



Press Release

Turkey fascinates Berlin with MEDIA CONSULTA

MC presents the appearance of Turkey on the ITB Berlin

Berlin, March 9th 2010. This year, the focus of the International Tourism Bourse will be on Turkey: The state is the official partner of the ITB Berlin where travel organisers, hoteliers, national representatives, airlines, trade visitors and globetrotters will meet from March 10th to 14th, 2010. MEDIA CONSULTA (MC) supports the performance of the Ministry of Culture and Tourism of the Republic of Turkey at the ITB Berlin.

Both in the run-up to and during the exhibition, MC will invite journalists to various press conferences, write press releases and background articles, organise interviews with representatives and compose articles about Turkey as a holiday destination for the ITB newsletter. In addition, to this press relations work, MC will design a micro site where press information, pictures and videos regarding Turkey's participation at the trade show will be provided. Profiles on Facebook and Twitter complete the planned online activities.

With these communication measures, MC strives to highlight the advantages of Turkey as an attractive holiday destination. The campaign addresses in particular, people enjoying city tourism, family holidays or sports during their vacation. Moreover, it should be stressed that Turkey offers more framework programmes than any other partner of the ITB has before, while involving the city of Berlin.

The start for the press work ahead of the International Tourism Bourse constitutes the press conference in the Pergamon-Museum on February 24th 2010, where MEDIA CONSULTA has invited numerous journalists. Ibrahim Yazar, representative director general for information and announcement of the ministry for culture and tourism of the Republic of Turkey, presented the planned actions of the this year's partner country of the ITB, to whom, amongst other things, belong journey contests, culinary



specialities, replicas of famous Turkish buildings as well as a bazaar with numerous shops.

You find every information, pictures and press materials of the appearance of Turkey on the ITB at www.itb-türkei.de.

Caption:

Ibrahim Yazar, representative director general for information and announcement of the ministry for culture and tourism of the Republic of Turkey, during the press conference in the Pergamon-Museum.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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