



One of the top 4 tourism exhibitions in the world, EMITT is preparing to bring 25 provinces and 22 districts of Turkey and the world together. In EMITT, where natural beauties, historical & cultural assets, and local delicacies will be introduced to thousands of local and foreign exhibitors, the highlights of the exhibition will be destination brands of Anatolia.

DESTINATIONS IN TURKEY WILL BE PRESENTED AT EMITT TOGETHER WITH THEIR HISTORY AND LOCAL DELICACIES

Bringing together foreign investors and potential business partners by organizing exhibitions for the Turkish economy's strategic industries, Hyve Group will gather tourism destination brands of Turkey and tourism industry members together at the 24th EMITT-East Mediterranean International Tourism and Travel Exhibition. At the Exhibition, which will be held in TÜYAP Fair, Convention, and Congress Center between January 30 - February 2, 2020, 25 provinces from Antalya to Trabzon, Diyarbakır, Balıkesir, Muş, and Ardahan, will showcase their touristic assets.

In addition to the provinces, public institutions and organizations representing 22 districts that are on their way to becoming city brands are looking forward to introducing their cultural assets and local delicacies to the world. Göbeklitepe, which entered in the UNESCO World Heritage List and hosted a record of 412,378 visitors in 2019, will be among the highlights of the 24th EMITT.

"EMITT is the most important platform to promote the tourism brands of Anatolia"

The Exhibition Director of EMITT, Hacer Aydın stated that the participation of 25 provinces and 22 districts from our country in EMITT is also crucial for the promotion of Turkey. Aydın continued her words as follows: "We are aware of the importance of the ever-increasing number of foreign visitors at EMITT for public institutions and organizations representing our country. We continue to work intensively to increase these figures, for the recognition of Adana's gastronomy culture, for Göbeklitepe to reach more people and for the olive oil produced in the Aegean Region to reach beyond our borders. For 25 years, EMITT has been an important platform in the process of transforming the assets of Anatolia into touristic brands and making each region a destination brand."

Adana Metropolitan Municipality, Afyonkarahisar Municipality, Aksaray Provincial Directorate of Culture and Tourism, Antalya Promotion and Tourism Development Inc., Ardahan Municipality, Balıkesir Metropolitan Municipality, Bartın Municipality, Bartın Special Provincial Administration, Bodrum Municipality, Bursa Culture Tourism Promotion Union, Çatalca Municipality, Çeşme

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Municipality, Dalaman Municipality, Demre Municipality, Denizli Metropolitan Municipality, Didim Municipality, Diyarbakır Metropolitan Municipality Department of Culture and Social Affairs, Edremit Municipality, Governorship of Elazığ Provincial Directorate of Culture and Tourism, Fethiye Municipality, Gömeç Municipality, Iğdır Municipality, Governorship of İzmir, İznik Municipality, Karabük Provincial Directorate of Culture, Kaş Municipality, Kayseri Provincial Directorate of Culture and Tourism, Karadeniz Ereğli Municipality, District Governorship of Kemah, District Governorship of Kemaliye, Kilis Education, Social, Culture, and Art Research Association, Konya Metropolitan Municipality, Kuşadası Municipality, Marmaris Municipality, Mersin Metropolitan Municipality, Nazilli Municipality, Seydikemer Municipality, Sinop Municipality, Sürmene Municipality, Şanlıurfa Tourism Development Inc., T.R. Governorship of Adıyaman, T.R. Ayvalık Municipality, T.R. Haymana Municipality, T.R. Governorship of Muş, Trabzon Provincial Directorate of Culture and Tourism, Uşak Provincial Directorate of Culture and Tourism, Vize Municipality, Zonguldak Tourism Infrastructure Services Association will represent 25 provinces and 22 districts and be present at the EMITT, which is preparing to host 30 nation brands worldwide in İstanbul. Institutions will present their history, nature, culture, and gastronomic richnesses to the exhibitors and visitors coming from every corner of the world with their lively booths.

EMITT attracts worldwide attention

EMITT is also a heavily attended exhibition in terms of the visitors as well as the tourism professionals since it offers special advantageous holiday opportunities available at the exhibition only. This year, more than 60,000 visitors are expected to attend the Exhibition. EMITT aims to increase its total business volume, which was TRY 3 billion last year, to TRY 4 billion.

EMITT Exhibition will be held under the corporate sponsorship of T.R. Ministry of Culture and Tourism, T.R. Istanbul Governorship, İstanbul Metropolitan Municipality, and Turkish Airlines along with the support of KOSGEB. Turkish Hoteliers Federation (TÜROFED) and the Turkish Tourism Investors Association (TTYD) are also among the business partners of the Exhibition.

EMITT has an extensive events program

The presidents of the associations, academics, and decision-makers will address the subjects of "how will the transformation into responsible and sustainable tourism will become a reality?" and digitalization process of the industry at the Presidents' Forum which will host the leading institutions of the industry including TTYD, TÜROFED, and TÜRSAB as in the previous years. The days filled with conferences, keynote presentations, workshops, stage shows of domestic and international exhibitors will be waiting for visitors in the events program that will be held simultaneously with the exhibition. On the other hand, new technologies and digital solutions applied in tourism promotion and marketing activities will be presented in the experience areas designed for the visitors.

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Destinations such as Göbeklitepe and Everest Hill will be introduced via VR technology, and for the first time after the Louvre Museum, visitors will be able to experience the Virtual Mona Lisa Exhibition at the EMITT in İstanbul.

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 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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