



24th EMITT - East Mediterranean International Tourism and Travel Exhibition, which was opened by the Minister of Culture and Tourism of the Republic of Turkey Mehmet Nuri Ersoy continues to attract broad interest on its third day at TÜYAP Fair, Convention, and Congress Center. The mayor of Istanbul Metropolitan Municipality Ekrem İmamoğlu and his delegation paid a visit to the Exhibition.

MAYOR OF İSTANBUL METROPOLITAN MUNICIPALITY, EKREM İMAMOĞLU WAS PRESENT AT EMITT

One of the top four tourism exhibitions in the world, EMITT - East Mediterranean International Tourism and Travel Exhibition which started on Thursday, January 30 at TÜYAP Fair, Convention, and Congress Center continues to host thousands of domestic and international visitors on its third day as well. At the exhibition, in which exhibitors from every corner of the world, hosted buyers, and industry experts discuss the global and local agenda items of the tourism industry, 35 countries, the most popular tourist attractions in the world and around 40 destinations in Turkey are promoted. The Exhibition, which is attended by more than 200 hosted buyers from 20 countries, is expected to host more than 60,000 visitors this year.

İmamoğlu visited the Booths Representing the Cities

On the 3rd day of EMITT, the Mayor of Istanbul Metropolitan Municipality İmamoğlu and his accompanying delegation visited the booths representing the cities including Mardin, Muş, and Adıyaman, in which the touristic and cultural values of Anatolia were promoted. İmamoğlu wished good luck and prosperity to all agencies and tourism operators present in the exhibition area and talked to many exhibitors. The exhibitors and visitors showed great interest in İmamoğlu and he did not refuse to take photos and selfies especially with visitors.

Virtual Tour of Göbeklitepe at EMITT

In addition to the traditional approaches, new generation tourism tools attract great attention from the visitors. Thanks to the applications that blend tourism and technology, visitors have the opportunity to visit different parts of Turkey and the world. They can take a virtual tour at Göbeklitepe, which is the site of the world's oldest temples, with VR technology thanks to this experience offered to both professional and holiday consumers free of charge at VR Zone built in collaboration with HTC Vive. Included in the UNESCO World Heritage List, Göbeklitepe was discussed under the title "**Is it possible to transform tourism with the 'Göbeklitepe' which changed the history?**" at the Conference Stage.

Visitors Will Have the Chance to Experience VR Technology Throughout the Exhibition

Exhibitors will be able to experience the use of "virtual reality" through VR content tailored for each day's theme. They will have the opportunity to visit Göbeklitepe, which changed human history, take a tour at the crowded streets of Tokyo, and glide over the Colosseum which depicts Rome and the history of the city with virtual reality glasses at EMITT. Exhibitors will have the chance to discover what is going on in the summit with realistic and impressive visuals thanks to Everest VR.

24th EMITT has opened its doors under the corporate sponsorship of T.R. Ministry of Culture and Tourism, T.R. Governorship of İstanbul, İstanbul 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) and it continues to attract a lot of attention. On the third day of the exhibition as well, business people gather together and evaluate the opportunities offered by EMITT for new collaborations.



35 Countries are Being Represented

On the other hand, 35 countries will be present in their booths at the exhibition. 24th EMITT will host China, Mexico, and Germany, which are among the most visited 10 tourist attractions in the world as well as the countries from other continents such as Lebanon, Serbia, United Kingdom, Northern Cyprus, Malta, Bulgaria, Dubai, Japan, Lithuania, South Korea, Indonesia, Chile, India, Croatia, Uzbekistan, Azerbaijan, Montenegro, Guinea, Nepal, Mongolia, Bosnia and Herzegovina, Kosovo, Algeria, Brazil. The countries will provide Istanbulites with a dynamic Exhibition experience by introducing their geographical features, historical and cultural elements, food, and folklore in their booths.

For any details about the EMITT 2020, which hosts a record-high number of international visitors and tourism professionals in its 24th edition as every year, please visit our web page: www.emittistanbul.com.

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 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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