifth time. We are attending the INFLOW Travel Summit 2017 which is an event for bloggers and influencers. We're taking you along for the crazy ride! We steal from Switzerland, have a few too many drinks, attend conferences, meet some great people and stay in a luxury hotel! Check it out 😅 💖

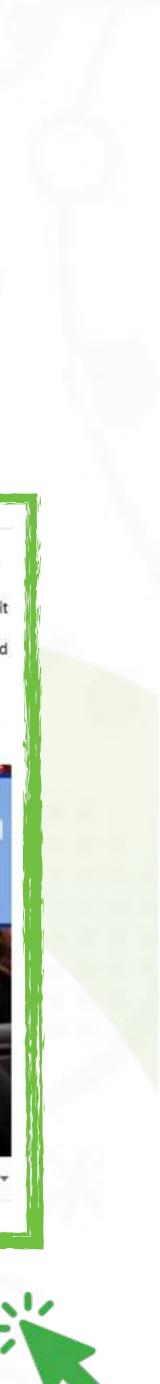
With appearances by:

How Dare She, Coffeewithasliceoflife.com, The Planet D, Two Monkeys Travel, MochilerosTV, Suiza. naturalmente., Our Awesome Planet, INFLOW Travel, True Nomads

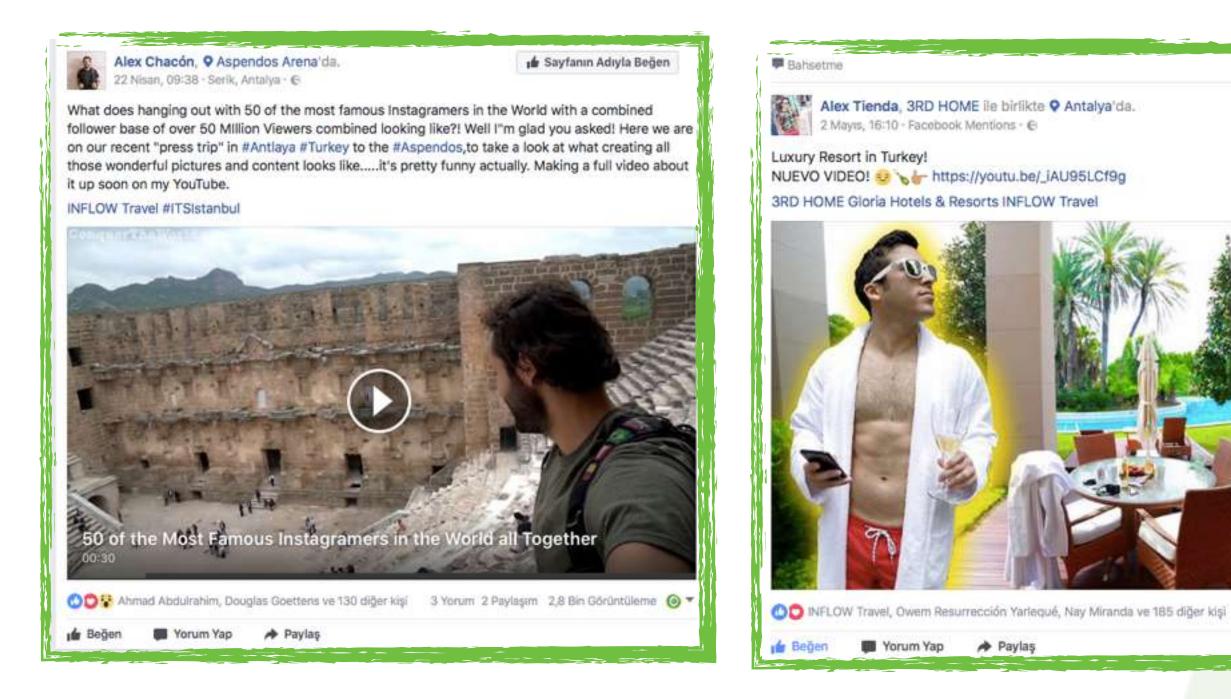


https://www.facebook.com/GoatsOnTheRoad/videos/1549913075041598/





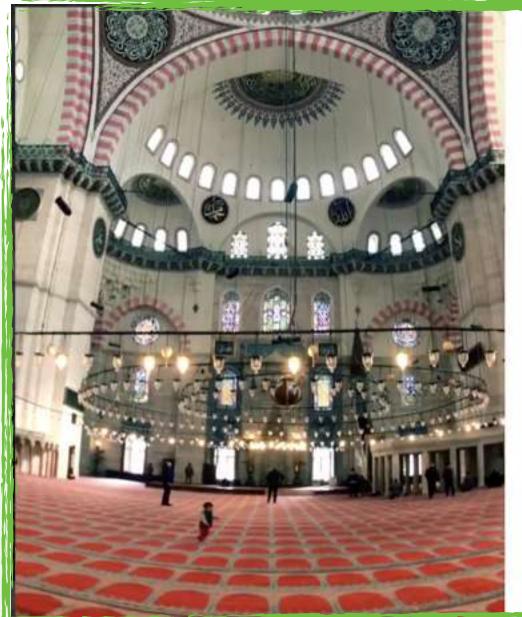
**POST EXAMPLES** 



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







pixelville Istanbul, Türkiye

Following

9,188 views

1d

pixelville Unforgettable moments, from Dubai Istanbul and then Antalya Huge thanks to the fam @inflowtravel and @turkishairlines for making this possible #itsIstanbul #inflowinAntalya #inflowatGloria #shotoniphone7

load more comments

dannyzappa Great memories! Loved the video!

thestrangerzau @rachel.chance

rachel.chance @thestrangerzau gooooddddd one !

beedii Go be a director J!!

miazuzunara That's awesome!!!

timayabs @pixelville 🌉 💜 😊 👍

pixelville @nevermind haha no way, thanks so much 😕 🤎

pixelville @mmeyers76 thanks so much

Add a comment...

000



"The whole event left really unforge<mark>ttable memories. Thank you</mark> so much for inviting me and thanks for organizing everything in such a professional way!"



# **BLOG POST**



### **EVENTS: INFLOW Travel Summit 2017 in** Istanbul, Turkey

APRIL 28, 2017 2017 EVENTS IZMIR LOCAL PODCAST, TRAVELS TURKEY WRITING CATH

Have you seen those Instagrammers with like 4.9 million followers... or even 50k followers? Shoot, I'm impressed with 1k folks out there! Or maybe you follow a popular YouTube channel or website like this. They are travel bloggers, luxury lifestyle writers, or even just someone that records their life riding around on a motorcycle.

For a long time, Facebook was 'my jam'! That was how I connected with others and I loved it! (I also admit that moving overseas for 4 years at a critical social media boom period was terrible for my tech savviness...) But now-a-days people have found ways to share their story through almost every kind of media out there! And their growing popularity has given them the ability to work as online



# The biggest Influencer event of the year!

further ado here are 5 things to do in Antalya, Turkey!

Our Journey Adventure Travel Overlanding Photography Travel Resources - Destinations W

Home Start Here About - KNOMADASAURUS Contact Work

markets of Istanbul, the harbourside city of Antalya receives far less footfall.

### The Best Things To Do In Antalya

With the preserved streets of its old town a hive of history, the huge selection of idyllic beach hotels geared towards utter relaxation located along its coast and the ancient ruins of Roman fortifications only a stone's throw away, there are plenty of things to do in Antalya.

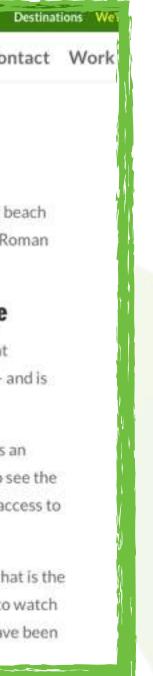
### 1) Imagine chariot races in the preserved stadium of Perge

The countryside surrounding this city is a hotbed of beautiful and historically important monuments, and exploring them should rank top of your list of things to do in Antalya - and is enough to keep you busy for days.

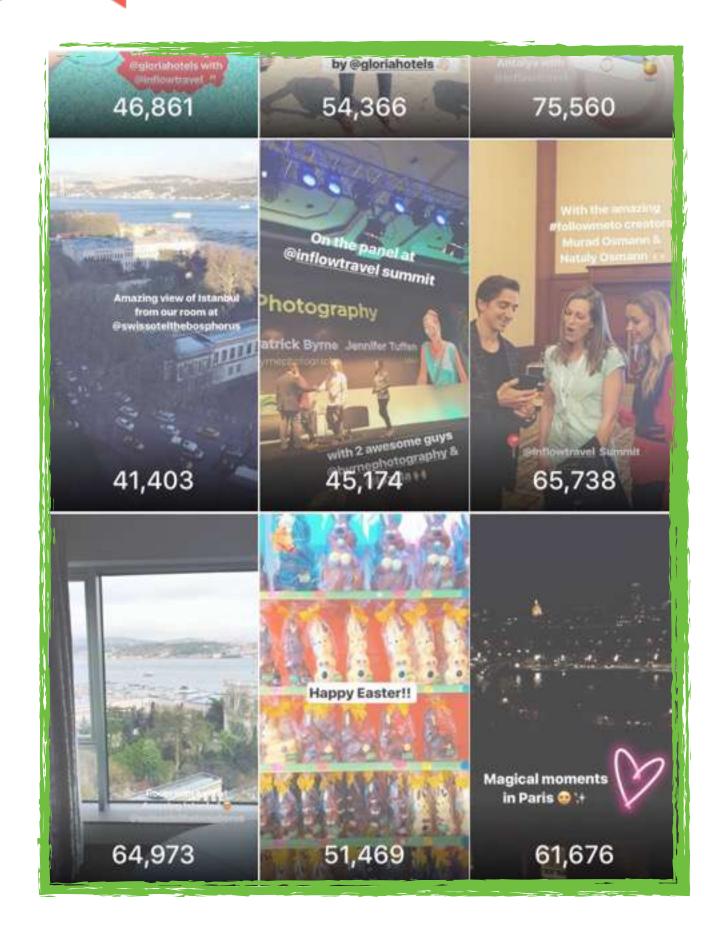
The ruins of Perge, the former capital of the Asia Minor region of Pamphylia Secunda, is an incredible example of the Roman architecture that still exists in the area. Most come to see the incredible Great Theatre and the set of two unusual gate-towers that once controlled access to the city.

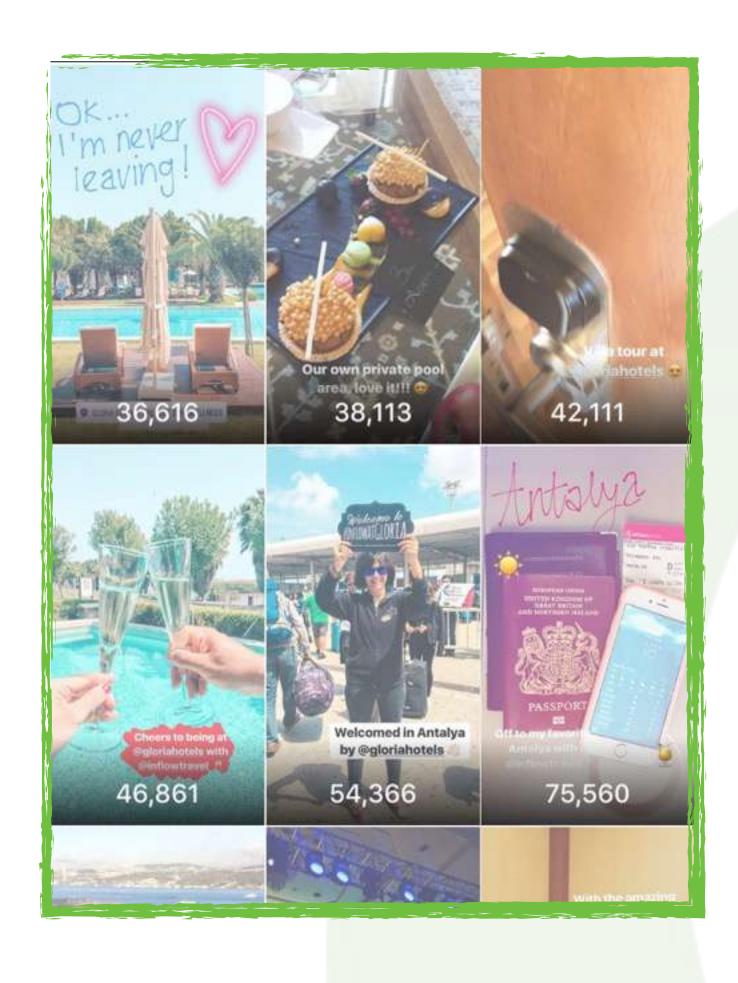
However, it's the massive stadium, one of the largest and best preserved in the world, that is the most exciting part of any trip to Perge. Built to accommodate up to 15,000 spectators to watch chariot racing, you've no choice but to sit in the stands and just imagine what it must have been like during one of these epic competitions.

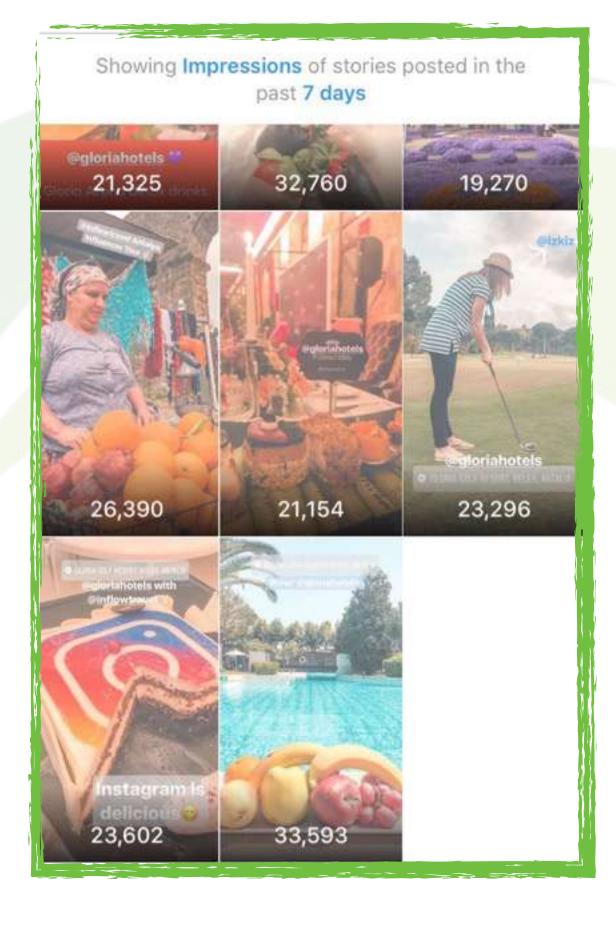




# INSTAGRAM STORIES VIEWS & INTERACTIONS Approximately interaction 9.858.693

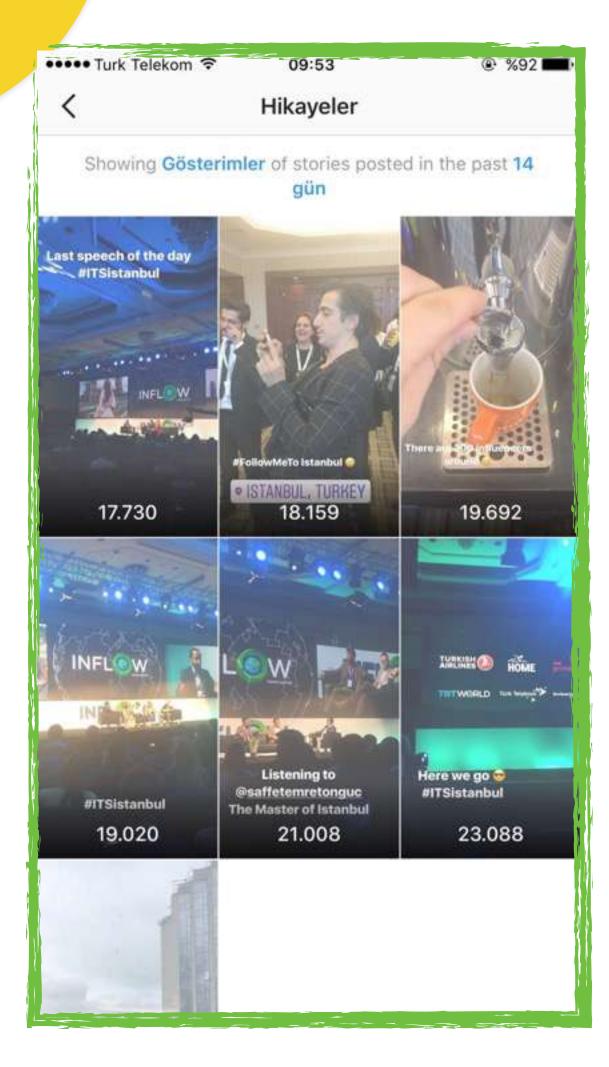


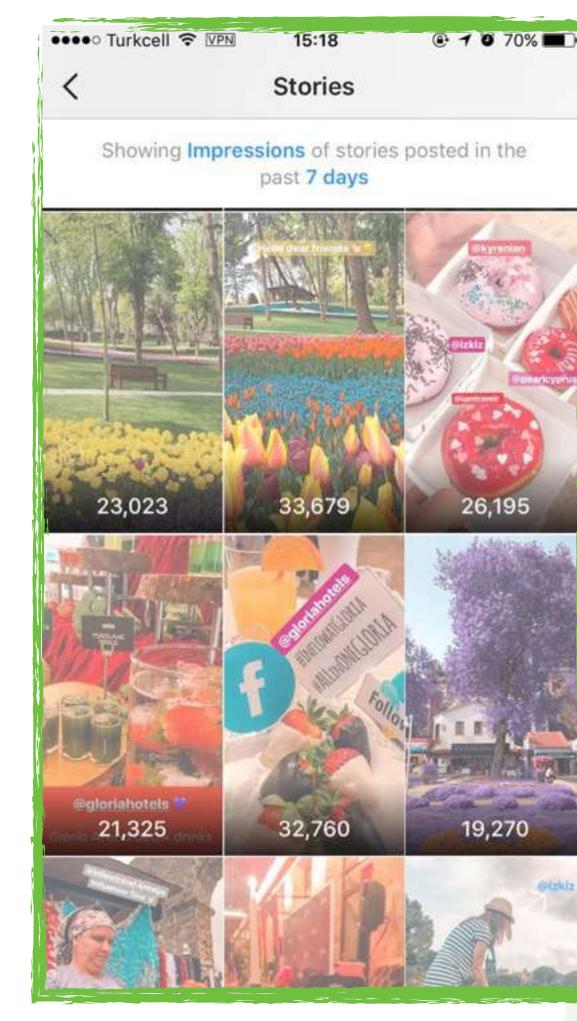


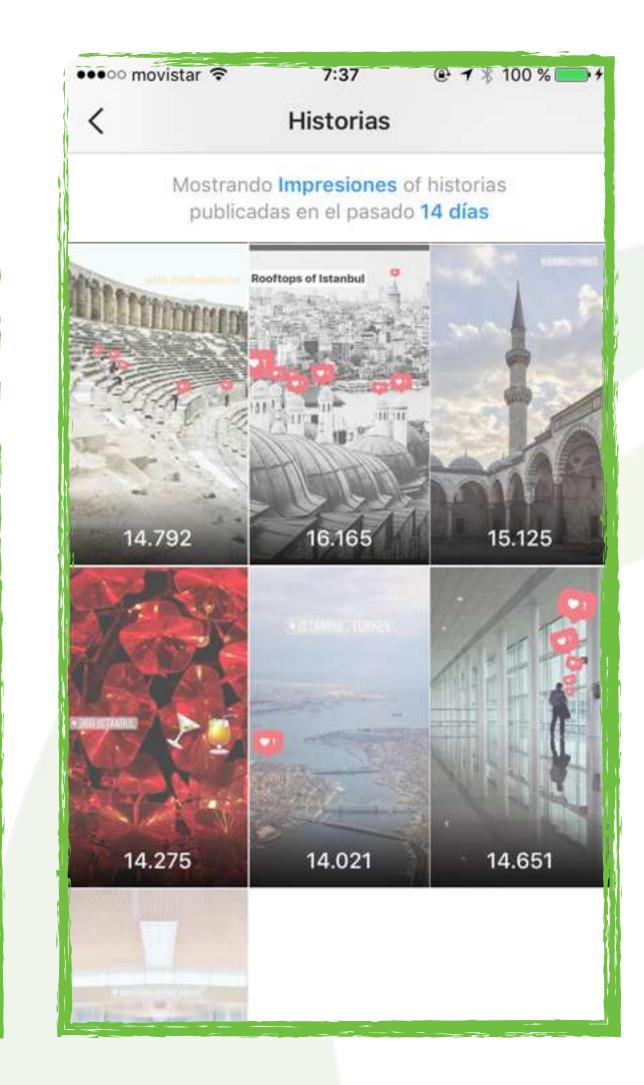


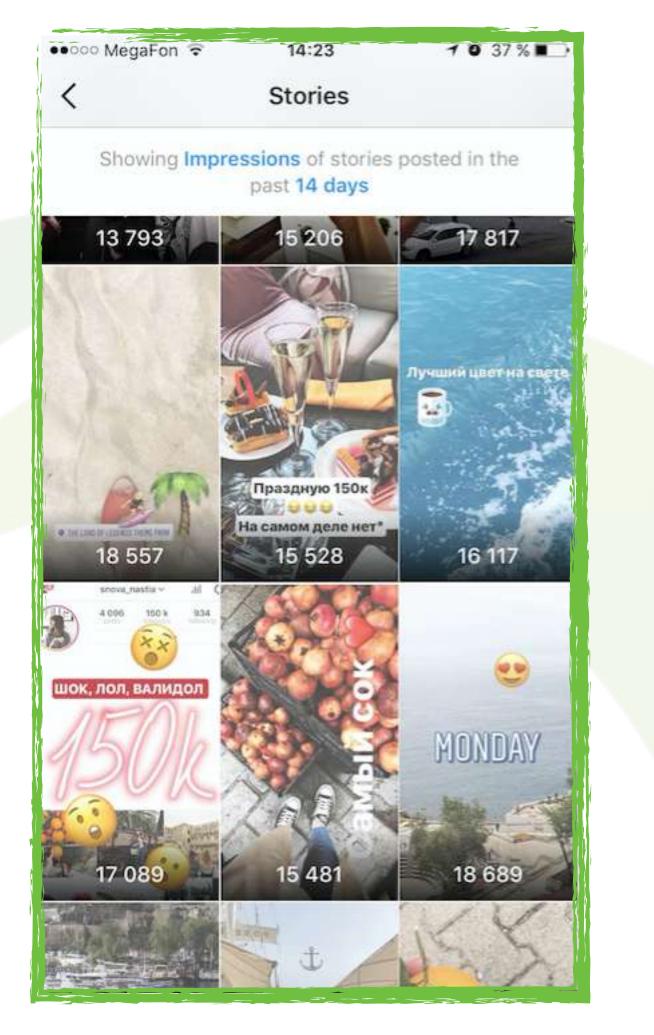


# **INSTAGRAM STORIES VIEWS & INTERACTIONS**

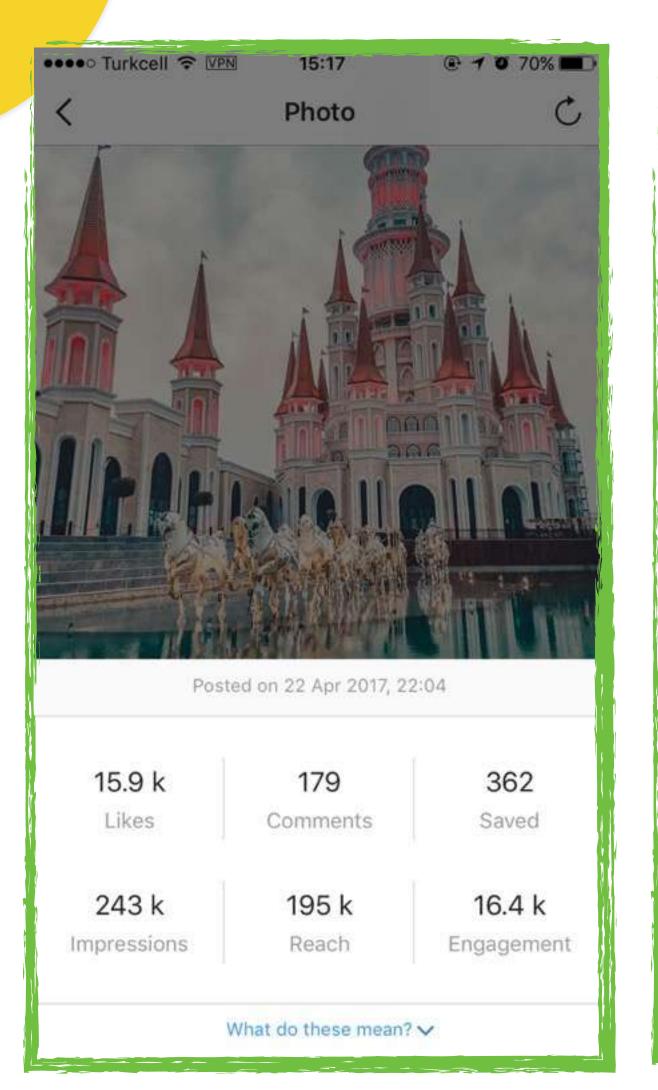


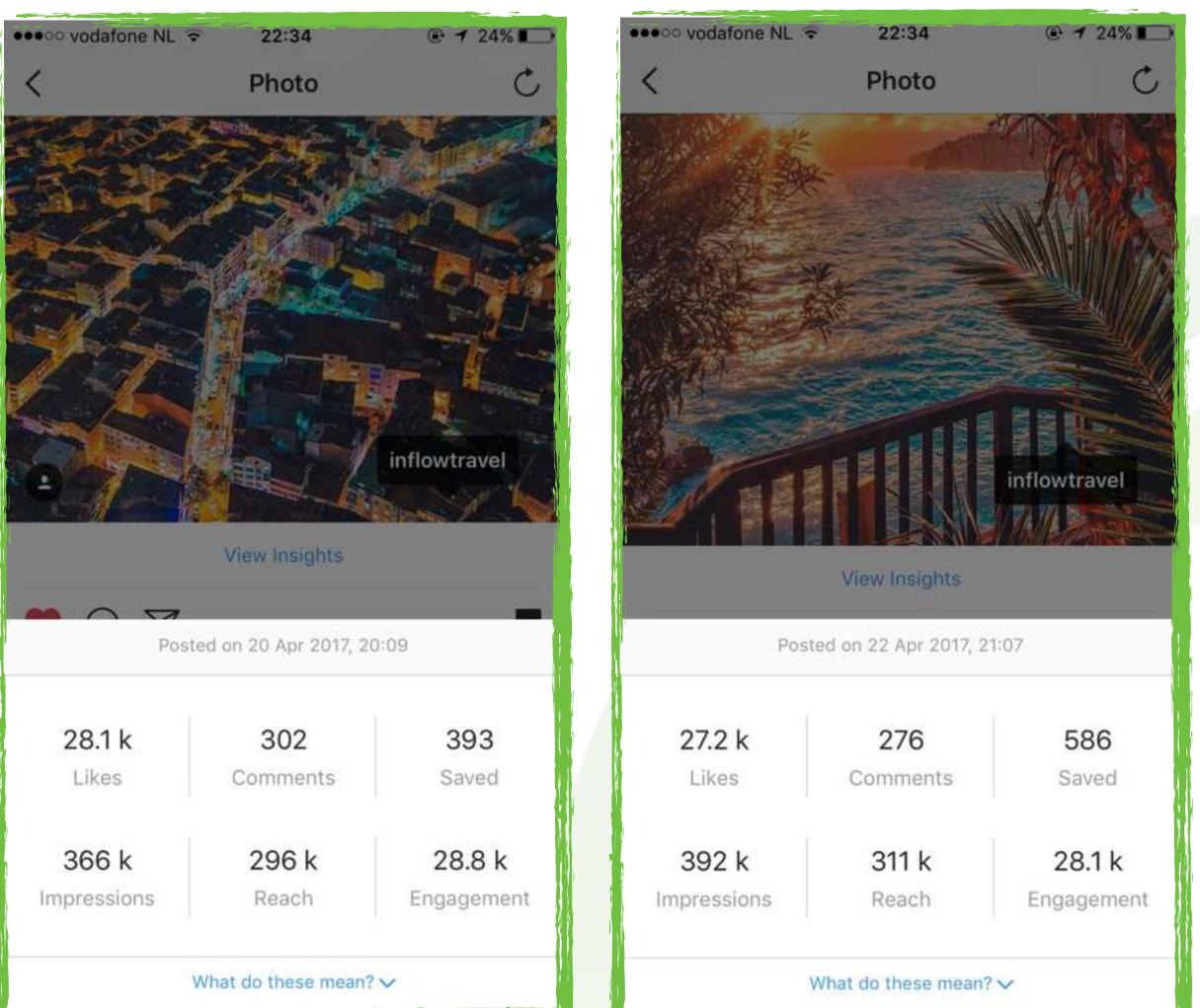


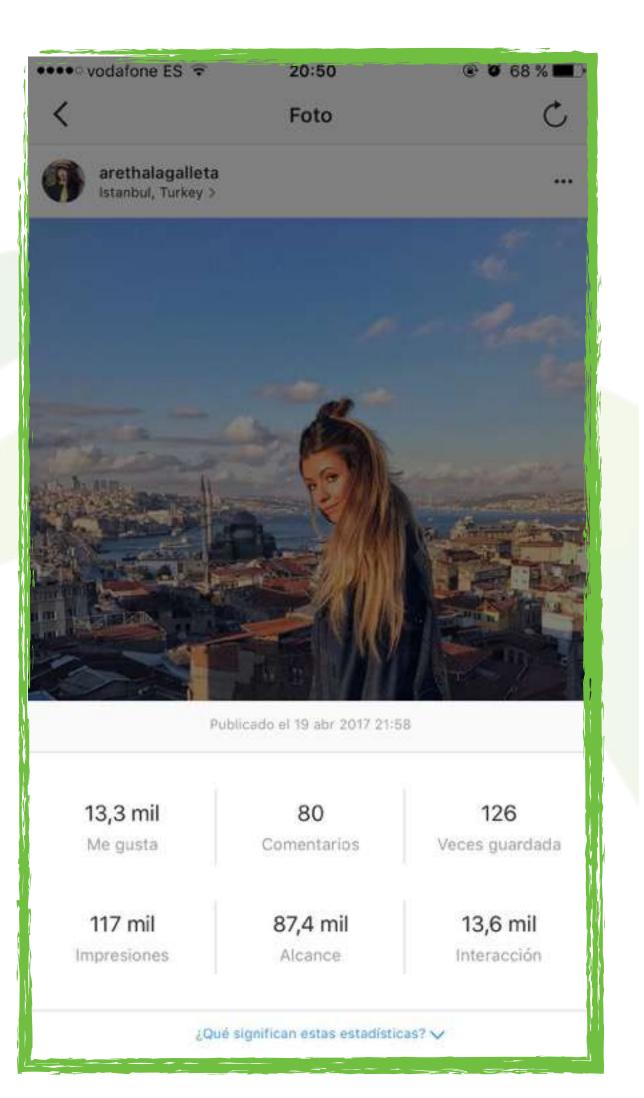




# **INSTAGRAM STORIES VIEWS & INTERACTIONS**







"Thank <mark>you very much and I hope to</mark> be invited back for the next one."



# **NEWS CLIPPINGS**

VIDEO

FOTO

REFE

f) (9) (6) (F) (9) (t) 01 90 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 uçuştu. Yenileri yine yolda.

SON DAKIKA TV PROGRAMLARI CANLI YAYIN





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. HT PHOTO

### 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.



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.



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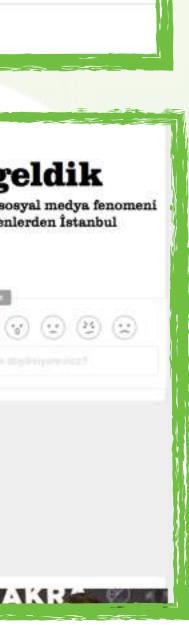
YEN GAFAK PAZAR EKİ

### 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.



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HÜRRİYET AKDENİZ BÖLGESEL GÜNLÜK GAZETE EK ANTALYA MAGAZIN



# Antalya'yı tanıtacaklar

TSTANBUL'DA düzenlenen inflow Travel Summit 17 etkinligine 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.

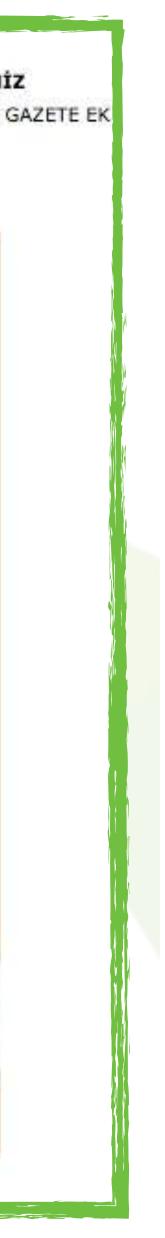
### **ORTAK TOPLANTI**

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.

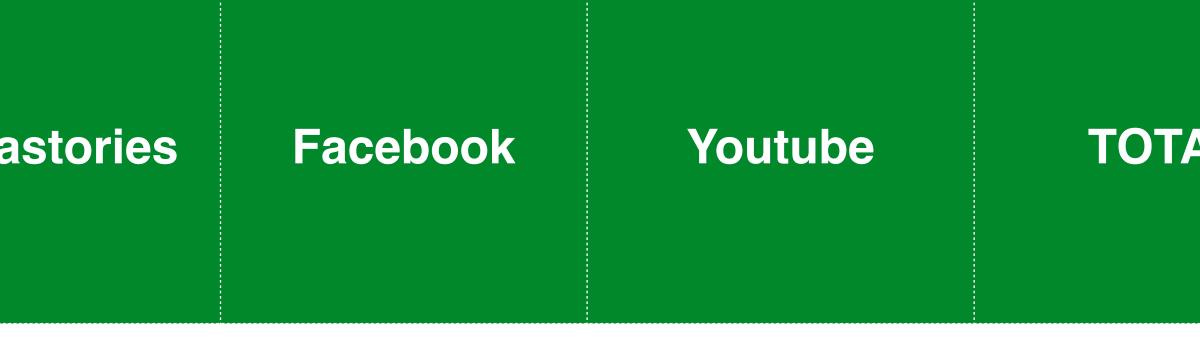
mits Yönetim Kurulu Başkan Yardımcısı Afşin Avcı ve yönetim kurulu üyesi Gökhan Bal ile bazı fenomenler ortak

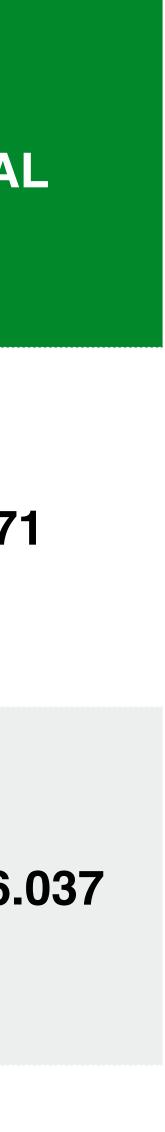
basın toplantısı düzenledi. Afsin Avcı, bir yıl önce çalışmaya başladıklarını ve tüm dünyada trend haline gelen fenomen pazarlamasını sahiplenmek istediklerini söyledi. Hintli blogger Harjinder Singh Kukreja, "Antalya hak ettiğinden daha az biliniyor. Paylaşımımdan sonra takipçilerimden, 'Dünyada bu kadar güzel yer mi var' diye tepkiler aldım" dedi. N.Kemal KILINC/DHA





<text></text>	<b>Twitter</b>	<b>Instagram</b>	Instastories	Facebook	Youtube	TOTAL
TOTAL SHARES	37.694	14.303	<b>4.500</b>	1.700	4	58.471
<section-header></section-header>	135.079.772	120.302.235	27. 981.281 per/ 215.240.625 views in total	8.956.550	49.961	292.326.0
INTERACTION	1.734.518	4.032.101	3.958.689	133.385	236.339	9.858.69





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# **IONITORING SYSTEM**

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**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.



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