

AĞRI

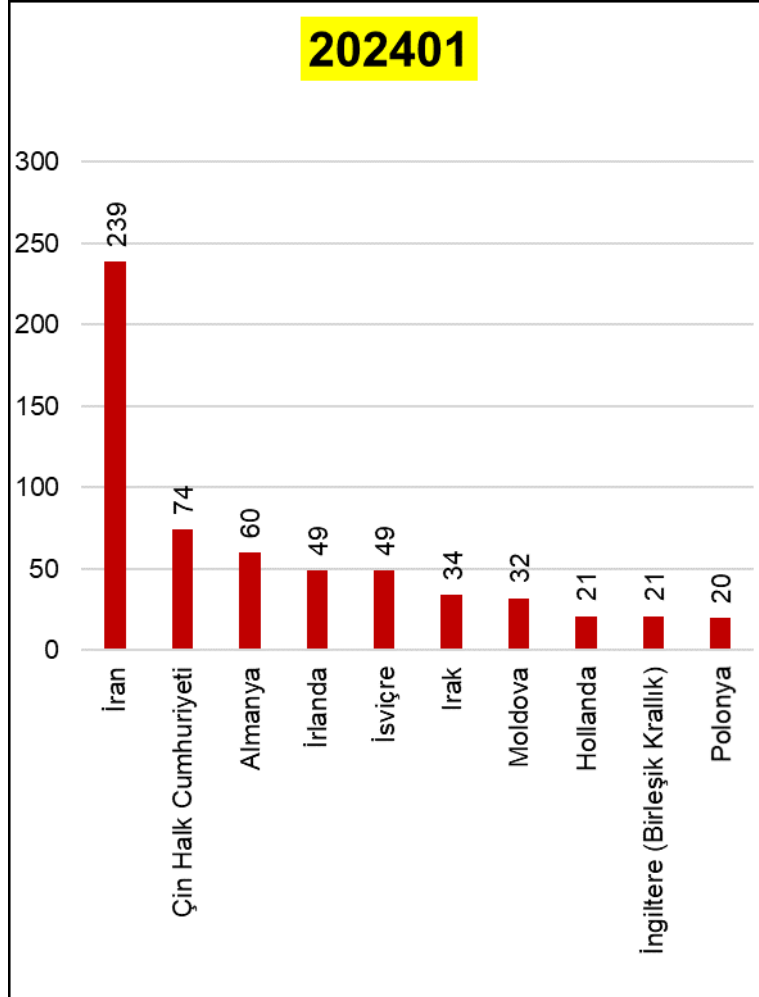
2024 OCAK-ŞUBAT



Konaklama Verileri



Ađrı Aylık Tesise Geliř Yabancı Sayısı Top 10 ÜLke 2024*



*Bakanlık Belgeli konaklama tesislerine gelen turist sayılarını göstermektedir. Bu tesislerde konaklamayan turistler hariçtir.

*Şehre gelen toplam turist sayısı ile farklılık gösterebilir.

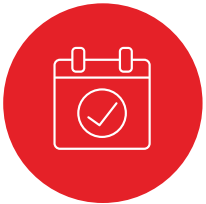
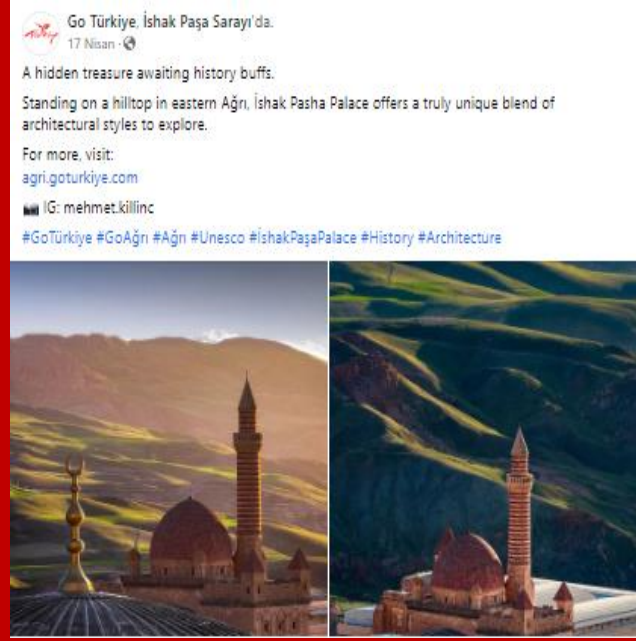
Ađrı Aylık Tesise Geliř Turist Sayısı 2024*



Dijital alıřmalar



Ağrı Sosyal Medya İletişimi 2024 Ocak-Şubat



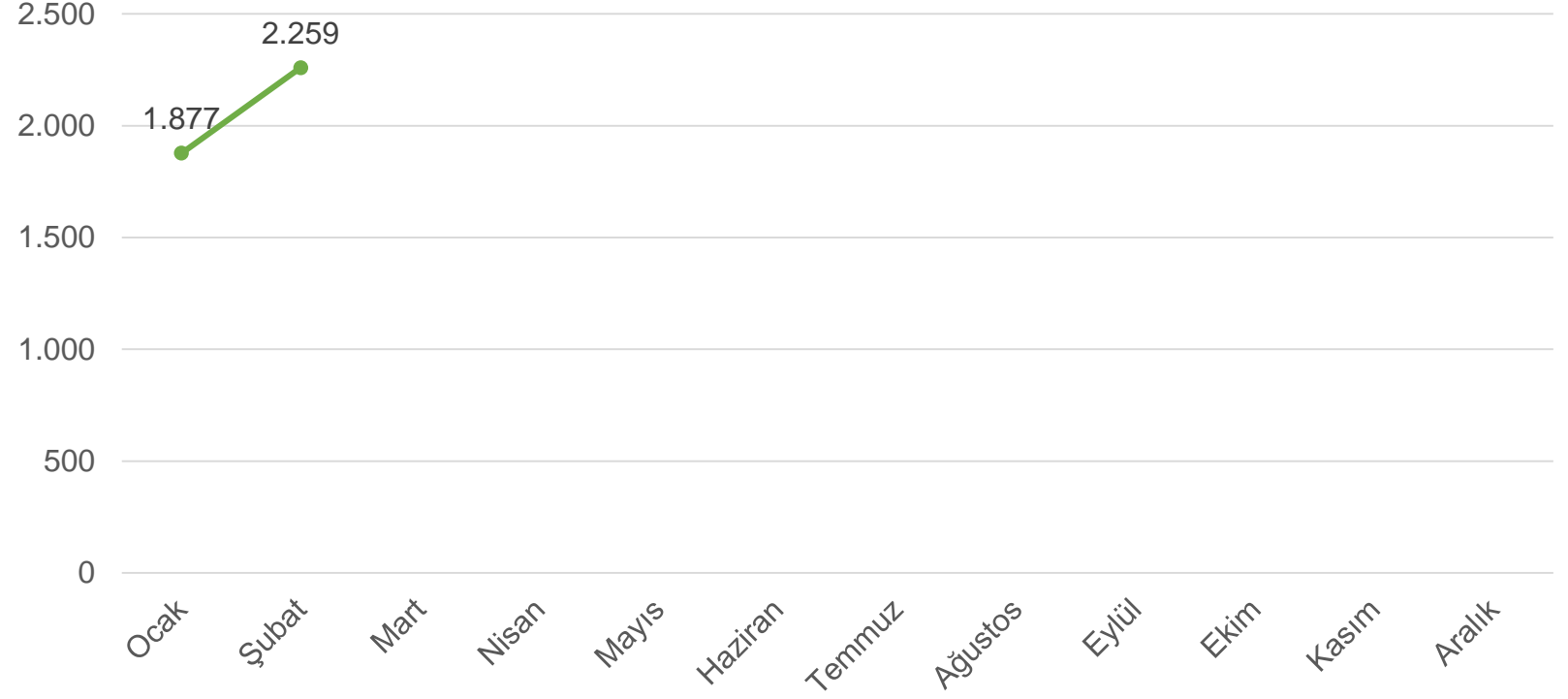
81K Gösterim*



Gezsen Ağrı Takipçi Grafiği 2024



Hesap Açılış Tarihi: 05.12.2022

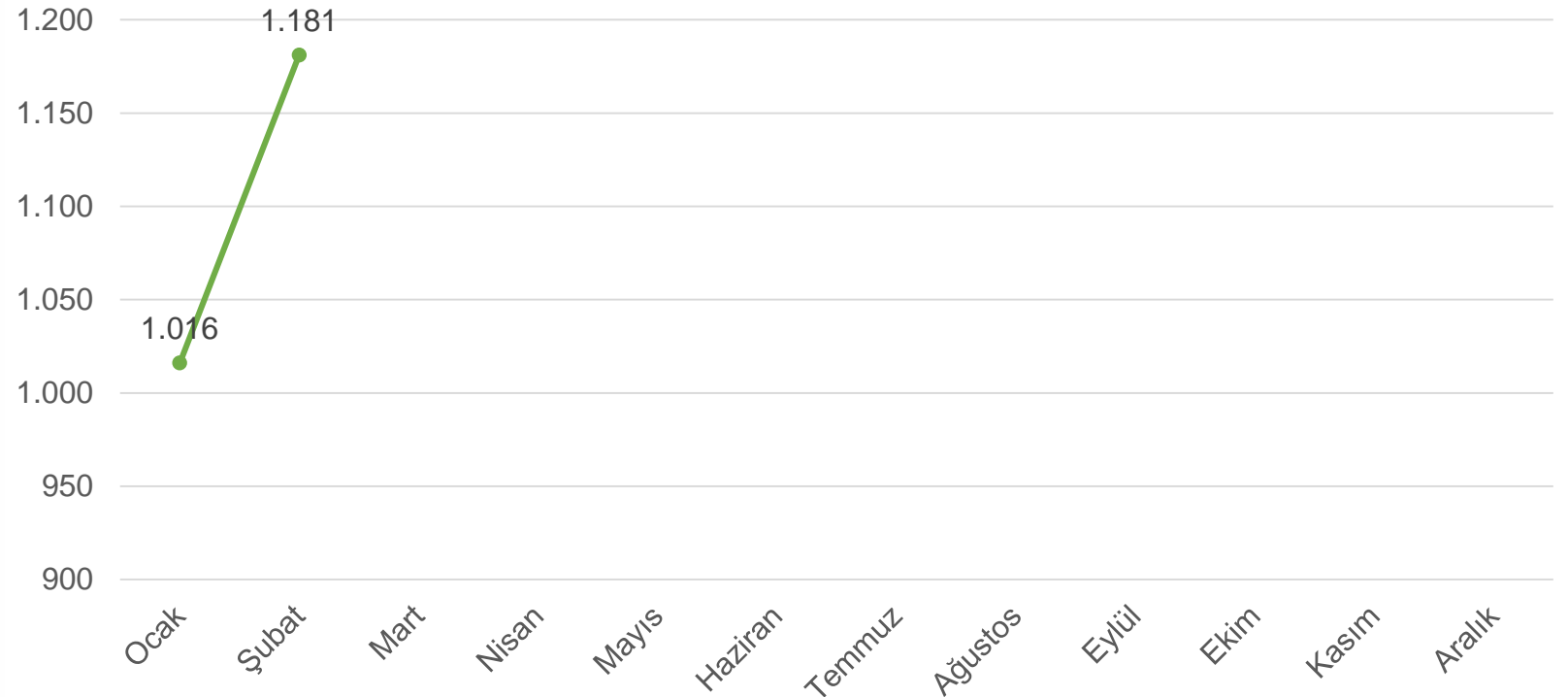




Go Ağrı Takipçi Grafiği 2024



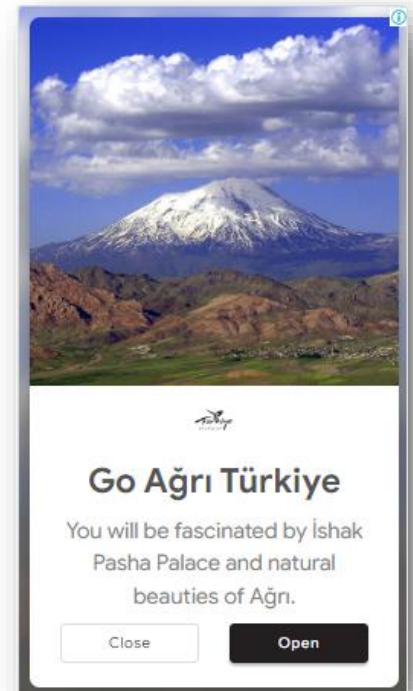
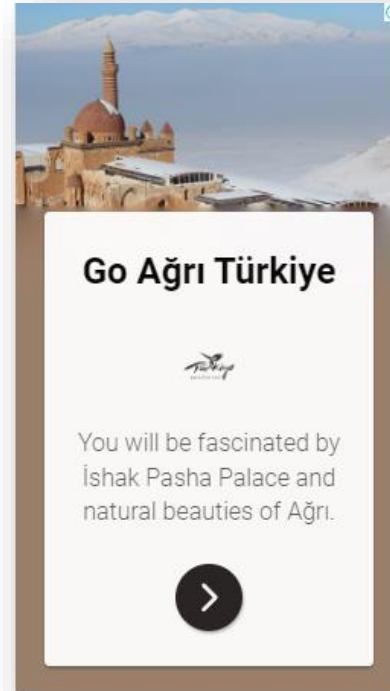
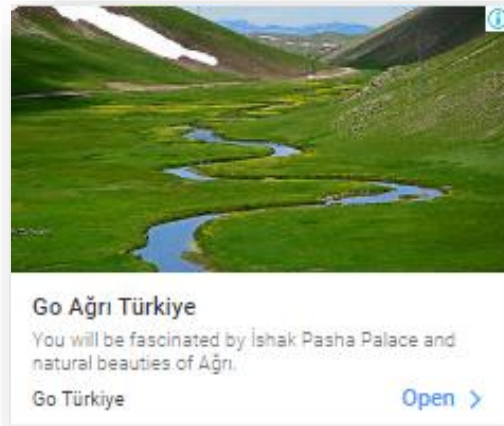
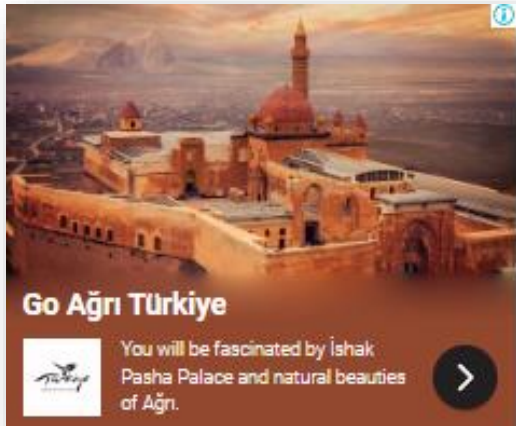
Hesap Açılış Tarihi: 09.03.2023



Ağrı Dijital İletişimi 2024 Ocak-Şubat



- **19 ülkede** gerçekleştirdiğimiz dijital banner kampanyalarımız ile **toplam 977 Bin gösterim** gerçekleştirilmiş, bu kampanyalar kapsamında **agri.goturkiye.com** web sitesine ziyaretçi sağlanmıştır.



Ađrı Ađırlama alıřmaları



Ađrı Tamamlanan Etkinlikler 2024 Ocak-Şubat



23

Kişi



2

Etkinlik



6

Basın



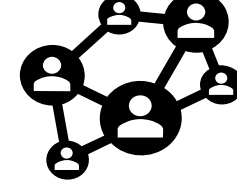
17

Influencer



0

B2B



0

Özel Proje



7

Ülke

Ađrı Tamamlanan Etkinlikler 2024 Ocak-Şubat



Ek-1

Etkinlik Adı	Başlangıç Tarihi	Bitiş Tarihi	Kişi Sayısı	Ülke	Destinasyon	Influencer	Basın	Tur Operatörü	Özel Proje
Snow And Culture Influencer Ađırlaması	19.02.2024	22.02.2024	9	ALMANYA – İNGİLTERE – İSPANYA - İTALYA	KARS – İĐDIR – ARDAHAN - AĐRI	9			
Dance & Music in Kars Influencer ve Basın Ađırlaması	26.02.2024	02.03.2024	14	YUNANİSTAN - BULGARİSTAN - HIRVATİSTAN	KARS - AĐRI	8	6		



Dance & Music in Kars Influencer ve Basın Ağırması

26 Şubat – 2 Mart 2024

**Ağırlanan Kişi
Sayısı**

14

**Ağırlama
Destinasyonları**

İstanbul – Ağrı –
İğdır - Kars

**Ağırlama Yapılan
Ülke**

Bulgaristan –
Yunanistan – Almanya
– İspanya – Avusturya
– İngiltere – İtalya -
Norveç



Uluslararası Basın Yansımaları



URARTU ROTASI BASIN AĞIRLAMASI

05.12.2023 – 08.12.2023 - İSPANYA - YUNANİSTAN - ALMANYA

Publication: Mywanderlust.gr

Headline: In the depths of Turkey: Van, Agri, Iğdir

Date: 4.01.2024

Country: Greece

Monthly Visits: 8.363

Monthly Unique Visitors: 6.344

Link: https://mywanderlust.gr/%cf%83%cf%84%ce%b1-%ce%b2%ce%ac%ce%b8%ce%b7-%cf%84%ce%b7%cf%82-%cf%84%ce%bf%cf%85%cf%81%ce%ba%ce%af%ce%b1%cf%82-van-agri-igdir/?fbclid=IwAR29EJmA84jC6FxAww6lNMDJkelxOomhOr9m6q_ziZokV_sMmWjuL9kGeoQ

Sentiment: Positive

Category: Travel

Summary: “There is a special charm in places that have not been visited by those around you, and you chronicle the conditions there.

There is a special place on your travel map for places that you wonder how you found yourself, that are not known but that you somehow magically identify with - and you have a great time because you find a lot in common in the mentality, the landscapes, the food and the people.

Something like that, was the journey on the paths of the Urartians, in the depths of Türkiye, near the border with Iran and Azerbaijan.” the journalist writes.

Which cities/events/products are promoted?: Van, Agri, Iğdir



VAN – AĞRI - İĞDIR



URARTU ROTASI BASIN AĞIRLAMASI

05.12.2023 – 08.12.2023 - İSPANYA - YUNANİSTAN - ALMANYA

Publication: AirNews

Headline: In the depths of Turkey: Van, Agri, Igdır

Date: 31.1.2024

Country: Greece

Circulation: 2.000

Sentiment: Positive

Category: Travel

Summary: "There is a special charm in places that have not been visited by those around you, and you chronicle the conditions there.

There is a special place on your travel map for places that you wonder how you found yourself, that are not known but that you somehow magically identify with - and you have a great time because you find a lot in common in the mentality, the landscapes, the food and the people.

Something like that, was the journey on the paths of the Urartians, in the depths of Türkiye, near the border with Iran and Azerbaijan." the journalist writes.

Which cities/events/products are promoted?: Van, Agri, Igdır

Link: [AIRNEWS_URARTU_PRESS_TRIP_PRINT_ARTICLE.pdf](#)



URARTU ROTASI BASIN AĞIRLAMASI

05.12.2023 – 08.12.2023 - İSPANYA - YUNANİSTAN - ALMANYA



Ek-1

Publication: Madrid In&Out

Headline: “6 essential keys to discovering the Urartu Route ”

https://www.madridinout.com/ruta_urartu

Date: 11.01.2024

Country: Spain

Online Page View: 20.210

Sentiment: Positive

Category: Travel

Summary: The report shows Türkiye's Urartu Route unveils historical wonders like Van Castle and Akdamar Church. The Van Archaeological Museum delves into Urartian civilization, and the Ishak Pasha Palace showcases Ottoman-Seljuk architecture. Hosap Castle, from Urartian era, impresses with a unique dungeon. İğdır Caravanserai, a 13th-century trade stop, blends Armenian-Seljuk influences. This route ensures an enriching, unforgettable Turkish travel experience.

Which cities/events/products are promoted?: Van, Ağrı, İğdır



6 claves indispensables para descubrir la Ruta Urartu.

Begoña A. Novillo 11/01/2024

VAN – AĞRI - İĞDIR

URARTU ROTASI BASIN AĞIRLAMASI

05.12.2023 – 08.12.2023 - İSPANYA - YUNANİSTAN - ALMANYA

Publication: Madrid In&Out

Headline: “6 essential keys to discovering the Urartu Route ”

Date: 05.02.2024

Country: Spain

Audience: 80.700

Sentiment: Positive

Category: Travel

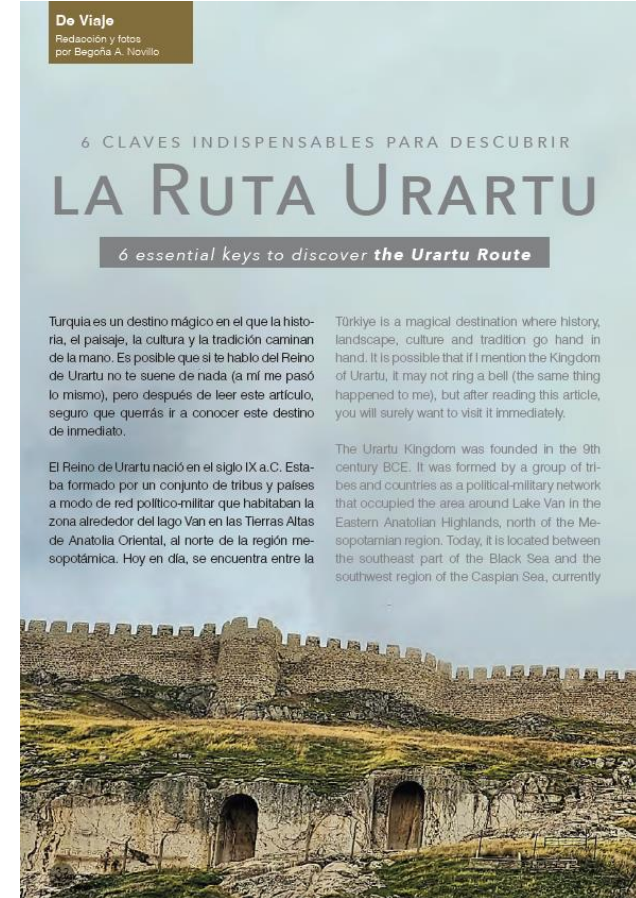
Summary: The report shows Türkiye's Urartu Route unveils historical wonders like Van Castle and Akdamar Church. The Van Archaeological Museum delves into Urartian civilization, and the Ishak Pasha Palace showcases Ottoman-Seljuk architecture. Hosap Castle, from Urartian era, impresses with a unique dungeon. Iğdır Caravanserai, a 13th-century trade stop, blends Armenian-Seljuk influences. This route ensures an enriching, unforgettable Turkish travel experience.

Which cities/events/products are promoted?: Van, Ağrı, Iğdır

Link: [MadridInOut_201.pdf](#)



Ek-1



VAN – AĞRI - İĞDIR

Sürdürülebilir Turizm Programı



Sürdürülebilir Turizm Ağrı Hedefleri



No	İller	Turizm İşletme ve Yatırım Belgesi				Basit Konaklama Turizm İşletme Belgesi				Yeni Belgesi (Belediye Ruhsatlı)				Tüm Tesisler				Belgelendirme Yüzdesi
		Tesis Sayısı	Belge Alan	Belgelendirme Sürecinde	Kalan	Tesis Sayısı	Belge Alan	Belgelendirme Sürecinde	Kalan	Tesis Sayısı	Belge Alan	Belgelendirme Sürecinde	Kalan	Toplam Tesis Sayısı	Belge Alan	Belgelendirme Sürecinde	Kalan	
04	AĞRI	48	48	4	-4	47	35	0	12	13	12	0	1	108	95	4	9	87,96%

29.02.2024 tarihinde güncellenmiştir.

Ađrı İT GK Faaliyetleri



Ađrı İTGP Toplantılar 2024



Ek-1

İl Tanıtım ve Geliştirme Programı Toplantıları

2024 Ocak-Şubat dönemi içinde İl Tanıtım ve Geliştirme Kurulu toplantısı gerçekleştirilmemiştir.