



## Summer Ended However Tourists Still Show Great Interest In Türkiye All-Time High Demand for EMITT

Exhibitors and visitors shows a record-breaking interest in Eastern Mediterranean International Tourism and Travel Exhibition, EMITT, one of the 5 global meeting points of the representatives of the tourism industry, even though it welcomes exhibitors and visitors 4 months later. Drawing attention to Türkiye's advantages over the tourism sectors of countries such as Italy, Spain, Greece in Europe, which will implement energy conservation and take measures in winter, EMITT Exhibition Director Hacer Aydın expects that Türkiye will reach its goals of 55 million tourist and achieve 45 billion dollars tourism revenue for 2023.

Organized by Hyve Group which holds pioneering exhibitions in Türkiye's leading sectors, Eastern Mediterranean International Tourism and Travel Exhibition, EMITT continues its preparations to open its doors in the upcoming period.

EMITT, which will be held for the 26<sup>th</sup> time on the 100<sup>th</sup> anniversary of the Republic of Türkiye, welcomes thousands of participants from dozens of countries in Istanbul from February 8 to 11, 2023.

Türkiye's tourism industry which is in great demand in the summer of 2022 and currently in a good situation due to the cyclical developments after the pandemic, still continues to attract attention.

Türkiye has increased its number of cruise destination with the opening of Galataport this year in İstanbul. Now, Türkiye's holiday resorts, especially in Antalya, are preparing to welcome European tourists in the winter season.

### All-Time High Demand for EMITT

According to the numbers provided by Turkish Federation of Hoteliers (TÜROFED), winter tourism demands for the upcoming period increased of 20 to 25 percent compared to the previous year, and the three countries with the highest demand are UK, Netherlands, and Germany, respectively.

Indicating that the strong acceleration in tourism had a positive impact on EMITT, which is one of the top 5 tourism exhibition in the world, EMITT Exhibition Director Hacer Aydın, "Previous year at EMITT, which attracted 33.595 visitors from 110 countries and nearly 500 exhibitors, we welcomed more than 200 hosted buyers from 55 countries including America, Australia, France, Italy, Spain, Portuguese, Canada, Greece, Russia, India, Qatar, Saudi Arabia, Egypt and Azerbaijan in İstanbul. Cyclical developments such as the possible problems in the natural gas supply of Europe due to the war between the Russia and Ukraine strengthen the interest of foreign tourists in our country. Therefore, this year's EMITT set a record with high demand from exhibitors.

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## **TOURISM IS ACCELERATING IN TÜRKİYE AND THE WORLD**

Pointing out the in 2020, the number internationally traveling individuals decrease to 401 million by 71 percent when compared to the previous year, therefore tourism expenditures decrease 536 billion dollars by 60 percent, Hatice said: "In 2021, the figures showed a 5 percent increase in the number of tourists and a 15 percent increase in tourism revenue compared to the previous year. For 2022, there are radical increases in the figures. The tourist number increased by 210 percent and reached 365 million in the first 6 months of this year. By the end of the 2022, it is expected that 600 million tourists visit the country and the tourism revenue will reach 840 billion dollars." Her words summarizes the change in the sector in the last 2.5 years.

Highlighting the fact that Türkiye has also received its share of this development as of the first 6 months of this year, Aydın states: "Our country's aim was to reach 45 million tourists and achieve 35 billion dollars in tourism revenue in the beginning of 2022. When we examine the figures of the first 8 months of this year, compared to the same period of the previous year, the tourist number reached to 2.5 million by increasing 108,5 percent. When comparing the tourism revenues of the first 6 months of the 2022 and the first six months of the previous year, the country achieved 14.17 billion dollars revenue by increasing 160 percent. There is high growth in urban and shopping tourism particularly in Istanbul. At the end of the year 2022, it is expected that tourists' expenditure on clothing and footwear will reach 4.5 billion dollars." She points out the breakdown in the tourism revenue in her speech.

## **"TÜRKİYE CAN REACH ITS GOAL: 55 MILLION TOURIST, 45 BILLION DOLLARS REVENUE"**

Indicating that the medical tourism has attracted great attention since the previous period, Aydın says that apart from the general medical treatments, areas such as plastic surgery, hair transplantation, dermatology, medical aesthetics, dental treatment, aesthetic dentistry also become prominent.

Emphasizing the high occupancy rate in hotels and tourism facilities in the October-November, Aydın continues her words as follows:

"In the winter season starting from December, demand is expected to be high due to many factors. As I mentioned before current energy crisis in Europe might lead the European tourist to spend winter in Türkiye. Antalya region continues its preparations in this issue. Türkiye also has a preferable destination in terms of shopping. This indicates that the shopping tourism will be alive in winter months. Traditional winter tourism, thermal tourism, gastronomic, culture, and congress tourism will also become prominent in winter. Türkiye has an advantageous position in Europe against the tourism sectors of countries such as Italy, Spain and Greece which will implement energy conservation and take relevant measures. Regarding the winter season, which is possible to achieve high numbers in tourism, I believe that Türkiye will easily reach 55 million tourists and achieve 45 billion dollars tourism revenue with the Medium-Term Program in 2023."

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### **About Hyve Group**

Hyve Group is an international exhibition company that organizes 75 events in 12 countries around the world with over 800 experienced staff in 10 countries. 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 its 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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