



LANDSCAPE ISTANBUL FAIR 2025

POST SHOW REPORT

08-11 October'25

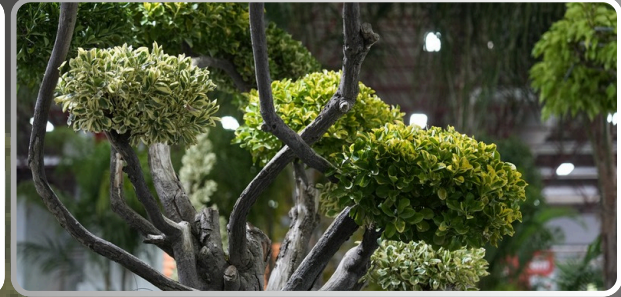
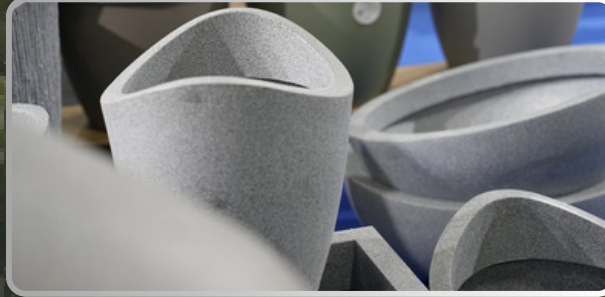


Istanbul Fair Centre
Yesilköy, Istanbul

LandscapeistanbulFair.com



@Peyzajistanbulfuari



OVERVIEW

4.128

Professional Visitors

54

Countries That Visitors Came From

240

International Professional Visitors

110

Exhibitors

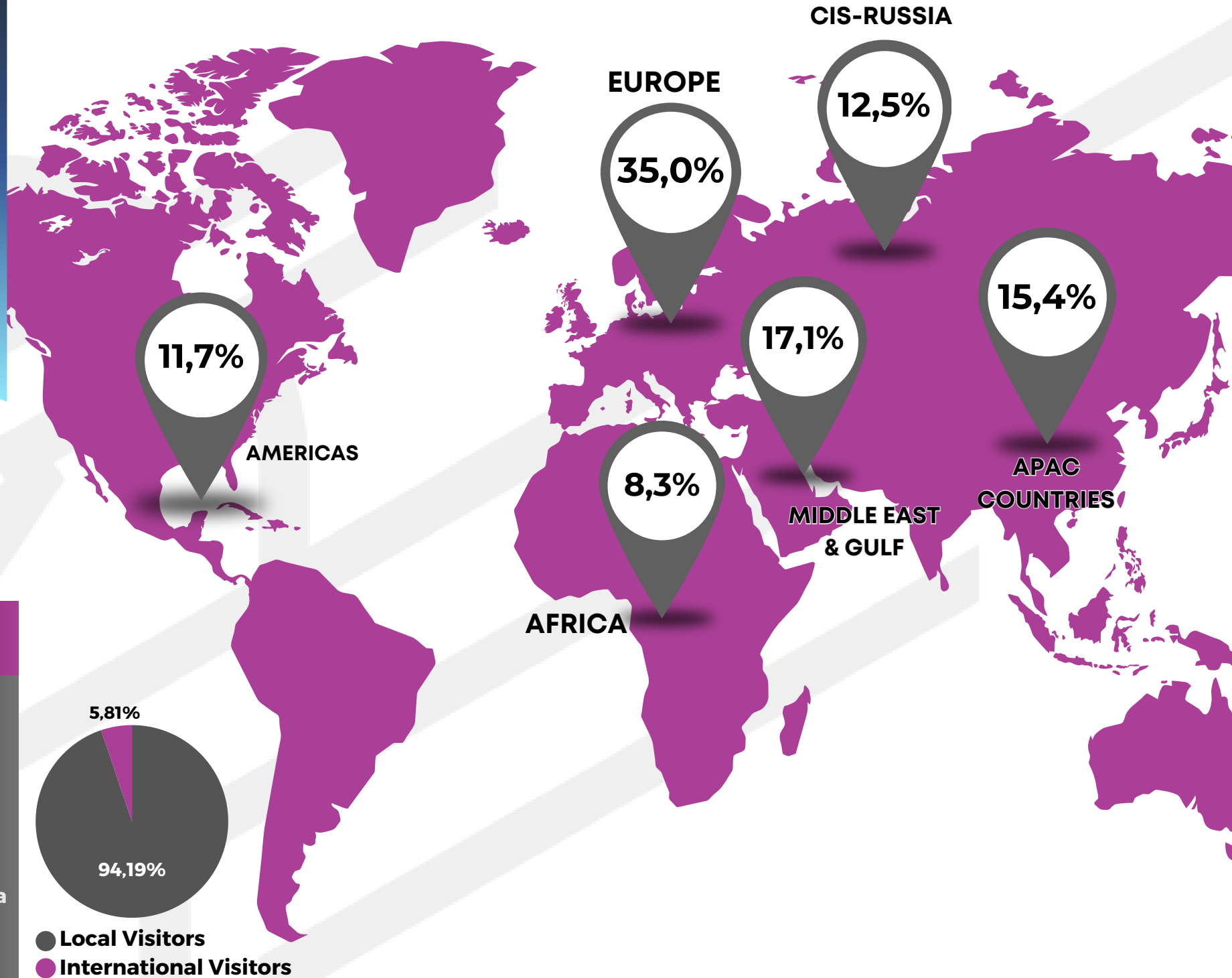
6.226 m²

Net Exhibiting Space



An increase of **12.5%** in 'the Number of Visitor Countries' can be seen compared to 2024.

INT'L VISITORS RATIO

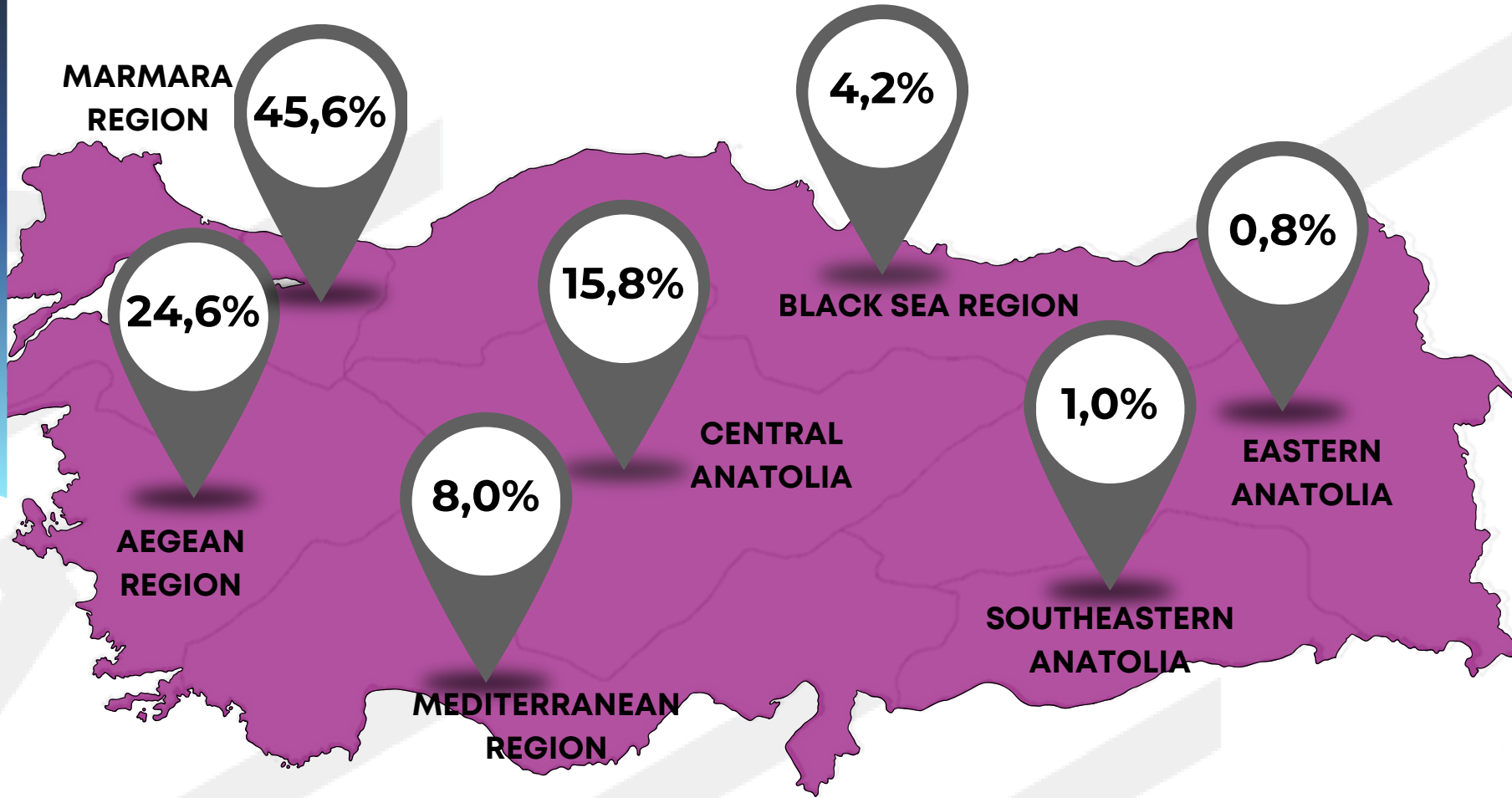


Top 10 Countries

Azerbaijan
Italy
United Kingdom
Iraq
China
El Salvador
Bulgaria
Bosnia and Herzegovina
Dominican Republic
South Africa

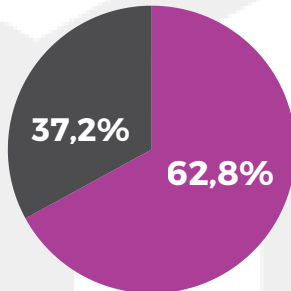
LOCAL VISITORS RATIO

Regional distribution of local visitors from outside Istanbul



Top 10 Cities

İzmir
Sakarya
Yalova
Ankara
Bursa
Kocaeli
Antalya
Tekirdağ
Konya
Manisa



● İstanbul
● Other Cities

Amount of Turkish Cities that Visitors Came From

54



VISITOR INTERESTS



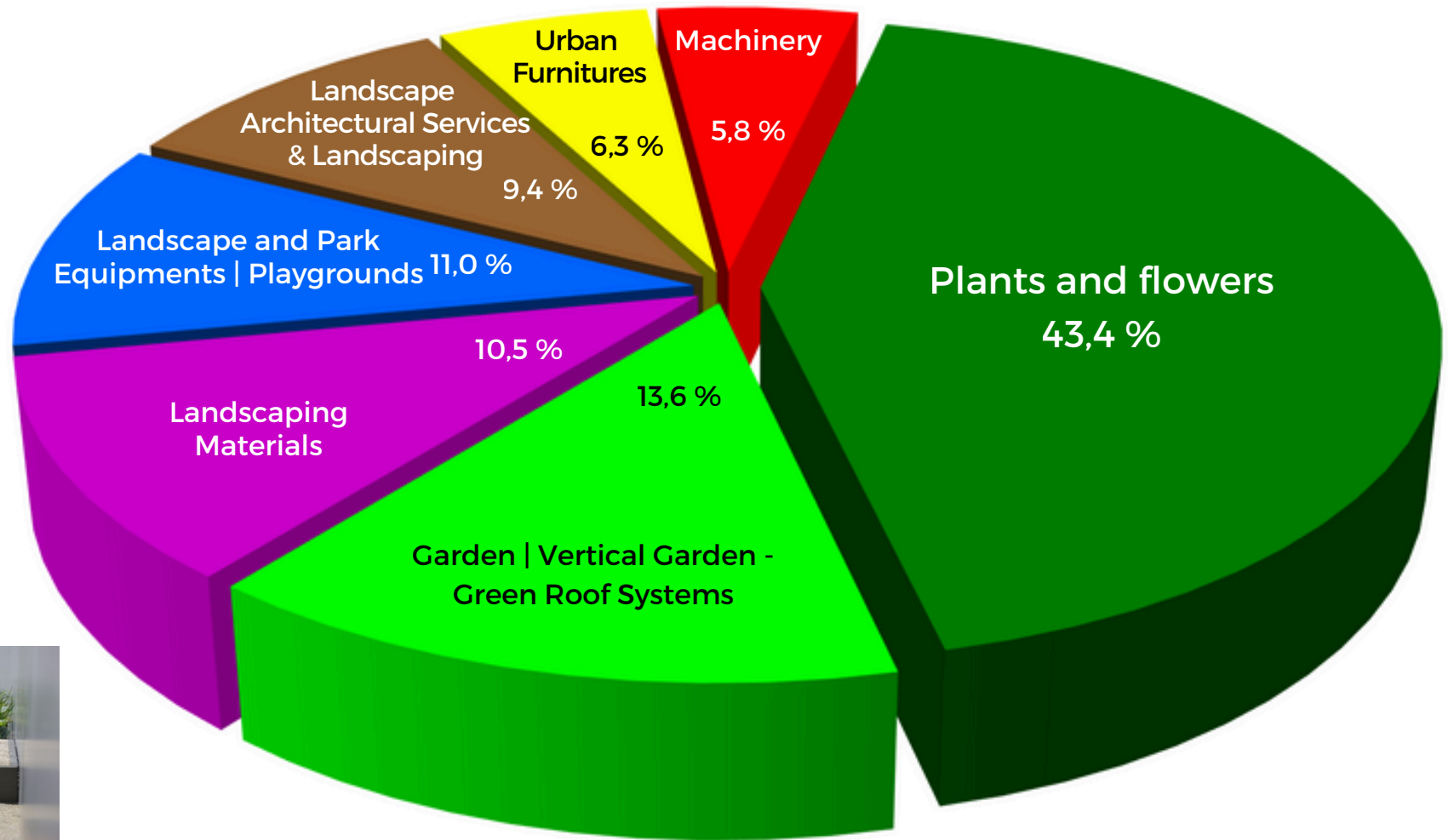
PRODUCT GROUPS THAT CAUSE VISITS

Landscaping Materials	10,5 %
Outdoor Ornamental Plants - Trees	9,8 %
Landscape Architectural Services & Landscaping	9,4 %
Indoor Ornamental Plants	8,3 %
Flowers	7,1 %
Seasonal Plants	7,3 %
Gardening Materials	6,9 %
Vertical Garden - Green Roof Systems	6,7 %
Covering Winding Plants	7,0 %
Urban Furnitures	6,3 %
Landscape and Park Equipments	5,8 %
Playgrounds	5,2 %
Machinery	5,8 %
Others	3,9 %

SOURCE OF VISITS

E-mails sent by Athena E-Newsletter	20,3 %
Social Media Accounts	21,2 %
Internet Ads News	13,6 %
Invitations by Athena Calls	8,1 %
Invited by an Exhibitor	8,5 %
Industry Publications Magazines	6,9 %
Press Written, Visual, and Digital	3,4 %
Others	18,0 %

PRODUCT GROUPS THAT CAUSE VISITS



LIF 2025 MARKETING ACTIVITIES

1.500+

CIP Card
Mailing

10.000+

Int'l Calls
for inviting

8.000+

English
Presentation Docs

10.000+

Turkish
Presentation Docs

12.000.000+

Displaying of
Social Posts

50.000+

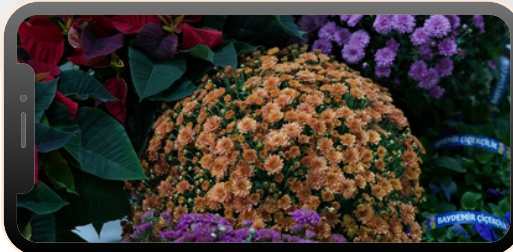
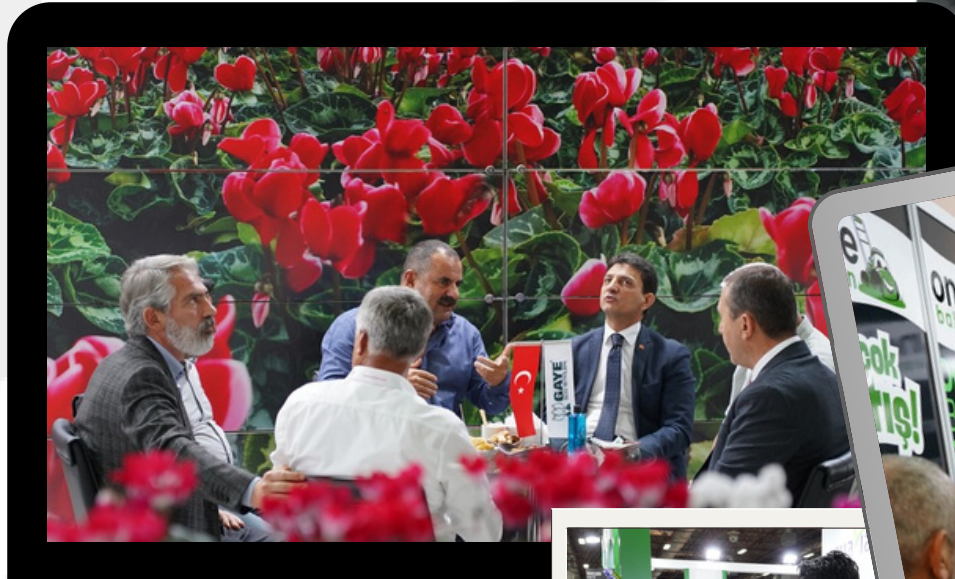
LinkedIN
Profile Engagements

1.100.000+

E-mailing to
int'l database

1.200.000+

E-mailing to
local database





**LANDSCAPE
ISTANBUL
FAIR 2026**



***Grown and proud
to be a part of nature!***

07-10 October'26



**İstanbul Fair Centre
Yesilköy, Istanbul**

LandscapeistanbulFair.com