

23rd EMITT Tourism Exhibition Opened Its Doors

EMITT - East Mediterranean International Tourism and Travel Exhibition- which is one of the four largest tourism exhibitions in the world, opened its doors for the 23rd time in TUYAP Fair, Convention, and Congress Center.

The Minister of Culture and Tourism Mehmet Nuri Ersoy, Governor of İstanbul Ali Yerlikaya, the Minister of Tourism and Environment of Turkish Republic of Northern Cyprus Fikri Ataoğlu, Chairman of Association of Turkish Travel Agencies Firuz B. Bağlıkaya, Chairman of Turkish Hoteliers Federation Osman Ayık, Chairman of The Turkish Tourism Investors Oya Narin, ITE Group EMEA Regional Director Kemal Ülgen and ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın has opened the exhibition.

EMITT is organized under the corporate sponsorship of Republic of Turkey Ministry of Culture and Tourism, T.R Governorship of İstanbul, İstanbul Metropolitan Municipality, and Turkish Airlines together with the support of KOSGEB and in the business cooperation of Turkish Hotels Federation (TÜROFED) and Turkish Tourism Investors Association (TYD).

EMITT - East Mediterranean International Tourism and Travel Exhibition, which is preparing to have a record-high number of foreign visitors, brings together all of the holiday destinations across Turkey on the same platform and hosts 1,100 exhibitors from 94 countries (a total of 5,602 firms with sub-exhibitors) this year. EMITT increased the number of exhibitors by 25 percent compared to the previous year. More than 57,00 people are expected to attend EMITT - East Mediterranean International Tourism and Travel Exhibition organized by ITE Turkey and ranked among the top 4 largest tourism exhibitions in the world.

EMITT continues to contribute to the tourism industry by growing 25%. Our country's goal is to attract 70 million tourists with 70 billion dollars-worth tourism revenue by 2023. Our goal in EMITT is also attracting 150,000 visitors from 150 countries.

Stating that there is a parallelism between the national tourism and EMITT, **ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın** said "We had the opportunity to clearly see the relationship between the growth in the national tourism and EMITT once again in January 2018. In the EMITT organized for the 22nd time in January 2018, we achieved phenomenal success by

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hosting 1,065 exhibitors from 85 countries and 54,364 visitors in EMITT. Today, EMITT opens its doors for the 23rd time. Today, everyone has contributed to this event we organize as one of the four largest tourism exhibitions. Therefore, we thank you all. Much like that of ITE Berlin which shapes the future of the world, a similar process is taking place in our exhibition held in Turkey. We achieved 25 percent growth with 100 countries as well as the participation of over 700 hosted buyers and hundreds of people from Turkey. Turkish Tourism will rise in 2019. We aim to attract 70 million tourists with 70 billion dollars earning and bring 150,000 visitors from 150 countries in 2023.”

Sharing his views regarding EMITT organization, **ITE Group Regional Director EMEA Kemal Ülgen** said "We are very proud that EMITT is one of the main exhibitions within the body of our company for 10 years. In the past year, we have grown by 25 percent compared to the previous year and welcomed 1065 exhibitors from 85 countries and over 54,000 visitors. We have performed many promotional activities in Turkey, Eurasia region, and around the world in order to provide support for Turkish tourism and will continue to carry out activities in this regard. Since its foundation, EMITT has been one of the most important platforms to contribute both to its visitors and exhibitors as well as the Turkish tourism industry.”

Stating that EMITT is one of the most important exhibitions that brings together the Turkish tourism industry elements, **Chairman of TTYD Oya Narin** added; "I would like to thank especially Ms. Hacer and ITE for their contributions. Exhibitions are very important to us. We come together, discuss our agenda, and spend time with our friends from international countries. This is why it is highly important for us.”

"EMITT's development continues by accelerating every day in parallel with the Turkish tourism industry and EMITT always makes us proud by being one of the few leading exhibitions in the world. EMITT is also an exhibition with two features: Its first feature is that it constantly follows the development, trends, and tendencies in the tourism industry in the world and keeps itself dynamic. Its second feature is that it acts as a bridge between continents, geographies in Turkey and it connects all institutions and organizations in the industry. Hence, it keeps going forward by becoming more successful each day.” stated the **Chairman of the Board of TÜROFED Osman Ayık**.

Chairman of TÜRSAB Firuz B. Bağlıkaya pointed out that they were very pleased to attend EMITT exhibition after 18 years as TÜRSAB: “Standing out with various events it hosts, İstanbul is a world heritage city which attracts more and more attention every year. This exhibition also offers exhibitors the opportunity to discover the beauties of the city. Turkey grew more than 3 times of the world tourism and broke a record in visitor numbers in 2018. The tourism industry, which provides more than 54 job opportunities and enables the economy to operate smoothly, raises the

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country image and functions as a medium for building relationships between countries. I would like to extend my sincere gratitude to our Minister and his team for their support to the industry by motivating the industry and understanding our problems well and showing a strong determination to find solutions.”

Governor Of İstanbul Ali Yerlikaya pointed out that EMITT is one of the leading international tourism exhibitions and added "I think that İstanbul EMITT Exhibition will be able to achieve the solid success which will always be pointed at as being future-forward in the coming period under the leadership of our ministry. Of course, it is no coincidence that the exhibition is being held in İstanbul. The İstanbul Airport, which was opened earlier will be one of the most important cornerstones of our times. When the airport is completed, we will bring a new dimension to the tourism industry of the country with a capacity of 200 million passengers. In the year 2000, 2.3 million tourists visited İstanbul. And in 2018, this figure reached 13.5 million. İstanbul has broken a new historical record in terms of tourism. Tourism share in the country’s economy exceeded 30%.

The Minister of Culture and Tourism Mehmet Nuri Ersoy said that they have revised their targets in tourism after he took office and that they changed their 2023 goals to 70 million tourists and 70 billion dollars. Indicating that TÜİK (Turkish Statistical Institute) had announced Turkey's 2018 tourism data in the morning, Ersoy said "The number of foreign tourists is 39 million 488 thousand. The number of Turkish visitors living abroad is 6 million 624 thousand. In total, 46 million 112 thousand tourists visited Turkey in 2018. Total tourism revenue exceeded 29.5 billion dollars. In 2017, per capita income was 681 dollars, and this figure was 647 dollars in 2018. This is an important data, but it is also a data that needs to be interpreted differently. We said that we will add one more important data. As of January 2019, we have stated that we will be announcing the income per person per night in the data announcements since it is this data that is real and important to us. In 2017, our revenue per person per night was 63.2 dollars. As it will be announced officially on February 7, our estimated revenue per person per night has reached 66.5 dollars. As of this year, there is an improvement in the revenue per person per night.”

Speaking of the goal to generate 70 million tourists with 70 billion dollars revenue; "After seeing this data, attracting 70 million people does not seem difficult. The important part is generating 70 billion dollars revenue. What does that mean? We need to increase our per capita income by 50% until 2023. In order to achieve this, we now need to make a transition from quantitative tourism to qualified tourists, which means focusing on tourists that generate revenue by other means than accommodation, stepping up to the next level. Since it is not possible for us to achieve a 50 percent increase in per capita income only by increasing accommodation revenue. We need to diversify and increase revenues earned outside of the accommodation.” stated the Minister Ersoy.

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Emitt continues with influential panels that will leave a mark on 2019. You can reach the details of the event on www.emittistanbul.com.

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