



EMITT - EAST MEDITERRANEAN INTERNATIONAL TOURISM AND TRAVEL EXHIBITION BROKE A RECORD AGAIN IN ITS 27th YEAR

EMITT, the exhibition which increases Türkiye's touristic appeal by welcoming thousands of holiday consumers and sector professionals every year, drew heavy attention from visitors and exhibitors at the Tüyap Fair Convention and Congress Center.

The 27th East Mediterranean International Tourism and Travel Exhibition, EMITT, which is organized under the corporate sponsorship of the Republic of Türkiye Ministry of Culture and Tourism, the Republic of Türkiye Ministry of Trade, Istanbul Metropolitan Municipality and Turkish Airlines as well as in business partnership with the Türkiye Hoteliers Federation (TÜROFED) and the Turkish Tourism Investors Association (TTYD), hosted **653 exhibitor** companies from **28 countries**, especially hailing from Germany, Bulgaria, Brazil, Egypt, Iran, Japan, Northern Cyprus and Venezuela.

EMITT, the East Mediterranean International Tourism and Travel Exhibition, which is recognized as one of the five largest tourism exhibitions in the world, welcomed **220 VIP** hosted buyers from **43 countries** for 4 days and **hosted a total of 28,386 visitors, 3,158** of whom were international.

Welcoming international visitors, who comprised 11% of the total number of visitors, EMITT reached its highest international visitor rate in its 27-year history.

EMITT Business Development Events, one of the biggest meeting points inspiring the sector, focused on the remarkable topics with the Conference Stage Sessions this year by collaborating with sector leaders, **over 70 experts** and **30 different leading organizations**.

During the exhibition, the 4 main topics included **"Travel Trends"**, **"Health Tourism"**, **"Responsible Tourism"** and **"Travel Technologies"**. Under different themes, primarily the climate crisis that affects the whole world and its effects on tourism, promotion and branding projects, Türkiye's policies and incentives to be provided in health, sports and cultural tourism, green bonds, the latest travel technologies, digital transformation and artificial intelligence, eco-tourism experiences, domestic tourism practises and new destinations were the topics of the EMITT 2024 Conference Stage Sessions.

In the **Presidents' Session**, which hosted the **Chairman of the Board of Directors of the Türkiye Hoteliers Federation (TÜROFED), Erkan Yağcı; the President of the Board of Directors of the Hotel Association of Türkiye (TÜROB), Müberra Eresin; the Vice President of the Board of Directors of the**



Türkiye Tourism Investors Association (TTYD), Naile Göçen Çukurova, "The 2023 Tourism Report in Türkiye," as well as predictions and expectations for 2024 and the tourism economy were shared.

Calling attention to the fact that the exhibition contributed to Türkiye's economy, tourism, and branding this year, **EMITT Exhibition Director Hacer Aydın** said,

"We have exponentially increased the added value which we contribute to both the power of tourism and Türkiye's economy this year. The success of EMITT was astonishing this year. There has been an **enormous 78% increase in the number of our international visitors compared to last year**. This increase clearly demonstrates how strong the international appeal and influence of the exhibition has become. Likewise, **our visitor density has increased by 23% compared to the previous year. With a total of 3,158 international visitors**, we proved once again that the exhibition is a prominent actor in the global tourism industry, and we further reinforced our country's power in global tourism. The joy we feel at the end of each successful exhibition, and the pleasure of producing for our country and sharing our experiences are beyond words. We have believed in and worked hard for 27 years. I believe that the 27th EMITT exhibition has been very productive for all our exhibitors and visitors. Together, we have discovered Türkiye's tourism power together and strengthened it once again. Thank you for all our efforts..."

For detailed information:

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