



İstanbul, one of the 10 most popular tourist destinations in the world, will host EMITT, which serves as one of the top four tourism exhibitions worldwide, for the 24th time between January 30 - February 2, 2020. T.R. Ministry of Culture and Tourism, T.R. Governorship of Istanbul, Istanbul Metropolitan Municipality, and Turkish Airlines are among the sponsors of the exhibition.

EMITT'S CONTRIBUTION TO TURKISH ECONOMY HAS EXCEEDED TRY 15 BILLION IN THE LAST 5 YEARS

EMITT, which brings together thousands of domestic and foreign investors from the tourism industry every year, will take place at TÜYAP Fair, Convention, and Congress Center between January 30 - February 2, 2020. EMITT Tourism Exhibition, which is organized by Hyve Group, will be organized in İstanbul for the 24th time, hosting 13.4 million tourists in 2018 and ranked as the world's 8th most visited city among the world's top tourist destinations, according to the Mastercard Global Destination Index 2019. This year, the exhibition will be held under the corporate sponsorship of T.R. Ministry of Culture and Tourism, T.R. Governorship of Istanbul, Istanbul Metropolitan Municipality, and Turkish Airlines along with the support of Small and Medium Enterprises Development Organization (KOSGEB). Turkish Hotels Federation (TÜROFED) and the Turkish Tourism Investors Association (TTYD) are also among the business partners of the Exhibition.

EMITT-East Mediterranean International Tourism and Travel Exhibition, which has achieved a great success by hosting 5,620 exhibitors and 57,470 visitors from 94 countries in the 23rd EMITT, is preparing to host a record-high number of foreign visitors and tourism professionals in its 24th edition just like every year.

Representatives of 20 foreign countries in total including Bulgaria and Indonesia, Malta, India, Serbia, Azerbaijan, Uzbekistan, Japan, Korea, TRNC, Maldives, Nepal, China, Palestine, Georgia, Cuba, Macedonia, Bosnia and Herzegovina, Brazil and Kosovo, which are among the countries sending the most tourists to Turkey, have also started preparations for the Exhibition.

İmamoğlu: “EMITT will continue to hold a very important place in the new vision of İstanbul”

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Reminding that it is the responsibility of all actors of the tourism industry and all Istanbulites to increase the tourism potential of İstanbul, Ekrem İmamođlu, Mayor of İstanbul Metropolitan Municipality, emphasized that İstanbul can become an exemplary application model for the world tourism industry with the harmony and cooperation of all segments.

Saying "With the İstanbul Tourism Master Plan that will be prepared, İstanbul Tourism Workshop, which will enable all tourism industry actors to make decisions with a shared wisdom, Investment and Promotion Agency of İstanbul, and the educational mobilization for citizens, we will implement an exemplary vision of a holistic and coordinated management of tourism industry in a short while. Stating "There is no doubt that East Mediterranean International Tourism and Travel Exhibition, EMITT, will continue to hold a very important place in this new vision of İstanbul as well," İmamođlu underlined that EMITT is an outstanding educational and experience-sharing platform as well as being one of the world's leading tourism exhibitions.

Annual contribution of over TRY 3 billion to the tourism industry in Turkey

Stating that the exhibition has a business volume contribution at an annual average rate of TRY 3 billion to the Turkish tourism industry thanks to the partnerships and sales agreements for which it paved the way, EMITT Exhibition Director Hacer Aydın emphasized that they will continue to increase this contribution, which has reached TRY 15 billion in the last 5 years.

Aydın underlined that EMITT, which is the meeting point of tens of thousands of professionals from the tourism industry every year, is an outstanding training and experience sharing platform. Aydın continued her words as follows: "Having contributed substantially to the acquisition of holiday shopping habits among consumers from all income groups in Turkey, branding of cities and regions, and transformation of numerous cultural assets into revenue-generating touristic values for 23 years, EMITT is the most important door of Turkish tourism industry opening into the world."

Saying that EMITT paved the way for the emergence of many new holiday and tourism destinations in Turkey, Aydın underlined the role of EMITT in branding of cities and even the villages in Turkey and bringing together domestic & foreign tourists.

Emphasizing the high demand for the Hosted Buyer program, Hacer Aydın stated: "Companies from Asia, Europe, Far East, and Latin America show interest in EMITT and apply for our program. Most of the applications came from the Far East." Pointing out the importance of the booking

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system for the meetings held during the exhibition period, Aydın stated that the efficiency has increased thanks to the business model that has been used since 2017.

Tourism 4.0 and Branding are the Most Important Agenda Topics

EMITT - East Mediterranean International Tourism and Travel Exhibition, which is prepared to host a record-high number of foreign visitors and tourism professionals in its 24th edition just like every year, will continue to lead the industry with useful content and partnerships that create value for all exhibitors.

Stating that the topics such as customer-oriented digitalization, personalization, how to meet the expectations and demands of the post-2000 generation, will constitute the agenda of the 24th EMITT, Aydın continued her words as follows: "At EMITT 2020, we will go over the slogan of 'Tourism 4.0' announced by the Ministry of Culture and Tourism in detail. We will thoroughly discuss the topics including evaluation of brand perception in Turkey, the creation of a roadmap for the country's tourism industry, and finding of up-to-date and smart solutions. We will prioritize the needs of tourism consumers while discussing these issues. Moreover, tourism consumers and tourism professionals will be provided with the opportunity to experience at first-hand how virtual reality can be effectively used in tourism in the VR Experience Area developed under the hosting of EMITT and with the partnership with HTC."

EMITT's extensive event program leads the industry

Presidents of the associations will share their expectations, predictions, and suggestions at EMITT 2020, which will host the industry's leading institutions such as TTYD, TÜROFED, and TÜRSAB as in the previous years.

The days filled with conferences, keynote presentations, workshops, stage shows of domestic and international exhibitors, and VR experience will be waiting for the visitors in the event program that will be held simultaneously with the exhibition. The partners of the events program include Gezimanya, Culinary Tourism Society, Hotelrunner, TTYD, TÜROFED, TÜRSAB, Urban Strategy Partners, and HTC Vive.

The session of "**Made in Turkey In Tourism**", which will be held within the event program that will take place during the exhibition, Futurist Cem Kinay, Brand Architect Ömer Şengüler, Author, Consultant Fatoş Karahasan, and Chef Vedat Başaran will discuss the branding of Turkey and examine the impact of digitalization in this regard. In the "**Tourism Moves for Destination**

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Marketing by Municipalities” panel, officials from the metropolitan municipalities will share their local brand strategies and the contribution of this approach to the tourism industry of the region. While discussing different markets in **"Next Generation Tourism Trends to Improve the Economy"** session, Digital CEOs will come together in the **"Increase the Performance of Your Digital Sales Channels"** session. EMITT international exhibitor companies will be hosted and promotion strategies of the global world will be addressed under the moderation of Founding Member of the Tour Operators Platform, Cem Polatođlu.

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

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