

EMITT and Ministry of Culture and Tourism of Turkish Republic take action to boost tourism. Ministry encouraged the sector to make discounts.

Big Support for EMITT Tourism & Travel Exhibition from the Ministry of Culture and Tourism of Turkish Republic...

East Mediterranean International Tourism and Travel Exhibition – EMITT is among the top five tourism exhibitions in the world. In addition to the contributions that has made to the tourism industry for 20 years, EMITT also provides a great support for the national economy. With its gradually increasing number of exhibitors and visitors, EMITT has achieved sustainable growth with the support of the Ministry of Culture and Tourism of Turkish Republic as well.

EMITT, which will open its doors for the 21st time between 26 - 29 January 2017, has received a big support from the Ministry of Culture and Tourism of Turkish Republic for holiday sales for the summer of 2017-2018. The ministry sent a letter of incentive to tourism companies and tour operators that will join the exhibition which will allow them to offer vacation alternatives to EMITT visitors at discounted prices.

Organized by **EUUF – E Uluslararası Fuarçılık**, an affiliate of **ITE Turkey**, the organizer of leading exhibitions for the leading industries of Turkey, and considered to be one of the top five tourism exhibitions in the world, EMITT and its team keep on working hard to ensure that 2017-2018 summer season will get busier and the sector can return to the levels achieved in 2015 – 2016 season.

At EMITT which is organized with support from TYD and TUROFED, the incentive message asking for advantages being provided to tourism sector representatives and exhibition visitors was sent by the Ministry of Culture and Tourism of Turkish Republic to TÜRSAB, TYD, TUROB and TÜROFED. The message is as follows “*EMITT is supported by our Ministry, TOBB, THY A.O., İstanbul Metropolitan Municipality, 6 professional chambers and societies, 36 local societies and foundations. With the support of our Ministry that aims to ensure lower vacation prices for our citizens, the campaign titled “Buy your vacation at EMITT” will be launched. The campaign is believed to help citizens buy vacation from hotels and travel agencies that join the exhibition, at prices lower than in other periods.*”

ITE Turkey Tourism & Travel & Fashion Group Director Hacer Aydın: “*The early booking campaign launched with support from the Ministry, with the goal of increasing vacation awareness*

in our citizens and allowing them to learn about their country by traveling more and to benefit from lower hotel prices, has evolved significantly in recent years. If the tourism agencies and hotels that will join EMITT create discounted vacation packages that they can offer before the exhibition with the incentive support of the Ministry of Tourism and Culture of Turkish Republic, our citizens would be able to buy vacation deals that “won’t hurt their budgets”. And this will boost tourism while at the same time making a significant contribution to national economy. We believe that players of the tourism industry will do their best in that sense”.

At EMITT 2016 Tourism and Travel Exhibition, visitors had the chance to explore over 200 holiday destinations from 81 cities in Turkey. The exhibition hosted 56.124 visitors comprising sector’s professionals and consumers planning to go on a vacation. While the professionals of the tourism industry had the chance to benefit from new business and partnership opportunities, visitors got informed about a wide range of attractive vacation alternatives.

East Mediterranean International Tourism and Travel Exhibition – EMITT which will be organized between 26 - 29 January 2017 is getting ready to host over 4.500 organizations and companies from 80 countries.

www.emittistanbul.com

About EUF – E Uluslararası Fuarçılık and ITE Turkey

EUF - E Uluslararası Fuar Tanıtım Hizmetleri A.Ş., an affiliate of ITE Turkey, has been organizing exhibitions since 1999 for packaging, energy, construction machinery, food, furniture, stationery, promotional items, water and wastewater, tourism, rail systems and logistics industries. With the support of international exhibition company ITE Group Plc.’s global information network, experience and global partnerships, EUF A.Ş organizes; ANKOMAK (International Construction Machinery, Building Elements and Construction Technologies Exhibition), IPACK TURKEY (International Packaging and Food Processing Systems Exhibition), IWE ISTANBUL WATER EXPO (Istanbul Water and Waste Water Treatment Technologies Exhibition and Conference), EMITT (East Mediterranean International Tourism and Travel Exhibition), EURASIA RAIL (International Rolling Stock Infrastructure and Logistics Exhibition), GLOBAL OIL & GAS TURKEY (Turkish International Oil and Gas Conference) and WORLDFOOD ISTANBUL (International Food Products and Processing Technologies Exhibition).

About ITE Turkey

ITE Turkey is the Turkish affiliate of ITE Group Plc, an international trade exhibitions organization company that organizes over 240 exhibitions and conferences annually at the global level with over 1000 experienced personnel from 32 offices in 20 countries. Organizing leading trade exhibitions in the leading sectors of Turkey, ITE Turkey is comprised of YEM Fuarçılık, EUF - E Uluslararası Fuar Tanıtım Hizmetleri, Ekin Fuar, Platform Uluslararası Fuarçılık and TF Fuarçılık companies. ITE Turkey organizes the leading trade exhibitions of Turkey for the construction, tourism, cosmetics, food, fashion, energy, packaging, construction machinery, rail systems and logistics industries and gets its power from its profound experience in Turkey and the region and from the global network of ITE Group. ITE Turkey, offers opportunities for new business deals, partnerships and purchasing agreements by opening its powerful global network in the exhibition industry to every sector it operates in and contributes to the growth of these industries.

www.ite-turkey.com

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