

TOURISM TRANSPORT EXPO

SALES PARTNER TURKEY



From 20 to 22
February 2025
MARRAKECH

Sous Le Thème

Innovation, Collaboration, and the Future
of Tourist Transport in the Era of the 2030
World Cup 2030



Dossier Sttm

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MEDIA PARTNERS



INSTITUTIONAL PARTNER



ABOUT STTM

A Vision for the Future of Tourism Transport in Morocco

The development of the tourism mobility sector in Morocco is part of a strategic drive to position the Kingdom as a leading global destination. In the context of preparing for large-scale events such as the 2030 World Cup, this sector plays a pivotal role in enhancing the competitiveness of Moroccan tourism and supporting sustainable economic growth.

The Tourism Transport Fair in Morocco (STTM), to be held from February 20 to 22, 2025, in Marrakech, embodies this ambitious vision. By bringing together key players from the tourism industry, innovative and sustainable solutions, and cutting-edge technologies, STTM aims to be a platform for exchange, collaboration, and inspiration. The goal is clear: to drive positive transformation in the sector by combining operational excellence, environmental responsibility, and adaptation to the needs of an international clientele seeking unique and responsible experiences.



AN ESSENTIAL PLATFORM FOR THE TOURISM TRANSPORT INDUSTRY

« Innovation, Collaboration, and the Future of Tourist Transport in the Era of the 2030 World Cup »



STTM 2025 aims to attract over 8,000 visitors, including buyer delegations from five countries.

As part of the strategic vision set by His Majesty King Mohammed VI, Morocco has outlined ambitious goals for 2030, particularly in the field of tourist transport. The first edition of the **Tourist Transport Exhibition, scheduled for 2025 in Marrakech**, is emerging as a key driver for the growth and transformation of this sector. The primary goal is to boost tourist transport by improving road infrastructure, strengthening related professions, and driving innovation in transportation technologies, all in alignment with the national tourism vision for 2030.

"Innovation, Collaboration, and the Future of Tourist Transport in the Era of the 2030 World Cup"

An essential platform for the tourist transport sector
tourist transport exhibition

OBJECTIVES



STTM 2025 INVITES YOU TO ITS 1ST EDITION IN MARRAKECH FROM FEBRUARY 20TH TO 22ND, 2025

Organized by OMTT – Moroccan Tourist Transport Organization, the STTM stands as an essential gathering for professionals in the tourism mobility sector. This edition, focused on innovation and exchange, highlights international participation, reinforcing its role as a catalyst for the sector's transformation. A comprehensive program of scientific and technical activities will complement the event, providing a dynamic platform for sharing knowledge and expertise.

The Tourism Transport Exhibition attracts a diverse range of visitors, all seeking the latest innovations and solutions in the tourism transport sector. These targeted interactions will allow participants to explore collaboration opportunities, accelerate industry growth, and enhance the competitiveness of Morocco's tourist transport sector, aligned with the country's ambitious goals for 2030.

WHY EXHIBIT?

Business development

generate leads and close sales directly at the show, which can have a significant impact on your business results.

Competitive intelligence

monitor market trends, discover the latest innovations, and stay informed about what your competitors are doing.

Partnership opportunities

identify collaboration opportunities with other industry players, which can lead to joint projects and beneficial initiatives for all parties involved.

Increased visibility

Showcase your products, services, and innovations to a targeted audience of professionals in the tourism industry, enhancing your market visibility.

Networking

Meet potential partners, clients, and suppliers, and build strong business relationships.

Brand promotion

Enhance your brand's visibility to a qualified audience by exhibiting at a large-scale event.



EXHIBITOR PROFILES

Tourism Transport:

Airlines - Railway transport services - Tourist bus and shuttle operators - Maritime transport and cruises services

Electric and autonomous mobility:

Electric vehicle manufacturers - Developers of autonomous vehicle technologies - Electric charging solutions providers - Battery and electronic components manufacturers

Technology and innovation:

Start-ups and technology companies in the mobility sector - Fleet management software providers - Transport and booking application development companies - Electronic payment and ticketing solutions

Hospitality and accommodation:

Hotel chains - Alternative accommodations (Airbnb, vacation homes, etc.) - Booking and guest management platforms

Tourism and travel services:

Travel agencies and tour operators - Tourism and destination development consultants - Tour guides and accompanying services

Infrastructure and logistics:

Transport infrastructure designers and developers - Logistics solutions providers for tourism

Sustainability and environment:

Sustainable and eco-friendly transport solutions - Companies specializing in emission management and green energy - Organizations and associations promoting sustainable tourism

Safety and regulation:

Transport security systems providers - Regulatory compliance consulting firms - Risk monitoring and management technologies

Education and training:

Institutes and universities offering programs in tourism and mobility - Professional training organizations - Continuing education solutions providers

Banks and Insurance



Tourism Transport
Expo

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