



*There are only a few days left until the opening of EMITT, the international meeting point of the tourism industry. EMITT will bring the tourism industry together through conferences and events to be held with the participation of distinguished guests.*

## **The heart of tourism will beat at EMITT! EMITT Opens Its Doors on February 9<sup>th</sup>**

*East Mediterranean International Travel & Tourism Exhibition - EMITT, one of the world's top five tourism exhibitions, will bring together world tourism professionals and holiday consumers in Istanbul for the 25<sup>th</sup> time on February 9- 12, 2022.*

East Mediterranean International Travel & Tourism Exhibition - EMITT, organized by Hyve Group, which arranges leading exhibitions in Turkey's leading sectors; will take place at TUYAP Fair Convention and Congress Center on February 9-12 2022.

The 25<sup>th</sup> East Mediterranean International Travel & Tourism Exhibition – EMITT, which is held again after a two-year hiatus, continues to shape the industry with its useful contents and collaborations creating value for all participants. Participation to the exhibition from all over the world continues at full speed. The exhibition will be held under the corporate sponsorship of Republic of Turkey Ministry of Culture and Tourism, Istanbul Metropolitan Municipality and Turkish Airlines; and in the partnership with TÜROFED (Turkish Hoteliers Federation) and TTYD (Turkish Tourism Investors Association).

The 25<sup>th</sup> EMITT will host a total of 14 countries including Russia, Malta, Bulgaria, The Seychelles, Serbia, Kosovo, Pakistan, Jordan, Turkish Republic of North Cyprus, Palestine, Azerbaijan, South Africa, Macedonia and Bosnia and Herzegovina. The countries will introduce their geographical features, historical and cultural elements, food and folklore at the stands. Thus, a colorful exhibition experience is waiting for the residents of Istanbul.

Just like in the previous exhibitions, within the scope of the VIP Hosted Buyer Program organized to create new export channels, more than 200 foreign buyers from a total of 53 countries including France, Italy, Spain, Portugal, Canada, Greece, Russia, India, Qatar, Saudi Arabia, Egypt and Azerbaijan, will take part in this year's exhibition.

### **Hyve Group**

Hyve Fuarçılık A.Ş. | Tic.Sic.No: 430499 | Mersis No: 0323013694600018  
Hyve Build Fuarçılık A.Ş. | Tic.Sic.No: 758423 | Mersis No: 0947046442400015  
Hyve Beauty Fuarçılık A.Ş. | Tic.Sic.No: 745813 | Mersis No: 0730035673300018



## **Tourism Revenue Will Reach \$35 Billion in 2022**

**EMITT Exhibition Director Hacer Aydın**, draws attention to the fact that Turkey is among the countries with the highest number of tourists and stated: "According to the data of Turkish Statistical Institute (TURKSTAT), the number of tourists visiting Turkey was 30.038,961 and we generated 24.48 billion dollars tourism income last year. Compared to 2020, the number of foreign tourists coming to Turkey in 2021 increased by 94 percent and reached a total of 24.71 million. Based on the statement made by our Ministry of Tourism and Culture

in November, our tourism revenues will be expected to increase 35 billion dollars in 2022. These data show that Turkey consistently rises in tourism industry. These results give us hope for future." and added:

"We can state that EMITT has great contributions to Turkey's economy, tourism and country's brand. There has been a great demand for this exhibition, which we last held in 2020. This year, the demand for participation from foreign countries is at a very high level, just like other years. This situation shows that we are doing our job well. This gives us motivation to accelerate our works in order to provide benefits to our country even more."

## **All Matters Related to Tourism Industry Will Be Included at EMITT 2022!**

EMITT will be the meeting point for professionals in the tourism industry such as airlines, accommodation, transportation and information technology companies and distinguished state bodies, industry associations, tour operators, travel agencies and hotels. A very rich conference program covering the trends of the industry on different areas will be taking place at the exhibition.

**On the first day** of the exhibition, TÜRSAB (Association of Turkish Travel Agencies) Chairperson Firuz Bağlıkaya, TTYD (Turkish Tourism Investors Association) Chairperson, Oya Narin and TÜROFED (Turkish Hoteliers Federation) Chairperson Sururi Çorabatır will attend the **Presidents' Forum** under the moderation of Tourism Consultant, Osman Ayık. They will discuss the latest developments that shape the sector.

With EMITT's must-have **Master Class Special Exhibition Tour**, experts, travelers, influencers and chefs will be able to visit exhibitors one-on-one at their stands, and share their tips on avoiding waste, sustainability and climate-friendly tourism practices.

In addition to providing opportunities to exhibit and follow the latest products and services in the region, EMITT's new event for its 25<sup>th</sup> year anniversary will be EMITT Tech Garage. At **EMITT Tech Garage** which supports activities that create a bridge between creative minds and investors with its content, start-ups will have a chance to meet up with the tourism industry with the newest applications of digitalization and technology from Metaverse to augmented reality.

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

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