



***East Mediterranean International Travel & Tourism Exhibition - EMITT, one of the world's top five tourism exhibitions, will be taking place at TÜYAP Fair Convention & Congress Center after a 2-year break, on February 9-12 2022.***

## **EMITT Will Shed Light On The Future of the Tourism Industry!**

***EMITT – East Mediterranean International Travel and Tourism Exhibition, will bring together world tourism professionals and holiday consumers in Istanbul for the 25<sup>th</sup> time on February 9-12 2022. With its comprehensive conference program, the tourism agenda, alternative tourism trends and sustainable innovative tourism practices will be discussed at EMITT.***

With more than 800 experienced staff members in 10 different countries, Hyve Group organizes exhibitions, which are one of the most important trade components. Hyve Group also organizes events for sectors that also hold strategic importance for the Turkish economy. Bringing foreign investors and potential business partners together through the events that they hold, Hyve Group will introduce Turkey's branded tourism destinations with different characteristics to visitors at the **25<sup>th</sup> EMITT East Mediterranean International Travel and Tourism Exhibition.**

### **EMITT 2022 Event Program Will Host Meetings Focused on Business Development and Inspiration**

EMITT, one of the world's top five tourism exhibitions, has prepared a program full of business development activities in order to support the industrial strategy, provide exchange of information, encourage innovation and ensure the introduction of new ideas by helping the public, private and academic dimensions of the tourism sector interact!

It is the most important exhibition for the tourism industry in Turkey to develop cooperation. During the four days at EMITT, exhibitors and visitors will discuss the tourism agenda, alternative tourism trends and tips on sustainable innovative tourism practices with valuable guests and speakers.

In this new era where factors such as technology, climate issues and pandemic have led to fundamental changes, hence adaptation to change is the key to sustainability; experts who lead the tourism industry will be hosted on the **EMITT Conference Stage** with our common agenda.

### **Hyve Group**

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## **Themes of 25<sup>th</sup> EMITT's Are Shaping the Sector**

EMITT is the meeting point for professionals in the tourism industry such as airlines, accommodation, transportation and information technology companies and highly valued state bodies, industry associations, tour operators, travel agencies and hotels.

Experts who shape the tourism industry will meet with the industry under a very comprehensive event program covering the current tourism trends at EMITT.

Within the scope of the event program that will take place simultaneously with the exhibition for 4 days, this year, **EMITT** will host interactive activities in different formats such as conferences, special exhibition tours, influencer presentations, entrepreneur meetings and cultural performances.

By integrating many different formats, topics and specialty, under 4 main themes, the following **special forums** will be held: “**Future of Sustainable and Efficient Tourism**”, “**Climate, Food and Culture Friendly Tourism**”, “**New Trends in Transportation, Accommodation and Communication**” and “**Next Generation Technologies in Customer Experience**” for its 25<sup>th</sup> year.

## **More than 45 industry leaders will discuss the Future of the Tourism Industry in 10 different forums.**

- Presidents' Forum: Opinion Leaders Explain Their 2022 Predictions for the Industry
- Climate-Friendly Gastronomy Tourism
- The Benefits of Food-Friendly Tourism for Businesses
- "Influencer" Marketing in the Destination Strategy of Municipalities
- Opportunities Transforming Through the Pandemic Experience and Extraordinary Routes
- Homecoming in Cultural Tourism: Reviving Historical Artifacts and Heritage Sites in Our Country
- #whatnow in tourism? Digitalization, Artificial Intelligence, Metaverse
- The Travel Manifest Leading to Mass Transformation: On Transport, Accommodation and Communication Trends
- The Brand Story of a City Combining History, Culture and Gastronomy Tourism
- New Generation Technologies for Customer Experience in Tourism: Metaverse, Social Travel Network, Digital Twin and Virtual Tour

February 9 – The **main focus of the first day** will be “Future of Sustainable and Efficient Tourism”. Under the moderation of Tourism Consultant Osman Ayık, Firuz Bağlıkaya, TÜRSAB (Association of Turkish Travel Agencies) Chairperson of the Board, Oya Narin, TTYD (Turkish Tourism Investors Association) Chairperson of the Board and Sururi Çorabatır, TÜROFED (Turkish Hoteliers Federation) Chairperson of the Board will take part in the **Presidents' Forum**. They will discuss the latest developments that are shaping the industry.

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February 10 – On the **second day** of the exhibition, "**climate friendly**" and "**food friendly**" tourism will be discussed. Under the moderation of Gürkan Boztepe, President of the Gastronomy Tourism Association; TV programmer, writer and traveler Burak Akkul and famous chefs Jale Balcı and Murat Bozok will follow the "Climate Friendly Gastronomy Routes". Afterwards, in the second forum in cooperation with Orange Flag (Turuncu Bayrak), the benefits of food-friendly tourism for businesses will be discussed under the moderation of climate activist **Elif Dağdeviren**. Today's climate and food activists, eco-label and quality experts, and operating businesses will take part in the forum, giving the main idea "Businesses that reduce carbon footprint and waste ensure quality, reliability and gain profits". **Atlas Sarrafoğlu**, one of the new representatives of the young generation who tries to raise climate awareness in our country, will inspire all consumers and service providers by sharing their findings and suggestions that will guide tourism.

In the last program of the **second day**, there will be forums where experience and success stories from domestic and international destinations will be shared, including "**Influencer Marketing in the Destination Strategy of Municipalities**" and "**Opportunities Transforming Through the Pandemic Experience and Extraordinary Routes**".

EMITT Conference Stage will host people whose tourism-related posts have aroused great interest and who are engaged in global collaborations through their digital content, such as Travel Writer and Journalist **Bahar Akıncı**, Gezimanya Co-Founder **Murat Z. Özbilgi**, digital content creator of @Travelcomic, **Franziska Niehus** from Germany and entrepreneur **Harjinder Kukreja** from India. With the participation of experts from **Azerbaijan, Cuba** and the **Turkish Republic of Northern Cyprus**, "health" will be the main focus and the opportunities learned during the pandemic period will be discussed further.

February 11 – On the **third day** of the exhibition, in the conference "**Homecoming in Cultural Tourism**", the issue of reviving historical artifacts and heritage sites in our country and Tourism industry will be discussed. The conference will be moderated by **Ahmet Yeşiltepe**. The speakers of the conference are **Patara Excavation Director**, Professor Dr. Havva İşkan Işık, **IMM Directorate of Cultural Heritage Projects** Deputy Director İrem Bülbül, **Jolly Tour** Domestic Tours Director Kerem Gökçe, Head of Dept. of **Combatting Illicit Trafficking of Cultural Property** at the **Republic of Türkiye Ministry of Culture and Tourism**, Zeynep Boz.

With the focus on sectoral trends, on the third day of the exhibition, while asking the question "**#whatnow in Tourism?**"; topics such as **digitalization** in tourism, **artificial intelligence** and the **metaverse** will be discussed under the moderation of Age Provocateur Co-founders Duygu Birecikli and Gülşah Akın. Sales and Business Development Director of Hotel Runner Agencies Rıza Kaynak, CEO of B2Metric Murat Hacıoğlu, and Dr. Erdem Erkul, Founder and Chairman of Cerebrum Tech, will take part as speakers.

In the last program of the **third day**, businesses that are harmonious with nature, transforming with culture, adopting the awareness of responsible travel, and offering alternatives to customers with the new age accommodation trends; will get together under the moderation of **Cem Kınay**. Koray Küçükylmaz, General Manager of **Tatilsepeti**, President of **National Camping and Caravan Federation** Leyla Özdağ, General Manager of **Swissotel** Uğur Talayhan, CEO of **Longosphere Glamping** Yiğit Küçükkinay will be the speakers of "**Travel Manifest Leading to Mass Transformation: On Transportation, Accommodation and Communication Trends**" to be held in cooperation with Anatoly.

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February 12 – The last day of the exhibition, “Brand Story of a City” forum, which will be held in cooperation with **EXPO 2021 Hatay**, will tell EMITT visitors the brand story of Hatay developing in the triangle of history, culture and gastronomy tourism under the moderation of IMM Istanbul Tourism Platform Director Özcan Biçer. Other speakers at the panel to be held with the **participation of Hatay Metropolitan Municipality Mayor Associate Professor Lütfü Savaş** are Esat Özata, Department Head of Gastronomy and Culinary Arts in Faculty of Fine Arts, Beykent University, EXPO 2021 Hatay Secretary General İhsan Çakar and TURSAB Regional Representative Board Chairman Mehmet Ali Aycıl.

**EMITT offers an interactive, productive and enjoyable exhibition platform for its 25<sup>th</sup> anniversary, bringing the industry together with experience-oriented events that will take place simultaneously with the conference program.**

**The Lead Actors of Gastronomy Tourism are in Pursuit of Gastronomy Routes!**

With the **EMITT MASTER CLASS SPECIAL EXHIBITION TOUR**, our experts, travelers, influencers and chefs will be able to visit our exhibitors one-on-one at their stands, and share their tips on avoiding waste, sustainability and climate-friendly tourism practices.

**Meet the Tech Startups that Inspire the Tourism Industry with Their Next Generation Technologies!**

EMITT's new event for this year, **EMITT TECH GARAGE** which supports activities that create a bridge between creative minds and investors with its content, as well as providing an opportunity to exhibit and follow the latest products and services in the region, introduces tech initiatives that inspire the tourism industry with their new generation technologies such as Metaverse, Social Travel Network, Digital Twin and Virtual Tour. Visitors and exhibitors will have opportunities to make a digital discovery in the tourism industry using mobile applications, games and virtual glasses in this area; and the start-ups will have a chance to test the exciting products they have developed for the tourism sector with visitors everyday throughout the exhibition.

**Stage and Stand Events**

While increasing their visibility, our EMITT exhibitors will have a chance to strengthen their brand awareness and will be able to show their own cultural richness both with colorful activities in their own stands, and on the stage to be set up in the Main Foyer with special performances.

**LARGER AND STRONGER THAN EVER IN ITS 25<sup>TH</sup> YEAR**

EMITT Tourism Fair Director Hacer Aydın, started her speech by noting that this is the most important meeting platform for industry representatives that shape the world tourism, and stated: "At the 25<sup>th</sup> EMITT East Mediterranean International Tourism and Travel Exhibition, which we plan to hold at TÜYAP Fair Convention and Congress Center on February 9-12, 2022 after a 2-year break, we expect to maintain our collaborations in a more comprehensive and stronger way ever and we look forward to hosting our exhibitors and visitors in the best possible way with our comprehensive program." And also added:

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"We hosted more than 44 thousand visitors from 103 different countries at the East Mediterranean International Tourism and Travel Exhibition – EMITT, which was held for the 24<sup>th</sup> time in 2020. This year, we continue to receive participation requests from visitors in different places of the world. This situation shows that we are doing our job well and encourages us to accelerate our works to be even more useful for our country. Every year, we aim to break a new success record compared to previous EMITT."

You can find detailed information about the 25<sup>th</sup> EMITT Exhibition at [www.emittistanbul.com](http://www.emittistanbul.com).

#### **About Hyve Group**

Hyve Group is an international exhibition company that organizes 75 events in 12 countries around the world with more than 800 experienced employees 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 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**).

#### **For more detailed information:**

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