



17th.UTM-UN TOURISM TRAINING PROGRAMME
21-24 Oct.2025
Macao SAR, China



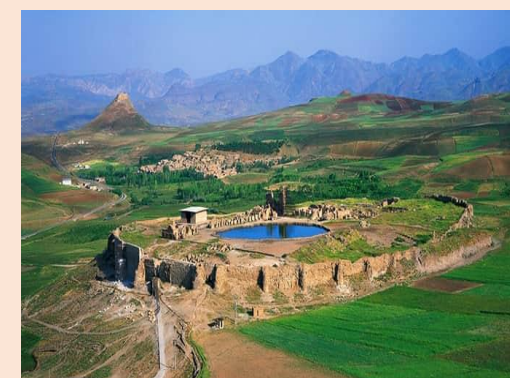
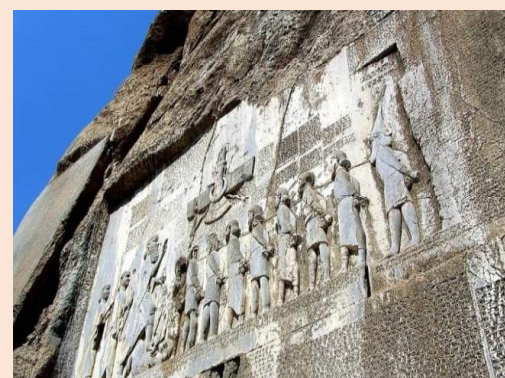
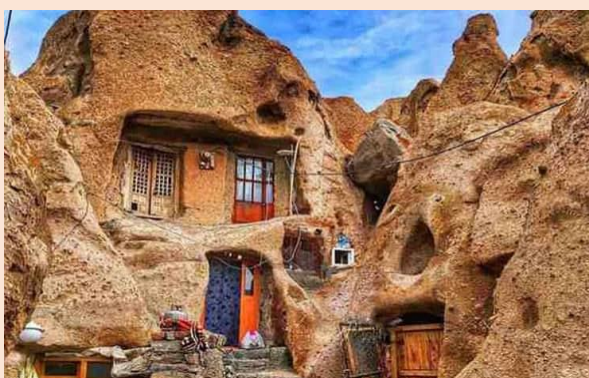
Topic : Signature events as a branding tool
Iran: Authentic Identity, Global Events Destination

Case Study :
(The 18th. Tehran International Tourism and Related Industries)

Golbanou.Khavari

Head of International Technical Cooperation

Iran Cultural Heritage, Tourism and Handicrafts Organization (MCTH)



Iran's Product Diversity: Beyond Mere History



- Iran's primary competitive advantage is its unparalleled diversity of tourism products. We are not a country known for a single attraction; Iran is a complete package:

- **Historical and Cultural Tourism**

- **Nature and Adventure Tourism**

- **Health and Medical Tourism**

- **Pilgrimage and Religious Tourism**



Benefits of destination branding:



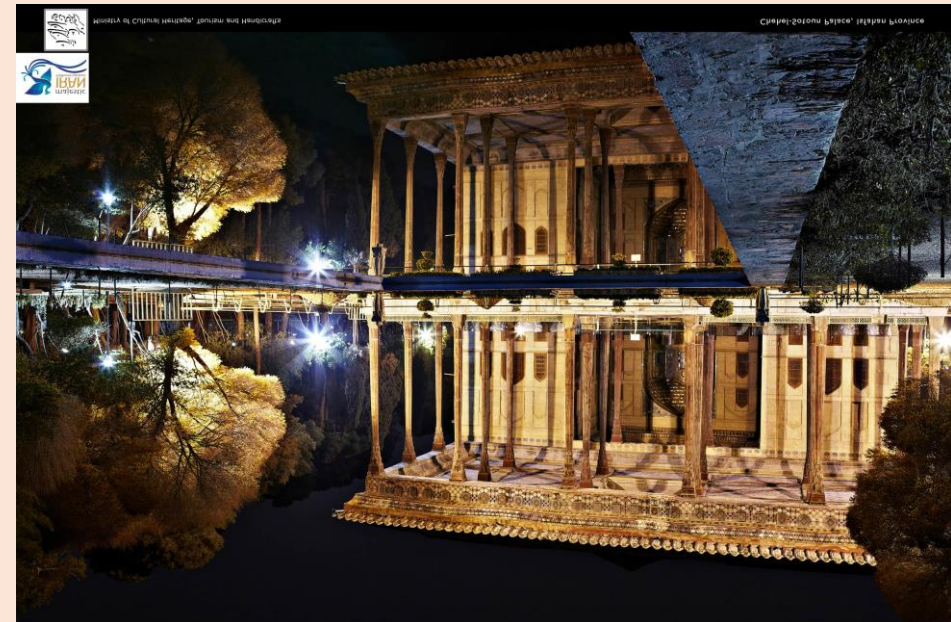
- creating a consistent and positive mental image
- Creating Live, Tangible Experiences
- Generating Differentiation and Visibility
- Shifting Perceptions (About Iran)
- Direct economic benefits more than average spending
- Tourists as cultural and commercial ambassadors

How Do Events Build the Destination Brand?

1-Creating Identity and generating Differentiation and visibility

2-Generating Media Content and Attention

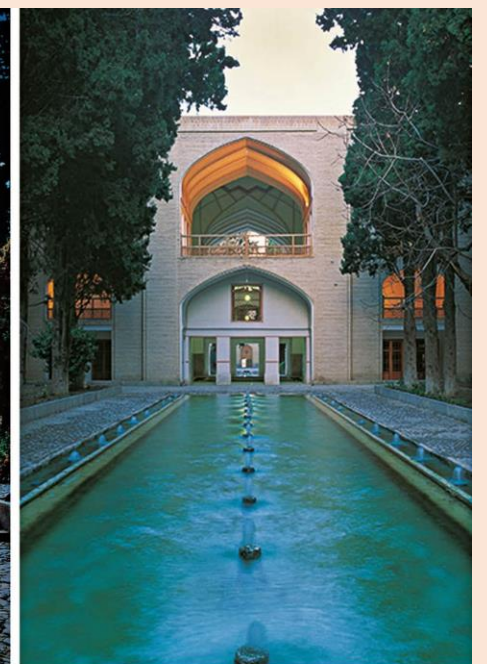
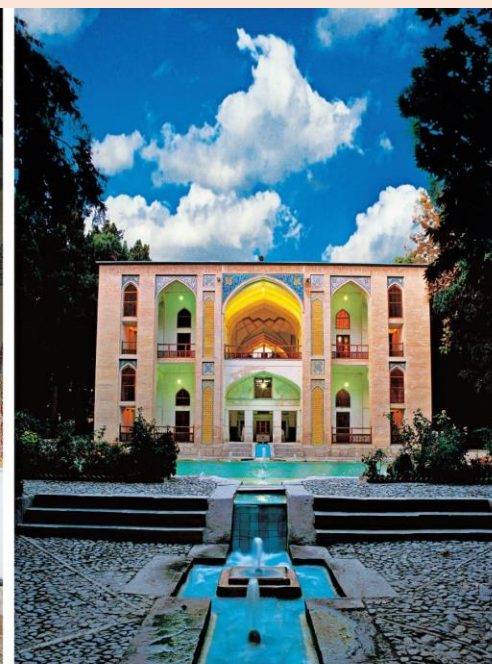
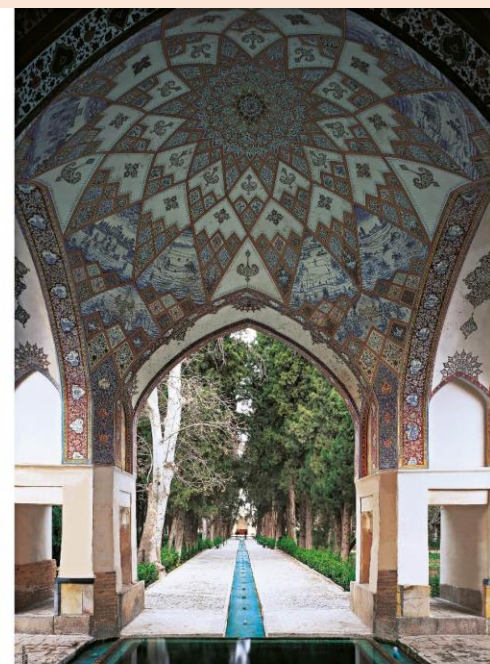
3- Modifying and Enhancing Brand Image



4-Delivering Emotional and Sensory Experience

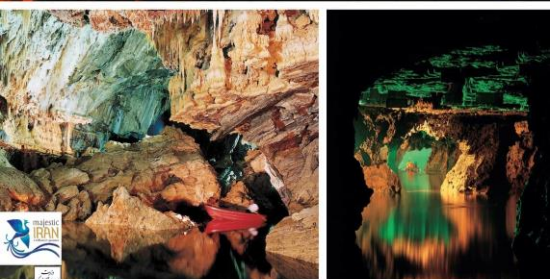
5-Shifting Perceptions (About Iran)

6-Sustainable and Local Development



Key Requirements for a Successful Event Strategy:

- **Strategic Fit:** The event must align seamlessly with the core values and authentic identity of the destination.
- **Quality and Standardization:** The execution of the event must be of the highest quality to safeguard the destination's brand credibility.
- **Stakeholder Cooperation:** Success is dependent on close collaboration between the government, the private sector, and the local community.



The 18th. Tehran International Tourism and Related Industries Exhibition Specifications:

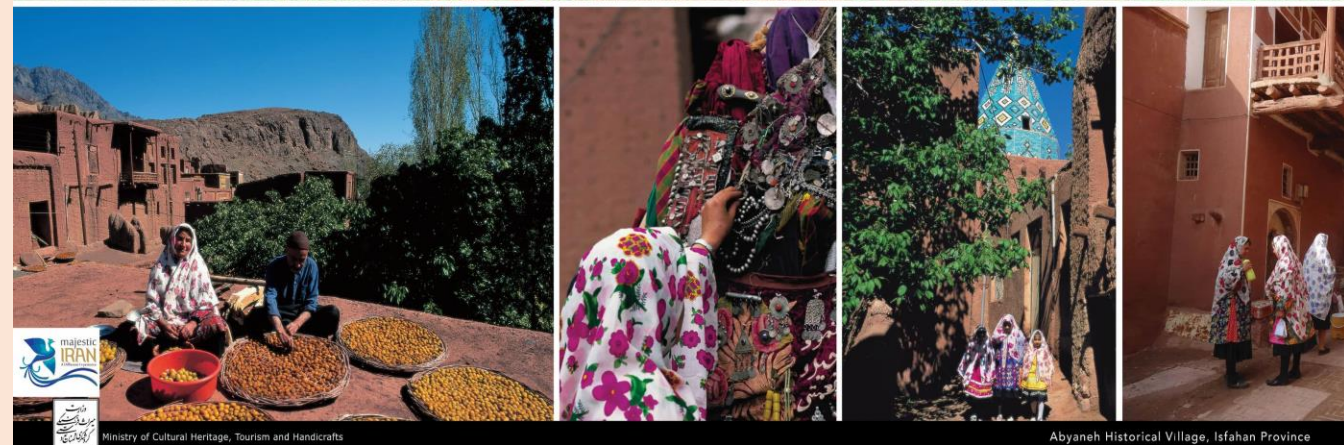
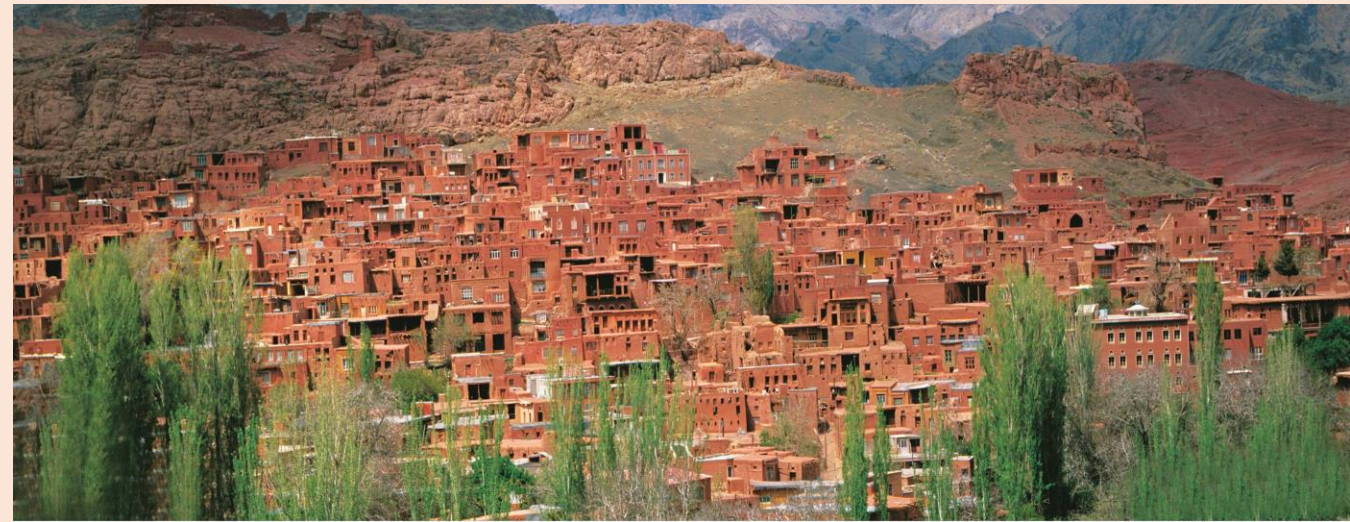
Number of halls in tourism section	16 halls
Provinces and free zones	7 halls
Private sector, tourism activists and knowledge-based companies	5 halls
Foreign participants and tourism desks/ tables	1 hall
Hospitals and Health Tourism Activists	1 hall
Geo tourism, Ecotourism/ Nature tourism and cartography/ mapping	2 halls
Restaurants Industries	2 halls

Number of participants	577 domestic participants+12 foreign participants
Provincial participants	31 provinces
Private sector participants	281 companies
Independent private sector	494 companies
Foreign participants	12 booths from 10 countries: Indonesia-Qatar-Malaysia-Russia-Turkiye-UAE-Thailand-Armenia-Tajikistan-madagascar

Benefits of Participating in the 19th Tehran International Tourism and Related Industries Exhibition (February 12-15, 2026):



1. Increased Brand Awareness
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2. Networking and Establishing Connections
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3. Market Understanding and Analysis
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4. Development of Business Opportunities
- .
5. Advertising and Marketing



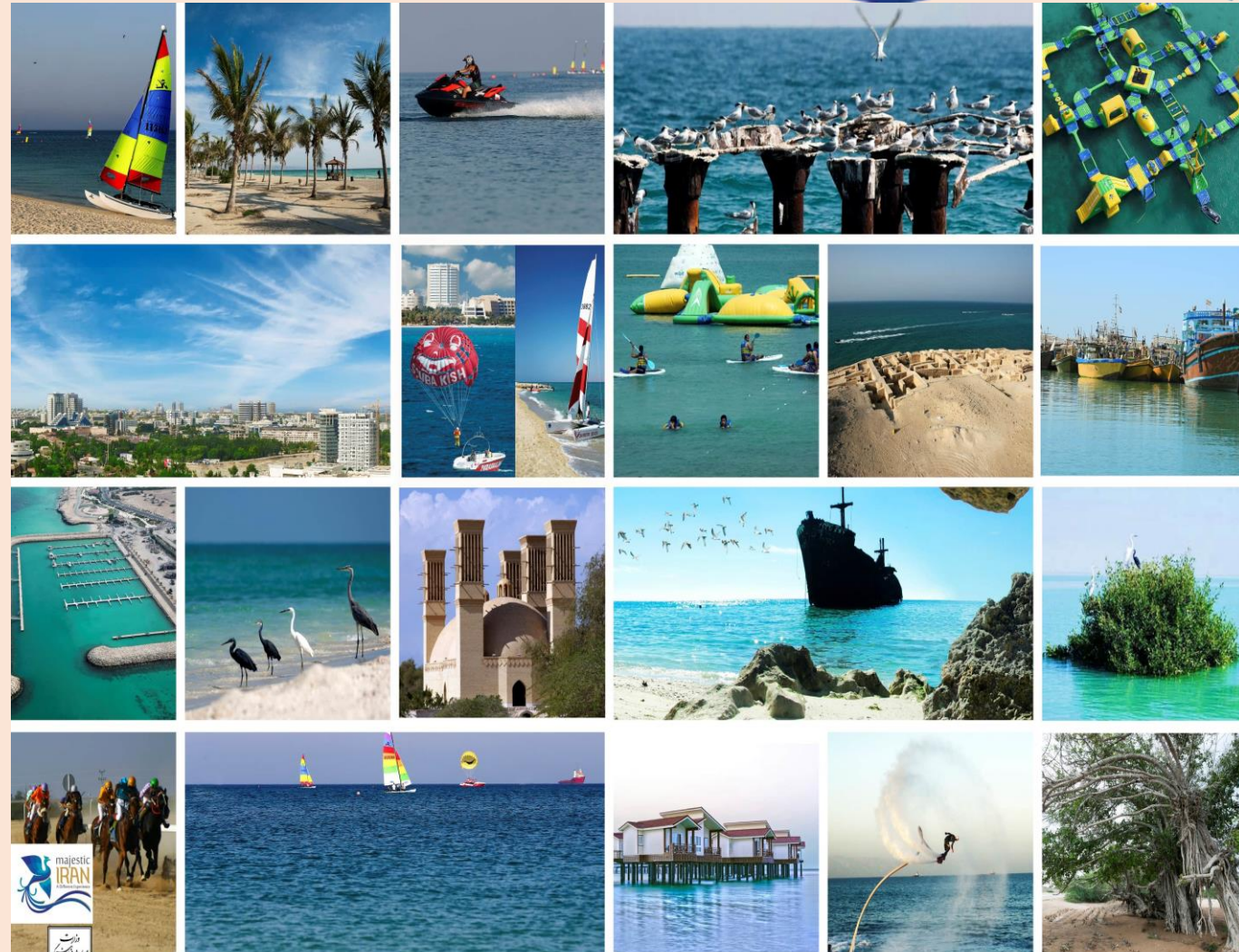
6. Exchange of Experience and Knowledge

7. Training and Learning Opportunities

8. Development of New Markets

9. Direct Customer Feedback

10. Building Trust and Credibility



Necessary strategic steps in Iran:

- Identifying and Elevating Existing Events.
- Creating New Events Focused on Competitive Advantages.
- Cross-Sector Collaboration



Conclusion:



- The future of Iranian tourism rests upon an event-driven and partnership-oriented vision. By leveraging our authentic identity and becoming a global host for MICE events, we will not only transform our economy but also present a true, dynamic, and pioneering image of the great Iranian nation to the world.



Thank you sincerely for your attention

