



One of the top four tourism exhibitions in the world, 24th EMITT - East Mediterranean International Tourism and Travel Exhibition, achieved huge success by bringing together 44.321 visitors and around 1000 exhibitors from 103 countries in Istanbul. 24th EMITT Tourism Exhibition signaled that the rise of the tourism industry will continue in 2020 and the industry will reach its targets in the coming year.

24th EMITT Tourism Exhibition Hosted 44.321 Visitors This Year!

The goals of increasing income per tourist and strengthening local tourism assets in 2020 and beyond were the highlights of the 24th EMITT - East Mediterranean International Tourism and Travel Exhibition, which was opened with the participation of the Minister of Culture and Tourism of the Republic of Turkey Mehmet Nuri Ersoy. 24th EMITT Tourism Exhibition was held under the corporate sponsorship of T.R. Ministry of Culture and Tourism, T.R. Governorship of Istanbul, Istanbul 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) between January 30 - February 2 at TÜYAP Fair, Convention, and Congress Center. As one of the top four tourism exhibitions in the world, 24th EMITT Tourism Exhibition hosted more than 44 thousand visitors and around 1000 exhibitors from 103 countries. At EMITT 2020, 200 tour operators from 20 countries took part in the Hosted Buyers Programme and held over 4,476 business meetings with exhibitors!

Tourism, Travel and Fashion Group Director of Hyve Group, Hacer Aydın stated that she believed that the dynamism which was present at the EMITT Tourism Exhibition, where the world's top tourist attractions and the destinations in Turkey which became or on their way to becoming city brands are showcased, will contribute to the rising tourism targets of Turkey. Aydın continued her words as follows: "By discussing the global and local dynamics of the tourism industry with exhibitors from all over the world, hosted buyers, and experts in the industry, we have identified our predictions for 2020 and beyond in terms of the tourism industry. We argued about the role of technology and digitalization in tourism promotion and marketing. As the stakeholders of the industry, we had the opportunity to evaluate how we can contribute to the target of achieving "58 million foreign tourists and \$40 billion tourism revenues" set by our Ministry of Culture and Tourism in this year. In this respect, EMITT has been a stimulating and productive event for our country's tourism industry."

Increased Business Volume of EMITT Shows the Confidence in the Turkish Economy."

Pointing out that EMITT has made a significant contribution to the hotel occupancy rates and airline revenues in Istanbul and underlining the added value it provides to the Turkish and Istanbul's economy, Hacer Aydın said: "The current position of EMITT and the amount of interest it attracts from the world indicates the confidence in the Turkish economy at a global scale and shows that the tourism industry has entered a growth trend. Aydın continued her words as follows: "The huge interest in our exhibition is one of the most important indicators of the positive growth expected in the tourism revenues of our country and the number of tourist arrivals for 2020. At the 24th EMITT Tourism Exhibition, we brought together important assets



and brands in our country's tourism industry with 200 hosted buyers from 20 countries. In 2019, tourism revenues reached a volume that can close the current account deficit alone. Therefore, both with our foreign visitors and hosted buyers we hosted in EMITT and Istanbul, and 4,476 appointed business meetings that we prepared the ground for, we have seen the significance of EMITT for Istanbul and Turkey and strategic importance of the tourism industry in our country once again. After the end of our Exhibition, I think we can say that 2020 will be a year that we will work and achieve more.

In addition to increasing the trade volume, EMITT has also turned into information, inspiration, and networking platform for exhibitors and visitors with its comprehensive conference and events program. In EMITT, which has been serving the industry for 24 years and striving to further expand the industry, tourism economy, trends that lead the industry, stand-out destination, and technological innovations that will leave a mark on the next decade were on the agenda under 5 main themes: FORUM, FUTURE, 4.0, FOCUS, EXPERIENCE.

Increasing revenue per-tourist income is the common goal

In 10 industry-related sessions held at the Exhibition, 45 expert speakers delivered speeches and enlightened tourism professionals. As in the previous years, Presidents' Forum attracted great attention. The session titled "President's Forum: Opinion Leaders Announce Their Predictions for Tourism in 2020!" which brought together the opinion leaders within the industry and moderated by Bahattin Yücel, the Minister of Tourism of the 54th government of Republic of Turkey, was held with the participation of the Vice President of TÜRSAB Ali Bilir, President of TTYD Oya Narin, and Chairman of TÜROFED Sururi Çorabatır. In the session in which the importance of EMITT was emphasized the things that needs be done to increase revenue per industry and tourist were thoroughly discussed.

Stating that in terms of the investments, Turkey's fast recovery from the crisis it experienced and return to the growth trend is a very positive improvement, President of TTYD Oyan Narin said that Turkey's speed recovery from the crisis attracts the attention of international investors. Narin added that 2020 will be a year in which Turkey will be integrated into world tourism. Underlining the importance of increasing revenue per tourist, TÜRSAB Vice President of TÜRSAB, Ali Bilir stated that it is very important to spread tourism to 12 months and leave the concept of the all-inclusive system. Chairman of the Board at TÜROFED, Sururi Çorabatır also pointed out that the tourism industry has seen a growth of around 17% in 2019 and revenue per country would increase by further diversifying the tourism types.

A New Marketing Approach in Tourism Industry Through VR

As well as the sessions in which the direction of the tourism industry in Turkey and in the world were discussed in detail, new approaches in tourism marketing were also presented to the tourism professionals.

With 5 special VR experiences, exhibitors and visitors met the future technologies in tourism marketing. VR experiences such as Virtual Mona Lisa Exhibition, Göbeklitepe, and Everest drew a great deal of interest among the visitors throughout the exhibition. In the VR Experience Area, hundreds of visitors had the opportunity to visit and observe the destinations they were unable to see before in detail with VR glasses and obtained information about these destinations. With over 50 exhibitor companies and 12 event partners, 24th EMITT presented a dynamic and exciting exhibition environment.



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 Istanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood Istanbul**), rail systems and logistics (**Eurasia Rail**), by drawing its strength from global network in the region.

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