



Ramadan Soul: Istanbul

25 - 28 May, 2018

Event Report

*Sultan of 12 Months, Ramadan...**Ramadan Soul: Istanbul** hosted **15 social media influencers** for various events between the **25-28th of May, 2018** to show the soul of the most sacred month of 12 months, Ramadan in Istanbul, the land of milk and honey with solidarity and peace through social media influencers that have millions of followers.*



*Participants, who got the feel of Ramadan that Istanbul, **the beautiful city that connects Asia and Europe, offers to its visitors, shared their experiences they collected during 3 days of the event** with their followers.*

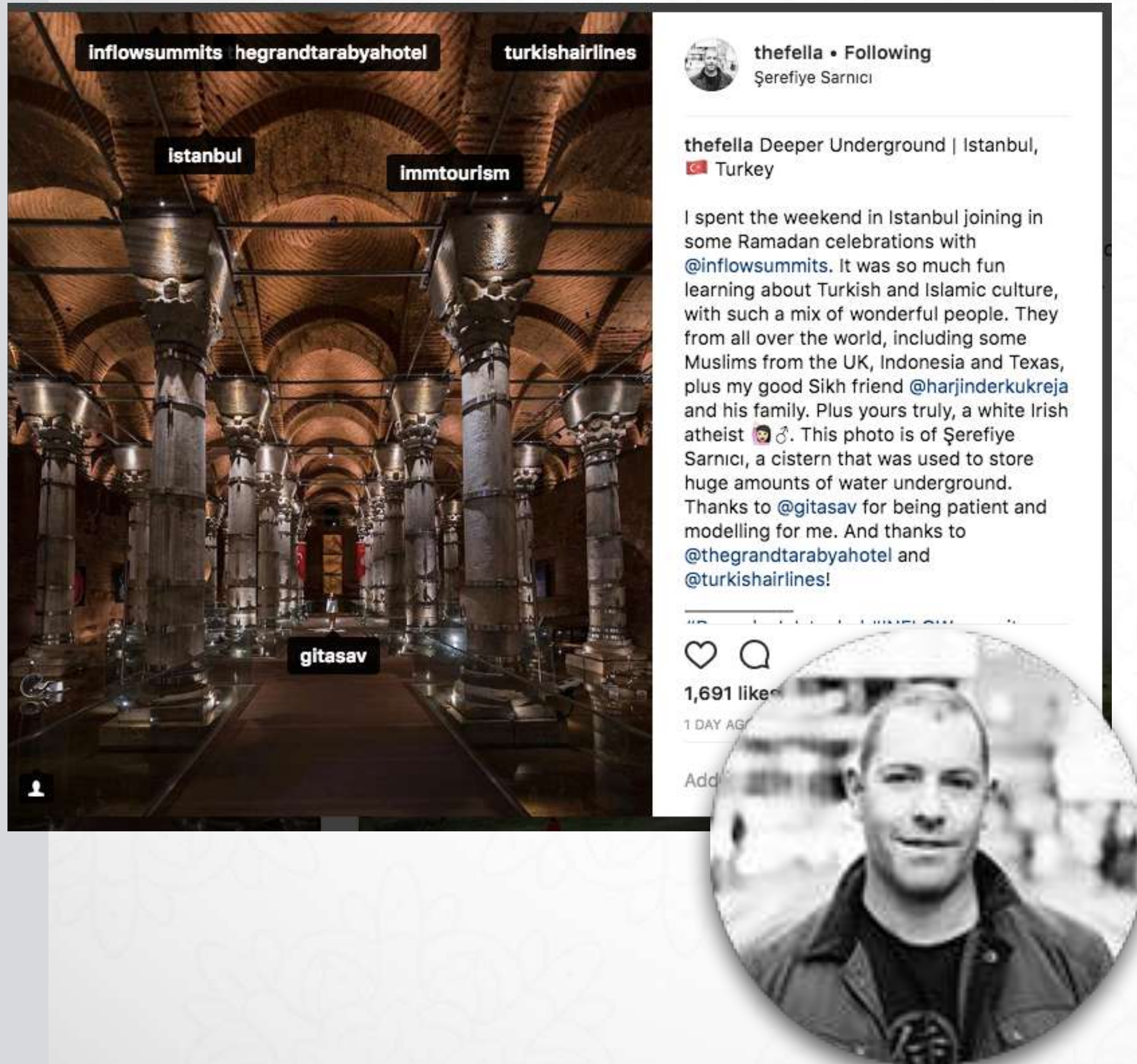


Ramadan Soul: Istanbul

- 15 digital content creators from 6 different countries and followed by millions, were hosted in Istanbul between the 25-28th of May, 2018 within the cover of **Ramadan Soul: Istanbul** that had been organised with the partnership of Istanbul Metropolitan Municipality and INFLOW Summits.
- **Muslim and non-Muslim participants** from different countries of the world shared their experiences through social media posts to millions of people on earth.







“The INFLOW Summits meet-up was an amazing experience. To not only experience an amazing city like Istanbul, but do to so during Ramadan, and with a diverse group of people from around the world was unforgettable!”

@thefella



Event Schedule

1st Day

Welcome Iftar

2nd Day

*Tour of Bosphorus Mansions
Iftar
Suhoor*

3rd Day

*Gülleç Workshop
Tour of Theodosius Cistern
Iftar and Sultanahmet Square Night Festivities
Private Night Tour of Hagia Sophia*







thebritishmoroccan • Following
Bosphorus

thebritishmoroccan Family ♥
#RamadaninIstanbul #RamadanSoul
#INFLOWsummits

Load more comments

zineb.zeynep Wow that's cool I wish if I
was there too 🥺🥺

thebritishmoroccan @zaraazii ♥♥

thebritishmoroccan @desiraIndrops ♥♥

thebritishmoroccan @zineb.zeynep oh
maybe one day lovely inshAllah ♥♥

thebritishmoroccan @satiyasultana 🙏♥

thebritishmoroccan @maya_amir90 🙏♥

thebritishmoroccan @chemcham_laila ♥♥♥

thebritishmoroccan @imaginemynameher
e 🙏♥

thebritishmoroccan @nadabennanna 🙏♥



3,265 like

2 DAYS AGO

Add



“I had such an amazing time and felt such family vibes. It was lovely meeting people from different backgrounds and expertise. All come together to experience the beautiful Istanbul during Ramadan.”

@thebritishmoroccan

1st Day

Welcome Iftar

- In the evening of 25th of May, **the welcome dinner** hosted by The Grand Tarabya was held with the participation of 15 global social media influencers and special guest.
- During the dinner, guests were informed about the The Grand Tarabya event schedule and sights to see and **also the participants were told about the Ramadan in Istanbul.**





2nd Day

Tour of Bosphorus Mansions
Iftar
Suhoor

- On the second day, participating social media content creators had a chance to explore the history and the importance of modern and historic mansions on the Bosphorus shore with a **Private Tour of Bosphorus Mansions**.
- Following the Private Tour of Bosphorus Mansions, participating content creators shared stories and posts about their second night and iftar at the **Lacivert Restaurant**.



2nd Day

Tour of Bosphorus Mansions
Iftar
Suhoor

- After the dinner, social media content creators had a free time to explore Ortaköy and create content. Then the night ended with a **suhoor at Huqqa Kuruçeşme.**
- Participants that also experienced Ramadan soul of Istanbul during suhoor where informed **about the next day's schedule in detail.**





3rd Day

*Güllaç Workshop
Tour of Theodosius Cistern
Iftar and Sultanahmet Square Night Festivities
Private Night Tour of Hagia Sophia*

- On the last day of the event, participating social media content creators had a Güllaç workshop, a dessert that is one of the favourites during Ramadan month, **accompanied by The Grand Tarabya Culinary Chef.**
- After the workshop, participants visited the recently reconstructed historic **Theodoisus Cistern** in Sultanahmet and learned about the building with a professional guide.





3rd Day

*Gülleç Workshop
Tour of Theodosius Cistern
Iftar and Sultanahmet Square Night Festivities
Private Night Tour of Hagia Sophia*

- **The last iftar** of the event was held in Sultanahmet Armada Hotel, and the social media content creators came together with the representatives of Istanbul Metropolitan Municipality to put an end to the event.
- Organised specially for the Ramadan Soul: Istanbul event, the historic and **enchanted Hagia Sophia was explored by participants with a private night tour** and a professional guide in the most sacred month of the year.







sincerelymaryam • Following

sincerelymaryam Until next time #Istanbul!
🕌 #hagiasophia #travel #ramadansoul

hassanah_pfh Ill be there on Friday! Wish I
got to see you there

hanan991 Can you share the best places
to go

ahmetguvenonal Süper

indianhijabigirl 🤔

elf2017 Welcome to Türkiye!

iqraqadirkhan27 I miss Turkey! How was
it? 😊

sincerelymaryam @hassanah_pfh omg
that would've been so nice wish I could've
saw you!

sincerelymaryam @iqraqadirkhan27 it was
so nice! always a good time! ❤️

sincerelymaryam @hanan991 yes I'll be
back soon! 🕌



2,112 likes

1 DAY AGO

Ar



***“The Turkish hospitality and ethnic cuisines
have made my Ramadan one to remember! I
hope to be back soon!”***

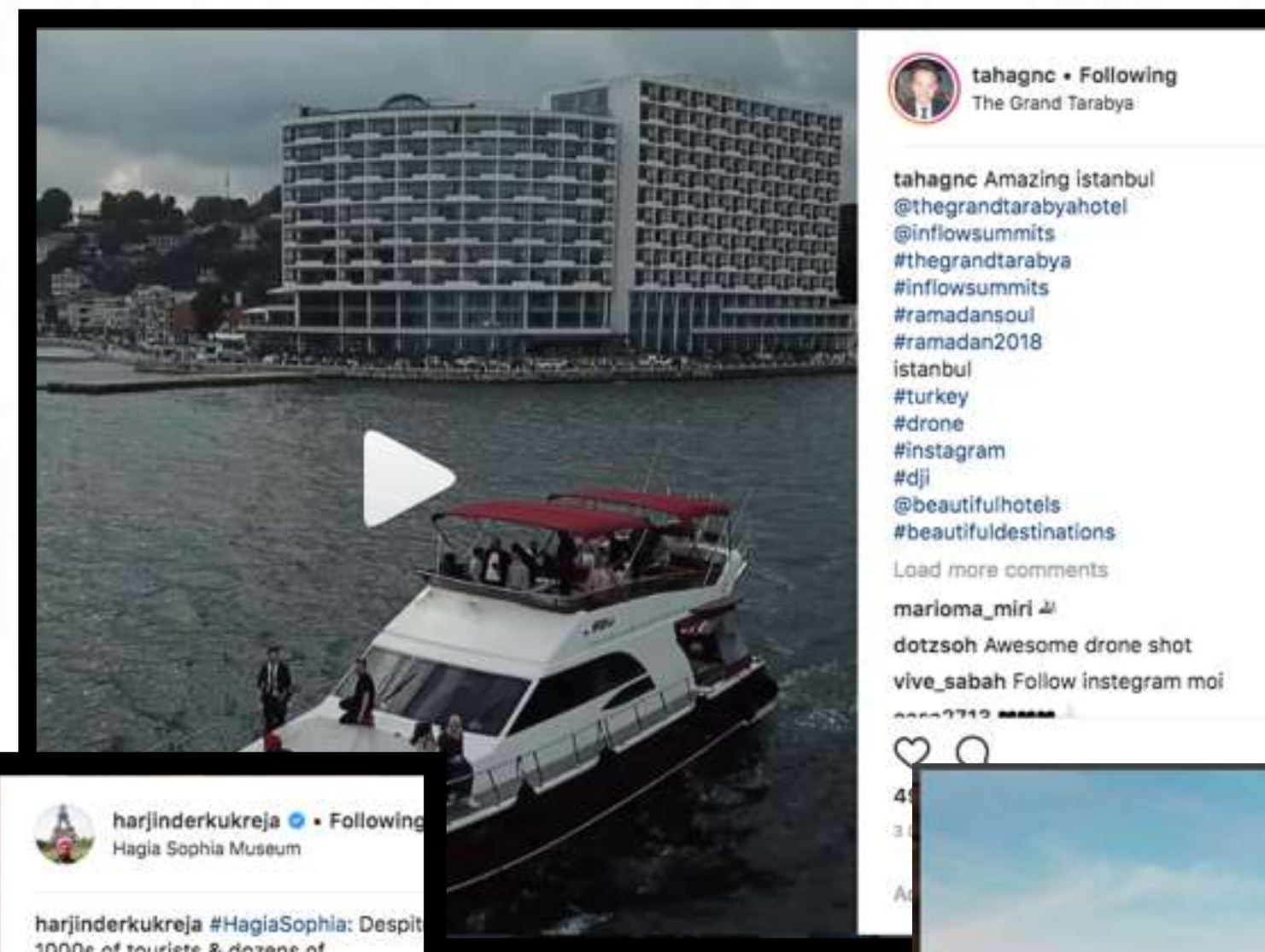
@sincerelymaryam





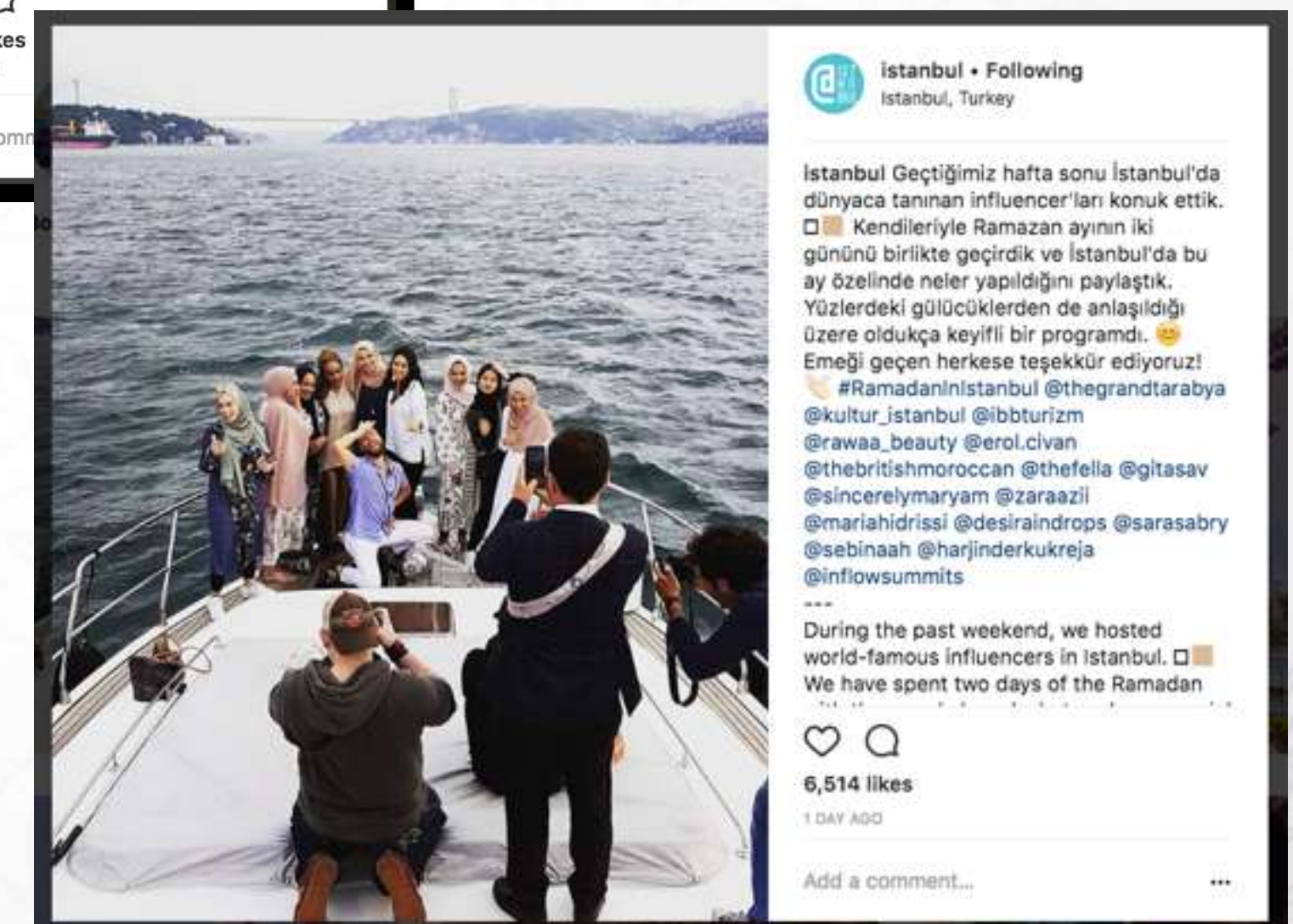
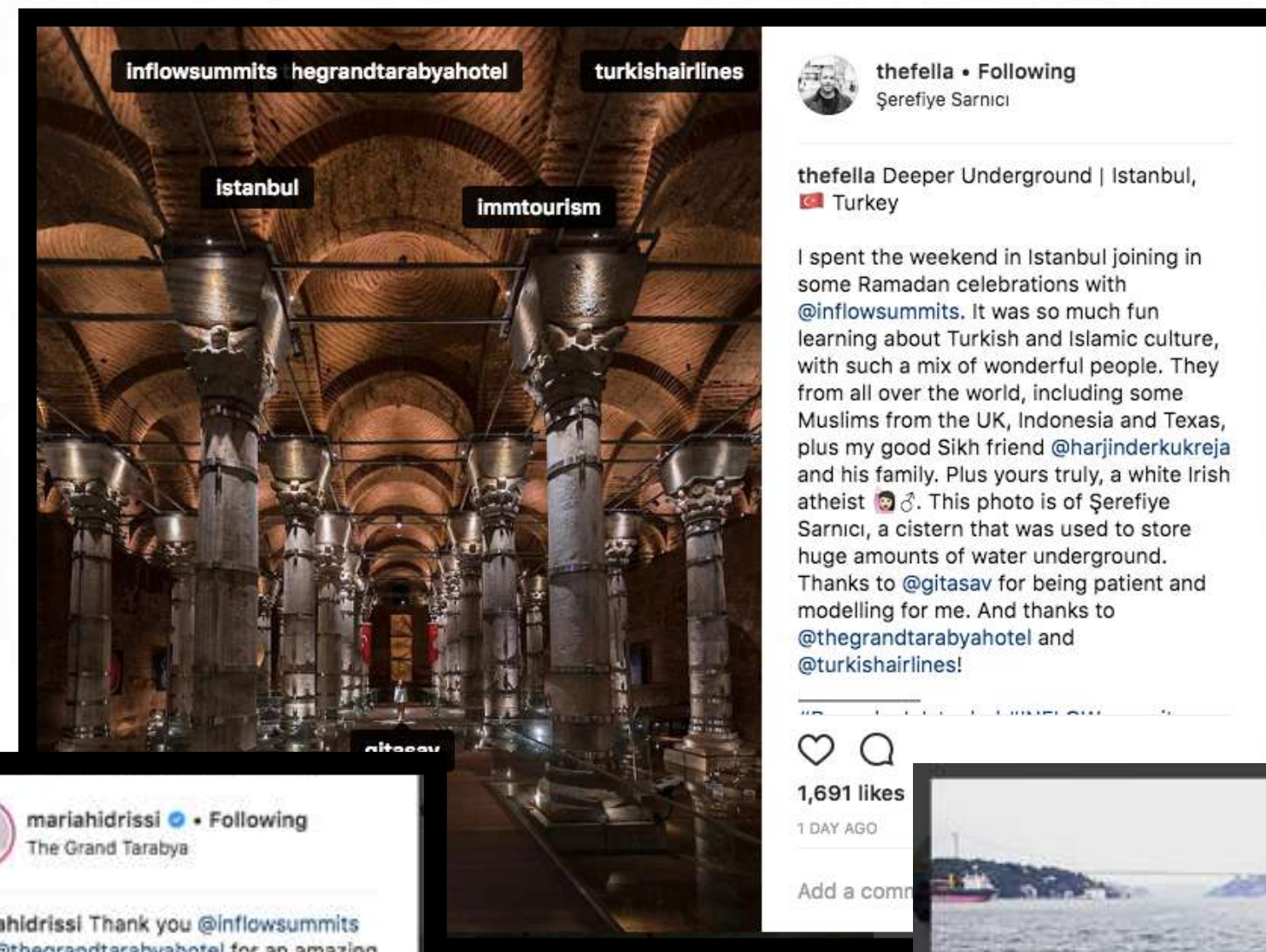


Posts and Stories



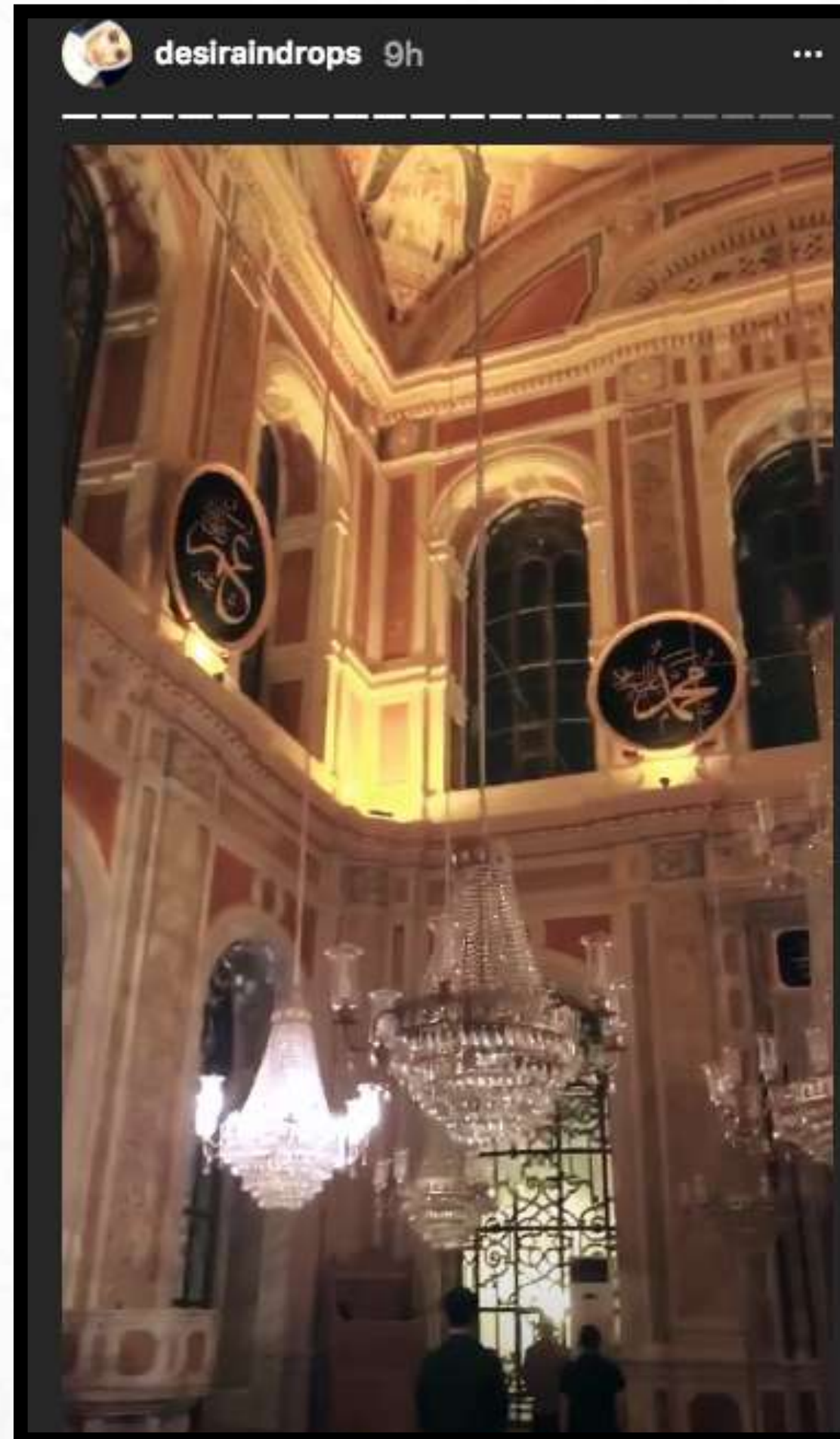


Posts and Stories



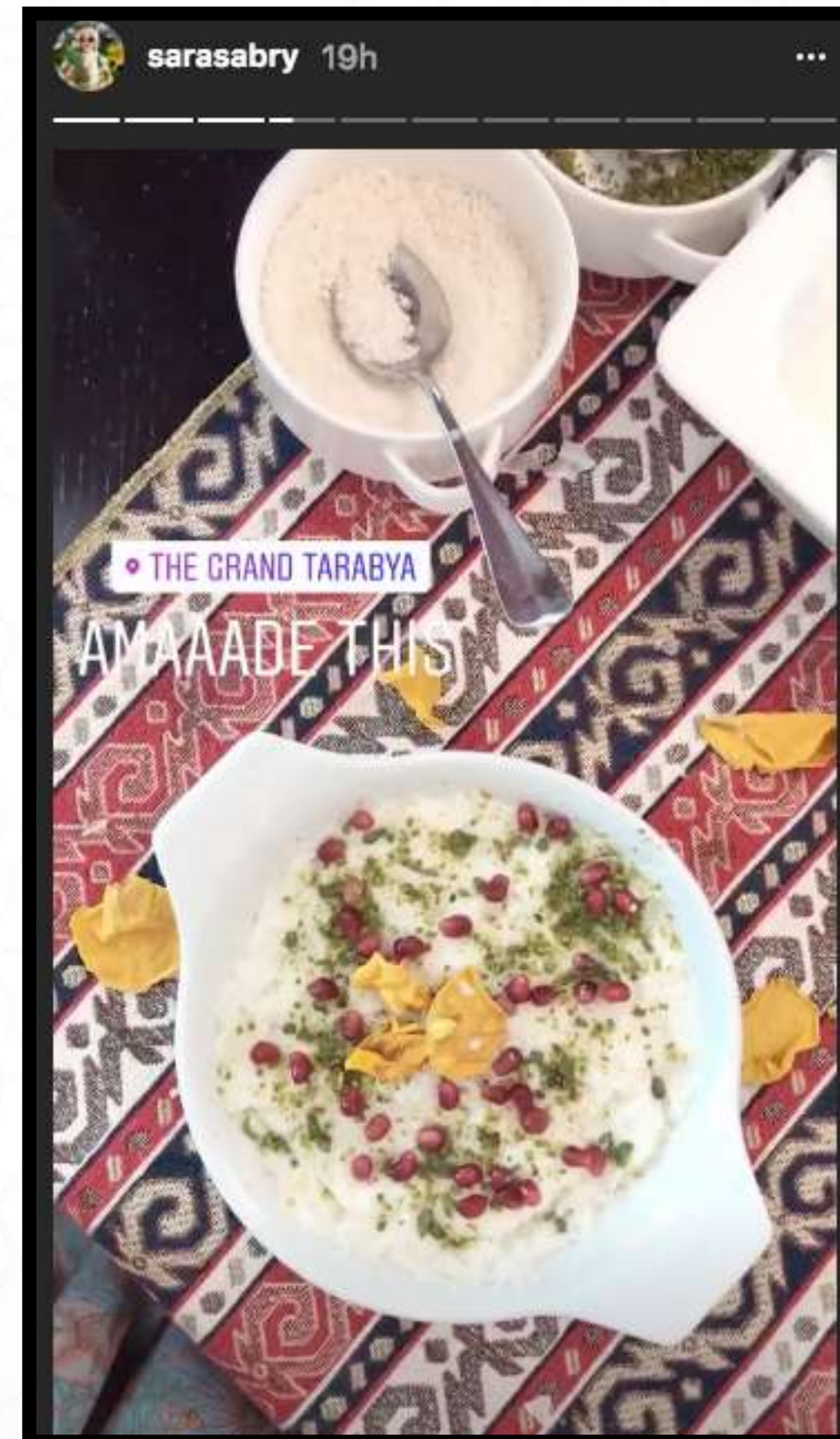
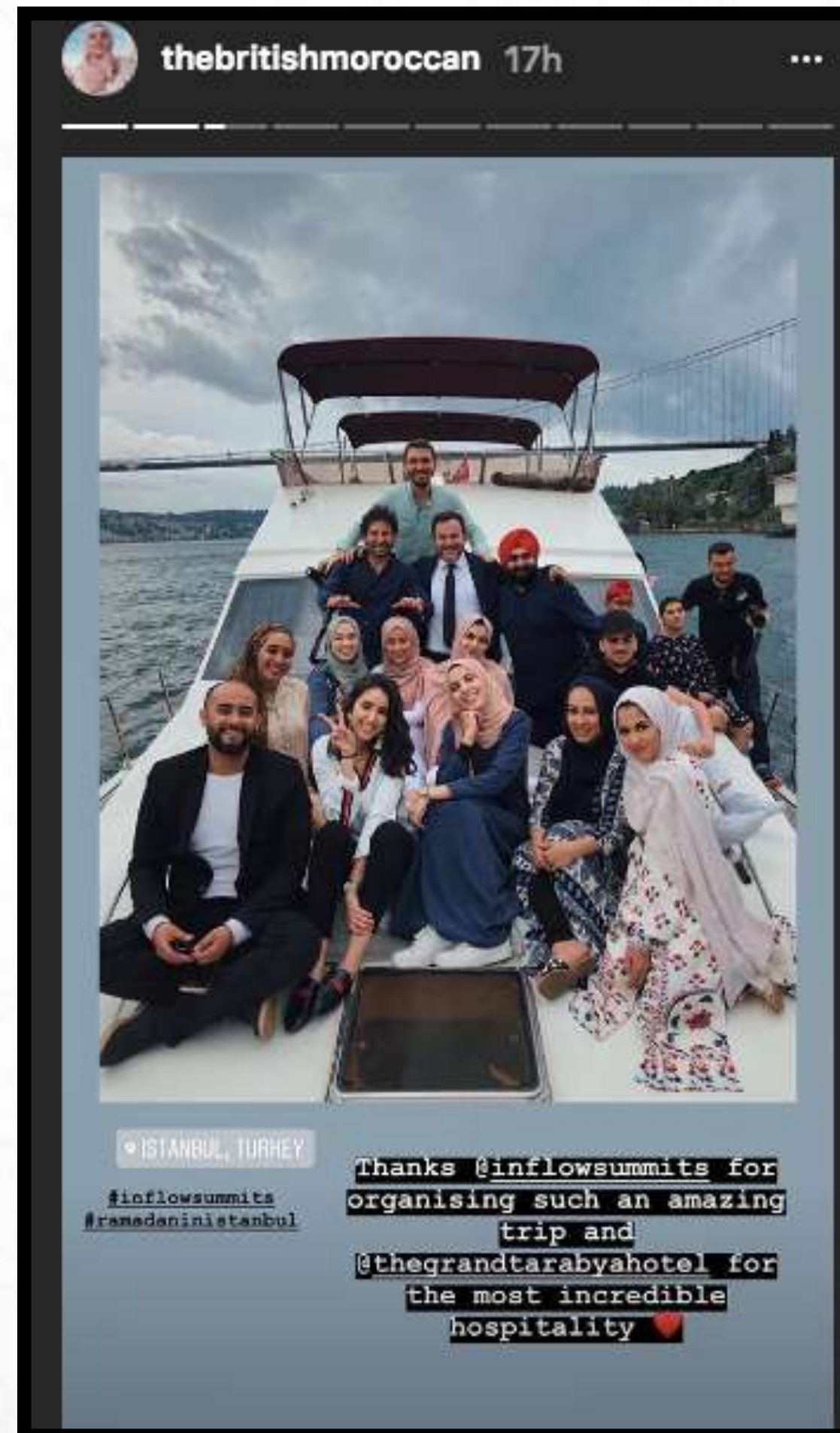


Posts and Stories





Posts and Stories





Total Shares and Interactions

##RamadanInIstanbul #TheGrandTarabya #SerefiyeCistern	Instagram	Instagram Stories	Twitter	TOTAL
TOTAL SHARES	77	560	12	649
POTENTIAL REACH (Person)	3.749.400	140.161.600 total views	1.290.000	145.201.000
INTERACTION	254.888	140.161.600	9.713	140.426.201



Media Value

	Instagram	Twitter	TOTAL
TOTAL INTERACTION	Post: 254.888 Story: 140.161.600 Total: 140.416.488	9.713	-
AVERAGE UNIT COST PER POST	0,1 ￡	1 ￡	-
TOTAL	14,041,648.8 ￡	9.713 ￡	14,051,361.8 ￡

About 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

Awards & Engagements



INFLOW Summits won the first prize in the **Skalite'17 Awards** in the Promotional Events for Turkey category.



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



EXPLORE . SHARE . INTERACT

