

## **Tourism to Iran Expecting a Boom in Growth**

**The success of a nuclear deal with Iran means a path for investors in the tourism industry has now been cleared. The Teheran International Tourism Exhibition (TITEX) can be a place to bundle supply and demand.**

Berlin, Germany/Tehran, Iran, 16 July 2015 – Iran can expect to welcome more than 20 million tourists by 2025 according to the master plan laid down by the Iranian Cultural Heritage, Handicrafts, and Tourism Organization (ICHTO). The economic sanctions have also been relaxed now as part of the nuclear deal. It could not have happened at a better time for the tourism industry. Iran's tourism sector had already reached its limits after experiencing steady growth since 2013. Further growth in this industry is only possible if the capacities of hotels and transportation facilities can be greatly expanded.

Frank Grafenstein, owner of Grafenstein, a marketing agency for tourism, has been active in Iran for six years. "At the very least, the capacity for three- to five-star hotels needs to double for the industry to handle the demand in the mid-term." In the next few years there will be a strong demand for people in project development, hotel operation, hotel design, and hotel services.

TITEX is expected to play a pivotal role in promoting new business in the tourism industry in the future. The exhibition has been held for eight years, and in 2015 it saw a major increase in demand. "Grafenstein was commissioned in June 2015 to handle the activities involved in marketing and representing TITEX in the major markets around the globe in order to further promote the tourism industry on the international stage," explains Dr. Rahmani Movahed, Deputy Director of the ICHTO. Serving as the leading trade fair for the Iranian hotel industry, the exhibition is designed as a platform for both tourism service providers in Iran and international buyers and sellers. The 2016 TITEX takes place from 16–19 February.

For more information, visit us at <http://www.grafenstein.net/titex2016/>

### **Contact**

9th Tehran International Tourism Exhibition

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