PRESS RELEASE
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ATRAX'S VISITOR RATE INCREASED BY 73%.

ATRAX, one of the largest meeting points in the entertainment, recreation, and leisure sectors, reached 18,736 visitors this year. Compared to last year, the expo saw a 73% increase in national visitor rate and a 27% increase internationally. Held across 55,000 square meters, the expo provided participants with the opportunity to explore industry innovations through thematic sections like AQUAFUN, OUTDES, and VENDIST. Nergis Aslan, Chairman of Tureks International Exhibition Organization and Exhibition Organizer, who announced that investments in the sector reached $420 million in Turkey in the first half of 2024, underscored that more than 160 million people visited these facilities in Turkey in 2024.

This year, ATRAX, with the motto "Building the Happiness Ecosystem," brought together all stakeholders of the sector in 5 halls and on a total area of 55,000 square meters, offering participants the opportunity to introduce thousands of products and services to industry professionals.

IMPORTANT STEPS WERE TAKEN FOR TRANSFORMATION AND SUSTAINABLE FUTURE IN THE SECTOR.

Nergis Aslan, Chairman of Tureks International Exhibition Organization, emphasized that ATRAX 2025 was a significant milestone in her post-closing statement. Aslan stated, "By bringing together the latest trends and innovative projects in the industry at ATRAX 2025, we aimed for everyone attending our expo to depart with a fresh vision for the future. With our theme this year, 'Contributing to a Sustainable Life,' we integrated improving societal life and sustainability. Throughout the expo, we provided an opportunity for idea exchange not only with exhibitors but also with participants who have initiated projects to transform the industry, aiming for a more livable and sustainable future. This year, we took significant steps to provide industry professionals with a new perspective. For the coming year, we plan to take strong steps towards creating more sustainable living spaces by bringing together innovative solutions in the industry with more participants and visitors."

ATRAX 2025 not only offered industry professionals the opportunity to conduct business but also provided opportunities for knowledge exchange and collaboration. Participating companies showcased their latest products and services while important information about the latest developments and future trends in the industry was shared through seminars and panels held during the expo. Growing each year with more participants and visitors, ATRAX continued to be one of the most significant global events in the entertainment and recreation sector. This year's event once again reinforced its position as a meeting point for professionals and brands in the industry.

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