

# 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

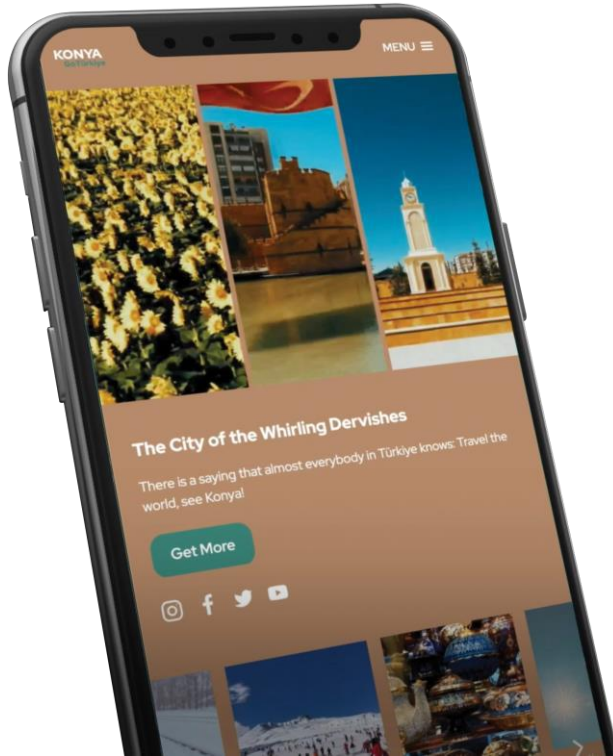
79

Cou  
ntrie  
s

1 billion

Views

# GoTürkiye Digital Platform



**48** pages posted in September

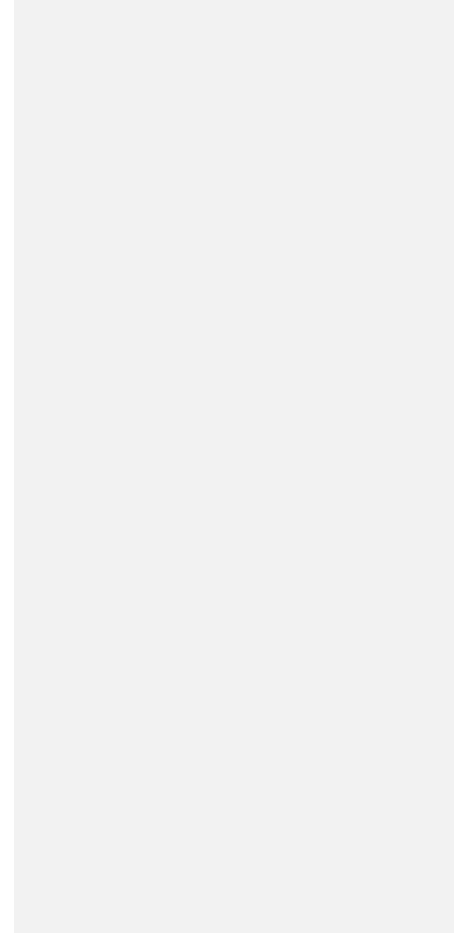
Total **1,320** pages are live

**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

