

Monthly Activity Report

September 2021



TV Campaigns



The Choose Your Memories, TurkAegean, İstanbul is The New Cool, and Safe Tourism campaigns were broadcast across twenty-one countries in their local languages.

September 2021



21

Countries

7,347

GRP

Digital Campaigns -



6

Film
s

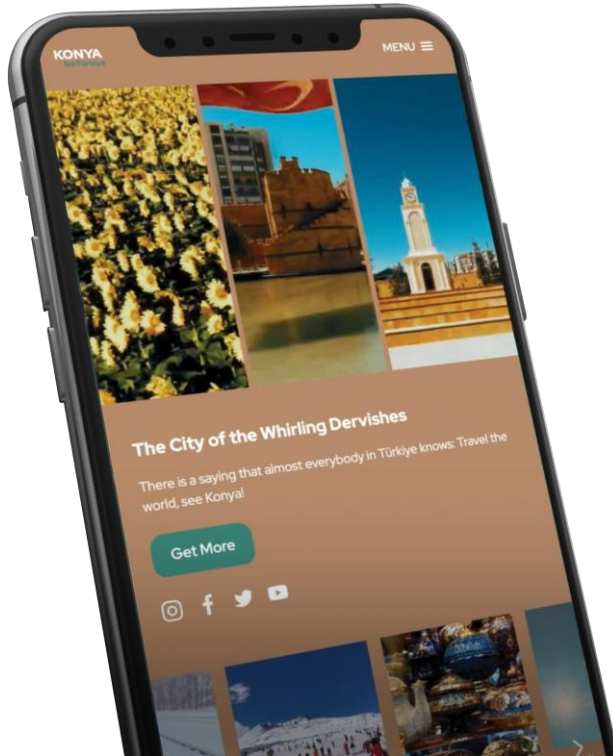
79

Cou
ntrie
s

1 billion

Views

GoTürkiye Digital Platform



48 pages posted in September

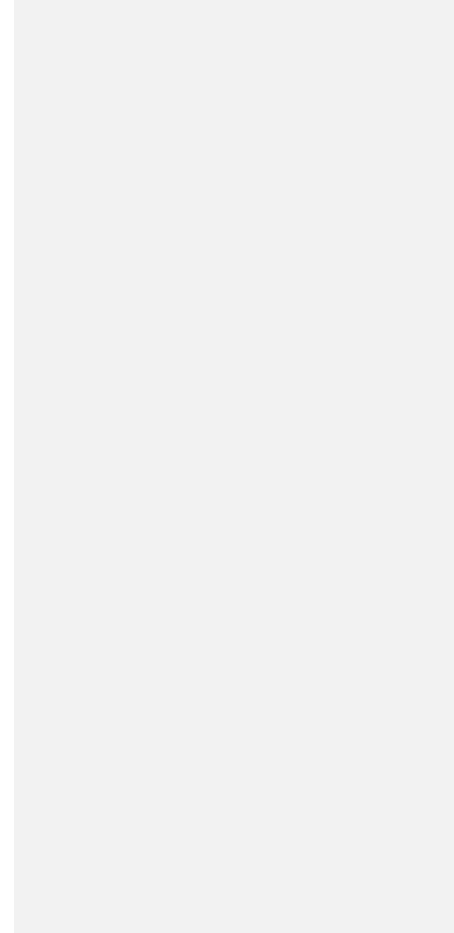
Total **1,320** pages are live

7.6 million individual visitors per month

53,841 million cumulative*

GoTürkiye Digital Platform

individual visitors



GoTürkiye on Social Media



September 2021



5,411,903 Facebook



965,807 Instagram



741,626 Twitter



70,400 YouTube



Safe Tourism Certification Program



As of September 2021:

11,552 Facilities and vehicles certified in total

6,474 Active certified facilities

5,143 Active certified accommodations



Tourism Staff Vaccination Program



As of September 2021:

14,003 Total certified facilities/guides

391,054 Total vaccinated staff

Fairs -



VELOCITY LISBOA

6-9 September 2021



TEKNOFEST

21-26 September 2021



SEATRADE CRUISE

28-30 September 2021



Açıklamalı [CG1]: Seatrade Cruise Global

Events and Visitors Hosted in August



22 **600**
Events Visitors

Destinations:

İzmir, Antalya, Muğla,
Şanlıurfa, İstanbul, Ankara,
Nevşehir, Gaziantep, Mardin,
Kırklareli, Diyarbakır,
Kahramanmaraş, Osmaniye,
Mersin, Adana, Karaman,
Konya



Events and Visitors Hosted in August

