

# Post Show Report

 **Emitt**

28<sup>th</sup> East Mediterranean International Tourism & Travel Exhibition

TÜRKİYE  BANKASI MAIN SPONSOR

**28<sup>th</sup> East Mediterranean  
International Tourism &  
Travel Exhibition**

**5 - 7 February 2025**

TÜYAP Fair and Congress Center  
İstanbul / Türkiye

[emittistanbul.com](http://emittistanbul.com)

Organiser:  icaevents



## 28<sup>th</sup> East Mediterranean International Tourism & Travel Exhibition

As one of the top five tourism exhibitions in the world, EMITT annually attracts thousands of tourism and travel industry professionals and tourists looking for new and exciting travel opportunities, business partnerships and more from destinations and travel service companies from across the globe.

The show is a valuable business platform providing new business and cooperation opportunities to the Turkish and global travel sectors.

Total number of visitors	23,725
International visitors	2,906
Exhibitors	656
Number of exhibiting countries	39
Conference Sessions	10+
B2B meetings	8,000+
Hosted Tour Operators	666



## EXHIBITORS

# Exhibitor Overview

EMITT, which is the largest exhibition in one of the top tourism destinations in the world, is a must-attend business platform that has been offering new business opportunities to the industry in the region. Country pavilions, holiday destinations, summer, winter and outdoor tourism destinations, hotels and tourism centers, health & sports tourism representatives, tour operators and agencies took part in the exhibition where they had the opportunity to increase their business volumes. The exhibition, which generated a business volume of over €482 million this year, attracted great interest from industry professionals and holiday consumers.














**656**  
exhibitors

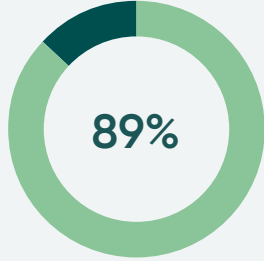
**216**  
international  
exhibitors

**39**  
exhibiting  
countries

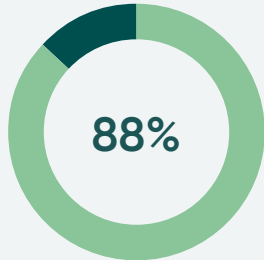
# Exhibiting Countries

-  Azerbaijan
-  Bosnia and Herzegovina
-  Bulgaria
-  China
-  Colombia
-  Cuba
-  Egypt
-  France
-  Georgia
-  Germany
-  Greece
-  India
-  Iran
-  Italy
-  Japan
-  Jordan
-  Maldives
-  Malta
-  Nepal
-  North Macedonia

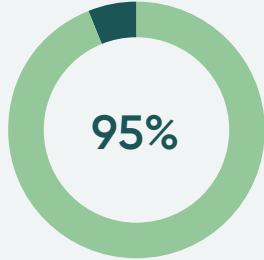
-  Northern Cyprus
-  Pakistan
-  Palestine
-  Panama
-  Peru
-  Poland
-  Russia
-  Saudi Arabia
-  Serbia
-  Seychelles
-  South Korea
-  Spain
-  Türkiye
-  U.A.E.
-  U.K.
-  U.S.A.
-  Uganda
-  Uzbekistan
-  Venezuela



**89%** of the exhibitors stated that they will exhibit next year too.



**88%** of the exhibitors stated that they were fairly satisfied with the exhibition.



**95%** of the exhibitors consider the show important for their businesses.

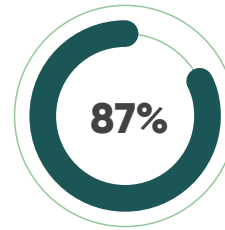


Exhibitors generated new business worth **€482 million**

**€734 thousand** per exhibitor

Total numbers of Orders and Pre-Agreements **8,000**

Number of orders per new exhibitor **12**



87% of exhibitors concluded their on-site meetings with orders and pre-agreements.



92% of first time exhibitors received orders or made pre-agreements.

# Exhibitor Testimonials

“

*EMITT is a crucial exhibition for us. We have been exhibiting since the very first day we were established and we grow the size of our stand every year. Our first day was quite busy, our hands were full the whole day and we drew great attention. We had the chance to meet travel professionals one-on-one, and our partners visited us. EMITT is an important platform in terms of marketing because it offers us the opportunity to meet our partners abroad face-to-face. Just like every year, this year was productive too and we are planning to be here with a bigger organization next year.*

**Kadri Ciğa**  
Founding Partner  
Booking Agora



”

“

*EMITT, being an international organization that encompasses East Mediterranean, offered the chance to get together with important participants that can bring Manisa's products to various markets worldwide. We had meetings with countries like Russia, India, Serbia, Egypt and Italy. Through the ICA Connect app, we scheduled meetings with 17 international exhibitors and this process made our exhibition organization a whole lot easier. We are planning to start our 2026 preparations in May. If you want to open a region to the world market and create a brand, I strongly recommend you take place in organizations such as EMITT.*

**Ural Sevener**  
Directorate of Foreign  
Relations  
Manisa Metropolitan Municipality



”

“

*We exhibited at EMITT to promote our hotel management systems and met with a demand beyond our expectations. This was our first exhibition, and we had a satisfying experience. We had 60-70 meetings through the ICA Connect app and have started working with 50-55 of them. We've built new partnerships with 7-8 countries including Kosovo, Russia, Saudi Arabia, Syria, Azerbaijan and Bulgaria; and have created a business volume of €50-€60 thousand. We have received orders from hotels in Europe and are planning to open sales offices in two countries. We will be at EMITT next year as well!*

**Yağız Savaş**  
CEO  
Chexta Software Technologies



”

# Exhibitor Testimonials



*EMITT, as the oldest exhibition in the Mediterranean region, is a key platform for us, and we have been participating since last 25 years. EMITT has provided great exposure, with high-end buyers from Türkiye, the Balkans, South Mediterranean, Greece, and Italy. Our co-exhibitors have established strong connections, and we aim to expand our presence in this market. We are participating in exhibitions globally, and having been part of EMITT for 25 years, we look forward to returning in 2026.*

Sagar Shrestha  
Senior Officer  
Nepal Tourism Board



*EMITT has been a fantastic event; the first day was very productive, with all tables full and around 50 to 60 potential customers engaged. The quality of attendees has been excellent, and Juniper is gaining strong recognition. EMITT 2025 has been a global fair, with visitors not only from Türkiye but also from Uzbekistan, Saudi Arabia, Italy, the Balkans, Spain, and the US. I highly recommend EMITT to any company interested in the Turkish market, as it offers a professional setting for business discussions. See you in EMITT 2026.*

Joseph Boadella  
Juniper VP of Sales Europe  
& MENA  
Juniper Travel Technology



*EMITT is the largest fair worldwide, and it is very important for Macedonia as it opens doors for our tourism sector to connect with touristic agencies, tour operators, and tourist boards in Türkiye and beyond. We had more than 30-40 meetings and will continue to use ICA Connect application for our business. We have connections and meetings with visitors from Azerbaijan, Türkiye, and across Europe, and we are planning to engage with markets like Japan and other non-European countries. Macedonia will be here next year!*

Bilijana Stefanoska  
Director  
Government of the Republic  
of North Macedonia Agency  
for Promotion and Support  
of Tourism





## VISITORS

# Visitor Overview

### Visitor Profile

Hotels  
Tour Operators  
Travel Agencies  
Public Institutions & Organizations  
(Governorships, Municipalities,  
Provincial Directorate of Culture  
and Tourism)

Diplomatic Missions  
Event Organisers  
Academic Institutions  
HoReCa Suppliers  
Health Tourism  
Media  
Other Tourism Activities

**23,725**  
visitors

**2,906**  
international  
visitors











**109**  
countries

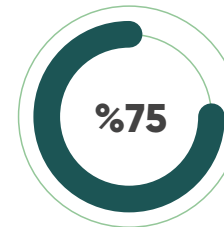




# Visitor density increased by 15% compared to the previous year.

## Top 10 Visiting Countries

- |   |            |   |                        |
|---|------------|---|------------------------|
|  | Bulgaria   |  | Iraq                   |
|  | Iran       |  | Greece                 |
|  | Azerbaijan |  | Jordan                 |
|  | India      |  | Bosnia and Herzegovina |
|  | Egypt      |  | Lebanon                |



75% of the visitors stated that they were fairly satisfied with the exhibition.



86% of the visitors stated that they will attend the exhibition next year.

# Enhance Your Exhibition Experience with ICA Connect



# ICA Connect in Our Exhibitors' Words

“

*ICA Connect application was extremely important for us. Everybody from our stand, all participants used it because it showed it's very important for scheduling the meetings, also gave us more information about the participants and important representatives we could meet with in order to optimize our time.*

Jelena Stankovic  
Public Relations  
Tourism Organization of Belgrade



”

“

*We used the ICA Connect app. We had already downloaded it a week or 10 days before the event to prepare our meeting schedule. It helped a lot for doing our business easier on mobile. I think we will start using it a month before the event next year.*

Mohamed Eid Soliman  
Regional Marketing & Events Director  
Pickalbatros Hotels Management LLC



”

“

*We had many meetings thanks to the ICA Connect app. Thanks to these meetings, we signed agreements and made sales. We had transfer sales. Those who hadn't heard about us saw us and what we were offering.*

Serhat Asilbay  
Agency Representative  
Yeşil Yol Turizm



”

“

*We used the ICA Connect application and had one-on-one meetings via this connection. We believe that we've had quite successful results.*

Talha Düzgün  
Hotel Manager  
Amasya Hotels / Payidar Hotel



”

## VIP HOSTED TOUR OPERATOR PROGRAM

### EMITT'S VIP HOSTED TOUR OPERATOR PROGRAM HOSTED 666 TOUR OPERATORS FROM 78 COUNTRIES

EMITT's annual VIP Hosted Tour Operator Program welcomed **666** tour operators from alternative markets in **78** countries. As a result, more than **8,000** appointments were made between them and our exhibitors.

### VIP HOSTED TOUR OPERATOR COUNTRIES

Albania, Algeria, Andorra, Australia, Azerbaijan, Bangladesh, Belgium, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Cameroon, Canada, China, Colombia, Croatia, Cyprus, Egypt, France, Georgia, Germany, Ghana, Greece, Guinea, India, Indonesia, Iran, Ireland, Israel, Italy, Jordan, Kenya, Kosovo, Kuwait, Kyrgyzstan, Latvia, Lebanon, Malaysia, Malta, Mauritius, Mexico, Moldova, Mozambique, Nepal, Netherlands, Nicaragua, Nigeria, North Macedonia, Norway, Oman, Pakistan, Palestine, Philippines, Poland, Qatar, Romania, Russia, Saudi Arabia, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Tajikistan, Tanzania, Thailand, Tunisia, Türkiye, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uzbekistan, Vietnam, Zambia



# VIP Hosted Tour Operator Testimonials

“

*Hello, my name is Kalinka Zerva and I'm coming from Orancon Travel Group in Greece, which is a travel group of companies, covering all the fields of tourism industry. For sure, the expectations are always to meet travel partners from different countries from all around the world and to introduce the local market and beautiful Turkish products to Greece. Just a few hours have passed, until now the meetings which I had were very nice. So I hope it will continue this way. I am happy for that the organisation is very organised, very controlled and congratulations for this. Thank you very much.*

Kalinka Zerva  
Orancon Travel Group



“

*My name is Maya Al Ajouz, I'm from HMS Travel. We are an inbound and outbound travel agency. We are located in Lebanon. Actually, it's not our first time. We are here maybe fifth time. As for the first day, it was very good. We met with old and new companies, and we are expecting more in the coming days. Everything is going well, and we know that next year will be better and better.*

Maya El Ajouz  
HMS Travel



“

*My name is Jennifer Abraham. We run a company called Clipper Holidays. It is in the south of India, Bangalore. My expectation was to come to a country that I have never seen before, and to meet the most amazing people and my expectation came true. I found the exhibition quite well organised, nicely laid out, a lot of space. Many potential buyers and sellers are meeting each other. It's really beautiful. Really enjoyed it. Thank you so much.*

Jennifer Abraham  
Clipper Holidays





## EVENTS

# BUSINESS DEVELOPMENT EVENTS

EMITT Events, which view tourism not just as an experience but as a responsibility, provided a platform to shape the future of the industry in the face of global crises and environmental challenges. Under the theme **“Redefining Tourism”** the events brought together visionary leaders and industry pioneers who are not only addressing today's crises but also taking bold steps toward building a sustainable future.

Aiming to create a more resilient and positive tourism model, EMITT shaped its events with an approach that goes beyond the goal of achieving zero waste—one that adds value to nature and society, strengthens tourism, and fosters innovative solutions.

## “REDEFINING TOURISM: BOLD STEPS FOR A SUSTAINABLE FUTURE”



**10**  
thematic  
sessions & talks



**40+**  
speakers



**25+**  
collaborations



**2,500+**  
attendees



## Conference Stage Sessions

Conference Stage sessions formed the core themes of the EMITT 2025 Conference Program. Topics covered on stage included 2025 Tourism Forecasts, Municipalities Leading the Transformation, Geography at the Heart of Cultural Heritage, Silent Luxury and Sustainable Hospitality, Modern Approaches to Hospitality, The Path to Positive Tourism with Destination Leaders, Creative Growth in Tourism with Influencers and AI, When AI Goes on Vacation, and Tourism 5.0: The Evolution of Experiences.



## EMITT InstaLive Talks

In the past two EMITT editions, the "Instalive Talks" series, hosted by Experience Designer and Futurist Dr. Cem Kinay, was presented in a different format this year. Conversations with Dr. Cem Kinay and his guests took place live on the Conference Stage while also being broadcast on Instagram Live. Discussions on topics such as Four Sources of Inspiration Strengthening Tourism, Longevity Tourism: Healthy and Sustainable Experiences, The Inspiring Transformation of Gastronomy Routes, Living Heritage: Shaping the Future Through Culture, and Game Changers: The Impact of Sports on Tourism and Culture attracted great interest.



## Exhibitor Stage Shows & Stand Events

EMITT featured a variety of vibrant activities, ranging from traditional folk dances to performances from different countries, songs and folk music to ancestral sports, offering visitors a colorful and engaging experience.



# Speaker Testimonials



*Tourism is one of the most promising industries for the future. While there are concerns that artificial intelligence will eliminate jobs, the diversification of travel purposes, destinations, and the increasing use of technology in tourism are creating new job opportunities. As at least 19-20 tourism categories and over 30 transportation models continue to evolve, this transformation will open millions of new specialized professions.*

*I address the youth: Do not limit tourism solely to the "hospitality" sector. Think about how you can leverage artificial intelligence and technology, deepen your knowledge, and focus on becoming a "T-shaped professional" with the skills of the future. Türkiye holds a great advantage with its natural beauty, history, and gastronomy. We must seize this opportunity.*

*The contributions that EMITT brings to the industry are highly valuable. I believe it should grow even further, yet it already operates on an impressive scale. I congratulate everyone who contributes to this organization and feel great pleasure in being here.*

Ufuk Tarhan

**Futurist, Economist, Strategist, Author**



*EMITT is a significant exhibition that I've been attending for years, witnessing its continuous positive development each time. It is commendable how it brings together multiple dimensions such as tourism, cultural heritage, sports, artificial intelligence, and social media. I congratulate this year's organization and wish them continued success.*

*In my speech, I talked about the intersection of archaeological heritage, cultural assets, and tourism. My key message was that preservation must come first—without safeguarding our heritage, it is impossible to integrate it with tourism.*

*Tourism 5.0 represents a transformation where digital nomad youth are also part of the process. In this context, we must explore the relationship between cultural heritage and tourism through a scientific lens and with an open-minded approach to innovation.*

Prof. Dr. Havva İşkan

**Piri Reis Uni. FAc. Mem. Archaeologist, Scientist**



*EMITT is one of the most important exhibitions for us, and we make a special effort to visit and participate every year. I sincerely appreciate the opportunity to speak at this year's event. As Accor Hotel Group, exceeding guest expectations and integrating new sustainability initiatives into our hotel investments are key priorities for us. EMITT provided us with the opportunity to be part of a panel discussing these crucial topics. In this regard, it holds great significance for us. I extend my gratitude to everyone for their hard work and dedication.*

Onur Kurç

**Accor Türkiye Vice President of Development**



*I congratulate EMITT for fulfilling its important mission. By addressing the development areas of Turkish tourism, it has opened the door to new opportunities.*

*I spoke about longevity, or in other words, wellness. Wellness is rapidly integrating into tourism as a concept that is consumed, experienced, and learned. Tourist facilities should not only serve as accommodation spaces but also transform into well-being education and experience centers. This approach, which helps people feel better, will become a key element of tourism.*

Ersin Pamuksüzer

**The LifeCo Founder**



*Tourism is one of the most vital resources, and exhibitions play a critical role in its development. With its advanced exhibition approach, EMITT contributes to the industry by offering something better each year.*

*I believe that EMITT will continue its success in developing globally integrated systems in the future. Turkish tourism is on its way to becoming one of the most significant global potentials. I extend my gratitude to EMITT for its contributions to the industry.*

Vedat Başaran

**Turkish - Ottoman Cuisine  
Researcher Chef**





PROMOTIONAL CAMPAIGNS

# Newspapers & Magazines

News and interviews in national newspapers with the highest circulations in Türkiye, along with ads, interviews and direct promotional studies of the exhibition in sectoral publications.

22,4 Million reach (print)

\$131,000 Ad equivalent

20,4 Million reach (digital)

\$44,000 Ad equivalent



## EMİTT, 78 ülkeden katılımcıyı ağırladı

Dünyanın 5 büyük turizm fuarı arasında yer alan Doğu Akdeniz Uluslararası Turizm ve Seyahat Fuarı (EMİTT) 5 Şubat'ta kapılarını açtı. Turizm profesyonelleri ve tatile meraklıları için bir araya getiren fuar bugün sona erecek. Fuar kapsamında üç gün boyunca ABD, Almanya, İngiltere, Rusya, Fransa, Güney Afrika, İspanya, İtalya, İsviçre, Kanada, Hindistan, Mısır, Suudi Arabistan ve Birleşik Arap Emirlikleri gibi ülkelerin de bulunduğu toplamda 78 ülkeden 666 davetli tur operatörünün yanı sıra binlerce katılımcı ve ziyaretçiyi ağırladı.

7 YILDA 132 MİLYAR 5 GELİR  
TTYP Yönetim Kurulu

haline gelmiyoruz ve turist başına düşen 600 dolar seviyesini yukarı taşımamız" dedi. TÜRSAB Yönetim Kurulu Başkanı Firuz Bağlıkaya ise "Destinasyon alanında işletmelerimiz gereken çok yol var. İspanya'nın tüm şehirleri birer destinasyonken, biz bu konuda yeterli başarıyı sağlayamıyoruz. Turizmde daha şeffaf, doğru veri ve etkin denetimlerle ilerlemesi sektörün geleceği için kritik önem taşıyor" şeklinde konuştu. TUROPED Yönetim Kurulu Başkanı Erkan Yağcı da "Türkiye'de turizm sektörü ciddi bir gelişim içinde ve 2020'li yıllardaki turizm modelinden sonra önemli yollar katıldı" dedi. Fuarda katılmacı belediyeler hedeflerini çalışmalar hakkında bilgi verdi.

## TURİZMİN DEVLERİ TÜYAP'A GELİYOR

Dünya turizm sektörünü bir araya getiren 28. EMİTT - Doğu Akdeniz Uluslararası Turizm ve Seyahat Fuarı 5-7 Şubat 2025 tarihlerinde TÜYAP Kongre ve Fuar Merkezi'nde turizm profesyonellerini buluşturacak.

**28. EMİTT** - Doğu Akdeniz Uluslararası Turizm ve Seyahat Fuarı, 5-7 Şubat 2025 tarihlerinde TÜYAP Kongre ve Fuar Merkezi'nde turizm profesyonellerini buluşturacak. T.C. Kültür ve Turizm Bakanlığı, İstanbul Büyükşehir Belediyesi ve Türk Hava Yolları'nın desteğiyle düzenlenen fuar, Türkiye'nin turizm sektörünü uluslararası alanda tanıtmak için önemli bir fırsat sunuyor. Fuar kapsamında binlerce katılımcı ve ziyaretçiyle, turizm sektörünün güncel gelişmelerini ve fırsatlarını paylaşacak olan fuar, Türkiye'nin turizm sektörünün uluslararası alanda tanıtımını destekleyecek.

**30 ÜLKE DEN KATILIM**  
Kültür ve Turizm Bakanlığı'nın desteğiyle düzenlenen fuar, Türkiye'nin turizm sektörünü uluslararası alanda tanıtmak için önemli bir fırsat sunuyor. Fuar kapsamında binlerce katılımcı ve ziyaretçiyle, turizm sektörünün güncel gelişmelerini ve fırsatlarını paylaşacak olan fuar, Türkiye'nin turizm sektörünün uluslararası alanda tanıtımını destekleyecek.

**Turizmi yeniden tanımlamak gerekiyor**  
2025 Turizm Fuarı kapsamında düzenlenen fuar, Türkiye'nin turizm sektörünü uluslararası alanda tanıtmak için önemli bir fırsat sunuyor. Fuar kapsamında binlerce katılımcı ve ziyaretçiyle, turizm sektörünün güncel gelişmelerini ve fırsatlarını paylaşacak olan fuar, Türkiye'nin turizm sektörünün uluslararası alanda tanıtımını destekleyecek.



## EMİTT Fuarı'na 650 tur operatörü katılacak



EMİTT Fuarı, 77 ülkeden 650 davetli tur operatörünü ağırlamaya hazırlanıyor. 5-7 Şubat 2025 tarihlerinde İstanbul'da düzenlenecek olan EMİTT - Doğu Akdeniz Uluslararası Turizm ve Seyahat Fuarı, turizm sektörünün tüm ulusal ve uluslararası paydaşlarına işbirlikleri kurma fırsatı sunacak. Türkiye İş Bankası'nın ana sponsorluğunda gerçekleşecek fuar, T.C. Kültür ve Turizm Bakanlığı, T.C. Ticaret Bakanlığı, İstanbul Büyükşehir Belediyesi ve Türk Hava Yolları'nın destekleriyle yapılacaktır.

EMİTT Fuarı, her yıl olduğu gibi, dünyanın dört bir yandaki tatil destinasyonlarını ve seyahat şirketlerini bir araya getirecek. Bu yıl, 77 ülkeden 650 tur operatörünün katılacağı fuarda, katılımcılar sektördeki lider firmalarla doğrudan temas kurma imkânı bulacak. Fuar kapsamında, iş geliştirme fırsatları ve uluslararası iş ağı oluşturma imkânları da sunulacak. Ayrıca, fuar için geliştirilen ICA CONNECT uygulaması üzerinden katılımcılar, etkinlik alanında hızlı bir şekilde ağ kurarak doğrudan müşterilerle ve tedarikçilerle bağlantı kurabilecek. EMİTT Fuarı'nın bu yılki teması "Yeniden Tanımlamak" olarak belirlendi. Fuar boyunca, turizmdeki en son trendler, sürdürülebilir turizm ve sektörün geleceğine dair stratejiler tartışılacak. Ayrıca, katılımcılar, ülkelerin turistik cazibe merkezleri hakkında bilgi edinme fırsatı bulacak. Mısır, Kıbrıs, Gürcistan ve Panama gibi ülkeler, bu yıl ilk kez fuara katılacak ve kendi destinasyonlarını tanıttacak. Fuar, 3 gün boyunca binlerce ziyaretçiyi ağırlayacak ve dünyanın en büyük turizm fuarlarından biri olmaya devam edecek.

### EMİTT FUARI, 5 ŞUBATTA KAPILARINI AÇIYOR:

## Doğaya ve topluma değer katan yaratıcı turizmi öne çıkaracağız

Uluslararası turizm endüstrisini 2024 yılı büyümesine göre en hızlı büyüyen 13. sektör haline getiren turizm, 2025 yılında da güçlü bir performans sergileyecek. Türkiye, bu süreçte halihazırda, gelişmekte ve atladığı atarız etkiler arasında ilk sırada yer alıyor.

2024 yılı için 80 milyar dolarlık ve 60 milyar dolar turizm geliri hedeflenen Türkiye, bu yıl için de 80 milyar dolar ve 60 milyar dolar gelir hedefiyle uluslararası turizm endüstrisini en hızlı büyüyen sektör haline getirecek. Türkiye, bu süreçte halihazırda, gelişmekte ve atladığı atarız etkiler arasında ilk sırada yer alıyor.

### Destekler, KOBİ'lerin tanıtımına katkı sunuyor



EMİTT Fuarı, 77 ülkeden 650 davetli tur operatörünü ağırlamaya hazırlanıyor. 5-7 Şubat 2025 tarihlerinde İstanbul'da düzenlenecek olan EMİTT - Doğu Akdeniz Uluslararası Turizm ve Seyahat Fuarı, turizm sektörünün tüm ulusal ve uluslararası paydaşlarına işbirlikleri kurma fırsatı sunacak. Türkiye İş Bankası'nın ana sponsorluğunda gerçekleşecek fuar, T.C. Kültür ve Turizm Bakanlığı, T.C. Ticaret Bakanlığı, İstanbul Büyükşehir Belediyesi ve Türk Hava Yolları'nın destekleriyle yapılacaktır.

### Eve yakın yerler ön plana çıkacak

EMİTT Fuarı'nın bu yılki teması "Yeniden Tanımlamak" olarak belirlendi. Fuar boyunca, turizmdeki en son trendler, sürdürülebilir turizm ve sektörün geleceğine dair stratejiler tartışılacak. Ayrıca, katılımcılar, ülkelerin turistik cazibe merkezleri hakkında bilgi edinme fırsatı bulacak. Mısır, Kıbrıs, Gürcistan ve Panama gibi ülkeler, bu yıl ilk kez fuara katılacak ve kendi destinasyonlarını tanıttacak. Fuar, 3 gün boyunca binlerce ziyaretçiyi ağırlayacak ve dünyanın en büyük turizm fuarlarından biri olmaya devam edecek.

# Television & Radio

Announcement of the exhibition with news and interviews on television and radio channels, which are closely followed by the business world. Live broadcasts from the venue on news channels during the exhibition.



# Outdoor Promotional Campaigns

40 billboard advertisements in central points of Istanbul

600 posters in central points of Istanbul

Ads on 4 overpasses in central points of Istanbul

230 lamppost ads in central points of Istanbul

LED screens in central points of Istanbul

LED screens in İzmir Airport

LED screens in Antalya Airport



# Social Media Activities

## Media Channels



Instagram



Facebook



X



LinkedIn



YouTube



Telegram

## Content of posts

- Why Should You Visit?
- Get Your Invitation Online
- Sectoral News
- Market News
- Conference Program
- Co-marketing
- ICA Connect
- Countdown
- Exhibitor List
- Exhibitor Interviews
- Round-up Videos



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