



# **The Dance of Tulips** **Tulip Festival Istanbul**

**10<sup>th</sup> - 13<sup>th</sup> of April 2018**

*Event Report*





# Tulip Festival Istanbul

- Followed by millions all around the world on social media, **20 digital content creators from 12 different countries** have been hosted in Istanbul between the 10<sup>th</sup>-13<sup>th</sup> of April 2018 for the **13<sup>th</sup> Istanbul Tulip Festival** in collaboration with Istanbul Metropolitan Municipality and INFLOW Summits.
- After attending the opening of the **Biggest Tulip Carpet of the World at Sultanahmet**, participants that visited places which stand out with their historic and natural beauties like Emirgan Park and Basilica Cistern, and then experienced the enchanting atmosphere of Miniaturk showed Istanbul to **151,769,208** people in total from their perspective with their shares.









***“It was a fantastic opportunity to know more about the history of Turkey and Istanbul. The visits to Miniaturk and Emirgan Park helped me know Istanbul better than ever. The second day was an excellent opportunity to attend the Tulip Festival with the mayor of Istanbul and to understand the city's deep link with tulips.”***

*Nicanor*





# Schedule

*1st Day*

*Welcome Dinner*

*2nd Day*

*Visiting Miniaturk  
Tour of Emirgan Park  
Helicopter Tour*

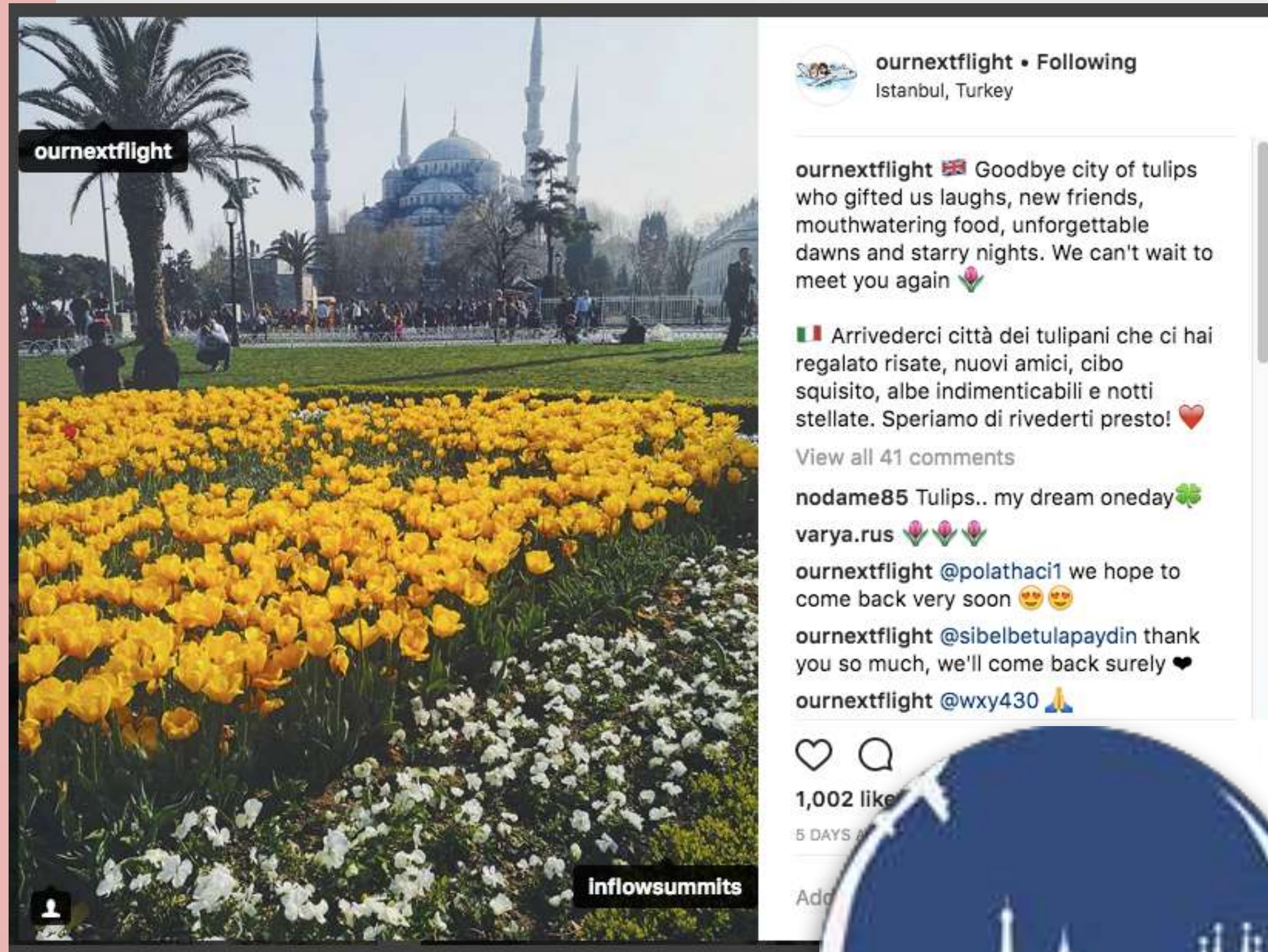
*3rd Day*

*Opening of the Sultanahmet Tulip Carpet  
Tour of Gülhane Park  
Tour of Basilica Cistern*





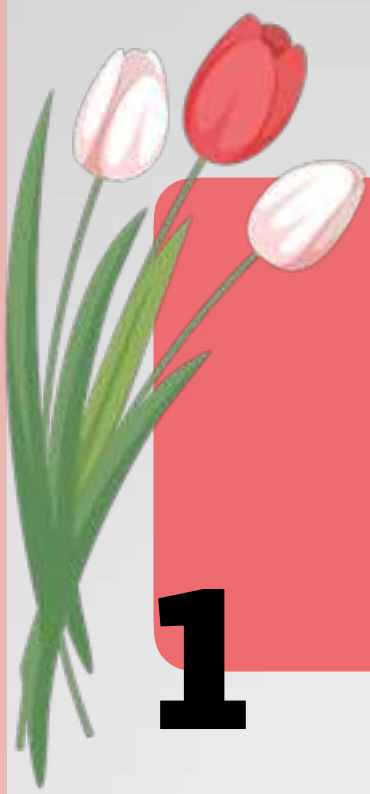




***“We couldn't have dreamed of a better way to explore Istanbul! Great event, outstanding hotel, the best travel buddies and the perfect organisation of the amazing INFLOW team! Definitely one of the best experience of our life and career.”***

*Danilo & Anna*





## Welcome Dinner

- Welcome Dinner for the event was organised on Tuesday evening on the 10th of April with the attendance of **20 global social media content creators** and special guests at the restaurant of Four Seasons Sultanahmet Hotel.
- Guests were informed about the schedule of the event, sights to see and also **Istanbul Tulip Festival** during the event.











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## Miniatürk Emirgan Park Helicopter Tour

- Participants had a chance to explore the outstanding sights of Turkey's historic and natural beauties with a visit to **Miniatürk** realized with the all participating social media content creators on the second day.
- Following the tour of Miniatürk, participants had a chance to share posts and stories with one of the biggest social media influencers of Turkey, Nusret Gökçe during lunch at **Nusret Steakhouse**.







## Miniatürk Emirgan Park Helicopter Tour

- After the lunch, participants had a private-guided tour of Emirgan Park where **125 different types of 3,5 millions of tulips** had been planted.
- As the last event of the second day, participants had an **Helicopter Tour** organised with Kaan Air to explore Istanbul this time from above.
- Guests had dinner at **Sultanahmet Köftecisi** to experience the famous delicacy of the region.











## Sultanahmet Tulip Carpet Opening Gülhane Park Basilica Cistern

- Participating social media content creators came together with press members and special guests at **breakfast hosted by Istanbul Metropolitan Municipality Mayor Mevlüt Uysal** to learn more about the Istanbul Tulip Festival.
- Following the opening of the **Biggest Tulip Carpet of the World** which content creators shared with their audiences, they visited the **Gülhane Park where 930 tulips of 53 different kinds** had been planted with a private guide.











## Sultanahmet Tulip Carpet Opening Gülhane Park Basilica Cistern

- With the **Private Tour of Basilica Cistern** in the same evening, participants shot photographs of one of the oldest places in Istanbul and created content for social media while exploring the Basilica with a private tour guide.
- After the tour, the event came to an end with a dinner at **Feriye Restaurant**, and the participants went back to their countries after their free time the next day.











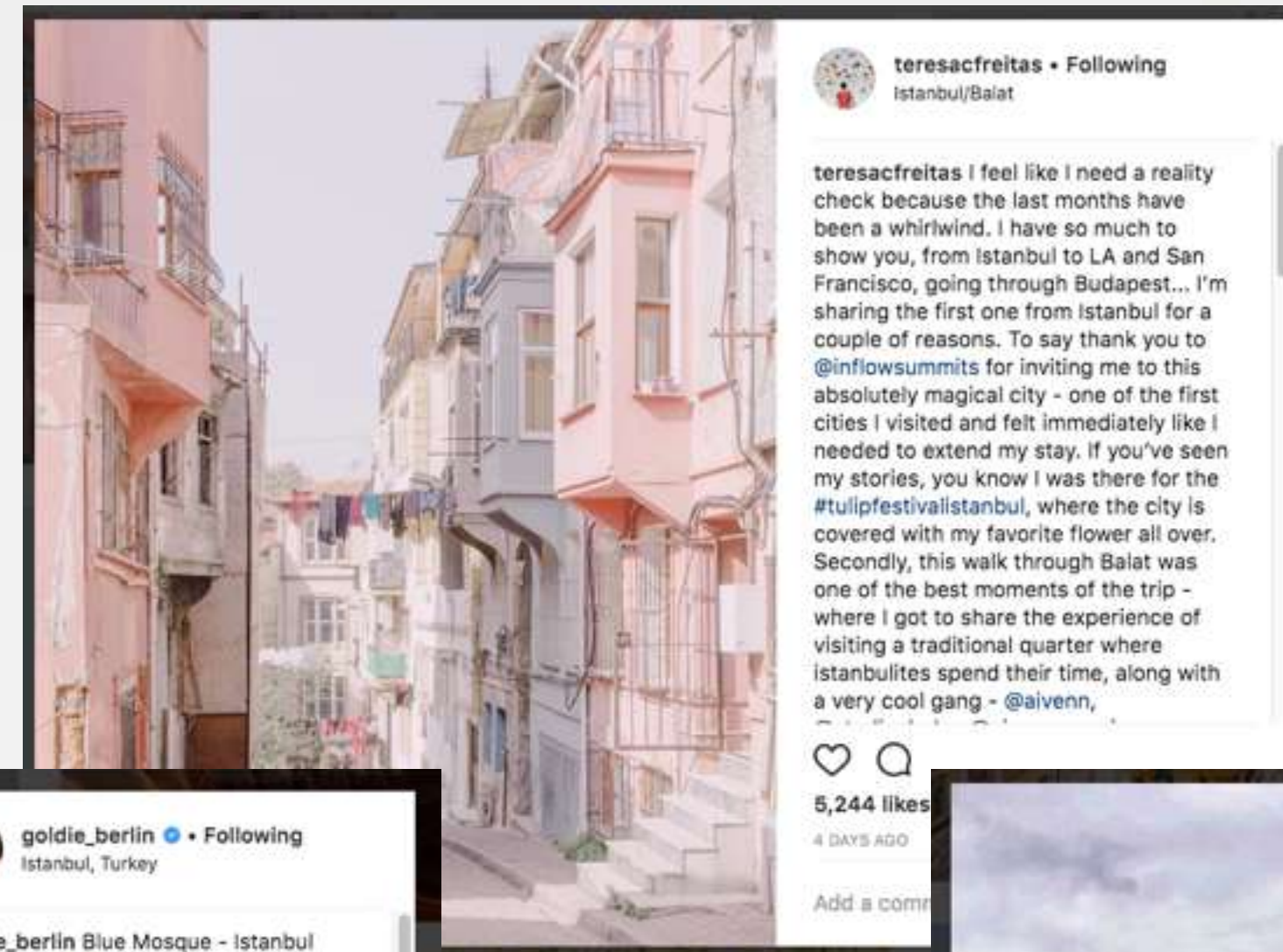
***“The magnificence of Emigran Park impressed me with its beauty and variety of tulips. I've never seen anything like this before. The Tulip Festival is a grandiose event that has won the hearts of many people from different countries and this event will remain in my memory forever.”***

*Lesia*





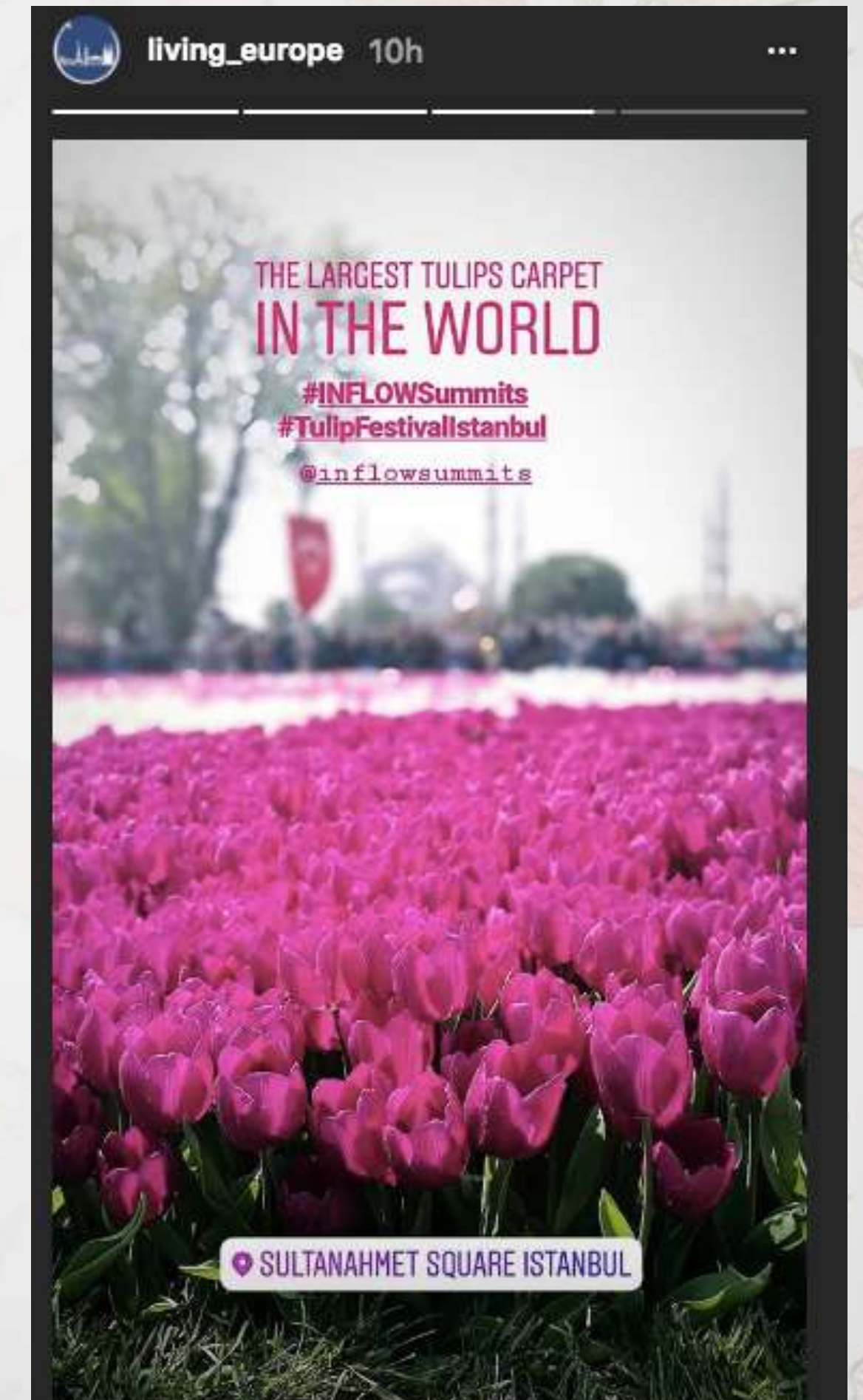
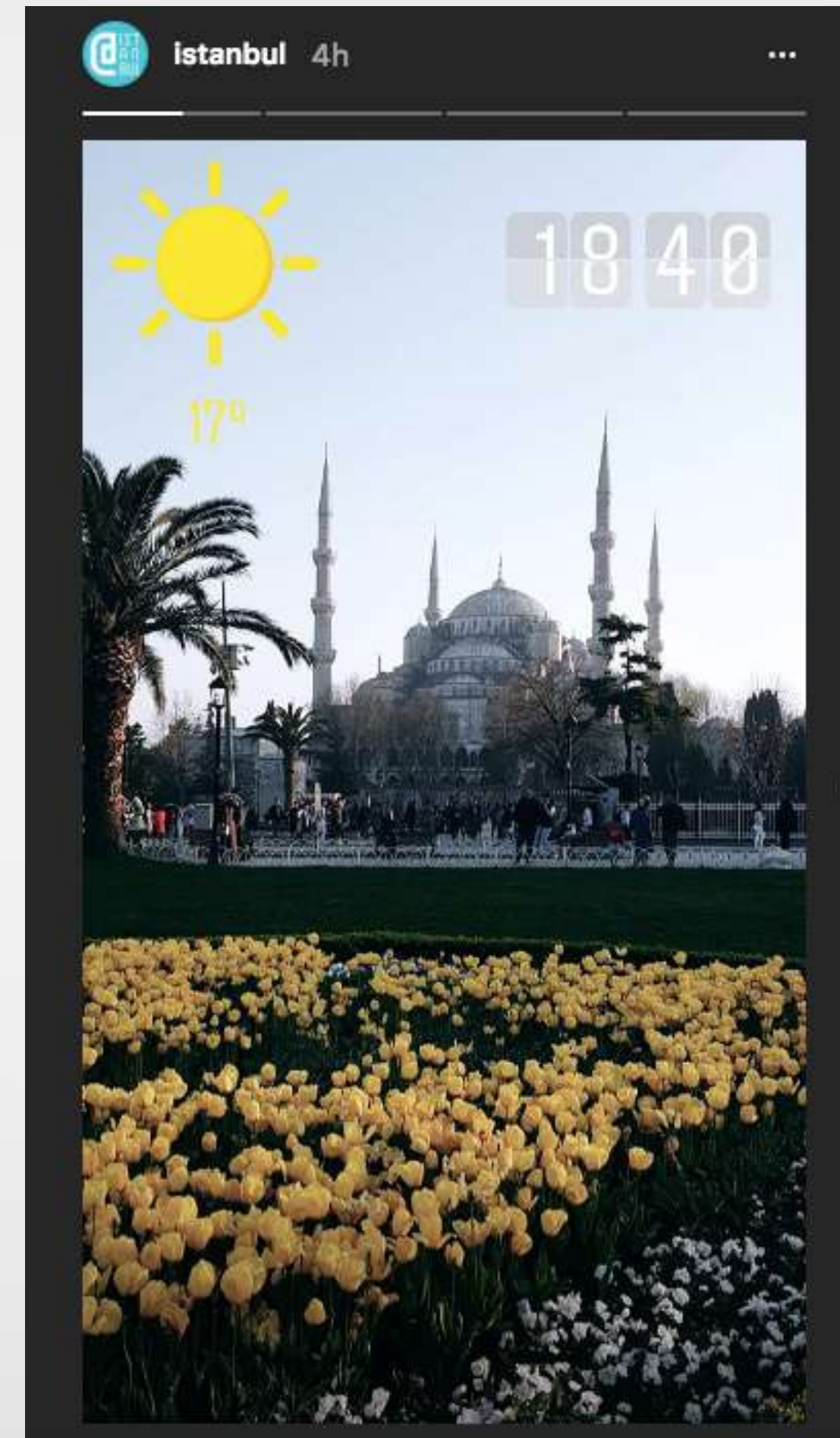
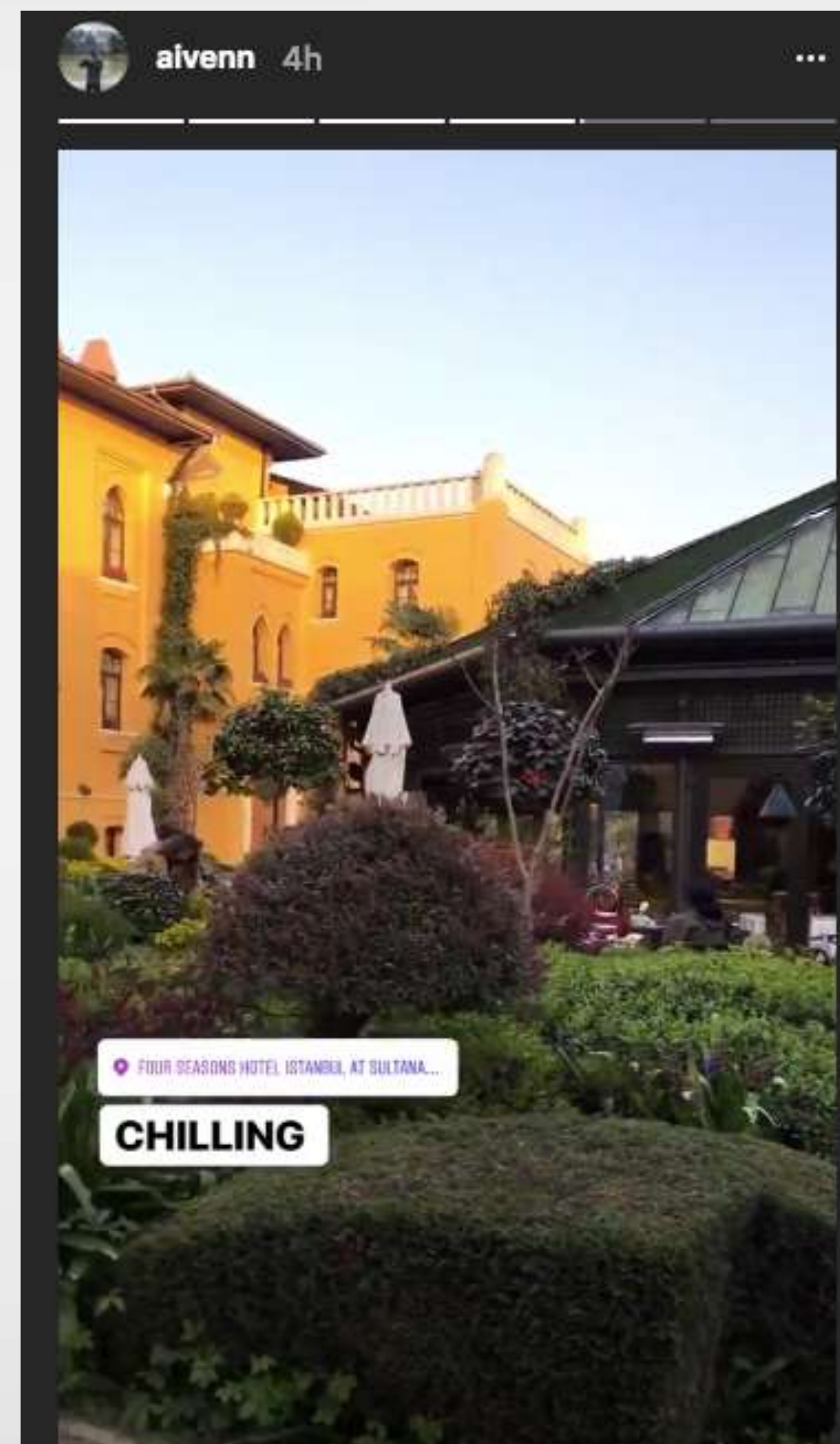
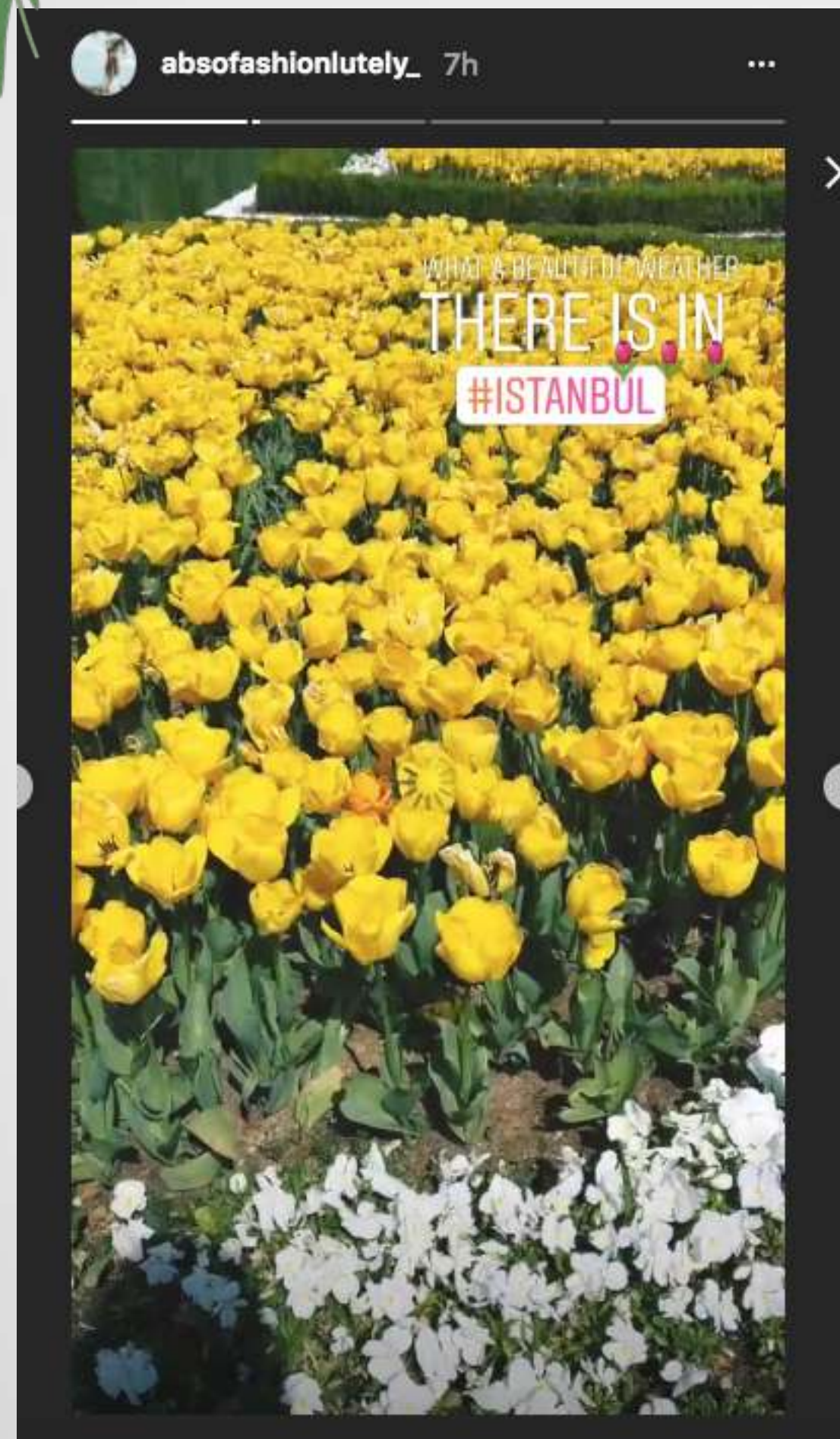








# Post - Shares & Stories







# Post - Shares & Stories







# Total Share & Interaction

#TulipFestivalIstanbul #MiniaturkIstanbul #BasilicaSisternIstanbul	Instagram	Instagram Story	Facebook	TOTAL
TOTAL SHARES	128	517	31	676
POTENTIAL REACH (person)	6.234.425	145.494.512 total view	30.343	151.759.208
INTERACTION	423.823	145.494.512	530	145.918.865





# MEDIA VALUE

	Instagram	TOTAL
TOTAL INTERACTION	Post: 423.823 Story: 145.494.512 Total: 145.918.335	-
AVERAGE COST PER ENGAGEMENT	0,03 \$	-
TOTAL	3,602,105.46 \$	3,602,105.46 \$





# Sayılarla Lale Festivali

**20  
INFLUENCERS**

**3 DAYS**

**676  
SHARES**

**151.759.208  
REACH**

**3,602,105.46 \$  
ROI**

**145.918.865  
INTERACTION**





# 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



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



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





**EXPLORE . SHARE . INTERACT**