



Press Release

November 17, 2021

On 9-12 February 2022, EMITT – East Mediterranean International Tourism and Travel Exhibition, which is among the top five tourism exhibitions in the world, will bring together world tourism professionals and holiday consumers for the 25th time in Istanbul. An interesting subject of this year's exhibition will be health tourism, which has become a very significant market for Turkey.

25th EMITT Exhibition Will Be Turkey's Gateway to the World within the 1 Billion Dollar Health Tourism Sector

EMITT Will Open on 9-12 February 2022...

One of the top five tourism exhibitions in the world, East Mediterranean International Tourism and Travel Exhibition – EMITT, which was not held in 2021 due to the global pandemic, is preparing to open its doors after a two-year hiatus at TUYAP Convention and Congress Centre on 9-12 February 2022 while also preparing to comprehensively feature the health tourism sector for the first time, which is a great contribution to the country's economy.

EMITT - East Mediterranean International Tourism and Travel Exhibition, which is preparing to host a record number of foreign visitors, will continue to shape the sector with its beneficial content, events and collaborations that constitute value for all participants. The 25th EMITT Exhibition will start to host health tourism professionals for the first time in its history. Diversifying the tourism products and cooperation opportunities it provides to foreign buyers and visitors, EMITT Exhibition aims to be the gateway to the globalization of Turkey's health tourism.

765 Million Dollars of Revenue Will Be Generated From Health Tourism in 2021

In 2019, the total number of tourists visiting Turkey for health tourism purpose was recorded as 662.087 people. 1,07 billion dollars of income was obtained from health tourism and the highest annual income was reached. Although health tourism was adversely affected by the COVID-19 pandemic in 2020, there has been a substantial recovery and rise in the sector according to the 2021 TÜİK data. While the number of patients visiting for health tourism purposes in the first 6 months of the year was 218,895, tourism income was 393.7 million dollars. With the openings and the commencement of flights during the second half of 2021, the recovery of health tourism began to accelerate. According to the data, within this



framework, it is estimated that 450 thousand patients will visit and a revenue of 765 million dollars will be generated in 2021 overall.

2022 Will Be the Year of New Beginnings

In 2022, there is an aim and an expectation of rapid growth in health tourism once again. For the next year, an increase in the number of tourists from 21.8 million to 32 million, and an increase in tourism revenues from 17 billion dollars to 25 billion dollars is the general target with regard to Turkish tourism. In health tourism, 600 thousand patients and an income of 750 million dollars is the established target.

Underlining that EMITT, The East Mediterranean International Tourism and Travel Exhibition, is an important platform that can offer new business and cooperation opportunities to all participants, professional local and international visitors, **Kemal Ülgen, Hyve Group Regional Director** said, “EMITT, the East Mediterranean International Tourism and Travel Exhibition is one of the five largest tourism exhibitions in the world. Every year, our event welcomes nearly 45,000 industry professionals and thousands of tourists who would like to benefit from the new and exciting travel opportunities offered by holiday resorts and travel companies all around the world. For 24 years, EMITT Tourism Exhibition has been the most significant gateway of the tourism sector to globalization, paving the way for the emergence of many new holiday and tourism destinations in Turkey, hosting the branding of cities and even villages in Turkey and their gathering with local and foreign tourists.” He also added, “After a two-year hiatus due to the pandemic, at the 25th EMITT East Mediterranean International Tourism and Travel Exhibition, we are looking forward to putting our collaborations into practice more comprehensively and strongly than ever while welcoming our participants and visitors in the best way possible with the extensive program that we are in the process of preparing.”

EMITT Exhibition, which will be held for the 25th time with the corporate sponsorship of the Turkish Ministry of Culture and Tourism, the Turkish Governorship of İstanbul, İstanbul Metropolitan Municipality and Turkish Airlines; will open its doors together with the support of KOSGEB and in partnership with the Turkish Hoteliers Federation (TÜROFED) as well as the Turkish Tourism Investors Association (TTYD).

You can find detailed information about the 25th EMITT Exhibition on www.emittistanbul.com.



About Hyve Group

Hyve Group is an international exhibition company that organizes 75 events in 12 countries around the world, with 10 global offices and more than 800 experienced employees. Hyve Group is a new generation exhibition company whose purpose is to hold must-see events where customers from all over the world share extraordinary moments and shape industry innovation. Following the Transformation and Growth (TAG) program, Hyve Group plc was announced as the new name of ITE Group plc in September 2019. Our vision is to provide our customers with an excellent experience and return on investment by creating the world's leading portfolio of content-specific and must-see events. In Turkey, by having its power from the global network in the region. Hyve Group organizes Turkey's leading exhibitions in the fields of construction (Building Exhibition– Turkeybuild Istanbul), tourism (EMITT), cosmetics (BeautyEurasia), food (WorldFood Istanbul), rail systems and logistics (Eurasia Rail).

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