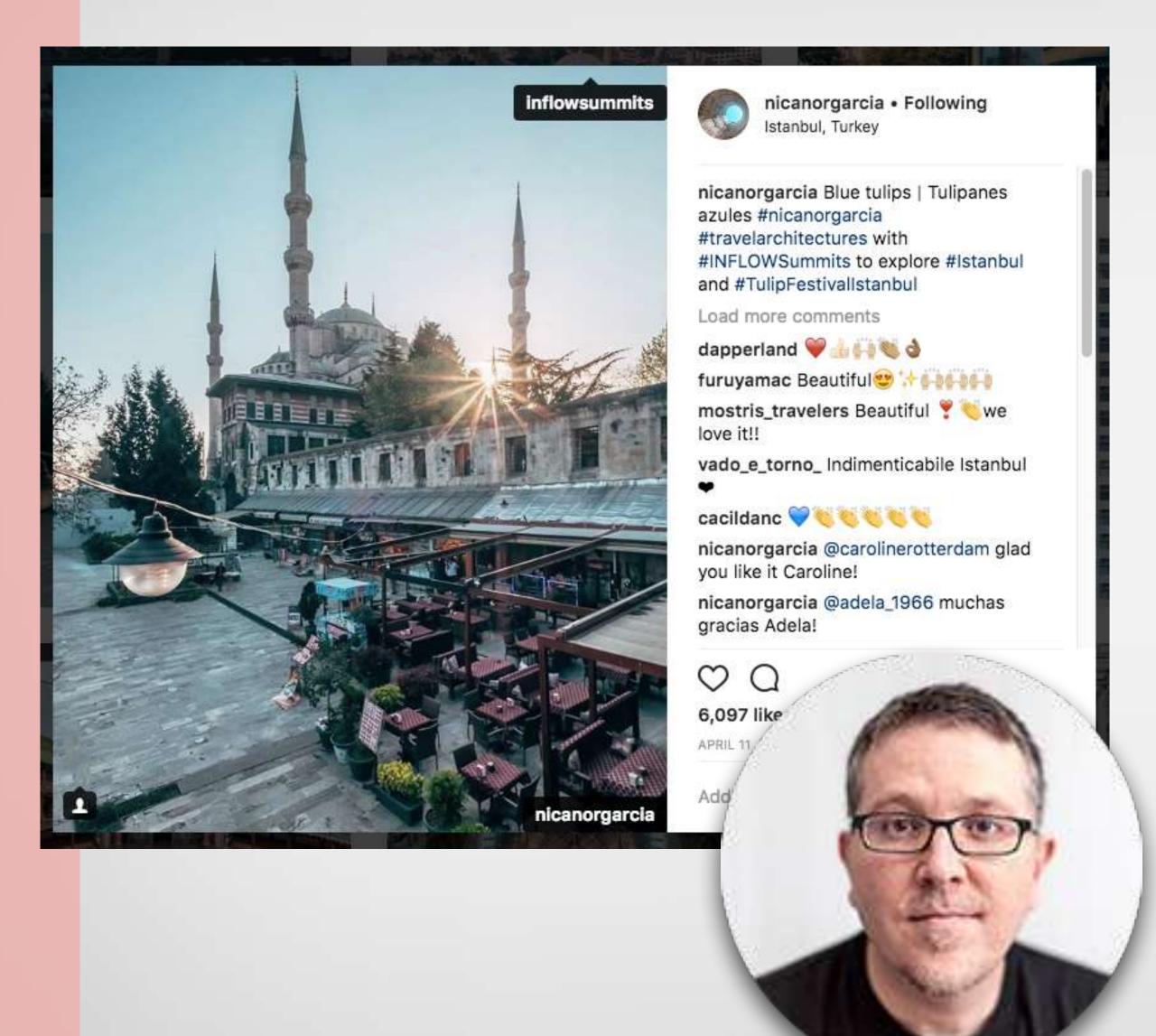


Tulip Festival Istanbul

- 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 10th-13th of April 2018 for the 13th Istanbul Tulip Festival in collaboration with Istanbul Metropolitan Municipality and INFLOW Summits.
- O 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

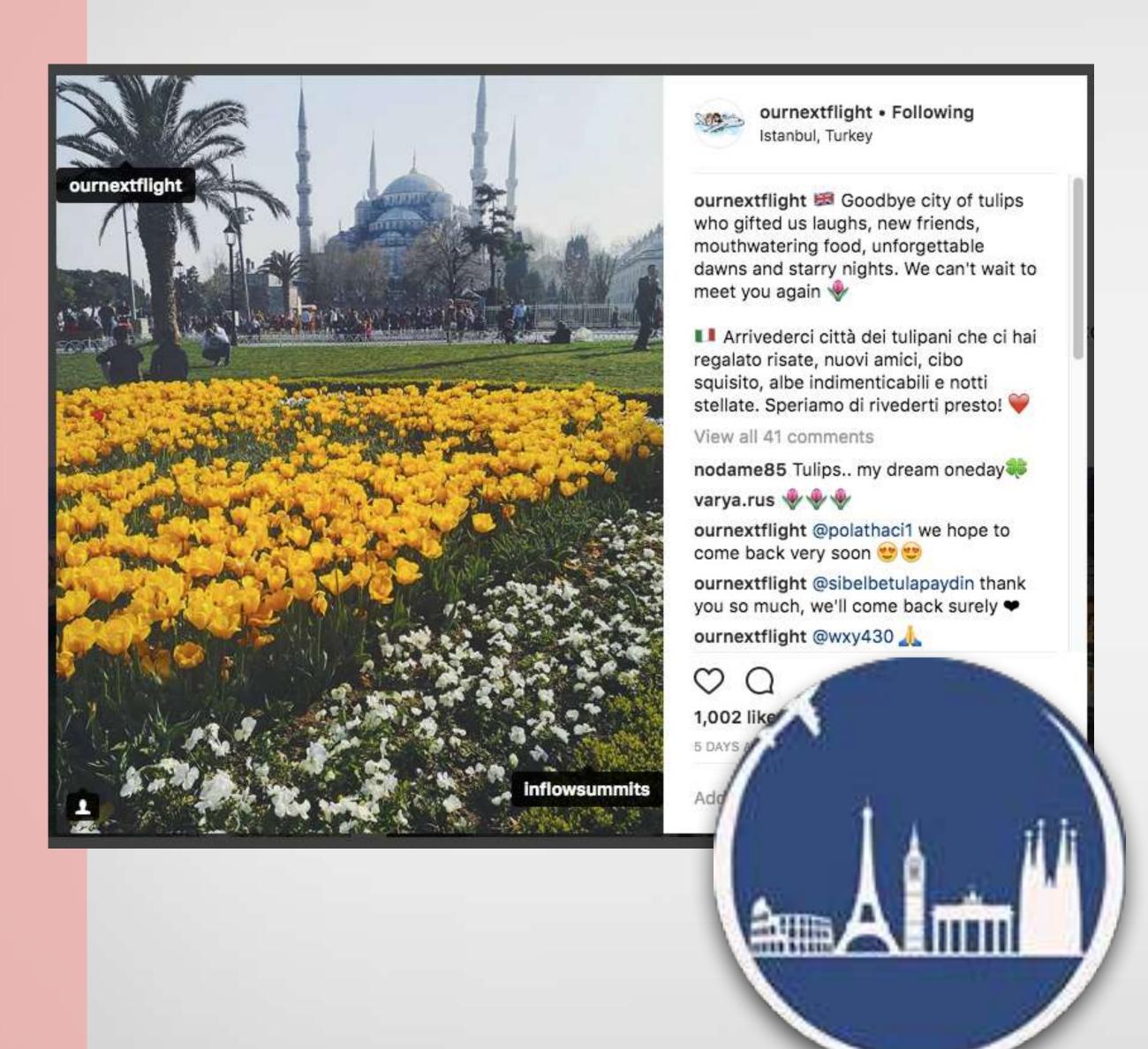
2nd Day

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



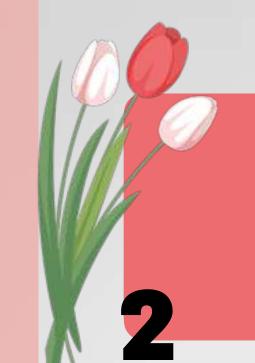
Welcome Dinner

- O 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.



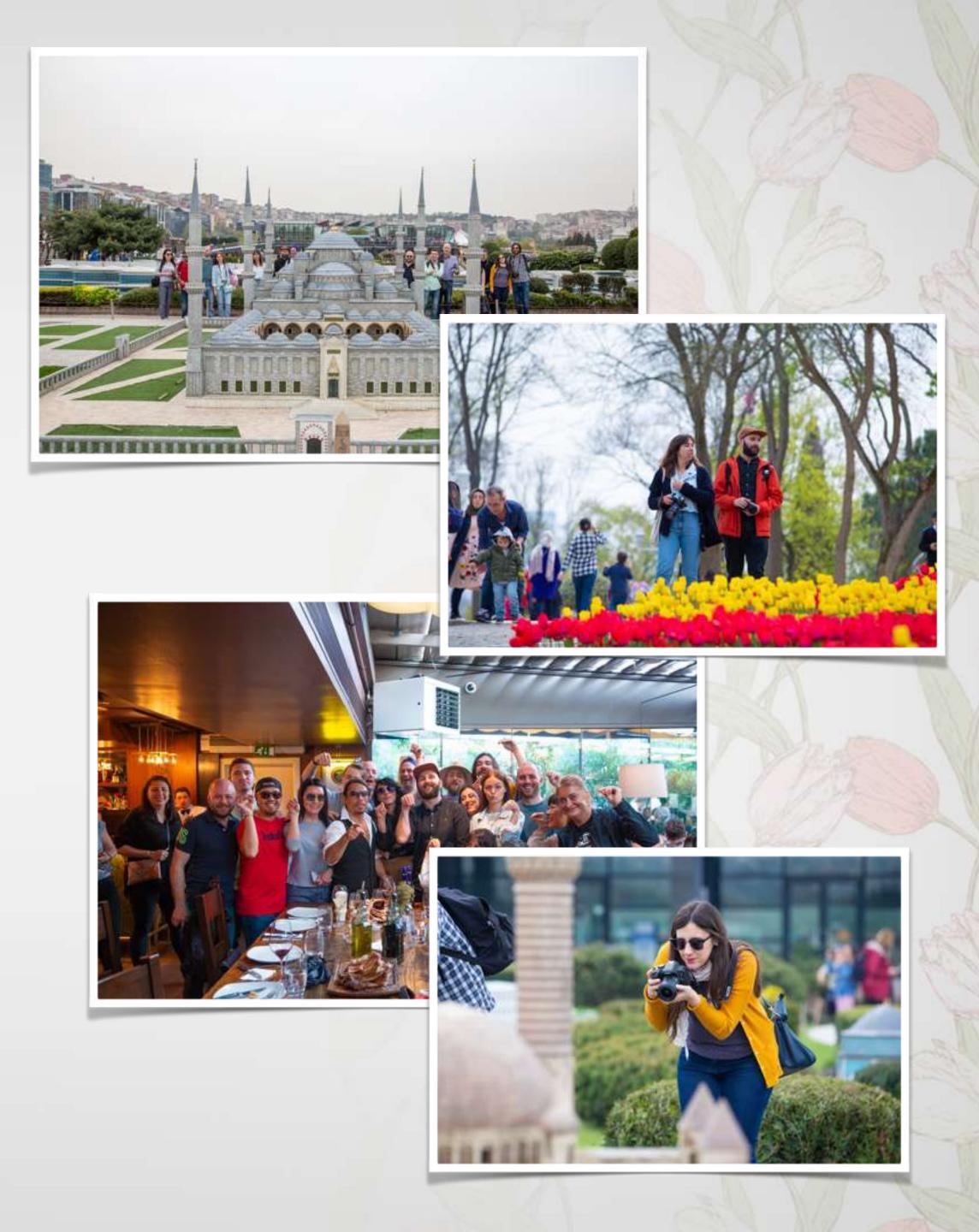






Miniatürk Emirgan Park Helicopter Tour

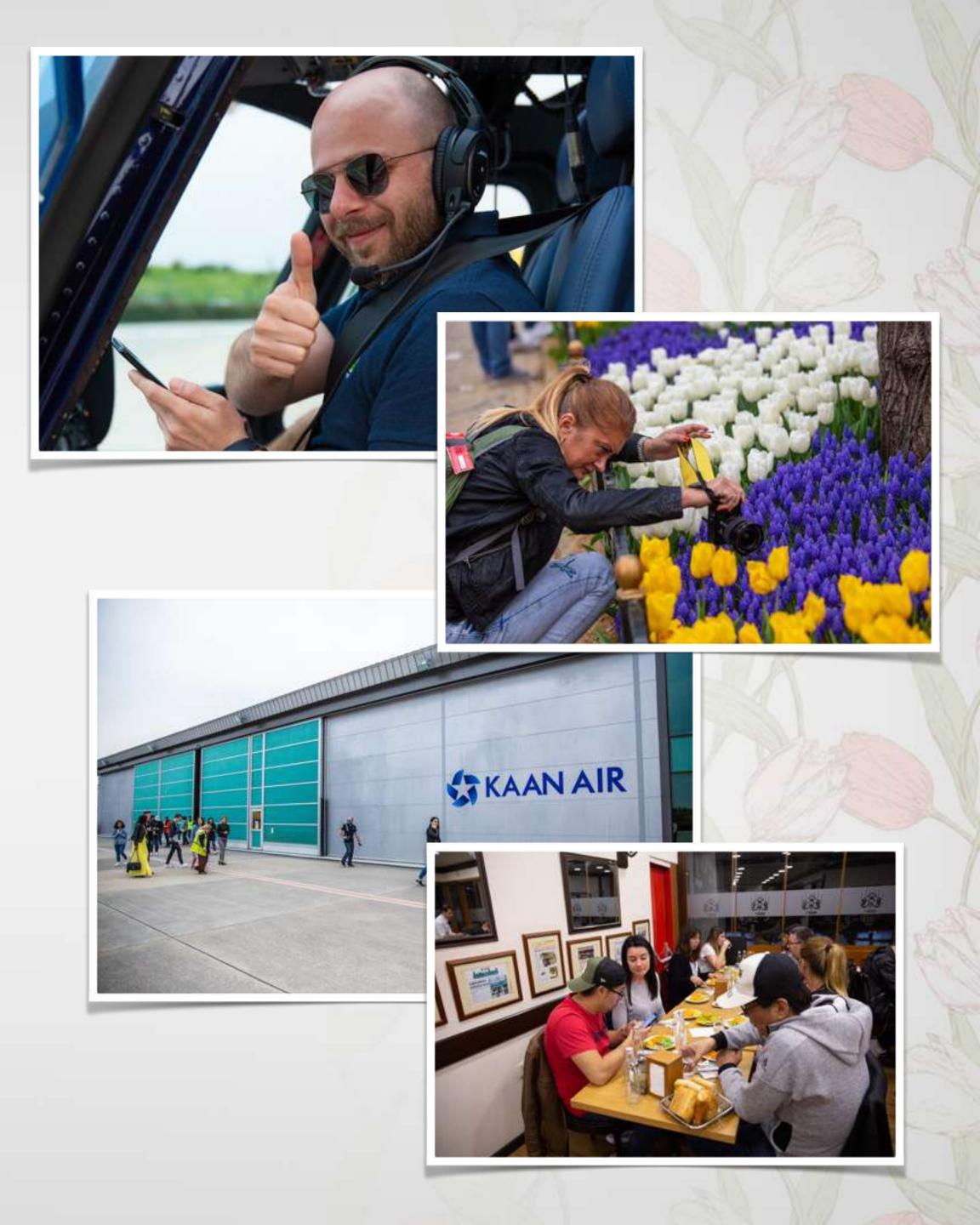
- Participants had a chance to explore the outstanding sights of Turkey's historic and natural beauties with a visit to **Miniatürk** realized with the all participating social media content creators on the second day.
- Following the tour of Miniatürk, participants had a chance to share posts and stories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





Miniatürk Emirgan Park Helicopter Tour

- O 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.
- O Guests had dinner at **Sultanahmet Köftecisi** to experience the famous delicacy of the region.





Sultanahmet Tulip Carpet Opening Gülhane Park Basilica Cistern

- O 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.
- O 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

- O 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.
- O 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.





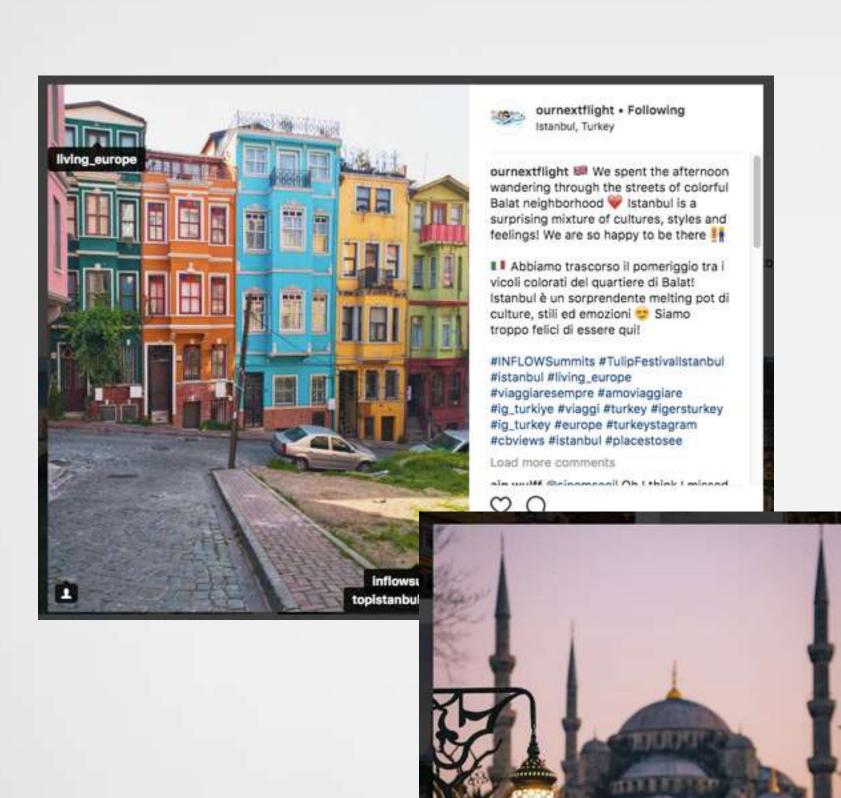


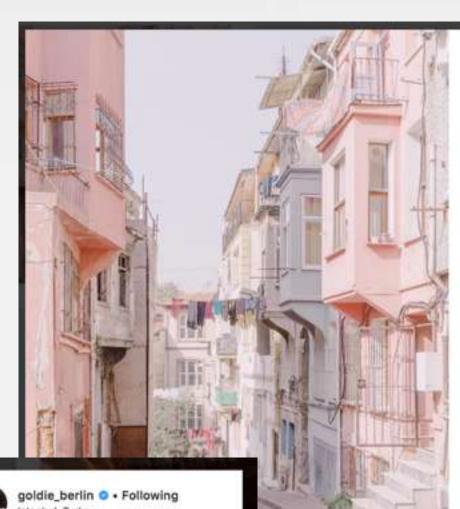
"The magnificence of Emigran Park impressed me with its beauty and variety of tulips. I've never seen anything like this before. The Tulip Festival is a grandiose event that has won the hearts of many people from different countries and this event will remain in my memory forever."

Lesia



Post - Shares & Stories





00

Istanbul, Turkey

goldie_berlin Blue Mosque - Istanbul memories ** ** Right now I am on my way to a new adventure @ 3 Load more comments

fatima.1993.h @ @ x_sal its so beautiful! ykshot 😻 💗 👌 🝱 🝱

patrickcolpron Beautiful ahmet.erdem Yess 🌢 ♥ध

absofashionlutely_Istanbul is so beautiful...also by the night 34 34 34

myphotobiography Perfect V docthefeelgood Awesome dof dear...

kellansworld Wow the vibes

a a 5,727 likes

B DAYS AGO

Add a comment...



teresacfreitas · Following

teresacfreitas I feel like I need a reality check because the last months have been a whirlwind. I have so much to show you, from Istanbul to LA and San Francisco, going through Budapest... I'm sharing the first one from Istanbul for a couple of reasons. To say thank you to @inflowsummits for inviting me to this absolutely magical city - one of the first cities I visited and felt immediately like I needed to extend my stay. If you've seen my stories, you know I was there for the #tulipfestivalistanbul, where the city is covered with my favorite flower all over. Secondly, this walk through Balat was one of the best moments of the trip where I got to share the experience of visiting a traditional quarter where istanbulites spend their time, along with a very cool gang - @aivenn,







tiebowtie • Following Sultanahmet Square Istanbul

tiebowtie Welcoming Tulip festival with @inflowsummits ® фестиваль тюльпанов в самом разгаре * lale festival başladı 🕏 #inflowsummits #tulipfestivalistanbul

Load more comments

yomanchic Gorgeous skirt! Love the springy feel

bordaangie Magical photo so incredible

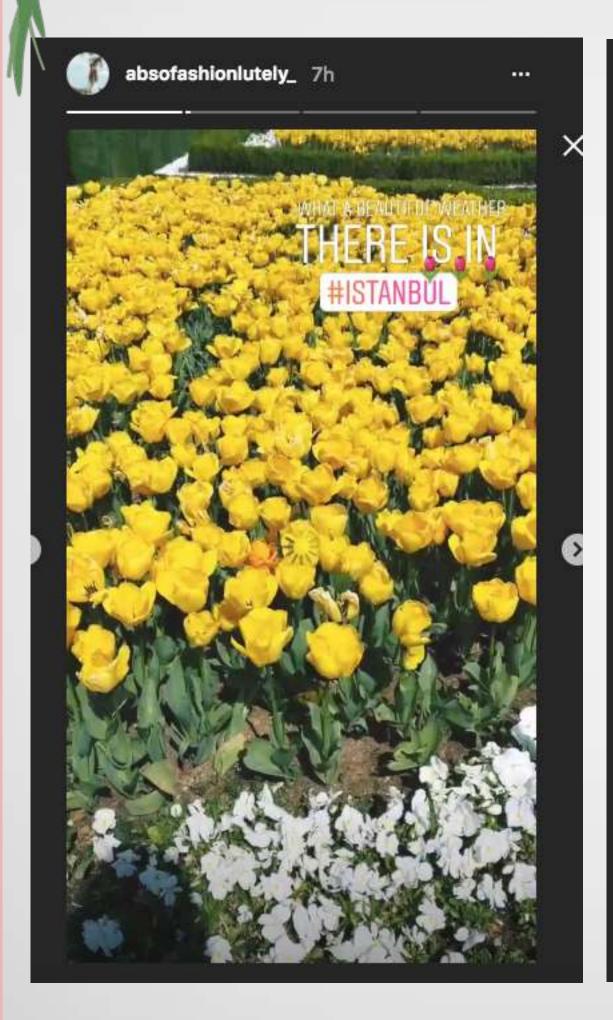
gezgingo 🗣 🗣 🗣 🗣 pretty world_of_tani Beautiful shot @ stylishandpritty Beautiful meriwild Amazing! 🤓 💜 💜 nickymywishstyle Magnificent kuzeyde_bir_cennet 6 6 6 6 lilleybon Outfit goals!!

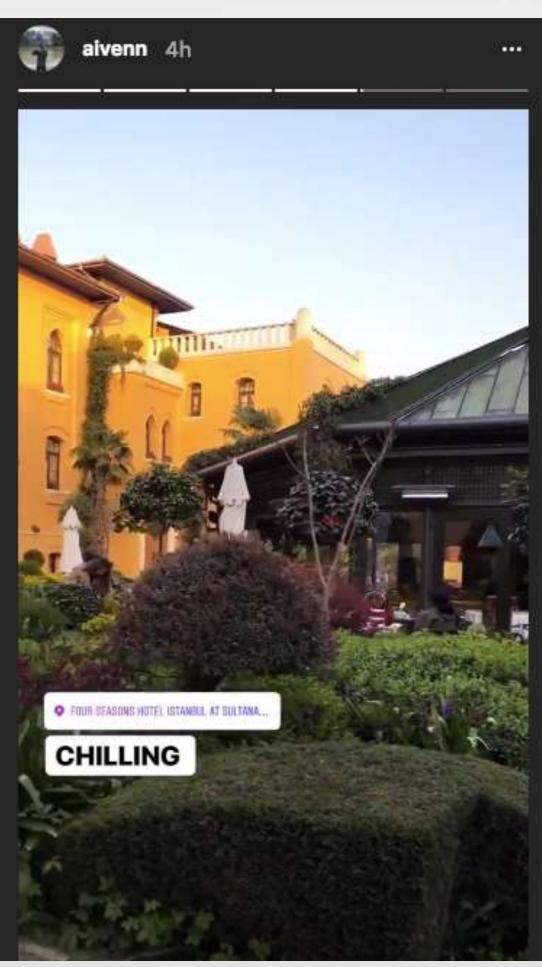
O O

7,931 likes

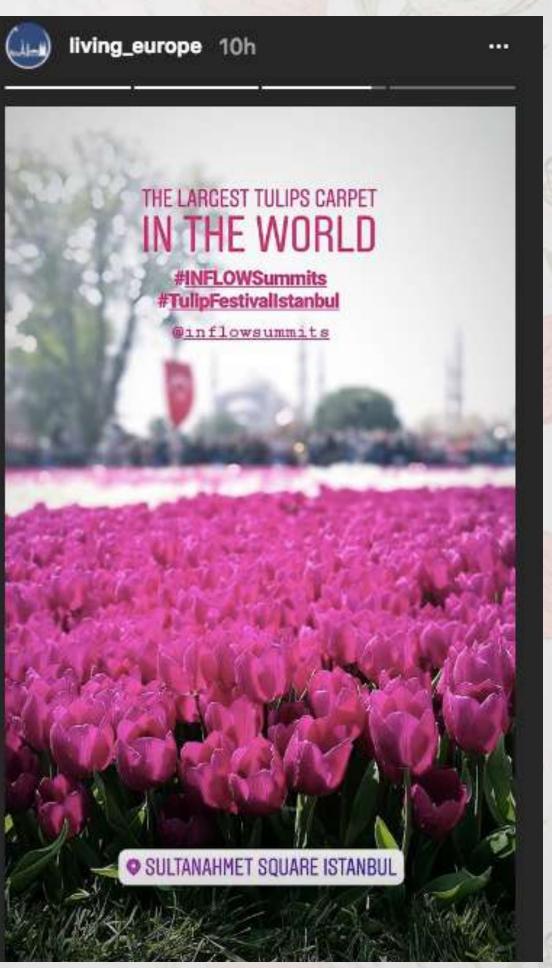
Add a comment...

Post - Shares & Stories

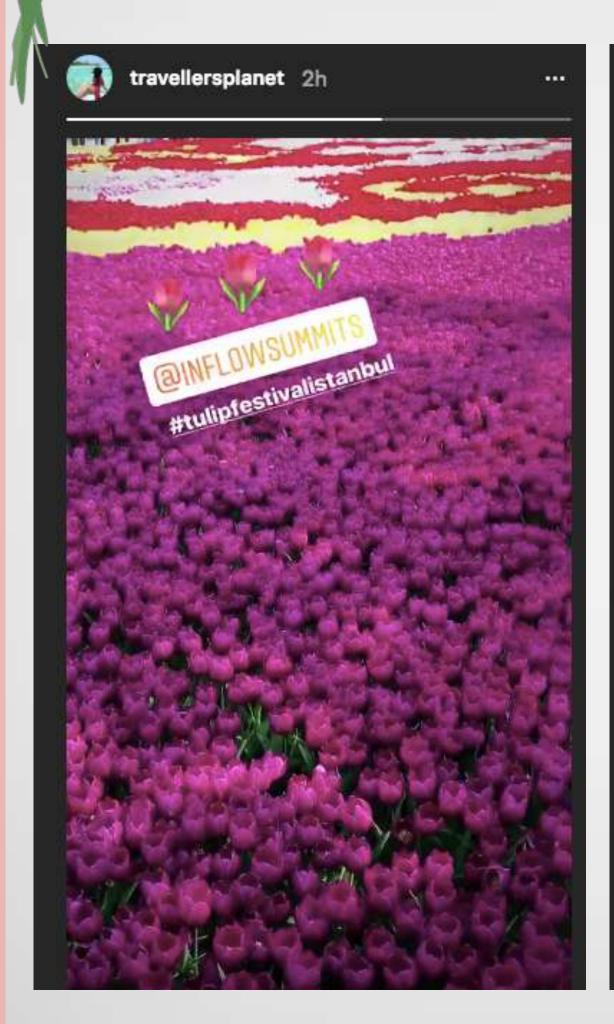








Post - Shares & Stories









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

MEDIAVALUE

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

Sayılarla Lale Festivali

20 INFLUENCERS 3 DAYS 676 SHARES

151.759.208 REACH 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.



O 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

F L SUMMITS

EXPLORE. SHARE. INTERACT