

## Local and International Advertising

- YTPB conducts targeted awareness campaigns within Yemen and launches international advertising initiatives through leading global media outlets and newspapers to attract tourists.

- Organizing promotional events for tourist and historical sites.

## Contracting with Public Relations Companies

- YTPB collaborates with international public relations firms to:

- Negotiate with tour operators.

- Organize promotional events.

- Producing promotional media materials such as brochures, documentaries, and photographs.

- Facilitating visits of specialists in tourism marketing and promotion.

## Local and International Participation

- Tourism exhibitions play a vital role in promoting Yemen, offering local companies opportunities to establish international partnerships.

- The Board organizes media meetings and produces promotional programs and articles.

The Board participates in annual international exhibitions including:

» MTT-Turkey	(تركيا)-MTT	«
» ITB-Germany	(المانيا)-ITB	«
» ATM-United Arab Emirates	(الامارات)-ATM	«
» WTM-United Kingdom	(المملكة المتحدة)-WTM	«
» BITT-Milan, Italy	(إيطاليا)-BITT	«
» JATA-Tokyo, Japan	(اليابان)-JATA	«
» BITE-China	(الصين)-BITE	«



## Who We Are ?

- The Yemen Tourism Promotion Board (YTPB) was established by presidential decree in 1999, following a European Commission study that recommended the creation of a national agency to promote tourism.

- The Tourism Promotion Board brings together entities from both the public and private sectors to enhance tourism promotion and marketing.

- Its mission is to market tourist destinations, archaeological sites, and traditional handicraft products in local and international markets.

- The TPB resumed operations in Aden in 2021, after being restored from the putschist group in Sana'a.





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## الإنتاج الإعلامي والترويجي:

ينتج مجلس الترويج السياحي مجموعة متنوعة من المواد الترويجية لدعم الجهود في مجال التوعية، بما في ذلك:

YTPB produces a diverse range of promotional materials to support its outreach efforts, including:

كتيبات وبرشورات تعريفية.

- Informational brochures and leaflets

كتب وهدايا دعائية.

Branded books and promotional gifts

مجلة فصلية.

- A quarterly tourism magazine

خرائط سياحية.

- Tourist maps

أقراص مدمجة.

- Multimedia CDs

أفلام وبرامج وثائقية.

- Documentaries and television programs

