

TOURISM SECTOR TO MEET IN EMITT TOURISM EXHIBITION

One of the top four tourism exhibitions in the world, East Mediterranean International Tourism and Travel Exhibition – EMITT is set to bring together international tourism professionals and holiday consumers for the 23rd time in Istanbul between January 31 - February 3, 2019. EMITT, which achieved 55% growth in the number of exhibitors in 2018, continues to make a significant contribution to the national economy in tourism industry.

Stating that Turkey has become a brand destination for foreign tourists again, **ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın said,** “Tourism revenues reached \$11.5 billion with a rise by 31 percent in the first half of the year. There is a significant increase of 36.9 percent (\$9.28 billion) in terms of revenue obtained from foreign tourists. In other words, more than 80 percent of our tourism revenues came from foreign tourists in the first half of the year.”

Organized by EUF – E Uluslararası Fuarçılık, a subsidiary of ITE Turkey, which organizes leading exhibitions in the leading industries of Turkey, East Mediterranean International Tourism and Travel Exhibition – EMITT will be held at TUYAP Fair Convention and Congress Center between January 31 - February 3, 2019.

EMITT - East Mediterranean International Tourism and Travel Exhibition, which prepares to host a record number of international visitors, continues to lead the sector with many useful contents and partnerships that create value for all exhibitors. Organized in cooperation with Travel Shop Turkey every year, hosted buyer (invited tour operator) programme will host nearly 900 tour operators from more than 100 countries including Asia, Europe, Far East and Latin America.

Sponsored by the Ministry of Culture and Tourism of Turkish Republic, Governorship of İstanbul, İstanbul Metropolitan Municipality and Turkish Airlines, and organized with support from KOSGEB and in association with Turkish Hoteliers Federation (TUROFED) and Turkish Tourism Investors Association (TYD) the exhibition continues to attract exhibitors from all over the world.

EMITT continues to contribute to tourism with 55 percent growth

Stating that there is a parallelism between the national tourism and EMITT, **ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın** said, “We had the opportunity to clearly see the relationship between the growth in the national tourism and EMITT once again in January 2018. In the EMITT organized for the 22nd time in January 2018, we achieved a phenomenal success by hosting 1,065 exhibitors from 85 countries and 54,364 visitors in EMITT. The mobility observed in the tourism sector in 2017 manifested itself in EMITT and we recorded 55% growth in terms of number of exhibitors in our last exhibition. This growth was a precursor of a rapid rise in the tourism sector in 2018 and we witnessed that the sector has achieved a rapid growth.”

Aydın said, “The Ministry of Tourism data also supports this. The number of international visitors coming to Turkey reached 21.64 million people with a rise by 24.9 percent in seven months. Besides, a significant increase is observed in terms of revenue. According to the Turkish Statistical Institute, tourism revenues reached \$11.5 billion with a rise by 31 percent in the first half of the year. There is a significant increase of 36.9 percent (\$9.28 billion) in terms of revenue obtained from international tourists. In other words, more than 80 percent of our tourism revenues came from foreign tourists in the first half of the year. In consideration of these data, we can say that our country is again a brand destination for international tourists. Not to mention the fact that tourists are spending more than ever. Considering these positive figures, we think it is time for publicity for enterprises and destinations. As EMITT, Turkey's leading travel and tourism exhibition, we continue to offer unique opportunities to access this growing market.”

Tourism professionals from all over the world meet in EMITT

Pointing out that EMITT is one of the biggest meeting points for the tourism industry of not only Turkey but also the whole world, Aydın said, “Although the exhibition will open its doors more than four months from now, we managed to increase the number of exhibitors by 45% compared to last year. Besides, Indonesia, Malta, Austria and Thailand will participate as exhibitors for the first time this year. We continue our tradition of bringing together the tourism sector representatives and tourism professionals from all over the world this year. In this context, we are organizing the Hosted Buyer (invited tour operator) Programme. Within the scope of the programme, we will host nearly 900 tour operators from more than 100 countries. In January 2018, we broke a world record with more than 7,000 approved appointments. We aim to top this number with our programme, which lead to new investments and new partnerships. Companies from Asia, Europe, Far East and Latin America show great interest in EMITT and apply to our programme.”

EMITT, which will be open for visitors between January 31 - February 3, 2019, will host tourism professionals on its first two days and the travelers on the third and fourth days. Holiday consumers will have the chance to check out their preferred holiday destinations and choose from holiday options that suit their budgets with tempting prices and “early booking” campaigns.

About ITE Turkey

ITE Turkey is the Turkish branch of the ITE Group, the international exhibition company that organizes 240 exhibitions and conferences worldwide with 32 offices in 20 countries and a staff comprising of over 1,000 experienced employees. Organizing leading exhibitions for the leading industries of Turkey, ITE Turkey consists of the companies **YEM Fuarçılık**, **EUF - E Uluslararası Fuar Tanıtım Hizmetleri** and **Platform Uluslararası Fuarçılık**.

Organizing the leading exhibitions of Turkey in industries such as **construction, tourism, cosmetics, foods, railroad technologies, rail systems and logistics**; ITE Turkey draws its strength from the global network of the ITE Group as well as its experience in Turkey and the region. By sharing its strong global network in the exhibition industry with other industries it operates in, ITE Turkey creates new opportunities for business, collaboration and purchasing, and makes contributions into the development of the industry. www.ite-turkey.com

About EUF – E Uluslararası Fuar Tanıtım Hizmetleri (E International Exhibition Promotion Services)

Operating under the umbrella of ITE Turkey, EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş. has been organizing exhibitions since 1999 in sectors such as energy, construction equipment, food, furniture, stationary, promotion, water and waste water treatment, tourism, rail systems and logistics. With the help of the global information network and the experience of ITE Group as well as global collaborations, EUF A.Ş. carries out the EMITT (East Mediterranean International Tourism & Travel Exhibition), EURASIA RAIL (International Rolling Stock, Infrastructure & Logistics Exhibition), and WORLDFOOD ISTANBUL (International Food Products & Processing Technologies Exhibition).

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