



**24th EMITT - East Mediterranean International Tourism and Travel Exhibition started today at TÜYAP Fair, Convention, and Congress Center. The exhibition was opened by T.R. Minister of Culture and Tourism, Mehmet Nuri Ersoy. The agenda of the tourism industry, which raised its targets for 2020, was discussed in the session of PRESIDENTS' FORUM at the Exhibition**

## **2019 WAS FULL OF RECORDS IN TERMS OF THE TOURISM INDUSTRY**

One of the top four tourism exhibitions in the world, EMITT - East Mediterranean International Tourism and Travel Exhibition started on Thursday, January 30 at TÜYAP Fair, Convention, and Congress Center. At the exhibition, which will be open between January 30 - February 2, 2020, exhibitors from every corner of the world, hosted buyers, and industry experts discuss the global and local agenda items of the tourism industry and 35 countries, the most popular tourist attractions in the world, and around 40 destinations in Turkey are presented. The Exhibition, which is attended by more than 200 hosted buyers from 20 countries, is expected to host 60,000 visitors this year.

24th EMITT opened its doors under the corporate sponsorship of T.R. Ministry of Culture and Tourism, T.R. Governorship of İstanbul, İstanbul Metropolitan Municipality, and Turkish Airlines together with the support of Small and Medium Industry Development Organization (KOSGEB) and business partnership of Turkish Hoteliers Federation (TÜROFED) and Turkish Tourism Investors Association (TTYD) and the opening ceremony of the Exhibition was filled with politicians and businessmen.

Delivering a speech at the Opening Ceremony of the Exhibition, The Minister of Culture and Tourism, Ersoy stated that they have set the target, which was \$34 billion revenue gained by reaching the target of 52 billion tourist arrivals in 2019, as 58 million tourist arrivals and \$40 billion of revenue for 2020. Ersoy continued his words as follows: "Surely, just giving figures is the easy part; however, to do what is necessary requires devotion. For steady growth, we must keep being diligent and stay open to the right strategies and policies of change to achieve steady growth. In this context, the first step is branding and promotional activities. Accordingly, we established the Turkey Tourism, Promotion, and Development Agency for the benefit of the industry and increased our promotional budget, which was \$18 million in 2018, to \$75 million in 2019 and \$180 million in 2020. We are working on new policies that will release the potential of each region. We continue our efforts to spread tourism to 12 months and expanding the tourism revenue base. At this point, the functions and activities of NGOs are significantly important. Emphasizing that EMITT, which brings together the right stakeholders, Mehmet Nur Ersoy said: "Thanks to all who contributed to the Exhibition."

Hyve Group Regional Director E&SE Kemal Ülgen pointed out that EMITT is a world-class tourism exhibition that supports the works of the Ministry of Culture and Tourism. Reminding that Turkey was the most visited 6th country in the world in 2019, Ülgen stated that "At EMITT, we will bring together more than 200 hosted buyers from 20 countries and about 60,000 domestic and international visitors. EMITT, which brings together all stakeholders with the support and leadership of our Ministry, continues its mission to be a platform to share ideas that support the tourism strategy of our country."

### **"Tourism in Turkey has broken records in 2019, and 2020 is going to be even better"**

Industry leaders shared their predictions for Turkey's 2020 Vision for the tourism industry in the panel titled "**President's Forum: Opinion Leaders Announce Their Predictions for Tourism in 2020**" that will be moderated by Bahattin Yücel, the Minister of Tourism of the 54th government of the Republic of Turkey. President of TTYD Oya Narin, Chairman of TÜROFED Sururi Çorabatur, and Vice Chairman of the Board of



TÜRSAB Ali Bilir evaluated 2019 in terms of the tourism industry and shared their predictions for 2020. At the panel, Oya Narin stated the following: “When we look at the investments, Turkey's fast recovery from the crisis it experienced and return to the growth trend is a very positive improvement. Our ability to reverse crises into opportunities and achieve growth quite rapidly surprises all our stakeholders abroad and attracts the attention of international investors. Our expectation for 2020 is to reach the numbers we achieved in 2014 again. For us, 2020 will be a year in which a completely upward trend begins. The interval between the years 2020 and 2033 will be a period in which Turkey will potentially become a major player in the world tourism industry not only in terms of bringing tourists to the country in the commercial sense; but also with respect to its integration into the world tourism and it will increasingly become a center of global attention.”

Another participant of the panel, Ali Bilir, stated that despite the unfortunate developments in 2015, the Russians ranks the first in terms of the expectations regarding the tourist arrivals for 2019 and 2020. Stating that German tourists ranked second, Bilir stated that 2.4 million tourists from Bulgaria are hosted and the number of tourists coming from Arab countries is gradually increasing. Saying that since 2005, the number of tourist arrivals has increased and 2020 started well in terms of the tourism industry, Bilir added that in 2019, people came to realize that the tourism industry is an indispensable and significant strategical area. He further said that the net tourism income met the foreign trade deficit in 2019 and that this success was due to good quality service & facility and working day and night. Bilir continued his words as follows: “Law gaps in the tourism industry should be filled as soon as possible. I believe that as long as we do not spread tourism to 12 months, remove the concept of the all-inclusive system from our agenda and leave the approach based on the sun, sand, and sea behind, we will have a really hard time increasing the revenue per tourist. Investments that will attract a lot of tourists in 7 regions across all 12 months are important.

Chairman of the Board of TÜROFED, Sururi Çorabatır stated that Turkish tourism professionals have self-confidence as they trust their investments, facilities, and prices; and, thanks to the development of interstate relations, the number of visitors coming from Russia has increased and together with the number of tourists coming from Germany, 2019 was a year full of records. Çorabatır further said: “I think that 2019 has seen a growth of 17-18 percent. The pleasing part is that as well as Antalya, which is our fastest-growing tourist destination before, Cappadocia and Pamukkale have seen improvement. The Aegean region has also made a great progress. Tour tourism has seen around 15-17 percent growth in all regions and gave us hope. For that reason, we ended 2019 with success. We should increase the revenue per tourist by further diversifying the tourism types.

### **Istanbulites will be Treated to Different Experiences with VR technology**

Visitors will be able to see the “Mona Lisa: Beyond The Glass” presented by the Louvre Museum for the first time in Turkey starting from the second day of the exhibition. VR will allow people to examine the fine details of the painting, which was painted on a wooden panel, with a closer look and to observe the texture of the wooden panel and the cracks on it through the layers of paint. Exhibitors will be able to experience the use of “virtual reality” through VR content tailored for each day's theme. They will have the opportunity to take a tour in Göbeklitepe which changed the world history, at the crowded streets of Tokyo or Colosseum which depicts Rome and the story of the city with virtual reality glasses at EMITT. Exhibitors will have the chance to discover what is going on in the summit with realistic and impressive visuals thanks to Everest VR.

For any further details regarding the EMITT 2020, which is preparing to host record-high number of international visitors and tourism professionals in its 24th edition as every year, please visit [www.emittistanbul.com](http://www.emittistanbul.com).

#### **About Hyve Group**

Hyve Group is an international exhibition company that organizes more than 120 events in the world with 17 global offices in 14 countries with more than 1,000 experienced personnel. Hyve Group is a next-generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape industry innovation. Hyve Group plc was announced as the new brand name of ITE Group plc in September 2019, following its significant transformation under the Transformation and Growth (TAG) program. Our vision is to create the



world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers. In Turkey, Hyve Group organizes the leading exhibitions of Turkey in the industries of construction (**Yapı – Turkeybuild İstanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood İstanbul**), rail systems and logistics (**Eurasia Rail**), by drawing its strength from the global network in the region.

**For detailed information:**

**Bersay Communications Consultancy**

Ayben Cumalı / +90 554 844 68 05 / [ayben.cumali@bersay.com.tr](mailto:ayben.cumali@bersay.com.tr)

Kağan Konçak / +90 506 994 19 73 / [kagan.koncak@bersay.com.tr](mailto:kagan.koncak@bersay.com.tr)