



This year, the new generation tourism vision of Turkey and İstanbul will be discussed at EMITT, one of the top tourism exhibitions in the world.

OPINION LEADERS IN TURKISH TOURISM INDUSTRY MEETS AT EMITT

One of the top four tourism exhibitions in the world, EMITT will host world tourism professionals and holiday consumers for the 24th time at the 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 (TUROFED), Association of Turkish Travel Agencies (TÜRSAB), Urban Strategy Partners, and HTC Vive.

Future of Tourism in İstanbul will be discussed with İmamoğlu

On the first day of the exhibition, the Mayor of İstanbul Metropolitan Municipality, **Ekrem İmamoğlu** will share the tourism roadmap developed for İstanbul, which is one of the most popular tourist destinations in the world, and the strategy that İstanbul will adopt in terms of tourism in the years ahead at the panel titled "**The Future of Tourism in İstanbul.**" İmamoğlu will talk about the vision adopted in the city during his term in order to further develop the brand identity of İstanbul, which is a city of tourism and industry with no match, and the works to be done in the upcoming period. The session will focus on what needs to be done to enhance the brand identity of İstanbul to the top level and make it a center of attraction for increasingly qualified tourists.

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



What is ahead in the 2020 season in terms of the Turkish tourism industry?

Ranked among the top 10 tourism destinations with the cities of İstanbul and Antalya, Turkey hosted 48 million 46 thousand 732 visitors in the first 11 months of 2019, according to data from the Ministry of Culture and Tourism. Industry leaders will share their predictions and expectations with regards to 2020 tourism vision of Turkey, which still ranks 6th in terms of visiting by tourists according to December 2019 data from The World Tourism Organization (UNWTO), in the panel titled “**Presidents’ Forum: Opinion Leaders Announce Their Predictions for Tourism in 2020**” that will be moderated by **Bahattin Yücel**, the Minister of Tourism of the 54th Government of Republic of Turkey.

President of **TTYD Oya Narin**, the Chairman of **TÜROFED Sururi Çorabatır** and the Chairman of The Association of Turkish Travel Agencies (**TÜRSAB**) **Firuz Bağlıkaya** will share information on Turkey's brand perception, strategies for attracting qualified tourists, and popular markets.

'Made in Turkey' in Tourism

One of the new trends among the rising trends in the global tourism industry is the approach in which tourists integrate with local culture in the regions they visit and live like local people. Being familiar with this kind of tourism, Turkey is a step ahead in the competition with the world in this regard. In the panel ‘Made in Turkey in Tourism’, moderated by Futurist **Cem Kınay**, who suggests a unique branding approach by combining technology and marketing; Author, Consultant **Fatoş Karahasan**, Brand Architect **Ömer Şengüler**, and Chef **Vedat Başaran** will discuss the extent the branding activities can potentially reach when supported by technology and the correct codes for the promotion of the country.

As in every year, EMITT – East Mediterranean International Tourism & Travel Exhibition, which is preparing to host foreign visitors and tourism professionals at a record level 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 be able to get information about alternative holiday packages, reasonably priced cultural tourism routes, and new international destinations offering payment advantages. For detailed information about EMITT, all you have to do is to visit the address of 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 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 -**

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



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

Kağan Konçak / +90 506 994 19 73 / 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