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World tourism's map for 2017 was drawn at EMITT!

EMITT, the summit of tourism sector, was once again the sector's center of attention with its national and international business opportunities, convenient prices and early reservation offers!

The 21st East Mediterranean International Tourism and Travel

Exhibition – EMITT hosted 46.670 visitors!

East Mediterranean International Tourism and Travel Exhibition – EMITT took place for the 21st time. This year, the exhibition which hosted 5.000 institutions and organizations was attended by 80 countries at 12 halls of 70.000 sqm. EMITT ended on January 29 Sunday and received great interest thanks to early reservation deals, holiday sweepstakes and promotion of holiday spots from 80 countries including Turkey. At the exhibition, the visitors had the chance to review more than 200 vacation spots from 81 cities of Turkey. The exhibition, which was hosted by Republic of Turkey Ministry of Culture and Tourism, was organized under the corporate sponsorship of Istanbul Metropolitan Municipality and Turkish Airlines with the support of KOSGEB and the business cooperation of Turkish Hotels Federation (TÜROFED) and Turkish Tourism Investors Association (TYD). The exhibition was visited by 46.670 visitors including sector professionals and consumers looking to plan their vacations.

EMITT, which is among the five biggest tourism exhibitions in the World, provided information flow to the sector with panels titled “New Targets and Strategies in Tourism”, “Authentic Cities” and “City, Culture and Life: Mardin” throughout the exhibition. EMITT also hosted different stage shows and stand events prepared by exhibitors, which received great attention.

East Mediterranean International Tourism and Travel Exhibition – EMITT, organized by **EU F – E Uluslararası Fuarçılık** which is among the group companies of **ITE Turkey** which organizes leading exhibitions in leading sectors of Turkey, opened its doors for the 21st time as the gathering point of holiday enthusiasts. At the exhibition, which took place on January 26 – 29, 2017 at Tüyap Fair Convention and Congress Center at 12 halls of 70.000 sqm, national pavilions, Holiday Spots of Turkey, Special Winter Tourism Section, Special Outdoor Tourism Section and Special Hotel Support Equipment Section, Hotels and Tourism Centers, tour operators, agencies and hotels were present as exhibitors. At the exhibition, many bright holiday spots were promoted.

A total of 5.000 organizations, institutions and resorts from 80 countries attended EMITT Tourism Exhibition. Thanks to this variety in attendance, exhibition visitors had the opportunity to actualize their vacation plans for 2017 and closely know their new holiday spots. Within the scope

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of the 21st anniversary celebrations, EMITT presented its visitors with “**convenient prices**” and “**early reservation**” offers that are fit for every budget.

Leading names of tourism sector were at EMITT!

EMITT, which gathers tourism resorts and organizations and tourism professionals from all around the World and Turkey with its visitors, once again hosted panels which provided information flow to tourism sector. The first panel which was organized within the scope of the exhibition took place under the title of “**New Targets and Strategies in Tourism**”. At the panel, **TÜRSAB Overseas Representative Hüseyin Baraner, President of HOTREC Susanne Kraus Winkler and President of DRV Norbert Fiebig** were hosted.

At the panel titled “**City, Culture and Life: Mardin**”, **Mardin Governor Mustafa Yaman, Mardin Artuklu University Chancellor Ahmet Ağırakça, MARSEV Chairman of the Board Kemal Nehrozoglu and DIKA General Secretary Yılmaz Altındağ** were present as speakers.

On the second day of the exhibition, the “**Authentic Cities**” panel took place and moderated by Head of Atılım University Tourism and Hospitality Management Department **Prof. Dr. İbrahim Birkan**. At the panel, **Gaziantep Mayor Fatma Şahin, Eskişehir Mayor Yılmaz Büyükerşen, Beypazarı Mayor Tuncer Kaplan and Seferihisar Mayor Tunç Soyer** were present as speakers.

International Buyers Delegation Program hosted buyers from 55 countries!

This year, just like every other year, EMITT Tourism Exhibition hosted the International Buyers Delegation Program. Within the scope of the program which took place in partnership with TravelShop Turkey, 450 tour operators from 55 countries were hosted. These countries included Azerbaijan, Germany, Greece, India, Italy, Jordan, Kuwait, Macedonia, Philippines, Portugal, Russian Federation, Saudi Arabia, South Africa, Spain, Thailand and United Arab Emirates.

ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın had the following to say: “*In addition to being a trading platform which gathers tourism sector professionals, EMITT is also an important address for vacation enthusiasts. EMITT, which is being attended by Japan, Kyrgyzstan, Nepal, Kosovo and Mauritius for the first time, is an effective platform with its exhibitors, visitors and the trading volume it creates for the tourism sector. Within the scope of the International Buyers Delegation Program, which supports tourism sector every year, we hosted more than 450 buyers. The interviews made within the scope of this program planned tourism sector’s route in 2017. At the panels which we organized within the scope of the exhibition, we gathered the leading names of tourism sector with tourism sector representatives of our country and provided information flow to the sector. With the Special Winter Tourism Section, Special Outdoor Tourism Section and Special Hotel Support Equipment Section, which we organized this year in parallel with the sector’s development, we presented different options for our exhibitors and visitors. Our visitors were able to arrange their vacations at convenient prices with early reservation and exhibition-exclusive offers.*”

www.emittistanbul.com

About EUF – E Uluslararası Fuar Tanıtım Hizmetleri and ITE Turkey

EUF – E Uluslararası Fuar Tanıtım Hizmetleri which is subsidiary of ITE Turkey, organize events in construction, furniture, food, packaging, promotion, stationery, travel, transport & logistics, energy and construction machinery industries since 1999. EUF takes the international global event organiser ITE Group’s knowledge and global know-how techniques on the following events: WORLDFOOD ISTANBUL (International Food Products and Processing Technologies Exhibition), EMITT, (East Mediterranean International Tourism and Travel Exhibition) ANKOMAK, (International Construction Machinery, Building Elements & Construction Technologies Exhibition) EURASIA RAIL, (International Rolling Stock, Infrastructure & Logistics Exhibition) IWE ISTANBUL WATER EXPO (Istanbul Water and Wastewater Treatment Technologies Exhibition & Conference) and GLOBAL OIL & GAS TURKEY (International Oil & Gas Conference).

About ITE Turkey

ITE Turkey is the Turkey office of ITE Group, the international exhibition company which organizes more than 240 exhibitions and conferences worldwide with 32 offices in 20 countries with more than 1.000 experienced personnel. ITE Turkey organizes premier exhibition organizations in leading sectors of Turkey, consists of YEM Fuarçılık, EUF – E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Uluslararası Fuarçılık and TF Fuarçılık companies.

ITE Turkey, which organizes the leading exhibitions of Turkey in sectors of construction, tourism, cosmetics, food, fashion, energy, construction machinery, rail systems and logistics, takes its strength from the global network of ITE Group along with its experience in Turkey and the region. ITE Turkey creates new business, cooperation and purchasing opportunities in exhibitions by transferring its strong global network in the construction sector to each and every sector it is included in and supports the development of these sectors.

www.ite-turkey.com