



**Digital channels, the emergence of effective influencers, and customer-oriented new technologies signal a new era in tourism marketing and sales. Experts will address digital transformation in the tourism industry at the 24th EMITT.**

## **DIGITAL TRANSFORMATION IS ON THE AGENDA OF TOURISM PROFESSIONALS**

EMITT, one of the top four tourism exhibitions in the world, will host world tourism professionals and holiday consumers for the 24th time in TÜYAP Fair, Convention, and Congress Center between January 30 and February 2, 2020. The comprehensive conference program of EMITT will bring together all industry stakeholders in an environment that fosters the exchange of ideas.

EMITT, which carries out the mission of being a platform for collective wisdom with respect to the approaches that will place Turkey, a country that ranked as the 6th most popular tourist destination worldwide and expected to host more than 50 million tourists in 2019, on top, will be held under 5 main themes and agenda items will include; tourism economy, trends that lead the industry, most popular destinations, and technological innovations that will leave a mark on the next decade.

EMITT 2020 Events Program partners include Gezimanya, Culinary Travel Society (GTD), HotelRunner, Professional Hotel Managers' Association (POYD), Reo-Tek, Turkish Tourism Investors Association (TTYD), Turkish Hoteliers Federation (TÜROFED), Association of Turkish Travel Agencies (TÜRSAB), Urban Strategy Partners, and HTC Vive.

### **Digital Sales Channels in the Tourism Industry are on the Agenda**

With Tourism 4.0, which is announced by the T.R. Ministry of Culture and Tourism following Industry 4.0, digital transformation in the industry now occupies a more prominent place on the agenda. The tendencies of the industry stakeholders to digitalize their sales and sales channels also raise the topic of improving the performance of these areas. In the panel titled "Increase the Performances of Your Digital Sales Channels" which will be moderated by Hotelrunner Founder Arden Agopyan where online tourism giants will meet, the most recent technologies and strategies to increase brand awareness and sales in the online world will be discussed. Otelz.com Founding Member, Orkun Tekin, Founder & General Manager of Neredekal.com, Özkan Hacıoğlu, and CEO of Wirecard, Dündar Özdemir will share the roadmap Turkey needs to follow in this field using examples.

### **Are Influencers Just a Fad or An Effective Solution?**

With the advent of digitalization, the influencer marketing approach is becoming more widespread. The positive impact of influencers on the tourism industry cannot be ignored anymore, but the authenticity of the information they provide is among the issues that are questioned. The topic of how Influencer collaborations can function correctly for brands and what should be done for accurate

### **Hyve Group**

Hyve Fuarçılık A.Ş. | Tic.Sic.No: 430499 | Mersis No: 0323013694600018  
Hyve Build Fuarçılık A.Ş. | Tic.Sic.No: 758423 | Mersis No: 0947046442400015  
Hyve Beauty Fuarçılık A.Ş. | Tic.Sic.No: 745813 | Mersis No: 0730035673300018



perception will be addressed by famous influencers at EMITT. In the panel, which will be moderated by Gezimanya Founding Partner Murat Özbilgi, Hürriyet Travel Writer Elvin Levinler, founder of 'Çok Okuyan Çok Gezen' blog Sevil Mert, famous Instagram influencer Spanish Marina Comes, and the most-followed person of adventure travel Tom Grond will be among the speakers. Haley Dasovich, whose total number of followers is nearly 900,000 and who has more than half a million followers on Youtube, will attend the EMITT and contribute to the promotion of both EMITT and Turkey with the accompany of Jihye Choe, Li Yanping, and Alexandra Kryaneva.

As in the previous years, EMITT - East Mediterranean International Tourism & Travel Exhibition, which is preparing to host foreign visitors and tourism professionals in its 24th edition, achieved a great success last year by hosting 5,620 exhibitors and 57,470 visitors from 94 countries. This year as well, the visitors of the exhibition will have the chance to obtain information about alternative holiday packages that offer flexible payment options, reasonably priced cultural tourism routes, and new overseas destinations.

24th EMITT Exhibition, which will be held under the corporate sponsorship of T.R. Ministry of Culture and Tourism, T.R. Governorship of İstanbul, İstanbul Metropolitan Municipality, and Turkish Airlines, will open its doors 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).

For detailed information on EMITT, please visit [www.emittistanbul.com](http://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.

### **For detailed information:**

#### **Bersay Communications Consultancy**

Ayben Cumalı / +90 554 844 68 05 / [ayben.cumali@bersay.com.tr](mailto:ayben.cumali@bersay.com.tr)

Kağan Konçak / +90 506 994 19 73 / [kagan.koncak@bersay.com.tr](mailto:kagan.koncak@bersay.com.tr)

## **Hyve Group**

Hyve Fuarçılık A.Ş. | Tic.Sic.No: 430499 | Mersis No: 0323013694600018  
Hyve Build Fuarçılık A.Ş. | Tic.Sic.No: 758423 | Mersis No: 0947046442400015  
Hyve Beauty Fuarçılık A.Ş. | Tic.Sic.No: 745813 | Mersis No: 0730035673300018

19 Mayıs Caddesi | No:3 Golden Plaza Kat:7 | Şişli 34360 | İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | [turkey.hyve.group](http://turkey.hyve.group)