TOURISM SUMMIT PROGRAM

TÜRKİYE İŞ BANKASI

iTF INTERNATIONAL ISTANBUL TOURISM FAIR

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24-25 September 2026

Yenikapı Eurasia Performance and Art Center

istanbulturizmfuari.com.tr

1st DAY PROGRAM / 24 September Thursday

10:00-11:00 - FAIR OPENING CEREMONY (PROTOCOL SPEECHES)

11:10-11:30 - LATEST DEVELOPMENTS IN THE GLOBAL AND TURKISH ECONOMIES

Alper Gürler, Türkiye İş Bankası, Head of Economic Research Department

11:30-12:10 - FUTURE OF HOSPITALITY: EMEA & TÜRKIYE LEADERS SESSION

Alexandros Vassilikos, President of HOTREC (Hotels, Restaurants, Bars & Cafés in Europe)

Dimitris Manikis, President EMEA, Wyndham Hotels & Resorts

Joachim Hartl, Vice President, Continental Europe, Hilton

Rufat Babayev, Area Vice President of Hyatt Hotels in Türkiye

12:15-12:35 - LOOKING AHEAD: THE FUTURE OF GLOBAL TOURISM

Fouad Talaat, Middle East, Africa & Türkiye Regional Manager, Booking.com

12:40-13:20 - ICVB "VISION 2036: POSITIONING DESTINATIONS THROUGH THE EYES OF GLOBAL INDUSTRY LEADERS" SESSION

Moderator: Cemil Hakan Kılıç, Istanbul Convention and Visitors Bureau (ICVB) General Manager

Steven Paganelli, Vice President, Global Media & Partnerships, Tripadvisor - Chair of the Destinations International Foundation Board of Trustees

Barbara Jamison Woods, President of City Destinations Alliance - Head of Europe, Convention Bureau at London and Partners

Jaime Mayaki, Director of International Development and Cooperation, UN Tourism

Efi Koudeli, Senior Regional Director, Europe, ICCA (International Congress and Convention Association)

Hasan Dinç, SITE Global President

13:25-14:05 - MUGLA METROPOLITAN MUNICIPALITY DESTINATION SESSION

Moderator: Ahmet Aras, Mayor of Muğla & President of the Union of Coastal

Tamer Mandalinci, Mayor of Bodrum

Hatice Gençay, Mayor of Didim & Member of the Coastal Municipalities Union

Acar Ünlü, Mayor of Marmaris

Mesut Ergin, Mayor of Ayvalık & Member of the Executive Committee

14:10-14:50 - EGYPT MARKET SESSION

Moderator: Erkan Yıldırım, CEO of Rixos Hotels Egypt

Hussein Sherif, Chairman of the Board of Air Cairo

14:55-15:15 - SUPER-APPS AND THE FUTURE OF NEXT-GEN TOURISM

Haijing Li, Market Director, Southern Europe, Trip.com Group

15:20-16:00 - NAVIGATING THE FUTURE OF SUSTAINABLE TOURISM

Moderator: Dr. Elif Balcı Fisunoğlu, Vice General Manager of Tourism Operations and Development, Türkiye Tourism Promotion & Development Agency

Ece Tonbul, Chairperson of the Executive Board at Paloma Hotels

Luigi Cabrini, Chair, Global Sustainable Tourism Council (GSTC)

Matt Callaghan, easyJet holidays, COO

16:05-16:45 - EUROPE-TÜRKİYE TOURISM FORUM

Moderator: Hüseyin Baraner, Tourism Associaton of the Union Cities Of The World General Secretary

Michael Blum, Blumconnect Communications & Consulting, Owner

Sven Klawunder, Flying Media, CEO

Jean-Marc Göttert, TRVL Counter, Editor in Chief

16:50-17:30 - THE FUTURE OF HOTEL INVESTMENTS IN TÜRKIYE: DATA-DRIVEN GROWTH, 2026 PERFORMANCE, 2027 TARGETS, AND BRAND GROWTH STRATEGIES

Moderator: Orhan Genceli, Chairman, GNC Hospitality Management & Consulting

Utkan Gülaçtı, General Manager, Swissotel The Bosphorus,Istanbul

Dilek Çapanoğlu, Board Member & CEO, Aqua Florya, Istanbul Akvaryum, Crowne Plaza Istanbul Florya

Zeynep Sinem Dağlar, Development Director, Türkiye, Marriott International

Can Erdem, Associate Account Director – DACH & Türkiye, STR part of CoStar Group

Sermin Akın, Director of Development Türkiye, IHG Hotels & Resorts

20:00-24:00 - ITF Gala Party - Swissotel The Bosphorus

*For Exhibitors and Hosted Buyers

2nd DAY PROGRAM / 25 September Friday

10:30-11:10 - CIS MARKET SESSION

Ilya Umanskiy, President of the Russian Travel Industry Association

Oxana Joglidze, Board Member of the Belarusian Association of Travel Agencies

Ali Mikailov, General Manager, GlobalDMC

Oğuz Ergül, General Manager, Türkiye, Fun & Sun

Orhan Sancar, CIS Countries Coordinator, Pegas

11:20-12:00 - UNION OF MUNICIPALITIES OF TÜRKIYE SESSION

Moderator: Dr. Şengül Altan Arslan, Union of Municipalities of Türkiye Deputy Secretary General

Turgay Sevindir, Mayor of Amasya

12:10-12:40 - GREATER CARIBBEAN MARKET SESSION

Noemí Espinoza Madrid, Secretary General of the Association of Caribbean States (ACS)

Marsha Alleyne, Chief Product Development Officer, Barbados Tourism Marketing Inc.

Delysia De Coteau, Senior Technical Officer, Tourism, Ministry of Tourism, the Creative Economy and Culture - Grenada

12:50-13:30 - 2026 SEASON EVALUATION, 2027 EXPECTATIONS (SECTOR ASSOCIATIONS AND UNIONS)

Bülent Uysal, Chairman of the Board, Fethiye Hoteliers Association

Cengiz Aygün, President of the South Aegean Touristic Hoteliers and Business Association

Orhan Belge, President of the Çeşme Touristic Hoteliers and Operators Association

Yücel Okutur, President of the D.O.K.T.O.B. Dalaman, Ortaca and Köyceğiz Tourism Hoteliers and Touristic Businesses Association

Sefa Yıldırım, Board Member of Cappadocia Tourist Hotels and Operators Association

Ömer Faruk Dengiz, President of Bodrum Hoteliers Association

13:40-14:20 - 2026 SEASON EVALUATION, 2027 EXPECTATIONS (HOTELS)

Hande Tibuk, Net Holding A.Ş., Executive Board Member, General Coordinator

Tolga Kilit, Kilit Group, Board Member

Murat Alpman, Rixos Hotels, Senior Vice President of Sales & Marketing

Ergün Demiray, Dedeman Hospitality, Chairman

Orkun Petekçi, Elite World Hotels & Resorts, CEO

14:30-15:10 - TURKISH TOURISM MARKET THROUGH THE LENS OF GLOBAL OTA GIANTS

Aslı Şehirli Acarkan, Area Manager, Türkiye, Expedia Group

Abdullah Kural, Country Manager Türkiye, Greece and Cyprus, Trip.com

Bircan Kaan, Area Manager, Türkiye, Booking.com

15:20-16:00 - 2026 SEASON EVALUATION, 2027 EXPECTATIONS (AGENCY) SPONSORED BY EVENTMAGIX

Mert Vardar, Jolly, Vice Chairman of the Board & CEO

Mustafa Kemal Çubuk, TatilBudur, Deputy General Manager

Serhat Günay, Setur, Tourism Product Management Director

Sedat Kılıç, Tatil Sepeti, General Manager

16:10-16:50 - NEW REVENUE ARCHITECTURE IN TOURISM: BALANCING ARTIFICIAL INTELLIGENCE, DISTRIBUTION CHANNELS, AND DIRECT SALES

Sedat Öztürk, General Manager, Yandex Search and AI Türkiye

Erhan Çelik, CEO, Gordion Technology &Executive Board Member, Jolly

Süleyman Kansu, General Manager, Salamis Bay Conti Resort Hotel

Emrah Küçükkaraca, Director of Information Systems, Etstur

Emrah Pamuk, CEO, Digital Exchange

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