



Press Release

November 4, 2019

One of the top four tourism exhibitions worldwide, EMITT will host world tourism professionals and holiday consumers for the 24th time in Istanbul at the Tüyap Fair, Convention and Congress Center between January 30 and February 2, 2020. The exhibition will remain committed to its mission of serving as a platform where the new agenda items of the tourism industry are discussed.

WORLD TOURISM INDUSTRY IS PREPARING TO MEET AT EMITT

Hyve Group, which brings together thousands of foreign investors with domestic business partners every year by organizing exhibitions for the locomotive industries of the Turkish economy, will host tourism professionals along with holiday consumers at EMITT for the 24th time between January 30 - February 2, 2020. This year, EMITT will be held in Tüyap Fair, Convention and Congress Center under the corporate sponsorship of T.R. Ministry of Culture and Tourism, T.R. Istanbul Governorship, Istanbul Metropolitan Municipality, and Turkish Airlines along with the support of Small and Medium Industry Development Organization (KOSGEB). Turkish Hoteliers Federation (TÜROFED) and the Turkish Tourism Investors Association (TTYD) are also among the business partners of the Exhibition.

EMITT serves as a key component of the country's tourism industry

EMITT Exhibition Director Hacer Aydın stated that EMITT has significantly contributed to Turkey in its way to become a brand in tourism. Aydın further stated: "Having contributed substantially to the acquisition of holiday habits among consumers from all income groups in Turkey, branding of cities and regions, and transformation of numerous cultural assets into revenue-generating touristic values for 23 years, EMITT is the most important door of Turkish tourism industry opening into the world."

Tourism 4.0 is on top of the agenda

As in the previous years, EMITT - East Mediterranean International Tourism & Travel Exhibition, which prepares to host a record-high of foreign visitors and tourism professionals in its 24th edition, will continue to lead the industry with useful contents and cooperations that create value for all exhibitors.

Stating that the topics such as customer-oriented digitalization, personalization, how to meet the expectations and demands of the post-2000 generation, will constitute the agenda of the 24th EMITT, Aydın continued her words as follows: "At EMITT 2020, we will go over the

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slogan of 'Tourism 4.0' announced by the Ministry of Culture and Tourism in detail. We will thoroughly discuss the topics including the evaluation of brand perception in Turkey, the creation of a roadmap for the country's tourism industry, and finding up-to-date and smart solutions. We will prioritize the needs of tourism consumers while discussing these issues. Moreover, tourism consumers and tourism professionals will be provided with the opportunity to experience at first-hand how virtual reality can be effectively used in tourism in the VR Experience Area developed by the Hyve Group for EMITT 2020."

EMITT has an extensive events program

As in the previous years, presidents of the associations will share their expectations, predictions, and suggestions at the Presidents' Forum of EMITT 2020, which will host industry's leading institutions such as TTYD, TÜROFED, and TÜRSAB. The subjects of "how will the transformation into responsible and sustainable tourism become a reality?" and "what the future will bring to the industry professionals?" will be discussed at length. The days filled with conferences, keynote presentations, workshops, stage shows of domestic and international exhibitors will be waiting for the visitors in the events program that will be held simultaneously with the exhibition. Here are the topics of the events included in the program:

- Presidents' Forum: Opinion Leaders Announce Their Predictions for Tourism in 2020
- What will the Actors Do to Assist in Promoting and Developing Turkish Tourism on Its Course to Become a Global Brand?
- Global and Local Trends That Made Their Marks in Tourism
- How will the Transformation into Reliable, Sustainable and Accessible Tourism Become a Reality?
- A Journey to the New Era of Turkish Tourism
- Increase the Performances of Your Digital Sales Channels
- Decoding Generation Z
- Are Influencers Just a Fad or An Effective Solution?
- Tourism Moves for Destination Marketing by Municipalities
- Rising Stars: Alternative Tourism Types
- Winning Ideas in the Discovery of 5 Senses in Travel
- New Routes and New Markets Abroad

Additionally, the steps that industry players should take concerning the promotion and branding of the country will be addressed with the participation of futurist Cem Kınay, Brand Architect Ömer Şengüler, and Chief Vedat Başaran.

EMITT Hosted Buyer Program is attracting attention: Strong demand from the Far East

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The Hosted Buyer Program includes invited tour operators at EMITT. Emphasizing the high demand from all over the world this year, Hacer Aydın stated: "Companies from Asia, Europe, Far East, and Latin America show great interest to EMITT and apply for our program. I can say that most of the applications came from the Far East for the time being. We will share details about the program in the coming days."

Exhibitor numbers continue to rise every passing year

As in the previous years, EMITT - East Mediterranean International Tourism & Travel Exhibition, which prepares to host a record-high of foreign visitors and tourism professionals in its 24th edition, achieved 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 the alternative holiday packages that offer flexible payment options, reasonably priced cultural tourism routes, and new overseas destinations.

About Hyve Group

Hyve Group is an international exhibition company that organizes more than 120 events worldwide with 17 global offices in 14 countries and 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 - Turkeybuild Istanbul**), tourism (**EMITT**), cosmetics (**BeautyEurasia**), food (**WorldFood Istanbul**), rail systems and logistics (**Eurasia Rail**) by drawing its strength from the global network in the region.

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