



Türkiye Will Rediscover Its Power With 27th EMITT Tourism Exhibition

The 27th EMITT – The Eastern Mediterranean International Tourism and Travel Exhibition, one of the world's five largest tourism exhibitions, which brings together numerous representatives of the tourism industry, is preparing to bring together world tourism professionals and tourists for the 27th time in Istanbul between February 6-9.

East Mediterranean International Tourism & Travel Exhibition (EMITT), one of the world's five largest tourism exhibitions, welcomes nearly 45,000 industry professionals and tourists every year looking for new travel opportunities offered by travel service companies and holiday destinations from across the globe.

EMITT Tourism Exhibition Continues to Become the Bridge Between Turkish Tourism Sector and the World!

For 26 years, EMITT Tourism Exhibition has been the bridge between the tourism sector and the world, enabling many vacation and tourism destinations to be comprised as well as enabling cities, and even villages to be branded and met with domestic and international tourists. EMITT is a platform that presents all of the exhibitors, and domestic and international professional visitors with business and cooperation opportunities. Every year, pavilions of the country, vacation destinations, summer and winter tourism and outdoor tourism destinations, hotel and tourist centers, tour operators, and travel agencies attend the exhibition.

26th EMITT Tourism Exhibition, which took place last year, hosted 28,815 visitors and nearly 600 exhibitors from 95 countries. More than a total of 150 hosted tour operators from 40 countries participated this year in the "Hosted Tour Operator" program, which is held every year within the scope of the exhibition, especially including key countries such as France, Tunisia, Canada, Bulgaria, Spain, England, Switzerland, Iran, Italy, Greece, Hungary, Singapore, and Azerbaijan.

This year, the exhibition aims to increase the added value it presents to the economy of its country. Last year, the exhibition provided 500 million Euros worth of business volume through the business opportunities it presented. This event, which contributes to the growth and diversification of Turkish tourism, increases the touristic attraction of Türkiye by welcoming thousands of tourists and sector professionals every year.



Calling attention to the fact that the 27th EMITT Exhibition made great contributions to Türkiye's economy, tourism, and branding, **EMITT Exhibition Director Hacer Aydın** said,

"In EMITT Exhibition, we focused on solution offers by sharing our insights into the tourism industry for the year 2023 and ahead. We hosted a total of 28,815 visitors, nearly 600 exhibitors, and 5 international influencers from 95 countries. Providing many opportunities in the international arena, including those for new purchasing, business development, new sectors, and cooperation, EMITT provided all exhibitors with the opportunity to meet over 150 hosted tour operators from 40 countries by making pre-scheduled appointments using the B2B appointment system, which was developed with an aim to offer the exhibitors more benefits and allow them to schedule meetings in a more efficient manner.

Considering our 2024 roadmap, to diversify tourism and spread it over 12 months and to every corner of the country, alternative tourism products will be promoted. High-income groups of countries that are especially in the position of rising markets and far-away markets such as America and the Far East will be targeted. It highly contributes to the spread of the domestic tourism season over 12 months. It enables the tourism sector to have a higher scale and occupancy rate to increase, thus increasing the profit and competitiveness of the tourism sector. We are working towards increasing the domestic tourism's share in accommodation and activities, especially outside of the summer season.

Also, we see that the Ministry of Culture and Tourism will concentrate on market diversity in 2024. Within this scope, more extended marketing activities will be organized primarily in current strategic markets, the UK, Western Europe, Eastern Europe, and Turkic Republics.

According to 5-year tourism sector goals set on January 2023, the goal was 60 million tourists and 56 billion dollars of tourism income in 2023. As we expect to meet this income, accelerating Türkiye's tourism sector is another goal. Our expectations for 2024 are 59.6 billion dollars of income, 62.8 million tourists, and an income of 950 dollars per person.

New markets such as China, Southern America, Scandinavia, the Gulf States, the Far East are primary and important for 2024. We also observe that China, the USA, and Saudi Arabia are the 3 countries that will be especially concentrated on. We hope to strengthen and diversify these relations with EMITT. Therefore, we are expanding our goals by presenting new opportunities and programs that will encourage exhibitors to cooperate more this year. This year, we will rediscover Türkiye's power together in our exhibition, in which the primary topics of the sector such as digital technologies and sustainable tourism will be concentrated."

For detailed information:

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