

**Press Release**

**January 29, 2018**

## **The 22<sup>nd</sup> EMITT Exhibition Raised the Hopes of the Tourism Sector**

### **The 22<sup>nd</sup> EMITT Tourism Exhibition hosted 54,364 Visitors This Year!**

*One of the top five tourism exhibitions in the world, the East Mediterranean International Travel and Tourism Exhibition (EMITT), which took place on January 25-28, 2018, achieved great success with a turnout of 54,364 visitors and 1,065 participants from 85 different countries. With a 55% increase in participants compared to previous years, EMITT signaled that the tourism sector will be on the rise in 2018.*

Sponsored by the Ministry of Culture and Tourism of Turkey, the Istanbul Metropolitan Municipality, and Turkish Airlines, supported by KOSGEB, and in cooperation with the Turkish Hoteliers Federation (TÜROFED) and the Turkish Tourism Investors Association (TTYD), EMITT was held for the 22<sup>nd</sup> time this year at the TÜYAP Fair, Convention and Congress Center and hosted those who wish to make affordable holiday plans for the best destinations with tourism professionals.

The opening ceremony was attended by the Minister of Culture and Tourism of Turkey Prof. Dr. Numan Kurtulmuş, Governor of Istanbul Vasip Şahin, the former Secretary General of the United Nations World Tourism Organization Taleb D. Rifai, the President of the Federal Association of Germany's Tourism Sector Michael Frenzel, the President of the Turkish Hoteliers Federation (TÜROFED) Osman Ayık, the President of the Turkish Tourism Investors Association (TTYD) Oya Narin, ITE Group's Regional Director Vincent Brain, and ITE Turkey's Tourism & Travel & Fashion Group Director Hacer Aydın.

**ITE Turkey's Tourism & Travel & Fashion Group Director Hacer Aydın** made the following remarks regarding the 22<sup>nd</sup> EMITT: "The tourism sector in Turkey has grown in parallel with EMITT ever since the first day it was held. The increased activity in the tourism sector in 2017 also took place at EMITT as well, and we recorded an increase of 55% in the number of participants. This growth can be considered to be a sign that indicating that there will be rapid growth in the tourism sector in 2018. We also broke a world record with over 7,000 approved appointments. We believe that these appointments will pave the way for new investments and collaborations."

The countries who participated in EMITT included the U.S., Germany, Albania, Azerbaijan, Bahrain, Bangladesh, Belarus, the United Arab Emirates, Bosnia and Herzegovina, China, Morocco, the Philippines, Palestine, France, Guinea, South Africa, South Korea, Georgia, India, Iran, Spain, Italy, Japan, TRNC, Cyprus, Kyrgyzstan, Kosovo, Cuba, Latvia, Lebanon, Macedonia,

ITE Turkey



EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. | EUF - E International Trade Fairs: Ticaret Sicil Numarası: 430499

YEM Fuarçılık A.Ş. | YEM Exhibitions: Ticaret Sicil Numarası: 758423

Platform Uluslararası Fuarçılık A.Ş. | Platform International Exhibitions Inc.: Ticaret Sicil Numarası: 745813

the Maldives, Mongolia, Nepal, Russia, the Seychelles, Serbia, Taiwan, Tunisia, Uzbekistan, Ukraine, Jordan, Vietnam, Greece, and Zanzibar.

The exhibition, which offered participants the opportunity to increase their business volume, was held on an area of 60,000 square meters consisting of 10 halls and featured national pavilions, holiday destinations, winter tourism and special outdoor areas, hotels, hotel complimentary products, tour operators, and agencies. A sort of sectorial school for both participants and consumers, EMITT offered guidance for the sector this year, as well, with its rich content. The participants greatly enjoyed the panels on “The Future of Travel Agencies in Turkey,” “The New Trend in the World; Gastronomical Tourism”, “Creating Gastronomic Trademark Cities in City Marketing”, “Local Development and Tourism,” “Online Sales in Emerging Markets,” and “Awareness about Gastronomy.” Alongside the panels, visitors showed great interest in the exciting activities organized by participating countries and cities.

On the first day of the exhibition, the panel titled “**The Future of Travel Agencies in Turkey**” was held and was moderated by Bahattin Yücel; the participants included SITE Turkey President Kerim Sipahiler, Ekar Tur CEO Zehra Sönmez, and Posta Newspaper Columnist Yazgülu Aldoğan. In his speech, the Candidate for Presidency of the Association of Turkish Travel Agencies (TÜRSAB) Firuz Bağlıkaya touched upon the importance of adjusting to technological advances in order not to fall behind in the sector and expressed that they would do everything in their power to achieve improvement in this regard and protect their profession. Emphasizing the importance of eliminating unfair competition in the sector, Firuz Bağlıkaya stated that they would take legal steps to prevent airlines from selling cheaper tickets than travel agencies on their websites.

The panel titled “**Local Development and Tourism**” was held on the second day, and the opening speech was delivered by the Co-Founder of Urban Strategy Partners Dr. İrem Ayrancı Onay; she stated that based on figures reported by the World Tourism Organization (UNWTO), tourism accounted for 10% of the world GDP, 7% of global trade, and 1 out of every 10 businesses. The European Union Project Implementation Director Bülent Özcan gave a speech titled “European Union’s Approach to and Support for Sustainable Tourism and Local Development” in which he discussed the financial aid the EU has provided to Turkey in terms of Tourism and Local Development, and project opportunities for local administrations and NGOs.

### **The Hosted Buyers Program, in which 600 tour operators from 106 countries took part, drew great interest with more than 7,000 appointments!**

Like in previous year, the EMITT Tourism Exhibition organized the Hosted Buyers Program this year, as well. Within the scope of the program, which took place with the partnership of TravelShop Turkey, 600 tour operators from 106 countries were hosted. The countries the tour operators came from included: the U.S., Albania, Australia, Austria, Azerbaijan, Bangladesh, Belarus, United Arab Emirates, Bosnia and Herzegovina, Brazil, Bulgaria, Algeria, the Czech Republic, Indonesia, Morocco, the Philippines, Palestine, France, Ghana, Guinea, South Africa, Georgia, India, the Netherlands, England, Ireland, Spain, Switzerland, Italy, Cambodia, Canada, Kazakhstan, Kenya,

ITE Turkey



EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. | EUF - E International Trade Fairs: Ticaret Sicil Numarası: 430499

YEM Fuarçılık A.Ş. | YEM Exhibitions: Ticaret Sicil Numarası: 758423

Platform Uluslararası Fuarçılık A.Ş. | Platform International Exhibitions Inc.: Ticaret Sicil Numarası: 745813



Cyprus, Kosovo, Kuwait, Lebanon, Hungary, Macedonia, Malaysia, Mexico, Egypt, Nepal, Uzbekistan, Pakistan, Poland, Romania, Rwanda, Russia, Singapore, Slovenia, Sri Lanka, Saudi Arabia, Serbia, Tanzania, Thailand, Turkey, Uganda, Ukraine, Oman, Jordan, and Vietnam.

## **EMITT - East Mediterranean International Travel and Tourism Exhibition 2018 Numbers**

**Total Number of Visitors: 54,364**  
**Total Number of Participating Countries: 85**  
**Total Number of Foreign Participants: 1,065**  
**Total Number of B2B Appointments: 7,000 +**  
**Total Number of Invited Tour Operators: 600**

### **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 and more than 1,000 experienced personnel. ITE Turkey organizes leading exhibitions in the leading sectors of Turkey, and it consists of the companies **YEM Exhibitions**, **EUF – E International Trade Fairs**, and **Platform International Exhibitions**.

ITE Turkey, which organizes leading exhibitions in the sectors of *construction, tourism, cosmetics, food, railway technologies, rail systems*, and **logistics** draws 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 exhibition sector to each and every sector it is active in and supports the development of these sectors.

[www.ite-turkey.com](http://www.ite-turkey.com)

### **About EUF - E International Trade Fairs**

EUF A.Ş - E International Trade Fairs, a subsidiary of ITE Turkey, has been organizing exhibitions in the energy, construction machinery, food, furniture, stationery, promotion, water and wastewater treatment, tourism, rail systems and logistics industries since 1999. With ITE Group's global information network, know-how and global partnerships, EUF A.Ş organizes the following events: **[EMITT \(Eastern Mediterranean International Travel and Tourism Exhibition\)](#)**, **[EURASIA RAIL \(International Railway, Light Rail Systems, Infrastructure and Logistics Exhibition\)](#)**, **[ISTANBUL RAIL TECH \(Istanbul Railway Technologies Exhibition and Conference\)](#)** and **[WORLDFOOD ISTANBUL \(International Food Products and Technologies Exhibition\)](#)**.

### **For further information:**

Bersay Communications Consultancy  
Erkan Yılmaz / +90 532 556 27 93 / [erkan.yilmaz@bersay.com.tr](mailto:erkan.yilmaz@bersay.com.tr)

ITE Turkey



EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. | EUF - E International Trade Fairs: Ticaret Sicil Numarası: 430499  
YEM Fuarçılık A.Ş. | YEM Exhibitions: Ticaret Sicil Numarası: 758423  
Platform Uluslararası Fuarçılık A.Ş. | Platform International Exhibitions Inc.: Ticaret Sicil Numarası: 745813

19 Mayıs Caddesi Golden Plaza Kat:7 Şişli 34360 İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | [info@ite-turkey.com](mailto:info@ite-turkey.com) | [www.ite-turkey.com](http://www.ite-turkey.com)



Göknur Acar Erbakış / +90 553 604 64 10 / [goknur.acar@bersay.com.tr](mailto:goknur.acar@bersay.com.tr)

ITE Turkey



EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. | EUF - E International Trade Fairs: Ticaret Sicil Numarası: 430499

YEM Fuarcılık A.Ş. | YEM Exhibitions: Ticaret Sicil Numarası: 758423

Platform Uluslararası Fuarcılık A.Ş. | Platform International Exhibitions Inc.: Ticaret Sicil Numarası: 745813

19 Mayıs Caddesi Golden Plaza Kat:7 Şişli 34360 İstanbul / Türkiye | Tel +90 212 291 83 10 | Fax +90 212 240 43 81 | [info@ite-turkey.com](mailto:info@ite-turkey.com) | [www.ite-turkey.com](http://www.ite-turkey.com)