



Press Release

January 21, 2020

EMITT, one of the top four tourism exhibitions in the world, will host the world tourism professionals and holiday consumers for the 24th time between January 30 and February 2, 2020. VR Experience Area and the concept of Tourism 4.0 will leave a mark on the Exhibition.

VIRTUAL GÖBEKLİTEPE EXPERIENCE AT EMITT

The 24th EMITT Exhibition will be held at the TÜYAP Fair, Convention, and Congress Center between January 30 and February 2, 2020. At EMITT, which is the fourth biggest tourism exhibition in the world, 30 countries will be present at their booths and 33 provinces and 30 districts in Turkey will stand out with their cultural assets attracting worldwide attention. The exhibition will focus on the digitalization process of the tourism industry in terms of marketing and services, while the visitors will witness a wide range of technological shows. In collaboration with HTC Vive, they will be able to experience the effective use of the virtual reality technology with content tailored for each day's theme. Göbeklitepe, which is home to the world's oldest collection of cult structures in human history, will be of particular importance on the agenda of the Exhibition.

Göbeklitepe, which will be introduced with VR technology at the Exhibition, will be discussed in the Conference Stage with the title of **"Is it possible to transform tourism with the 'Göbeklitepe' which changed the history?"** Göbeklitepe, which is located within the borders of Şanlıurfa, is the oldest and the largest known temple in history. The 12-thousand-year-old temple was recognized as a World Heritage Site by UNESCO after historical ruins have been revealed and the results of the researches have reached fruition in 2018.

Göbeklitepe, which will be introduced with VR technology at the Exhibition on Saturday, February 1, has become one of the most popular topics in the Turkish tourism industry as 2019 was announced as the Year of Göbeklitepe. With this experience, which will be offered to both professional visitors and holiday consumers free of charge in the VR Zone that will be built in collaboration with HTC Vive, visitors will be able to see the places with limited access in Göbeklitepe using VR technology.

Virtual Mona Lisa Exhibition is in Turkey for the first time after Louvre

The virtual exhibition **Mona Lisa: Beyond The Glass** is one of the most interesting events of EMITT, which will be experienced by the visitors via VR technology. VR technology is becoming a new way for museums to reach people inside and outside of their walls. The first virtual reality experience presented by the Louvre Museum, Mona Lisa: Beyond the Glass Exhibition, will meet the exhibitors at EMITT Exhibition in İstanbul for the first time after Paris. Virtual reality technology will allow people

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to examine the fine details of the painting, which was painted on a wooden panel, as well as the layers of paint and the texture of the wooden panel. The Virtual Mona Lisa exhibition will be opened to the visitors for free on January 31 and can be seen during the Exhibition.

Another address for VR experience at EMITT is Mount Everest, the highest peak in the world. Exhibitors will have the opportunity to discover what's going on in the summit with realistic and impressive visuals thanks to Everest VR. Exhibitors who want to share the summit experience will be able to conquer the summit of Everest after preparing for the expedition at basecamp, traversing the terrifying Khumbu Icefalls, spending the night at Camp 4, and ascending the perilous Hillary Step. Exhibitors will also be provided with the opportunity to take a tour at the crowded streets of Tokyo and glide over the historic Colosseum in Rome with Google Earth VR, and make it possible to travel and experience the world digitally as if walking through the streets of İstanbul. With the technique of Spatial Photogrammetry (photogrammetry), which is the by-product of endeavors to differentiate virtual reality technology and obtain more realistic images, EMITT visitors will be able to visit Cologne Cathedral and experience areas that even the real museum visitors have no access. Experience technology which is produced with the signature of the award-winning team at the South by Southwest (SXSW) festival will be the center of attention of all technology and travel lovers.

EMITT 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 Small and Medium Industry Development Organization (KOSGEB); and the business partnerships of Turkish Hoteliers Federation (TÜROFED) and Turkish Tourism Investors Association (TTYD).

Please visit emittistanbul.com/Etkinlik-Programı/ for detailed information about EMITT Exhibition.

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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