

23rd EMITT Tourism Exhibition Has Hosted 57.470 Visitors!

EMITT – Eastern Mediterranean International Tourism and Travel Exhibition, which is one of the four biggest tourism exhibitions in the world and took place on January 31 – February 3, has achieved phenomenal success by hosting 5,620 exhibitors and 57,470 visitors from 94 countries. With a 25 percent increase in exhibitors, EMITT has given the sign that tourism sector will also be on the rise in 2019.

Eastern Mediterranean International Tourism and Travel Exhibition / EMITT, organized by **ITE Turkey** which organizes international-scale exhibitions in sectors that support Turkish economy, took place on January 31 – February 3, 2019 at TÜYAP Fair and Congress Centre. Scoring a record number of foreign visitors this year, EMITT attracted a great deal of attention as a tourism exhibition that creates great value for its visitors and lays the groundwork for important partnerships. The “Hosted Buyer Programme”, which takes place every year in cooperation with Travel Shop Turkey within the scope of the exhibition, was this year attended by 811 hosted buyers from more than 100 countries including those from Asia, Europe, the Far East and Latin America.

The event took place with corporate sponsorship of Ministry of Culture and Tourism, Istanbul Governorship, Istanbul Metropolitan Municipality and Turkish Airlines, support from KOSGEB, cooperation of Turkish Hoteliers Federation (TÜROFED) and Turkish Tourism Investors Association (TYD).

EMITT continues to contribute to tourism with 25 percent growth

Mentioning that there is a parallelism between the country’s tourism and EMITT, **ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın** has said the following: “With our exhibition in January 2018, it was once again clearly observed that there is a relation between the growth in country’s tourism and EMITT. The 22nd EMITT event organized in January 2018 hosted 1,065 exhibitors (4,500 companies after including sub-exhibitors) and 54.364 visitors from 85 countries and proved to be a great success. Our exhibition this year hosted 1.170 exhibitors (5620 companies after including sub-exhibitors) and **57.470** visitors from 94 countries.”

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Tourism professionals from all around the world came together at EMITT

Highlighting that EMITT is one of the biggest gathering points not only for Turkish tourism but also for the entire world, Aydın had the following to say: “Compared to last year, we managed to increase our number of exhibitors by 25 percent. We also hosted Indonesia, Malta, Austria and Thailand for the first time ever. We continued our tradition of gathering tourism sector representatives with tourism professionals from all around the world. Within this scope, the Hosted Buyer programme was organized. In this year’s programme, we hosted 811 hosted buyers from 105 countries. Companies from Asia, Europe, the Far East and Latin America showed great interest in EMITT.”

EMITT, which was open to visitors on January 31 – February 3, 2019, hosted tourism professionals in the first two days and holiday makers on day three and day four.

EMITT 2019 had exciting subjects and everything regarding tourism.

Shareholders of the sector handled various subjects at the exhibition which lasted for 4 days. The tourism road map, tourism economy, steps that must be taken to ensure that the recovery in tourism is permanent and predictions regarding the future of tourism were shared.

Journalist, Broadcaster and Economics Commentator Emin Çapa, who conducted the opening of the Conference Stage, talked about tourism’s contribution to local development and the steps that must be taken to spread tourism throughout the year. In the panel moderated by **Skal President Ata Eremsoy**, new trends and the effect of changing consumer profile on tourism were discussed by **Hotelbeds Turkey Director in Charge of Products Arzu Harley**, **Emirates Airlines Turkey, Romania and Bulgaria Regional Manager Bahar Ahmet Birinci** and **Marriott Global Sales Turkey General Manager Seyhan Ayel**.

On the second day of the Conference Programme, sector leaders **TÜRSAB Chairman of the Board Firuz Bağlıkaya**, **TÜROFED Chairman of the Board Osman Ayık** and **TTYD President Oya Narin** shared their predictions on the tourism of the future and talked about the strategies that must be adopted to create a tourism road map.

Digitalization in tourism was one of the prominent subjects. **Futurist Hotelier Cem Kınay**, **Producer and Communication Consultant Elif Dağdeviren**, **Travel Tech Global Chairman of the Board Ferda Kertmelioglu**, **FTI Group / MP Hotels Country General Manager Ahmet Pandır** and **travel audience Europe Sales Director Arnaud Valion** talked about the opportunities presented by digitalization. Giants of online tourism world **Enuygun.com CEO Çağlar Erol**, **HotelRunner Founding Partner Arden Agopyan**, **tatilsepeti General Manager Koray Küçükylmaz**, **Otelz**

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Member of the Board Orkun Tekin and Founder & General Manager of Neredekal.com Özkan Hacıoğlu discussed the future of digital agencies.

How to Influence the Asian Market: China under the Focus

With Chinese tourists influencing the entire world in terms of outbound tourism, a separate study was conducted within the EMITT Conference Programme to ensure efficiency in this market. Introduction to the huge Chinese market consisting of millions of tourists was made by the keynote speech of the **Association of SME Business Owners (ICIF) President Marcus Lee** and was followed by **Destination Dr. Consulting Chief Advisor Edward Dramberger** who conducted a workshop on how to develop relations with buyers and close sales in line with efficiency in the market.

Influencers Were a Major Hit at EMITT 2019!

Promotion of a country is now within the hands of digital PR and influencers. **Biz Evde Yokuz Team Duygu Şar and Bilgehan Çelik, Gezimanya Team Murat Özbilgi and Tuğçe Yılmaz Özbilgi, LoveMalta Account Owner Jan Herzan and Professional Travel Bloggers Association (PTBA) President Janicke Hansen**, who are among the influencers who can mobilize millions with a single tweet, a few seconds of video or a short text, discussed how influencers create value for destinations and provide high income for tourism brands.

The Millennials, who are the most crowded generation on planet earth, are the new locomotive of tourism. The session titled “Future of Tourism is Within Their Hands! Learn How to Communicate Properly with Millennials” which started with a keynote presentation by **Futurist, Economist, T-Human and Digital Agency President Ufuk Tarhan**. Afterwards, **influencer Barkın Özdemir, who is the Youngest Turk to set foot on all seven continents**, was invited to the stage by Ufuk Tarhan and a Q&A session aimed towards understanding the Millennials was conducted.

Shining Star: Gastronomy

In the session moderated by Culinary Travel Society President Gürkan Boztepe, gastronomy was handled from different perspectives and an integrated culinary travel road map was created by **Expert Dietitian Dilara Koçak, New Media, Influencer Marketing and Social Media Consultant Cem Karakuş, Founder of School of Happiness & Institute for Efficiency Dr. Ebru Nurluoğlu and Coordinator of the “Afiyet Olsun, İsraf Olmasın” Project Ali Akgün**.

EMITT- Eastern Mediterranean International Tourism and Travel Exhibition 2019 in Numbers

Total Number of Visitors: 57.470

Number of Exhibiting Countries: 94

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International Exhibitors: 1171 – (4481 after including international visitors)
Total Number of B2B Appointments: 5624 meetings from appointments
Total Number of Hosted Buyers: 811 Hosted Buyers from 105 countries

About ITE Turkey

ITE Turkey is the Turkey office of the international exhibition company ITE Group who organizes more than 150 exhibitions and conferences per year worldwide with 32 offices in 20 countries and more than 1.000 experienced personnel. ITE Turkey, who organizes leading exhibition organizations in leading sectors of Turkey, consists of **YEM Exhibitions**, **EUF – E Uluslararası Fuar Tanıtım Hizmetleri** and **Platform Uluslararası Fuarçılık** companies.

ITE Turkey, who organizes the leading exhibitions of Turkey in sectors of **construction, tourism, cosmetics, food, rail systems and logistics**, takes 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 construction sector to each and every sector it is included in and supports the development of these sectors.

www.ite-turkey.com

About EUF – E Uluslararası Fuar Tanıtım Hizmetleri

EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş., which is a subsidiary of ITE Turkey, organizes the regions' biggest events in construction, furniture, food, packaging, promotion, stationery, energy and construction machinery industries since 1999. EUF A.Ş takes the British global event organizer ITE Group PLC's knowledge and global know-how techniques on the following events: [EMITT \(Eastern Mediterranean International Travel and Tourism Exhibition\)](#), [EURASIA RAIL \(International Rolling Stock, Infrastructure & Logistics Exhibition\)](#) and [WORLDFOOD ISTANBUL \(International Food Products & Processing Technologies Exhibition\)](#).

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