

23rd EMITT Tourism Exhibition Continues At Full-Speed with A Record-High Participation

EMITT, the East Mediterranean International Travel and Tourism exhibition, which is one of the top four tourism exhibitions worldwide and opened on Wednesday, January 31 is continuing at full speed with a record-high participation by hosting 1,100 exhibitors (a total of 5,602 firms with sub-exhibitors) from 94 countries. The exhibition is waiting for both the tourism professionals and those who want to make their holiday plans at reasonable prices.

EMITT, which hosts 1,100 exhibitors (a total of 5,602 firms with sub-exhibitors) continues to attract intensive attention in its second day with the topics and visitors that lead the tourism industry and exciting events continue to take place at the booths.

Tourism professionals from all over the world meet at EMITT

The number of exhibitors attending EMITT-The East Mediterranean International Travel and Tourism exhibition has increased by 25% compared to the previous year. This year as well as the participation of Brazil, Japan, China, Georgia, South Korea, South Africa, Azerbaijan, Cuba, Macedonia, Greece, Bosnia and Herzegovina, Uzbekistan, Nepal, India, TRNC, Bulgaria, Lebanon, Maldives, Mongolia, Kosovo, Palestine, Serbia, Kyrgyzstan, and Iran; Indonesia and Malta are participating at the ministerial level. Additionally, new companies from Finland, Poland, and Thailand are participating as exhibitors for the first time. The tradition of bringing together the tourism industry representatives with tourism professionals from all over the world continues this year as well. Within this scope, the Hosted Buyer program is being organized. Within the scope of the program, around 700 invited tour operators from over 100 countries are welcomed this year. Companies from Asia, Europe, the Far East, and Latin America show great interest in EMITT.

Striking topics and everything related to the tourism industry will be discussed in Emitt 2019!

During the four-day event, different topics will be discussed by the leading names coming from different industries. Projections concerning the tourism road map, tourism economy, steps to be taken in order to achieve a permanent recovery in the tourism industry, and the future of the tourism industry are being discussed.

In the first day of the exhibition Journalist, Broadcaster, Economics Commentator Emin Çapa mentioned steps to be taken in order to achieve a permanent recovery in the tourism industry and to use it as a driving force in his speech titled as "Is it tourism that will save Turkey?" Çapa

also examined the comparative data analyses, the connection of tourism with other countries, and its relationship with other industries.

‘New trend: “Being Trend Itself” panel hosted important guests

The panel 'New Trend: Being Trend Itself' held in cooperation with Skal, the questions as 'What are the megatrends that affect the tourism industry?' 'What will the global tourism consumer care about in the coming period?', 'What kind of holiday he/she wants?' 'What are the channels that he/she uses when planning a holiday?' 'What is the importance of destination tourism in global trends?' 'Is the Generation Y the new locomotive of tourism?' were addressed and the panel was moderated by Skal President Ata Eremsoy. Regional Director for Sourcing at Hotelbeds Arzu Harley, Emirates Airlines Turkey, Romania, and Bulgaria Regional Manager Bahar Ahmet Birinci, Consumer Insights Director of Nielsen Turkey Nur Serenli attended the panel as speakers and addressed important topics.

Rediscover the Importance of Destination Marketing in the Axis of Local Development and Tourism

Questions such as 'Which destination strategies are needed to spread the Tourism in Turkey to all 12 months?' 'How can a road map be created in the local development plan?' 'Which elements can be emphasized within the scope of the destination tourism?' 'How can we distinguish ourselves among many other destinations?' 'What do tour operators and travel agencies pay attention to when creating a package?' were answered by Blogger Alper Metin, Secretary General at Twin Cities World Tourism Association Hüseyin Baraner, Traveler and Guide Süha Uyar and Piri Guide Co-founder & CEO Tülin Yücel and the session was moderated by Dr. Edward Dramberger, Principal of Destination at Dr. Consulting.

In the panel held following the presentation 'Increasing Visitors with Content Marketing' by Murat Özbilgi in cooperation with Gezimanya, how influencers whose tweets, a few second videos or text posts are powerful enough to mobilize millions of people and create value for tourism destinations and how they can provide a high return on investment for tourism brands was discussed. The speakers of the panel included Evde Yokuz team and Nordic Travel Bloggers Founding Partner Janicke Hansen.

Tourism Has Never Been So Digital!

We have long been talking about digitalization and new applications are constantly emerging. It is very confusing to choose one of them. Questions such as 'What will be the effects of digitalization on both the operational side and communication and marketing?' 'How should we make use of technology as now it has become the new language of the new generation?' 'Do you know which technologies you need to have in order to be one step ahead of your competitors?' were addressed. In this panel, essential technologies which are not that expensive but will have a rocket impact on your business were discussed. Tourism Visionary and FTI Group / MP Hotels Country General Manager Ahmet Pandır, Producer and

Communication Consultant Elif Dağdeviren, and President of Travel Tech Global Ferda Kertmelioglu attended the panel which is moderated by Futurist Hotelier Dr. Cem Kinay.

In the third day of the exhibition, the answers to the questions such as 'What are the characteristics of the generation Y which is expected to transform the tourism industry to a great extent?' 'What should be offered to them in order to make them choose a tourism company or destination?' 'What are their preferred communication channels to respond?' were answered by Futurist, Economist, T-Human & Head Of Digital Agency Ufuk Tarhan. Afterwards, curious questions were answered with the participation of The Youngest Turk to Set Foot on All Seven Continents Barkın Özdemir.