



Press Release

December 12, 2019

EMITT, one of the top four tourism exhibitions worldwide, will host world tourism professionals and holiday consumers for the 24th time between January 30 - February 2, 2020. VR Experience Area and the concept of Tourism 4.0 will leave a mark on the exhibition. Exhibitors will have the chance to visit the virtual exhibition **Mona Lisa: Beyond the Glass** for the first time at EMITT in Turkey and make a cultural tour to Göbeklitepe and Mount Everest via VR technology.

A TECHNOLOGY FESTIVAL AT EMITT EXHIBITION: İSTANBUL IS HOSTING THE VIRTUAL MONA LISA

Hyve Group, which brings together thousands of foreign investors with domestic business partners every year by organizing exhibitions for the locomotive industries of the Turkish economy, will organize EMITT for the 24th time between January 30 - February 2, 2020. EMITT will be held in Tüyap Fair, Convention, and Congress Center under the corporate sponsorship of T.R. Ministry of Culture and Tourism, T.R. Istanbul Governorship, Istanbul Metropolitan Municipality, and Turkish Airlines along with the support of Small and Medium Enterprises Development Organization (KOSGEB) and under the business partnership of Turkish Hoteliers Federation (TÜROFED) and Turkish Tourism Investors Association (TTYD). The exhibition will focus on the digitalization process of the tourism industry in terms of marketing and services, while the visitors will witness a wide range of technological shows. In collaboration with HTC Vive, tourism professionals will be able to experience the effective use of Virtual Reality technology and participate in technology talks via VR content tailored for each day's theme.

Virtual Mona Lisa Exhibition

The virtual exhibition **Mona Lisa: Beyond The Glass**, which will be experienced by the visitors via VR technology, is one of the most interesting events of EMITT. VR technology is becoming a new way for museums to reach people inside and outside of their walls. The first virtual reality experience presented by the Louvre Museum, **Mona Lisa: Beyond the Glass** Exhibition, is getting ready to meet the tourism professionals and exhibitors at EMITT Exhibition in Turkey for the first time. Virtual reality technology allows you 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. Using technology to see the Louvre Museum and Mona Lisa will shed light on the key role the digitalization plays in tourism.

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Göbeklitepe and Climb to the Mount Everest will be experienced at EMITT

On the 3rd day of the exhibition, Göbeklitepe, which is home to the world's oldest collection of cult structures in human history, will be the next stop where the VR technology is used. As 2019 was announced as the "Year of Göbeklitepe," this destination will be discussed on Saturday, February 1 with the title of **"Is it possible to transform tourism with the 'Göbeklitepe' which changed the history?"** on the Conference Stage. Following this experience where the online world merges with the offline world and which will contribute to the promotion of Şanlıurfa, the next VR experience destination will be the highest peak in the world, Mount Everest. Exhibitors will have the opportunity to discover what's going on in the summit with realistic and impressive visuals thanks to Everest VR. Exhibitors that want to share the summit experience will be able to conquer the summit of Everest after preparing for the expedition at Basecamp, traversing the terrifying Khumbu Icefall, spending the night at Camp 4, and ascending the perilous Hillary Step.

EMITT Exhibition, which will provide its exhibitors with the opportunity to take a tour at the crowded streets of Tokyo and glide over the historic Colosseum in Rome with Google Earth VR, and make it possible to travel and experience the world digitally as if walking through the streets of İstanbul, will highlight the importance of technology-supported user experience and the contribution of digitalization to the tourism industry.

With the technique of Spatial Photogrammetry, which is the by-product of endeavors to differentiate the virtual reality technology and obtain more realistic images, EMITT visitors will be able to visit Cologne Cathedral and experience areas that even the real museum visitors have no access. The project of the award-winning team at the prestigious South by Southwest (SXSW) festival will be the focus of attention for all technology and travel lovers.

EMITT - East Mediterranean International Tourism and Travel Exhibition, which is preparing to host a record-high number of international visitors and tourism professionals in its 24th edition just like every year, continues its mission of being a platform where the new agenda items of the tourism industry are discussed. EMITT Exhibition, which creates value for all the exhibitors and continues to lead the industry with useful content and collaborations, will offer the opportunity to talk with experts on digitalization, online sales, and digital marketing in the light of case studies with a particular focus on Tourism 4.0.

EMITT has an extensive events program

As in the previous years, EMITT - East Mediterranean International Tourism and Travel Exhibition, which is preparing to host foreign visitors and tourism professionals in its 24th edition just like every year, achieved a great success last year by hosting 5,620 exhibitors and 57.470 visitors from 94 countries. At EMITT 2020, which is expected to reach a record-high participation rate, all aspects of the tourism industry will be discussed in the Presidents' Forum where the leading institutions of the industry including TTYD, TÜROFED, and TÜRSAB will be hosted. "Disruptive Global and Local Trends

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in Tourism" will be examined under the moderation of Hüseyin Baraner and "Increase the Performance of Your Digital Sales Channels" session will be moderated by HotelRunner Co-founder Arden Agopyan. Traveler Elvin Levinler, Bülent Hacıömeroğlu, and Travel Writer Sevil Mert will attend the session "Are Influencers Just a Fad or An Effective Solution?" moderated by Gezimana Founding Partner Murat Özbilgi.

For more detailed information about EMITT, please visit emittistanbul.com/Etkinlik-Programi/.

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events worldwide 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 the 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.

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